

Why online advertising is good for business

More people online

The total online audience is continuing to grow. An estimated four million people were online every month in the UK in 2011¹.

You use the internet every day to find answers quickly and easily — so do your potential customers. A quarter (25%) of visitors to our websites check the news before they check their emails, and 15% of them use the internet for shopping.²



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 £4.784 billion online during 2011 and £1 in every 4 of advertising budgets was spent online. In 2012, online adspend is expected to rise to £5.3 billion.³

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 two of the most trusted brands in the area. The Times Series and The Borehamwood Times has been at the heart of its community and both command huge respect and affection.

Our audience = your potential customers

Growing audiences

Both sites have growing audiences both in terms of Page Impressions and Unique Users. Between them the sites generate more than 300 thousand page impressions every month.⁴

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 Internet Advertising Bureau

² Newsquest London Survey 2011

³ Internet Advertising Bureau

⁴ Monthly. Source: Omniture, year to date July 2012

Online

Tel 02083 595959

Email timesads@london.newsquest.co.uk

How to get a response to your advertising

TIMES

Follow us on Twitter at
twitter.com/times_series

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%.

Borehamwood Times

14,878

Combined Audience*

26,488

Unique Users**

141,102

Page Impressions**

Gender

Men	41%
Women	59%

Social grade

AB	54%
C1	28%
C2	9%
DE	10%

Age

15 to 24	8%
25 to 34	24%
35 to 44	24%
45 to 54	24%
55 to 64	14%
65+	6%

Times Series

126,025

Combined Audience*

61,258

Unique Users**

191,419

Page Impressions**

Gender

Men	41%
Women	59%

Social grade

AB	62%
C1	25%
C2	6%
DE	8%

Age

15 to 24	8%
25 to 34	28%
35 to 44	25%
45 to 54	20%
55 to 64	13%
65+	6%

*Total combined print and online, unduplicated, adult audience within the circulation area of the newspaper. Source: Telmar, April 2012

**Monthly. Source: Omniture, Jan–June 2012

borehamwoodtimes.co.uk times-series.co.uk

A. Leaderboard

728 by 90 pixels

Its prominent position at the top of the page makes it the first thing visitors see

B. 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.

C. 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.

D. Mini banner

300 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.

E. Button

120 by 60 pixels

Suitable for a simple message, these display adverts appear next to editorial.

F. 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 shows the Watford Times website interface. At the top is a red banner (A). Below it is a navigation bar with links like 'Home', 'News', 'Sport', etc. The main headline is 'Mark Bailey celebrates as Watford Borough Council waives fine'. To the right of the article is a weather widget (B) and a 'Most Popular' list (C). Below the article is a 'Mini banner' (D) and a 'Button' (E). On the right side, there are several 'Skyscraper' ads (F) of different sizes and shapes, including one for 'Desireshire Autos' and another for 'Dwight's Motor Company'. The bottom of the page features a 'Jobs' section with various listings.

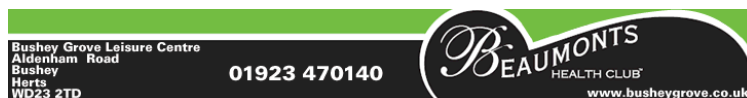
Online display advertising opportunities

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.



1



2



3



5



4



6

1 Leaderboard 720 by 90 pixels

2 Sponsorship 310 by 30 pixels

3 Mini banner 280 by 60 pixels

4 Button 120 by 60 pixels

5 MPU 300 by 250 pixels

6 Skyscraper 120 by 600 pixels

Sport Arts and
Entertainment Automotive
Beauty Business Careers
and jobs Environment
Consumer electronics
Education Families Fashion
Finance Food and drink
Local government Health
Hobbies and general
interest Home and garden
Block list Charity Non
football sports Travel Pets
Burglary Weather

Contextual Advertising

What is it?

Contextual advertising is “the placement of advertising next to related content” according to the Internet Advertising Bureau. It is a system employed to identify keywords, phrases and topics in an article and display relevant advertising next to it.

How does it work?

When booking an advert with one of our websites, an advertiser would choose a target group for their product from a set list of categories. Each category has its own dictionary of at least 50 keywords, that are picked up by the contextual advertising system as it scans an article, and a relevant advert is displayed alongside. The system is also configured to avoid controversy and error by avoiding pro nouns, duplication and utilising an “unsuitable” category to filter out the more shocking news stories.

Why use contextual advertising?

Simply, contextual advertising is more effective because it is more specific. By targeting the advert at the audience most likely to respond to it, there is less waste.

So for example

In an article placed under the contextual group of “family”, the keyword “walk” has been detected and an advert for the National Trust is displayed. There is also the option of creating bespoke categorisation on a per advertiser basis.

The screenshot shows a web page from the Times website. At the top, there are several advertisements: 'JO MALONE LONDON' with a 'SHOP NOW' button, 'Dazzlingly individual' with a 'Complimentary samples with all online orders' offer, and 'Looking for a New Career?' with a 'Learn more' button. Below these is a navigation bar with links like 'Mobile site', 'News feed', 'E-Newsletters', and 'Thursday, 26 May 2011'. The main header features the 'TIMES' logo and a search bar. A secondary navigation bar lists various sections: 'News', 'Sport', 'Freetime', 'Info', 'Opinion', 'Blogs', 'Buy photos', 'Family', 'Jobs', 'Homes', 'Cars', 'Dating', 'Buy/Sell', 'Local Directory', and 'Advertise'. The main content area is titled 'FREETIME' and features an article 'Plumpton Circular' by Ben Perkins. The article text describes a walk through Plumpton Green and South Chailey, mentioning 'well-signed field paths' and 'tree-lined hedgerows'. A red circle highlights a National Trust advertisement for 'Family time' which is displayed next to the article. The ad shows a family sitting on a picnic blanket in a park. Other ads visible include 'JO MALONE LONDON' and 'Looking for a New Career?'.