

Why online advertising is good for business

More people online

The total online audience is continuing to grow. 39.7 million people (75% of households in the South East)¹ were online in the UK in February 2010, an increase of four million in 12 months.² You use the internet every day to find answers quickly and easily — so do your potential customers. 84% of visitors to our websites use the internet daily.³



If you want to effectively promote your business, you need to include online in your marketing mix.

Drive traffic to your site

Advertisers in the UK spent £3,541 million online during 2009 making it the most popular advertising medium ahead of TV.⁴

What draws so many people to our sites?

24-hour News

Stories are uploaded to our websites all day, every day. Community news, regional and national news, and sports news all generate huge traffic. But the sites offer a wealth of other content including local weather, traffic bulletins, health and schools information, jobs, homes and cars, and video reports.

Trusted brands

Associate your product or service with the most trusted brand in the area. The Guardian Series has been at the heart of its community and, commands huge respect and affection.

Our audience = your potential customers

Growing audiences

Guardian Series has a growing audience both in terms of Page Impressions and Unique Users. This site generates more than 570 thousand page impressions every month.⁵

Targeting and timing

No print deadlines means you can advertise when it suits you — weekends, when you have a sale, evenings only etc. .Let your schedule fit your business needs.

Choose which section of the website will generate the best response for your business — sport, cars, jobs, education etc.

1 Office for National Statistics, August 2009

2 UKOM

3 Newsquest London Survey 2008

4 Internet Advertising Bureau

5 Omniture, May 2010

How to get a response to your advertising



Engaged audience

The fastest way to reach the largest local audience for your marketing message is through our websites. These local newspaper sites are trusted sources of information and the perfect vehicle for your advertising. The websites attract a predominantly ABC1 audience who are engaged with the content because it is about people they know and the place they live.

Combined reach

Build a strong and coherent advertising campaign using print and online together. The net additional reach can be as much as 87%.

Guardian Series

90,444

Combined Audience*

116,704

Unique Users**

579,543

Page Impressions**

Gender

| | |
|-------|-----|
| Men | 42% |
| Women | 58% |

Social grade

| | |
|----|-----|
| AB | 49% |
| C1 | 28% |
| C2 | 12% |
| DE | 11% |

Age

| | |
|----------|-----|
| 15 to 24 | 8% |
| 25 to 34 | 18% |
| 35 to 44 | 27% |
| 45 to 54 | 25% |
| 55 to 64 | 15% |
| 65+ | 6% |

*Total combined print and online, unduplicated, adult audience within the circulation area of the newspaper. Source: Telmar, April 2010

**Monthly. Source: Omniture, year to date 2010

1. Leaderboard

720 by 90 pixels
Its prominent position at the top of the page makes it the first thing visitors see

2. Sponsorship

310 by 30 pixels
Fixed in a central position just below the masthead on every page or within one targeted section. Use to create brand awareness.

3. Mini banner

280 by 60 pixels
Appears on the right hand side of the page so it follows people's reading flow. Can be targeted to jobs, cars or homes.

4. Button

120 by 60 pixels
Suitable for a simple message, these display adverts appear next to editorial.

5. MPU (Multi-Purpose Unit)

300 by 250 pixels
A versatile, high-impact space that, because of its size and shape, is ideal for moving images including video.

6. Skyscraper

120 by 600 pixels
Seen for a long time on the right of the page as users scroll down. Large area for more complicated messages.

The screenshot displays the Guardian website interface with several ad placements:

- Top Right:** A blue banner with a large number '1' and text: "Looking for a new career? Unlock your full potential... Visit our Training Section NOW!"
- Masthead:** The Guardian logo with "EAST LONDON WEST ESSEX" and a search bar.
- Below Masthead:** A central sponsorship banner with a large number '2'.
- Right Side:** A vertical column of ads including:
 - A "Click Here" button with a mouse cursor.
 - A "Sky Ford" logo.
 - A "Visit Us!" button.
 - A large blue "5" button.
 - A "6" button.
- Main Content:** "LATEST HEADLINES" section with articles like "Residents association to meet" and "Popular mother of seven dies aged 89".
- Local Listings:** A section titled "LOCAL BUSINESSES" listing various services like "SNAP CARS & VANS REMOVAL" and "SKY FORD".
- Bottom:** A navigation bar with links for "JOBS", "DATING", "HOMES", and "CARS".

Online display advertising opportunities

Flexibility

The range of display advertising positions includes shapes and sizes to suit all promotional jobs. Examples are shown below at one third of their actual size.

Creatives can include simple static images or more complex Flash animations. We offer a full design and production service.

Key to your success

Your advertisement can include a link to your own website to help drive visitors to your offer. We can give statistics on how many click-throughs are generated so you can monitor your campaign's effectiveness.

The image displays six numbered examples of online display advertising formats:

- 1. Leaderboard:** A horizontal banner for Bushey Grove Leisure Centre with contact details and the Beaumonts Health Club logo.
- 2. Sponsorship:** A small rectangular box with text: "Sponsored by EnergyCare UK Limited CAVITY WALL AND..."
- 3. Mini banner:** A small rectangular box for Cassiobury Dental Practice with a logo.
- 4. Button:** A small rectangular box for Alan Day ExpressFit with a logo.
- 5. MPU:** A square box for LondonWaste EcoPark with a graphic of a skip and text: "Need a skip? Skip hire has never been so easy".
- 6. Skyscraper:** A vertical banner for Wycombe Swan An HQ Theatre advertising a breakin convention on Tue 5 & Wed 6 May.

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