



this is  
**Northumberland  
& The Borders**

Advertising and Sponsorship Media Kit  
2012

[www.thisisnorthumberland.com](http://www.thisisnorthumberland.com)

## Contents

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Site Profile .....	3
Stats .....	4
Pricing Models, Targeting and Rates .....	4
Pricing models .....	4
Pay Per Click .....	4
Run of Site (ROS) .....	5
Mobile Advertising .....	6
Advertorial .....	6
Sponsorship.....	6
Payment and Discounts.....	6
Technical requirements .....	6
Ad Production and Design.....	7
Social Media support - Free!.....	7
How to be a Successful Online Advertiser.....	7
Terms and Conditions .....	8
How do I proceed? .....	8

## Site Profile

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*This is Northumberland and The Borders* is one of the UK's first online travel and tourism magazine combining searches for products with news, features, interviews, updates, and lots more.

We are a leader in travel and tourism coverage and publish high-quality, relevant and informative articles that engage readers and keep them coming back to our website. This means we'll have a captive audience interested in what *you* have to offer.

One-hundred percent of our content is available to search engines, so *This is Northumberland and The Borders* offers you enormous potential to expose your business/organisation to thousands of interested people.

Why advertise online? Seventy-seven percent of UK households have Internet access\*; and the addition of online advertising, as well as print advertising, generates the greatest increase in brand awareness\*\*.

By advertising on [www.thisisnorthumberland.com](http://www.thisisnorthumberland.com) you reach readers who are:

- Keen and engaged in travel and tourism in this part of the world
- In charge of spending decisions about their individual or family holiday and day trip plans
- Employed in group travel or the management of holidays for individuals or groups
- Employed in the provision of services and products to people committed to spending time and money in Northumberland, Newcastle-Gateshead and The Scottish Borders.

All adverts on [thisisnorthumberland.com](http://thisisnorthumberland.com):

- Target your advertising on a website specifically about travel, tourism and short breaks in Northumberland and The Scottish Borders
- Funnel people to your website when they click on your advert
- Are affordable, for both very small businesses and larger companies
- Give you accessible tracking and stats.

\* Office for National Statistics, Publication: Internet Access - Households and Individuals, 2011.

\*\* Media Post's Marketing Daily.

## Stats

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Thisisnorthumberland.com had more than 20,000 unique users in March, 2012, and expects to have more than 30,000 unique users by May, 2012, and 50,000 by October 2012. For our latest metrics check this page <http://www.thisisnorthumberland.com/advertise>, or contact us.

## Pricing Models, Targeting and Rates

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### Pricing Models

You can choose from one of two pricing models, Display Time, or Pay Per Click (PPC).

With Display Time you pay a flat fee for your ad to run on the site for a given period of time. Rates are listed below.

### Pay Per Click

Click rates start at 50 pence per click and go up to £2 per click. For example, the click rate for large box ads at the top of the page is £2 per click. The click rates for smaller ads and less prominent ads are lower. Contact us for full details.

## Run of Site (ROS)

Your ad will run on every page of the website. This is called Run of Site (ROS). Below are the available banners for ROS ad slots. As a location guideline please refer to the correspondingly-numbered **RED BOXES** on the example website screenshot (shown opposite).

1. **Leaderboard**, 728 wide x 90 high = £30 per month. Potentially our most powerful ad position below the navigation bar and above content. An advert here will yield a high click-through rate if the design and call to action are well-executed.
2. **Small rectangle**, 220 wide x 90 high pixels = £20 per month. A high-profile spot offering good potential for a bright, animated advert with a strong and simple call to action.
- 3, 4, and 5. **Mid-page units (MPU)**, above the fold, 300 wide x 250 high pixels = £30, £25 and then £25 respectively a month. Equally as strong as the Leaderboard, Google research has identified the MPU box ad as a successful performer because of its prominence, appealing size and context within the overall website.
- 6 and 7. **MPUs**, roughly on or slightly below the fold, 300 wide x 250 high pixels = £25 and £25 a month respectively.
- 8, 9 and 10. **MPUs**, below the fold, £20, £20 and £20 a month respectively. Lower down but still a very strong choice because of its appealing size.
11. **Narrow skyscraper banner**, 120 wide x 600 high pixels = £25 per month. An ad with strong images and a sound call to action will perform well here.
12. **Bottom banner**, 728 wide x 90 high pixels = £20 per month. Below all the content, this ad will perform very well for advertisers targeting people who spend more time on websites and explore sections and links.
13. **Bottom rectangle**, 220 wide x 90 high pixels = £10 per month. Below all the content, this ad will perform very well for advertisers who want to target people who spend more time on websites.



## Mobile Advertising

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More than 20% of our readers access [thisisnorthumberland.com](http://thisisnorthumberland.com) through a mobile device. This figure is expected to grow quickly as more and more people switch to smartphone and small pad devices. You can take advantage of this growing mobile audience by buying mobile advertising. The rates are approximately half of those listed above. If you are an existing advertiser the cost will be discounted. Contact us for full details.

## Advertorial

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An advertorial is a promotional page containing editorial copy, images, video or banners about your company. You decide the content, and you can also have at least three key words or phrases linked to your website to enhance your presence in search engines.

You can use an advertorial to publicise a one-off event, or maintain a presence for a period of time. A well-executed promotional page will significantly raise awareness of your business and also enhance your website's search engine optimisation.

The page can link from every page on [thisisnorthumberland.com](http://thisisnorthumberland.com), or a single category within the site. Cost: £35 a month, with discounts for longer runs. This includes tweets about your page and references to it on our Facebook page. This fee does not include copy writing, which can be arranged at cost of £30 per hour.

## Sponsorship

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Do you want to raise the profile of your brand, enhance your image, or simply express your passion for Northumberland, Newcastle-Gateshead and The Scottish Borders? Sponsorship can do that for you. A business or organisation can sponsor our whole site, a page, or a section. Contact us at [northumberlandfirst@gmail.com](mailto:northumberlandfirst@gmail.com) to discuss opportunities, options and costs.

## Payment and Discounts

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We accept BACS, personal cheques and Paypal. Payments can be made in monthly instalments.

## Technical requirements

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Acceptable file formats are: PNG, JPG, GIF, or SWF/Flash\*. Please note that as of the time of writing there is an issue with Internet Explorer 9 and Flash ads may not display properly in IE9. For this reason we recommend your advert be in a GIF format.

If you do submit a Flash file, we accept files published as version 9 and Action Script 2 or below. Frame rate must be a maximum of 21 frames per second. A Flash ad should not flash/blink more than three times per second). Maximum animation length: 45 seconds. Maximum file size: 45KB.

\* Please note that in the case of Flash/SWF adverts you must also use the industry-standard 'clickTAG' parameter in order for the ad server to direct visitors to your website/landing-page. Please instruct your advert designer to use 'clickTAG', which is case-sensitive (so 'clicktag' or 'clickTag' will not work). In order for the advert to appear on devices that do not support Flash you should provide an alternative image file (PNG, JPEG or GIF) to be displayed instead.

## Ad Production and Design

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We can design an advert for you at no cost if you don't have one or don't have a designer at hand.

You will need to supply relevant materials and files such as your logo, images, etc, and a brief description of what you want. We will develop your ad and you'll have a chance to review it and approve it before it goes live.

## Social Media support – Free!

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All advertisers and sponsors receive free Tweets and Facebook mentions from our [Twitter](#) (@Nland\_borders) and [Facebook](#) accounts.

You will also receive preferential treatment when it comes to editorial coverage, too.

The social media support we give you will be truly optimised if you have your own social media presence. If you don't have a Twitter or Facebook account, we can set these up for you at low cost through our sister company, <http://www.creativewavepr.com>

## How to be a Successful Online Advertiser

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There are a number of variables that contribute to successful online advertising. The four main ones are:

- Size of the advert
- Location on a site
- Quality of the advert creative
- A strong call to action (ie the ad's message to viewers).

These things contribute to the performance of the ad. An ad that performs well get more clicks directly to the advertiser's website.

If you need help with any aspect of your campaign we can assist. We can also help fine-tune your strategy and produce powerful copy and graphics, including logos.

Creative Wave PR has produced a [White Paper on successful online advertising, and you can find the main elements here](#).

## Terms and Conditions

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Please note that by advertising on [thisisnorthumberland.com](http://thisisnorthumberland.com) you automatically agree to our Terms and Conditions, which can be supplied on request.

## How do I proceed?

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Contact us at [northumberlandfirst@gmail.com](mailto:northumberlandfirst@gmail.com), and we'll get you started. We use an independent third-party ad server to serve, track and manage advertising on [www.thisisnorthumberland.com](http://www.thisisnorthumberland.com). If you like, we can set you up with an account within the ad server and show you how to monitor your stats, or we can do this for you.