

Bernews 24/7 news, multimedia
& community coverage creates
an around-the-clock readership
which gives your advertising
campaign constant exposure.

It's marketing that never stops!

Business • crime • culture • environment • entertainment • flight status • live video streaming • history • mobile app • music • photo galleries

Bernews

media kit | 2013

For more information or to book an ad
please email advertising@bernews.com

Since bursting on the scene three years ago, Bernews has scooped up the vast majority of local awards in the field including multiple Best of Bermuda and TechWeek Awards.

Known for our breaking news reports, Bernews 24/7 news coverage has created an around-the-clock readership which provides your campaign with constant exposure.

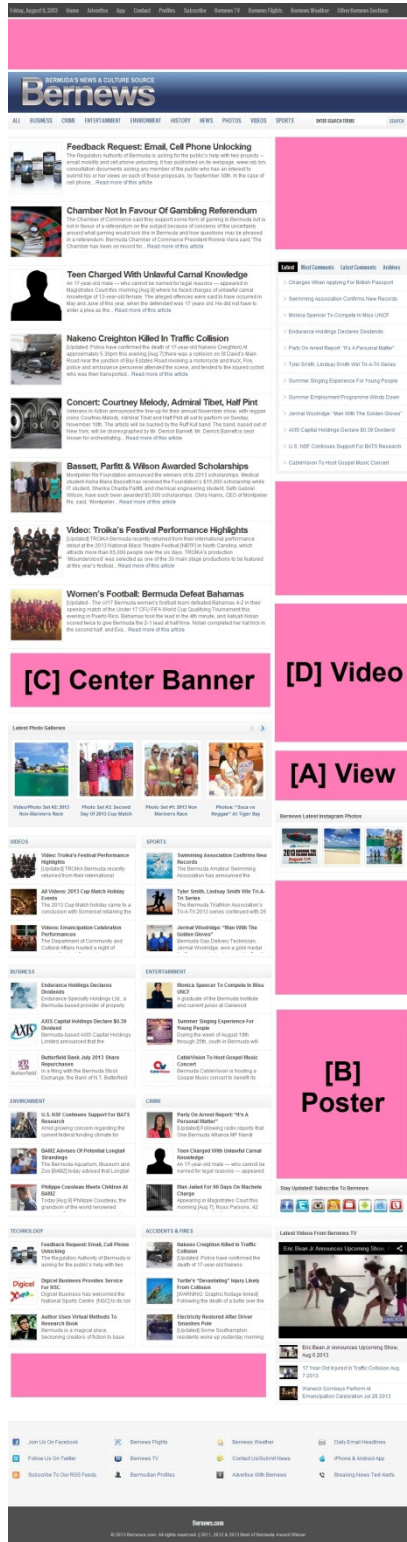
Bernews is the largest local provider of online video & photo galleries, and has the highest combined social media presence of all media.

Bernews is one of the few local websites that includes all ad placements in our mobile version reaching the thousands of daily viewers reading on their smartphones.

As a digital-only media outlet exclusively focused on online coverage, Bernews high traffic ensures your message gets out by providing your campaign with high visibility

Ad options range from impression based advertising of \$1 per 1000 views up to premium banner locations for those seeking extremely high visibility.

Impression, Weekly & Email Newsletter Ads



[A] Impressions: \$1 Per 1000 Views

Ideal for those on a budget or seeking precise control of views, this space is sold by 'views' or 'impressions.'

The space [A] costs \$1 for 1000 impressions; meaning that for every dollar you spend your ad will be shown 1000 times.

The location is 300x100px. You must purchase a minimum of \$25 [25,000 views] for six months.

[B, C, D] Weekly Ads: \$100 - \$350

Perfect for promoting upcoming events, weekly ads are available for both banners and videos.

The 300x400 lower homepage poster [B] is \$100, while the 600x100 center homepage [C] is \$350.

A homepage video/banner ad [D] is only \$200, while placement on all remaining 15,000+ pages is \$175.

All placements are exclusive to one advertiser.

Weekly Email Newsletter Ads: \$200

A high profile ad banner is available in our email newsletters which are sent to thousands of subscribers twice a day, morning & evening.

Each email newsletter contains only one advertiser's banner, so it offers premium visibility.

The banner will be shown in the high profile top position, and also repeated lower in the newsletter.

The weekly cost for exclusive placement is \$200 for two banners in two newsletters per day.

Monthly Rates

For those looking for long term marketing options, our monthly packages offer cost effective prices, large banner sizes and a range of options to suit all budgets.

Ads can be purchased in sections only, article pages only, the homepage only, or 'run of site' which means your ad will rotate across all areas. All offer 6 figure monthly views.

SECTION PAGES - MONTHLY COST

- [2] Lower Medium Rectangle \$200
- [3] Middle Medium Rectangle \$300
- [4] Upper Medium Rectangle \$600
- [5] Top Jumbo Banner [sold out]

ARTICLE PAGES - MONTHLY COST

- [1] Under Articles [also on homepage] \$500
- [2] Lower Medium Rectangle \$275
- [3] Middle Medium Rectangle \$400
- [4] Upper Medium Rectangle \$800
- [5] Top Jumbo Banner [sold out]

HOME PAGE - MONTHLY COST

- [1] Lower Banner [also under articles] \$500
- [2] Lower Medium Rectangle \$350
- [3] Middle Medium Rectangle \$500
- [4] Upper Medium Rectangle [sold out]
- [5] Top Jumbo Banner [inquire for pricing]

RUN OF SITE – MONTHLY COST

- [2] Lower Medium Rectangle \$450
- [3] Middle Medium Rectangle \$700
- [4] Upper Medium Rectangle [sold out]
- [5] Top Jumbo Banner [sold out]



Service & Technical Notes

Ad Sizes

- Ads come in 5 sizes: 970x120, 300x250, 600x100, 300x100 & Poster
- Top Jumbo Banners: 970x120
- Bottom, Middle, Upper Rectangles: 300x250
- Video ads embedded at approx. 300x250
- Newsletter & Center banners: 600x100
- By Impression ads: 300x100
- Poster: 300x300-400. Most regular posters will resize and fit perfectly
- All sizes quoted are in pixels, the first number is the width

Service Notes

- Most prices receive a 5% discount if the bill is paid by the 20th of the month
- All ad creative changes are free of charge, and performed within 24 hours
- Backup creative for flash ads is included for all monthly sales to maximize views
- All ad sales over \$200 p/m can run up to five different banner ads in your location
- All ads, unless otherwise noted as open or exclusive placement, have 4 rotations
- Impression/view ad placements must be prepaid

Technical Requirements

- Expanding ads are not allowed
- Ad file sizes must be 40K or under
- For short run video ads, auto play is not permitted
- Bernews may place “advertisement” on any ad that may be similar to our site
- Flash ads must be coded with target=”_blank” so clicks launch a new window.
- There is a maximum of 15 seconds for any animation
- We reserve the right to not place ads we deem unsuitable [adult material etc]
- Video ads must be hosted externally [YouTube, Vimeo etc]. You are more than welcome to email us the raw file to place on our YouTube channel, which offers extra exposure to our almost 2,000 YouTube subscribers

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