

# BERNEWS

## 2021 Media Kit

Bernews 24/7 news coverage creates an around-the-clock readership which gives your campaign constant exposure, and with your ads appearing on our 125,000+ pages on our main website and affiliated websites, they will get thousands of views per day!

### IT'S MARKETING THAT NEVER STOPS!



### BERNEWS 2021 MEDIA KIT

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# Summary

Known for our reliability, live updates, breaking news coverage, constant innovation, and community coverage, Bernews is a trusted news source, with our 24/7 style creating an around-the-clock readership that provides your campaign with constant exposure.

**200,000**

social media fans

Entering the arena in 2010 as Bermuda's first 24/7 news service, Bernews has grown into a 13-time award winning media outlet, the island's largest provider of online video, and has the largest combined social media presence of all local media, with over 200,000 social media fans.

Providing excellent value for money, we include all ad placements on both the desktop and mobile versions across our entire network, appearing on Bernews.com, ForeverBermuda.com, BermudaElections.com, BermudaCovers.com, BermudaCovid.com, BernewsCupMatch.com and more.



We offer the same prices on a per view/size basis as social media ads, and advertising with Bernews has the added benefit of supporting a Bermuda company and provision of Bermudian news, data, photos and event coverage.

- ✓ **125,000 WEBSITE PAGES** Bernews is the oldest and largest digital native media in Bermuda with a network exceeding 125,000 pages. Our archives attain millions of views per year, so your ad banner doesn't just appear on today's news, it appears on over 10 years of news, data, photo and video coverage!
- ✓ **MILLIONS OF VIEWS**
- ✓ **7 DAY A WEEK AD SERVICE**
- ✓ **FREE GRAPHIC DESIGN**

Our advertising service is like our news, reliable, fast, and available seven days a week, with every campaign including free graphic design and detailed analytical reports.

# NUMBERS AT A GLANCE

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Bernews is the oldest and largest digital native media in Bermuda



**MILLIONS**  
of website views per month



**38 MILLION+**  
video views on our Youtube



**1 MILLION+**  
social media impressions per month



**250,000+**  
photos & videos



**200,000+**  
social media fans



**125,000+**  
website pages



**40,000+**  
desktop & app breaking news subscribers



**12+**  
media and website awards



**8**  
websites

# Free Ad Design & Detailed Analytical Reports

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With every ad campaign you launch with Bernews, we offer free graphic design and a fully detailed analytical report.

Our free graphic design services are available to all advertisers, big and small, allowing you to put your best foot forward to the world without the need to spend even a single extra cent on your campaign.

At the end of every campaign, we provide a fully detailed analytical report that breaks down the details of your campaign, allowing you to deeply understand your ad's performance.

With these additions provided at no extra cost to you, Bernews aims to take care of your advertising experience from start to finish!

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Ad Design

# Bernews Daily, Weekly & Newsletter Ads



## [A] Homepage Articles Banner – \$400 per week

A 600x100 exclusive position, the Homepage Articles Banner provides very prominent placement in the midst of the main article listing on the Bernews homepage.

## [B] Junior Rectangle – \$150 per month

Ideal for those on a budget, but still looking for maximum exposure, the 300x100 Junior Rectangle offers up to 300,000 views per month.

## [C] Homepage Center Banner – \$350 per week

A 600x100 exclusive position, the Homepage Center Banner offers placement below the main article listing on the Bernews homepage, offering up to 25,000 views per day.

## [D] Home Poster – \$25 per day

Perfect for promoting upcoming events, the exclusive 300x250 Home Poster position provides prominent placement and up to 25,000 views per day.

## [E] Homepage Sections Banner – \$300 per week

A 600x100 exclusive position, the Homepage Sections Banner provides placement on the lower Bernews homepage, offering up to 25,000 views per day at an affordable price.

## Weekly Newsletter Ads – \$200 & \$150 per week

Two high profile placements are available in our email newsletters, which are sent to thousands of subscribers twice per day, seven days a week. e in our email newsletters, which are sent to thousands of subscribers twice per day, seven days a week.

# Bernews Monthly Ads



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 [sold out]

## Run Of Site - Monthly Cost

- [2] Lower Medium Rectangle \$600
- [3] Middle Medium Rectangle \$1000
- [4] Upper Medium Rectangle [sold out]
- [5] Top Jumbo Banner [sold out]

# Premium Top Sitewide Banner

Banner shows at top of homepage, all articles and sections



Do you need a huge marketing splash? If so, the Bernews Premium Top Sitewide Banner appears across the top of the entire website -- homepage, articles, sections, and hashtags -- offering thousands of views per hour.

With exclusive sitewide exposure on over 65,000 pages on Bermuda's leading digital media outlet, the spot is an ideal choice for short marketing bursts where extremely high visibility is desired, and is priced at only \$25 per hour.

# Ads Show On Desktop, Tablet, & Mobile!

With more and more internet users accessing websites via mobile devices, Bernews gives our advertisers top value for their marketing dollars by showing each and every one of our ad spots across all desktop, tablet and mobile devices.



This gives you the opportunity to connect with every single Bernews visitor, every time they visit, taking the effectiveness of your campaign to the next level.

# Ads Featured On Eight Websites

In addition to your ad showing on the very highly read Bernews desktop and mobile versions, it will also be featured across our entire network, including ForeverBermuda.com, BermudaCovid.com, BermudaElections.com, BernewsCupMatch.com, BermudaCovers.com, Bernews.TV & BDADay.com



You pay for one spot and get multiple placements, creating a simple one stop shop offering wide visibility on multiple websites, providing you with a cost effective, easy to manage & comprehensive online marketing program!

## All Banner Ad Placements Included

1. Bernews.com desktop & mobile website
2. ForeverBermuda.com desktop & mobile website
3. BermudaCovid.com desktop & mobile website
4. BermudaCovers.com desktop & mobile website
5. BermudaElections.com desktop & mobile website
6. BernewsCupMatch.com desktop & mobile website
7. BDADay.com desktop & mobile website
8. Bernews.TV desktop & mobile website

# Service & Technical Notes

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## Ad Sizes

Ads come in 4 sizes: 970x120, 300x250, 600x100, 300x100

Top Jumbo Banners: 970x120

Bottom, Middle, Upper Rectangles: 300x250

Video ads embedded at approximately 300x250

Newsletter & Center Banners: 600x100

Junior Rectangle: 300x100

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.

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.

All correspondence is handled via email, and we offer 7 day a week service.

## Technical Requirements

Expanding ads are not allowed

Ad file sizes must be 300KB or under

For short run video ads, autoplay is not permitted

Bernews may place "advertisement" on any ad that may be similar to our site

There is a maximum of 15 seconds for any animation

We reserve the right to not place ads we deem unsuitable [adult material etc]

For more information or to book an ad, please email [advertising@bernews.com](mailto:advertising@bernews.com)

For all your  
promotional needs,  
contact us at  
[advertising@bernews.com](mailto:advertising@bernews.com)



Bermuda's #1 24/7 news source  
Millions of website views per month  
Over 38 million views on Youtube  
Over 200,000 social media fans  
13x time award winning media  
Ads appear on 8 different websites  
Over 125,000 website pages  
Support Bermudian news  
7 day a week ad service  
Free graphic design  
Contact us today!