

# why hang around... ?

your potential  
customers  
are online...

Online advertising  
information can

Generate sales

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Create brand awareness  
with massive opportunity

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Drive traffic to your site

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[guardian-series.co.uk](http://guardian-series.co.uk)

[times-series.co.uk](http://times-series.co.uk)

[enfieldindependent.co.uk](http://enfieldindependent.co.uk)

[haringeyindependent.co.uk](http://haringeyindependent.co.uk)

[borehamwoodtimes.co.uk](http://borehamwoodtimes.co.uk)

[citizen-series.co.uk](http://citizen-series.co.uk)



Your Local  
**Guardian**

**TIMES**  
SERIES NEWSPAPERS

ENFIELD  
INDEPENDENT

HARINGEY  
INDEPENDENT

**Citizen**

# why advertise on our sites?

Over thirty eight million people now have access to the internet - equivalent to 62.6 % of the entire UK population enabling people to access local information more easily, far quicker and with much greater sophistication than ever before. The Newsquest portfolio of local websites offers an exciting opportunity to reach a new or wider audience ensuring the broadest possible platform for communicating information about your business. Online advertising is a cost-effective medium and any company regardless of size can make an immediate impact on a site that is considered trustworthy and relevant and extensively promoted through our long established newspaper titles across North London.

\* source: eMarketer, 2008

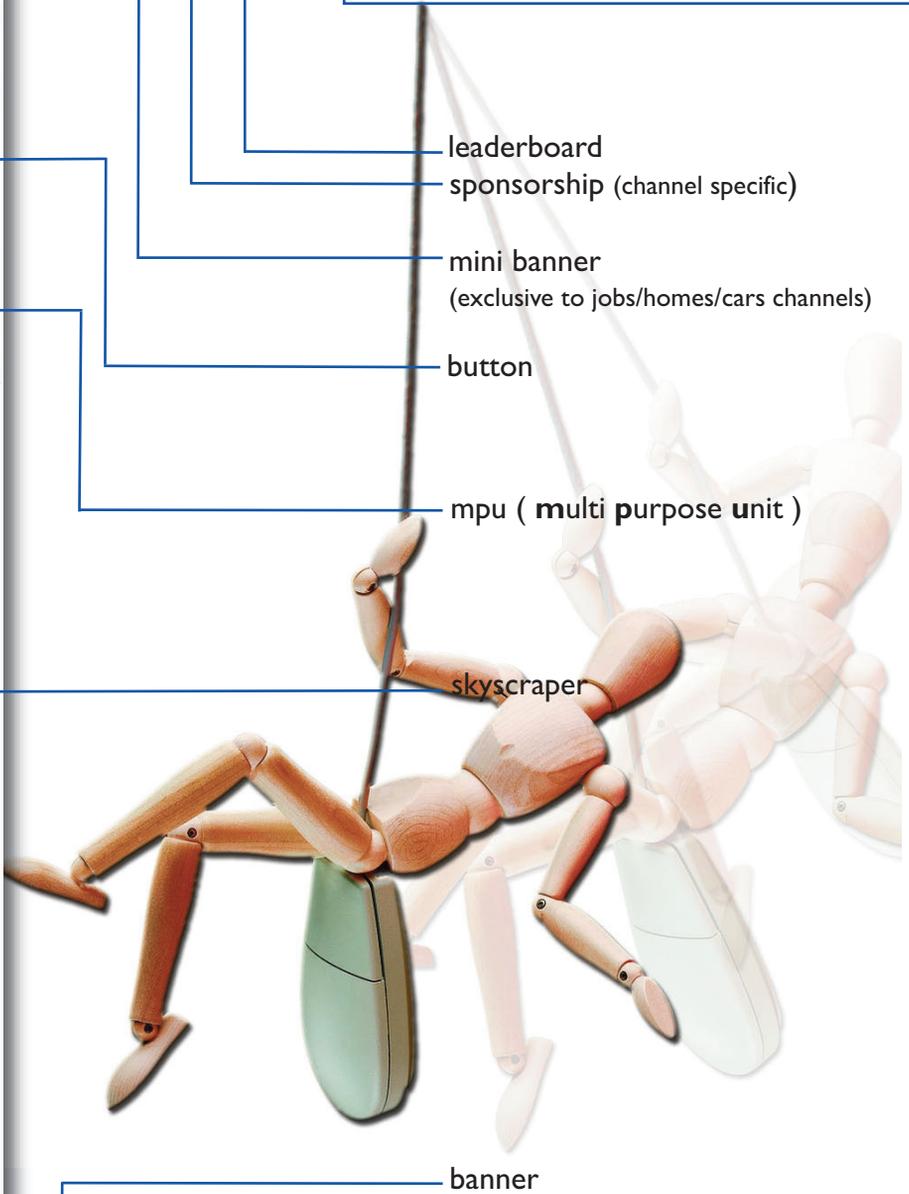
Our Digital Audience		
	monthly page impressions*	monthly unique users*
	828,362	161,616
	61,277	13,119
	141,255	18,142
	401,331	50,914
	58,491	9,610

\*Average over 6 month period



The screenshot shows a typical news website layout with several advertising opportunities:

- leaderboard**: A large banner at the top of the page.
- sponsorship (channel specific)**: A 'jackson' logo placed within a news article's content area.
- mini banner (exclusive to jobs/homes/cars channels)**: Small rectangular ads for 'limited' and 'Sm'.
- button**: A 'Click here to buy RAC Breakdown Cover' button with a price tag of £33.
- mpu (multi purpose unit)**: A large vertical advertisement for RAC Breakdown Cover.
- skyscraper**: A tall, narrow advertisement for RAC Breakdown Cover.
- banner**: A 'FREE Airmiles with the Airmiles Mortgage' banner at the bottom of the page.



- leaderboard
- sponsorship (channel specific)
- mini banner (exclusive to jobs/homes/cars channels)
- button
- mpu ( multi purpose unit )
- skyscraper
- banner

# advertising options

## leaderboard



- The largest most prominent position available for a display advert, supporting national and local advertisers
- Can be produced at the top or bottom of the web page
- Landscape image or logo friendly
- Artwork can alternate to show messages or change image
- Animation as well as still images can be incorporated in the artwork

## skyscraper

- Appears on the right hand side of the web page
- Suits portrait images or logos
- Artwork can alternate to show messages or change image



## button



- Positioned next to editorial
- Requires simple message
- Artwork can alternate ( maximum 3 frames )

## mpu



- mpu ( multi purpose unit )
- Situated on the right hand side of the webpage above the skyscraper
- Artwork is created to support animation or live adverts
- It is a versatile, high impact space which can house static images, moving images or even video.

## sponsorship



- Channel specific promoting event or organisation
- Clicks to branded sponsor page hosted by our site
- 'in association or sponsored by' must be used
- Artwork requires no background colour or image remains simple but can still consist of multiple frames

## mini banner



- Available on jobs, cars and homes
- Specifically targets your audience
- Artwork can alternate to display your image or multiple images

## Mechanical Specification

### Advert sizes

Leaderboard	size 728 x 90 pixels
Skyscraper	size 120 x 600 pixels
Mini Banner	size 280 x 60 pixels
Banner	size 468 x 60 pixels
Mpu	size 300 x 250 pixels
Button	size 120 x 60 pixels
Sponsorship	size 310 x 30 pixels

## Contact

If you would like to book an online advertisement, or require further information, please contact:

For East London, North London and Enfield areas.

# introductory rates

advert style	volume of pi's	rate per '000
leaderboard mpu	10k - 40k	£10.00
	50k - 90k	£7.50
	100k+	£5.00
skyscraper	10k - 40k	£8.00
	50k - 90k	£6.00
	100k+	£5.00
button	10k - 40k	£5.00
	50k - 90k	£3.50
	100k+	£3.00

