

JT

# Digital Advertising Rate Card 2014/2015



**JT**  Insight

**JT**  Rewards

**JT**  Directory

# Demographics

## JT Insight

Our classifieds and community website has been the Channel Islands most popular place to visit online for 15 years. We have one of the largest user bases in Jersey, with the biggest reach amongst the 25 to 34 age group. A further 42% of our users are between 35 and 54. Over 63% of our members are male.

### Use JT Insight to reach:

- Primarily male audiences
- Young professionals market
- People looking for products in your industry (e.g. vehicles, boats, furniture, baby & children and sports goods)
- People looking for property, services and jobs

## JT Rewards

We've grown our database of members to over 30,000 'Rewarders' all hungry for a deal! We are most popular with women (65%) and have an even distribution of visitors aged from 25 to 54.

### Use JT Rewards to reach:

- Primarily female audiences
- People looking for a deal or sale
- Young professionals viewing our deals at their desk in the morning
- A wide range of age groups
- People interested in health & beauty, restaurants and overnight stays

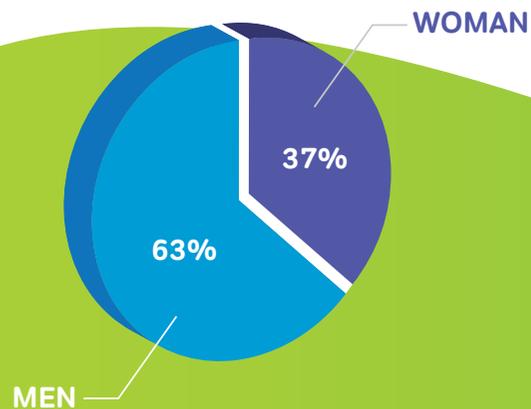
## JT Directory.com

Over 6,000 users search jtdirectory.com each week, with even more each day using our mobile optimised site and iPhone App. Our users are split equally amongst men and women.

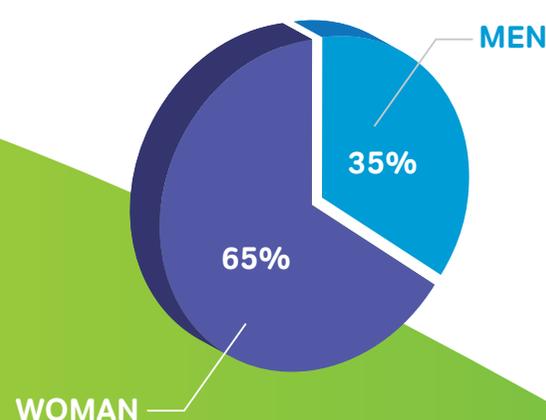
### Use JTDirectory.com to reach:

- People searching for your business details
- Male & female audiences
- Users browsing for businesses by industry type

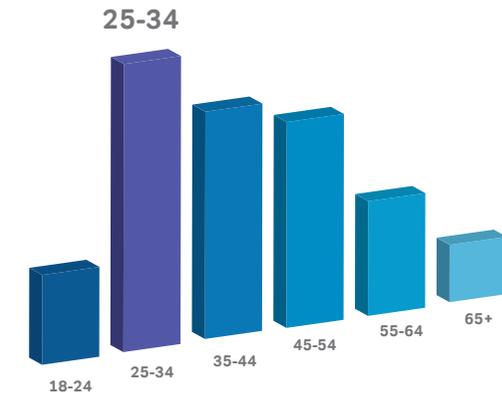
JT Insight (Gender)



JT Rewards (Gender)



JT Insight (age range)



# Why JT Insight?

We pride ourselves on being the Channel Islands most popular online marketplace, with over 80,000 unique visitors per month. That's why JT Insight is the perfect place to get your message heard by a large local audience.

Cutting through the noise can be tricky so that's why we're committed to balancing the needs of our advertisers, whilst keeping the site clean, simple and user friendly. Because our site has a number of classified advertising categories, you can choose to either promote your business to all visitors with a 'Site Campaign' or choose to only show your promotion to visitors interested in your type of business. For example, a Gardening Contractor's advert only shows to users visiting our Home & Garden category.

## Site Campaigns & Homepage

Available in traditional banner, short banner and skyscraper format, Site Campaigns & Homepage Placements are great for creating awareness to everyone who visits the site, regardless of what they're looking for.

## Targeted Classified Campaigns

Available in both banner and MPU, campaigns within our various classified categories are the only place in the Channel Islands where you can truly reach a specific chosen audience. We provide campaign placements in both the search and individual classified results for the following categories:

- Cars
- Motorcycles
- Boats
- Property
- Furniture
- Jobs
- Baby & Children
- Home & Garden

### How targeted classified campaigns work

- 1 Choose a category to match your business.
- 2 Select a banner type. (eg: Board or MPU)
- 3 Users search for items within your chosen category.
- 4 Your ad is displayed within their search results.
- 5 Your ad is shown again when they view an individual ad.

80,000

Monthly Visitors

75,000+

classified adverts placed every year

#1

The most popular classifieds site in the Channel Islands for 15 Years

## Get in touch today...

Speak to our team by emailing [contact@jtwards.com](mailto:contact@jtwards.com) or on **01534 882641**

JT Insight

# Feeds & Referrals

## Property, Motoring & Recruitment Feed Services

**(Estate agents, vehicle/motorbike/boat dealers and recruitment agencies only)**

In addition to property, vehicle and recruitment listings by private users, we provide an automated feed service for local agents/dealers wanting to upload all their listings to JT Insight in bulk. All changes and updates to your listings are replicated on our site and there is no limit to the number of listings you can feed to us.

Your listings will automatically feature your logo as well as email and phone contact details, plus a link through to your own website.

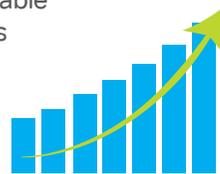
We even provide the option for end-users to register their search criteria with you if they can't find what they are looking for.

## The Power of the Feed

All our Agent & Dealer Feed services come with a monthly report sent direct to you letting you know the following:

- Total number of views for your listings
- How many times a user has clicked through to your website
- How many times a user has emailed or called you using the contact details in your listing
- Your top 50 most popular listings

Our Agent & Dealer Feed customers use the monthly statistics we provide on how popular a listing is, as an invaluable guide to any changes they may need to make to their property, vehicle or recruitment listing.



## Referrals

We offer Referral Buttons from our classified ads to relevant services offered by local businesses. For example, a finance company can choose a 'finance this car' button to display on all our vehicle classified adverts, linking to their own site and their motor finance offers.

This service is ideal for anyone offering a service which relates to the things our end-users are buying:

- Finance Companies - Have your own referral on our car ads
- Insurance Companies - Have your own referral on our boat ads
- Mortgages - Have your own referral on our property ads
- Vehicle parts & servicing - Have your own referral on our car ads
- Machinery parts & servicing - Have your own referral on our Home & Garden ads

Example Buttons:

INSURE THIS VEHICLE £

GET A MORTGAGE QUOTE £

FINANCE THIS CAR £



## Get in touch today...

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# Why JT Rewards?

Our Daily Deals and Online Ticket Sales platform is one of the fastest growing sites in Jersey. We grew our registered user base from 14,000 members to more than 28,000 in our very first year!

We're well known for innovative deals and new ideas such as our Weekly Room Sale offering last-minute overnight stays at local hotels and our ever popular seasonal features like Romantic and Festive Rewards. What's more, people are always talking about our regular competitions and we have over 13,000 followers on Twitter and Facebook.

Our army of deal hungry Rewarders are the perfect audience for you to advertise your latest offers, sales and discounts to and we offer some of the most cost effective banner advertising around. You can even advertise in our daily email, sent to all our members each day.

## Campaigns & Placement

### On-site Banner Campaigns

We have low-cost shared tenancy and premium (Solus) advertising placements in both banner and MPU formats.

Our shared tenancy banners appear at the top of every page on our site, with a maximum of 10 banners in rotation. Our small MPU will always appear beneath our side deals on the right hand side of the site.

Premium positions are 'solus' and dedicated to a single customer on a monthly basis. We offer a premium MPU which always sits above our side deals and both mid-page and lower-page banners. These large banners appear within every deal our users view.

## Email & SMS Campaigns

Our daily email goes out to over 28,000 subscribers each day and your business advert can feature in pride of place for as little as £50.

We also have 22,000 registered SMS users and can provide your business with an instant platform to promote your latest offers direct by text to this ready-made audience.

## Can your business offer a daily deal?

Got an offer on a product or service that you're able to offer to our members at 40% less than RRP?

Call our Merchant Support Team today on **01534 882641** or email [contact@jtrewards.com](mailto:contact@jtrewards.com)

28,000



deal hungry members

500+



daily deals & ticket offers each year

13,000



Facebook & Twitter Followers

Relaxed & friendly style



& loved for our competitions!

We've save our members around £900,000 each year on the things they love!



# JT Insight

# Our Rates

	1 Month		5 months + 1 month free (leaderboard / short banner)	10 months + 2 month free (leaderboard / short banner)	Solus (per month)
	Leader Board Banner	Short Banner			
Site Campaign (run of site)	£425	£200	£2152 / £1000	£4250 / £2000	POA
Homepage (skyscraper)	£275		£1,375	£2,750	POA
Targeted Classified Campaigns - 2 placements (appear in search results & Individual adverts)	Banner Quantity x 2 468 x 60	MPU 180 x 150 & 300 x 250	5 months + 1 month free (banner / MPU)	10 months + 2 months free (banner / MPU)	Solus (per month)
Motoring & Boats	£375	£375	£1875	£3750	POA
Property	£300	£300	£1500	£3000	POA
Furniture	£250	£250	£1250	£2500	POA
Jobs	£125	£125	£625	£1250	POA
Baby & Children	£125	£125	£625	£1250	POA
Pets & Accessories	£125	£125	£625	£1250	POA
Home & Garden	£125	£125	£625	£1250	POA
All other classifieds (bundle)	£375	£375	£1875	£3750	POA
Feed Service	Per Month (3 month minimum term)				
Estate Agent feed	£250				
Vehicle Dealer feed	£250				
Recruitment feed	£250				
Referral Buttons	Per Month (3 month minimum term)				
'Insure This Vehicle' / 'Get Mortgage Quote' etc.	£500				

JT Rewards

# Our Rates

Placement (pixel size)	1 Month	5 months + 1 month free (banner / MPU)	10 months + 2 month free (banner / MPU)	Solus (per month)
Homepage & run of site banner (468 x 60)	£195	£975	£1950	n/a
Homepage & run of site MPU (180 x 150)	£150	n/a	n/a	n/a
Premium MPU (265 x 265)	n/a	n/a	n/a	£500
Premium mid-page banner (653 x 110)	n/a	n/a	n/a	£450
Premium lower-page banner (653 x 110)	n/a	n/a	n/a	£350
<b>Other Packages</b>				
Email advert	£50 per day			
SMS Campaign	£450 per campaign			
Voucher/Ticket banner	£195 per month			

## Get in touch today...

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# Specifications

Skyscraper \*



Standard MPU \*



Premium MPU †



Small MPU ∞



Short Banner \*



Standard Banner & Leaderboard ∞



Premium Banner †



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## Site Specifications:

- \* Available on JT Insight only
- † Available on JT Rewards only
- ∞ Available on both JT Insight & JT Rewards

Please note: MPU & banner graphics are not to scale