**KM** Kent Online

The UK's fastest growing regional news network

# WhyAdvertiseOnline?

**10 reasons to advertise online:**

1) **Reach**
   Mass reach or niche audience, the internet can do it all

2) **Brand Building**
   Build your brand in the most engaging environment

3) **Relevance**
   The right ad for the right audience

4) **Creativity**
   Offering a kaleidoscope of rich creative opportunities

5) **Engagement**
   Online can get your attention and keep it

6) **Social**
   People are inherently social, especially when they're online

7) **Accountability**
   The internet is the most accountable medium ever

8) **Interactive**
   Enabling brands to respond to and extend engagement with consumers

9) **Real time**
   Update and improve campaigns in real time, unique to online

10) **Mobile**
   Brand building on the move, in the palm of your hand

SOURCE: Internet Advertising Bureau

**Kent**Online

- In 2002 less than £200 million was spent on UK internet advertising – 10 years later, digital advertising spend crosses the £5 billion mark[1]

- A third of all advertising spend in the UK is on the internet[1]

- Digital ad expenditure on Regional Newspaper websites set to increase by +9% in 2014[2]

- One in six Smartphone owners in the UK access news on their handset every day[1]

- 84% of the UK population have regular internet access[3]

- In the UK 36% of users stated that the internet was a primary source for world news, 38% for national news and 32% for local news[1]

SOURCE: 1. Ofcom consumer research October 2012
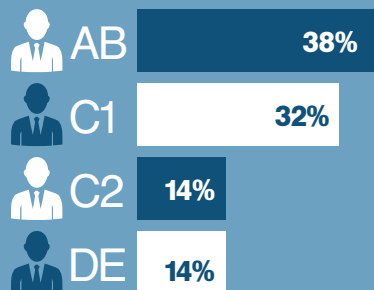2. AA/W arc Expenditure Report 2013  3. Internet World Stats, October 2012

# WhyAdvertiseon KentOnline?

- KentOnline is the UK's fastest growing regional news network
- On average, over 1.5 million unique browsers each month[1]
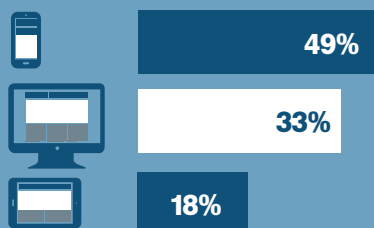- KentOnline is the only ABC audited website dedicated to Kent

## Age*

45%
30%
24%

15-34    35-54    55+

## Social Grade*

AB    38%
C1    32%
C2    14%
DE    14%
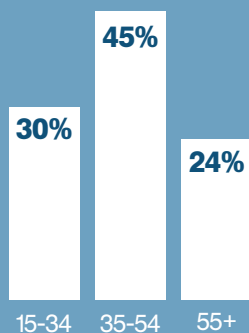
## Engagement by device**

49%
33%
18%

## Male*

44%

## Female*

56%

## Reach in Kent*

22% of all adults

45% of all adults between 35 and 54

## Growth[2]

Average weekly audience grew 96% from 2012 to 2013

KM KentOnline

# DigitalAd Specifications

| Standard Formats | Size | Desktop | Tablet | Mobile |
|---|---|---|---|---|
| **Leaderboard** | 728 x 90 pixels | ✔ | | |
| **Tablet Banner** | 460 x 60 pixels | | ✔ | |
| **Mobile Banner** | 300 x 50 pixels | | | ✔ |
| **MPU** | 300 x 250 pixels | ✔ | ✔ | ✔ |
| **Skyscraper** | 120 x 600 pixels | ✔ | | |
| **Smart Formats** | | | | |
| **Half Page** | 300 x 600 pixels | ✔ | | ✔ |
| **Catfish** | 1010 x 90 pixels | ✔ | | |
| **E-Wrap** | Please see ad format: Siize Guide | ✔ | | |
| **E-Wrap Background** | 1300 x 600 pixels | ✔ | | |
| **Billboard** | 970 x 250 pixels | ✔ | | |

## KentOnline

## Supply your own Flash ad

The KM Group uses SMART to publish web banners online. This application records click-through rates from the advert to your website. Your link URL will be entered by us in to SMART's system during booking. The link URL name in the Flash file will be passed in the variable clicktag The variable will be connected to a button action in most cases.

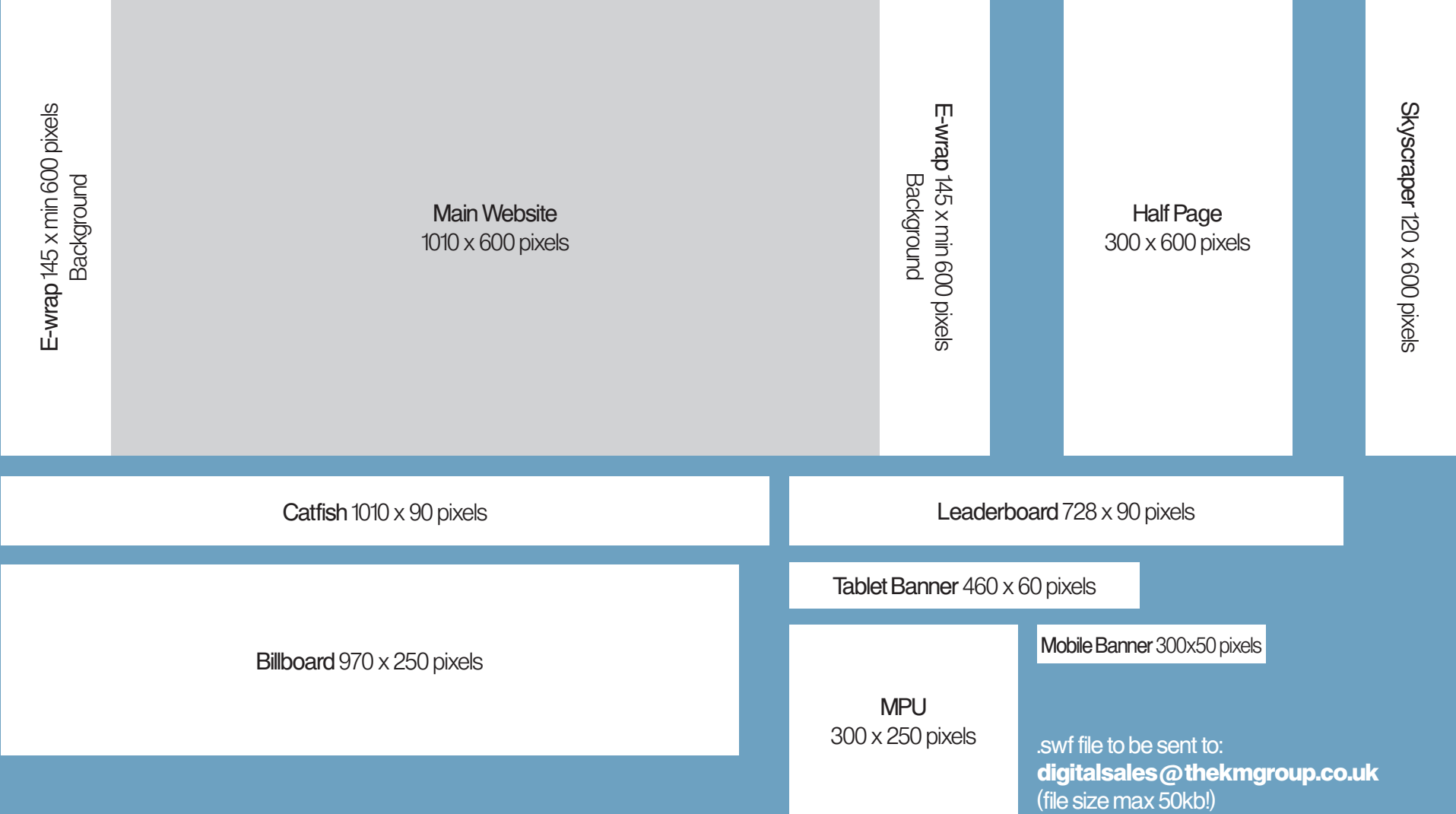The exact upper and lower case of the variable is mandatory.

## Recommended "clicktag"

The following actionscript for click-through must be inserted instead of typing the URL name:

| Flash CS2 and higher (actionscript 3.0) | Flash MX - version 8 (actionscript 2.0) | Flash version 5 and lower (actionscript 1.0) |
|---|---|---|
| instanceName.addEventListener (MouseEvent.MOUSE_ UP, onClick); function onClick(e:MouseEvent):void { var click_url:String = root loaderInfo. parameters.clicktag; if(click_url) { navigateToURL(new URLRequest (click_url), '_blank'); } } | on (release) { getURL { _root. clicktag, "_blank"); } | on (release) { getURL {clicktag, "_blank"); } |
| Create a transparent button with the dimensions of your Flash movie. Give it an instance name. Use instance name in above code, then paste the code into first frame of your Actionscript layer. | Create a transparent button with the dimensions of your Flash movie. Attach above code to the button. | Create a transparent button with the dimensions of your Flash movie. Attach above code to the button. |

NB: Flash ads are not viewable on mobile Apple devices

# Digital Ad Formats: Size Guide

E-wrap 145 x min 600 pixels Background

Main Website
1010 x 600 pixels

E-wrap 145 x min 600 pixels Background

Half Page
300 x 600 pixels

Skyscraper 120 x 600 pixels

Catfish 1010 x 90 pixels

Leaderboard 728 x 90 pixels

Tablet Banner 460 x 60 pixels

Billboard 970 x 250 pixels

Mobile Banner 300x50 pixels

MPU
300 x 250 pixels

.swf file to be sent to:
**digitalsales@thekmgroup.co.uk**
(file size max 50kb!)

**KM Kent**Online

# Impressions**Bank**

Available across all KentOnline local websites for digital display advertising

The impressions bank package is your chance to buy page impressions in bulk on any KentOnline local site of your choice at a hugely discounted rate.

| Impressions | Rate | Saving |
|---|---|---|
| **50,000 impressions** | £600 | £150 |
| **100,000 impressions** | £1,000 | £500 |
| **250,000 impressions** | £2,250 | £1,500 |
| **500,000 impressions** | £3,500 | £2,000 |
| **1,000,000 impressions** | £5,000 | £10,000 |

All prices excl. VAT

Booked impressions must be used within the agreed time to qualify for discount offered. Normal payment terms apply.

Prices based on standard ad formats (leaderboard, banner, mobile banner, skyscraper and MPU)

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# KentMotors
# Sponsorship
## www.KentMotors.co.uk

Receive an 'in association with' logo on KentMotors.co.uk underneath the heading. You will also recieve 20,000 online advertising impressions across KentMotors.co.uk and KentOnline local sites of your choice.

Cost: **£250 + VAT PCM**

# VideoNews

You will receive:

A sponsored brand awareness pre and post roll advert on KMTV video news.

A click-through link to your business is also applied in the KMTV header.

50,000 page impressions per month as continued branding.

KMTV is shared across our social media outlets daily and as such advertisers can be tagged with this bulletin.

Cost: **£1,000 + VAT PCM**

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# KMDigital
# Multi-Media Pass

KM Group are offering a special mulitmedia rate for businesses looking to capitalise on KentOnline's huge audience growth of 96%* from 2012 to 2013 when booking in conjunction with other KM press and radio products.

- Advertise in an engaging and interesting media environment
- Direct link your online advertisements to your own website
- User response reporting 24/7
- Free multi-format advert creation

**Rate: £7** per thousand views

*ABC (July - Dec 2013)

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