

islandecho 
the island's news source

Rate card 2020


independent community news network

MEMBER
 IWChamber

www.islandecho.co.uk

Why advertise with Island Echo?

Island Echo is now considered the go-to website for Isle of Wight news and information with over **215,000 visitors** and **1.6million page views** a month being achieved – a stark contrast to the 25,000 page views seen when our journey began in 2012.

- **Google recognises Island Echo as #1 for 'Isle of Wight News'**
- Responsive, easy-to-use and secure website
- **54,300 ad click throughs generated between April-June 19**
- Ever-increasing social media following
- **103% increase in page views on the website [Jun 18 vs Jun 19]**
- All ads display on both desktop and mobile devices
- **Our advertising opportunities represent great value for money**

Island Echo is a member of the Isle of Wight Chamber of Commerce and the Independent Community News Network, as well as being accredited to Hampshire Constabulary.

Testimonial

"Island Echo is one of our foremost online advertising partners. When analysing the traffic sent to our website, other than organic search, the highest referral rate comes directly through Island Echo, outperforming major providers... They are always looking for new angles to deliver newsworthy content in a modern and digestible way".

Mark Lee, Managing Director of Lifeline Alarms & Security Services



A quick look at August 2019

225,000 visitors

890,000 sessions

1.7million page views



30,300 Likes



11,850 Followers

Rates

Rates applicable from 1st January 2020. VAT is not applicable on the below rates.

Discounts available for 3, 6, 12 month and multi-ad bookings.

- **Leaderboard - £175** PER MONTH

728x115px - Located in the header at the top of every page on all devices

- **MPU - £200** PER MONTH

360x300px - Found to the right hand side of the page on desktop / in-line after the third paragraph on mobile devices

- **Double MPU - £250** PER MONTH *(Most popular)*

360x600px - The same as a MPU but double the height with greater impact

- **Central Banner - £175** PER MONTH

850x150px - Located at the top/bottom of article content and on the homepage

- **Site Takeover - £495** PER WEEK *(SOLD OUT FOR 2020)*

Obtain maximum exposure for your business or event through our sell-out site takeovers, which offer an exclusive position on both desktop and mobile versions of the website on all pages. Takeovers last for 7 days and begin on a Monday.

SOLD OUT - All 2020 dates have now been booked. We are accepting bookings for site takeovers from January 2021 onwards.



Advertorials - £150

Paid-for advertorials feature on the website alongside the thousands of editorial articles published each year. You can include as many do-follow links as required, which offers a great opportunity for SEO optimisation. Advertorials are published both on the website and through our Facebook and Twitter social networks.

Features - from £200

Through our features you can promote your business to a specific audience, ensuring vital visibility alongside others in the market. Features remain on the website for at least a 3 month period (extendable) and offer a great opportunity for SEO optimisation. What's more, features are regularly distributed through our popular social networks as standard!

For more info email Rob Hull on features@islandecho.co.uk



Ad specifications

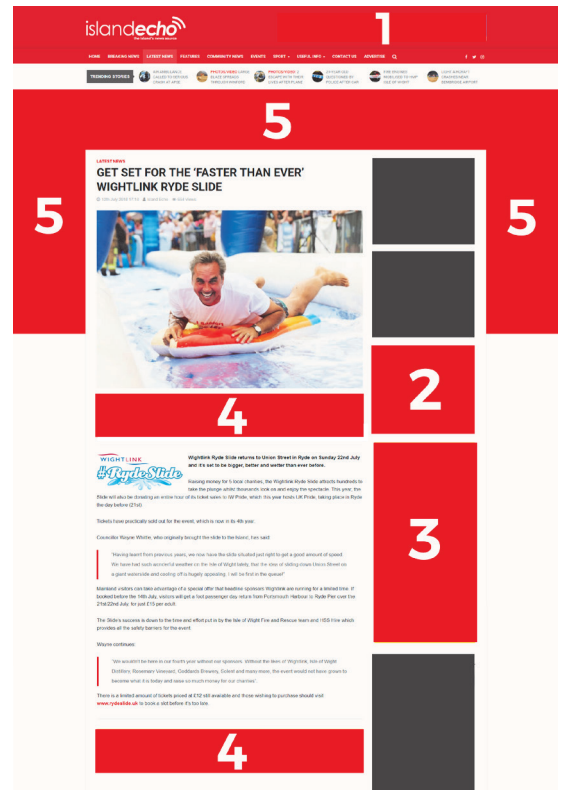
- 1 - Leaderboard - 728x115px
- 2 - MPU - 360x300px
- 3 - Double MPU - 360x600px
- 4 - Central Banner - 945x150px
- 5 - Site Takeover - See below

All advertisements should:

- Be submitted in static/rotating GIF, PNG or JPG format
- Have the smallest file size possible
- Meet the minimum size requirements outlined below
- Include a target URL

Artwork design is charged at £25 per ad, if required.

Artwork should be sent to sales@islandecho.co.uk at least 1 working day prior to the live date. All takeovers should be received by 15:00 on Friday (all takeovers start/end on a Monday).



DOUBLE
MPU:
360x600px
(maximum)

SITE TAKEOVER:
Header - 1400x300px
Content Banner - 930x240px
Background - 1920x1080px

MPU:
360x300px

CENTRAL BANNERS: 945x150px

LEADERBOARD: 728x115px

For illustration purposes only,
Not to scale.

Get in touch today

Call: 01983 898288 (Mon-Fri)

Email: sales@islandecho.co.uk



All prices, statistics and other information are correct at time of publication (August 2019). We reserve the right to refuse an advertiser for any reason or alter prices at any time. All bookings are subject to a booking contract.