

DIGITAL MEDIA PACK

The Telegraph & Argus, Craven Herald, Keighley News, Ilkley Gazette and Wharfedale Observer are the leading local news websites for Bradford and surrounding areas.

Our online audience has the same values as our core print audience, turning to our websites for up to date, trustworthy information throughout the day. Content is available 24/7 and Twitter, Facebook and live blogs cover all major events giving up to the minute news and developments.

Telegraph & Argus

Keighley News **Craven Herald & Pioneer**

Ilkley Gazette **Wharfedale Observer**



Page Views

10,546,582*



Visits

3,199,292*



Unique Visitors

1,112,136*

*Combined Omniture statistics for the telegraphandargus.co.uk, keighleynews.co.uk, cravenherald.co.uk, ilkleygazette.co.uk and the wharfedaleobserver.co.uk January 2016

Telegraph & Argus

Page Views	Visits	Unique Visitors
10,546,582	3,199,292	1,112,136

Top 8 Pages*	Page Views	Visits	Unique Visitors
News	7,064,808	2,568,404	959,957
Homepage	1,582,587	953,918	239,808
Sport	900,685	397,424	118,308
Announcements	265,358	64,105	30,287
Search	97,842	34,937	28,275
Local Information	45,999	28,658	18,780
Jobs	66,130	18,217	3,517
Homes	271,394	9,370	7,191

telegraphandargus.co.uk*

Keighley News

Page Views	Visits	Unique Visitors
681,375	235,915	115,460

Top 8 Pages*	Page Views	Visits	Unique Visitors
News	395,279	182,810	95,799
Homepage	116,940	79,900	26,585
Announcements	45,875	10,555	5,554
Homes	52,215	2,407	1,805
Sport	20,063	10,409	6,911
Search	8,660	2,598	2,077
Jobs	10,060	2,710	2,079
Local Information	3,894	2,465	1,829

keighleynews.co.uk*

With over 44 million people using the Internet in the UK every month, online advertising offers businesses an unrivalled reach in terms of audience.

Target your business to a local niche group of visitors with specific interests or a large percentage of the population, allowing you to communicate with the audience that's right for your business. We'll tailor your online advertising to closely fit your business needs to ensure you receive the maximum return on investment, and generate the best response. Benefit from being associated with one of the most trusted and recognisable brands in the area.

Craven Herald

cravenherald.co.uk*

Page Views	Visits	Unique Visitors
520,000	181,390	93,109

Top 8 Pages*

	Page Views	Visits	Unique Visitors
News	305,486	143,315	76,495
Homepage	71,0741	50,410	15,348
Announcements	33,146	8,250	4,409
Jobs	12,274	3,235	2,277
Homes	47,360	2,299	1,854
Sport	10,067	5,587	3,967
Search	7,091	2,431	2,010
Daleslife	10,843	3,235	2,277

Ilkley Gazette

ilkleygazette.co.uk*

Page Views	Visits	Unique Visitors
190,295	73,273	52,101

Top 4 Pages*

	Page Views	Visits	Unique Visitors
News	105,796	55,755	41,820
Homepage	23,510	15,314	6,036
Announcements	10,698	2,761	1,757
Jobs	6,721	1,94	1,51

Wharfedale Observer wharfedaleobserver.co.uk*

Page Views	Visits	Unique Visitors
106,174	42,572	27,171

Top 4 Pages*

	Page Views	Visits	Unique Visitors
News	63,175	32,116	21,282
Homepage	14,921	10,638	4,249
Announcements	8,927	1,418	2,274
Sport	3,721	1,616	2,077

For display ads, being seen matters more than being clicked**

Display advertising is about awareness – it works by appealing to our wants and needs. When we are ready to take the next step in the purchasing process, most of us will use a search engine. Publishers refer to this as being the final attribution, but remember – display advertising instigates searches, which is why display advertising is not all about the click and why we offer post impression tracking.

Post Impression Tracking

We can track users that have seen your advert, HAVEN'T clicked, but later visited your site. Display advertising instigated the visit, without a click.

Brand Building

Build your brand in the most engaging environment.

Relevance

The right ad for the right audience.

Mobile

Brand building on the move, in the palm of your hand.

Contextual

Target your advertisements on a page according to the subject of the news story.

Agriculture
Arts and Entertainment
Automotive
Beauty
Block List
Burglary
Business
Careers and Jobs
Charity
Drugs
Education
Environment
Families
Fashion
Finance
Fire
Food and Drink
Football
Health
Hobbies and General Interest
Home and Garden
Home Improvement
Local Government
Pets
Retail
Sex
Sport
The Royals
Transport Tragedy
Travel
Weather
Weddings

Demographic

Target our visitors by their gender, age, household income, education level and whether they have children.

18-24
18-34
18-49
25-54
35-54
50K+
55+
Female
Female_18-24
Female_18-34
Female_18-49
Female_25-54
Female_35-54
Female_55+
Male
Male_18-24
Male_18-34
Male_18-49
Male_25-54
Male_35-54
Male_55+
Moms
Parents of Kids
University+

Behavioural

Target visitors by their online browsing habits.

Automotive
Business
Entertainment
Finance
Health
Lifestyle and Shopping
Sport
Technology
Travel
Upmarket Home Makeovers
Weddings

Other targeting groups are available, please contact

Matthew Howarth for more information on

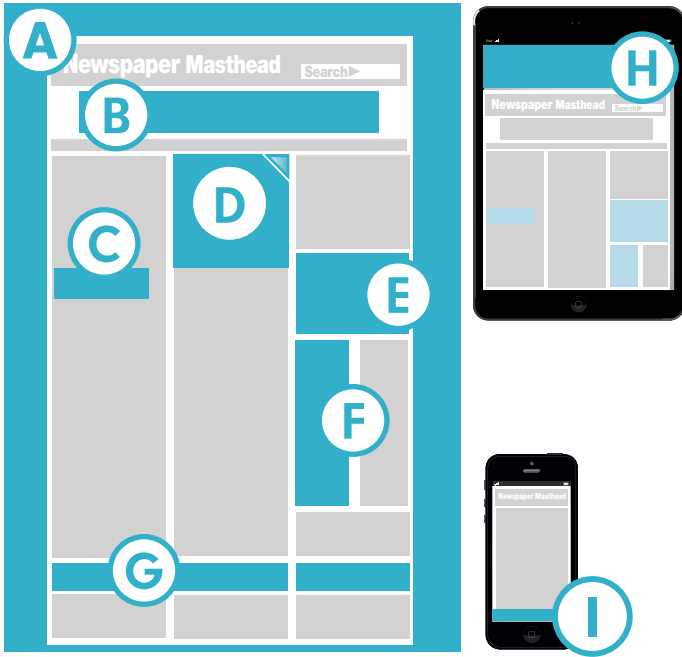
01274 705301

or email matthew.howarth@nqyne.co.uk

Local Digital Consultant

Please note that categories are based on inventory, and some are not available on certain websites.

Contact your local Digital Marketing Executive for more details and specific category statistics.



CPM Rates

	ROS	Sectional	Targeted
Leaderboard	£6.00	£7.50	£8.40
MPU	£6.75	£8.50	£9.45
Double Height MPU	£12.66	£15.80	£17.50
Expandable MPU	£8.44	£10.55	£11.80
Skyscraper	£6.75	£8.40	£9.45
Expandable Skyscraper	£8.10	£10.00	£11.25
Mini banner	£3.00	£3.75	£4.20
Billboard	£15.00	£18.75	£21.00
Kicker in article	£7.50	£9.30	£10.50
Post-it	£25.00	£31.25	£39.00

Quotes available for all other digital sizes on request.

CPM discounts are available dependent on monthly campaign spend e.g.:

Campaign Spend	Discount
£200.00	10.00%
£300.00	20.00%
£400.00	25.00%
£500.00	35.00%

For a personalised and bespoke proposal, please contact

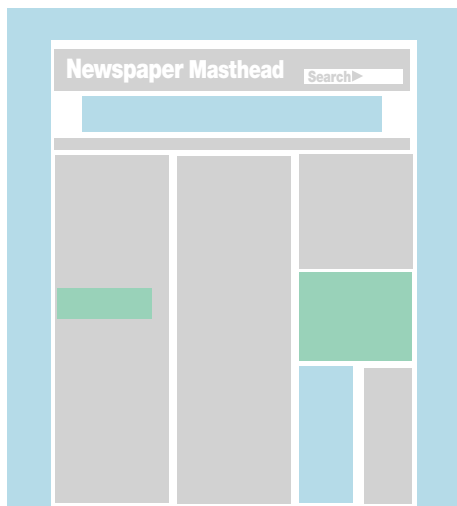
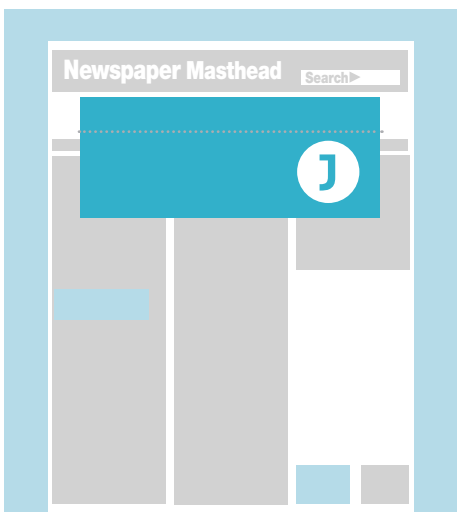
Matthew Howarth on

01274 705301

or email

matthew.howarth@nqyne.co.uk

Local Digital Consultant



* Skin campaigns consist of a skin (the artwork used for the left and right), extended leaderboard (960px x 106px), billboard and adhesion banner.

**A mobile leaderboard is also required in GIF format, 320px by 50px.

***An expanded leaderboard is also required as a GIF or SWF file; 728px by 300px.

Position

Size (Width by Height)

A	Skin*	1280px by 960px
B	Leaderboard**	728px by 90px
C	High Vis	280px by 130px
D	Post-it	250px by 250px
E	MPU	300px by 250px
F	Skyscraper	120px by 600px
G	Mini Banner	300px by 60px
H	Billboard	960px by 250px
I	Adhesion Banner (mobile only)	320px by 50px
J	Double Height MPU	300px by 600px

Essential Information

All files must be supplied as a GIF, Flash file or a redirect tag. If a Flash ad is produced, the following click tag must be inserted on to the artwork:

'on (release) { getURL (clickTag, "_blank") ; }'

A back-up GIF must be supplied for all Flash files

Recommended animation length: 15 seconds

Creatives must be supplied 3 working days prior to your campaign start date.

Audio/Video must be user initiated only (on click) with a clearly visible 'sound on/off' button

Each creative is limited to a file size of 100KB