

# Bernews 2020 Media Kit

Bernews 24/7 news coverage creates an around-the-clock readership which gives your advertising campaign constant exposure.

## It's marketing that never stops!



### Bernews 2020 Media Kit

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# Summary

Known for our breaking news reports, live coverage, constant innovation, and reliability, Bernews' 24/7 news coverage has created an around-the-clock readership that provides your campaign with constant exposure.

Entering the arena in 2010 as Bermuda's first 24/7 digital news service, Bernews has grown into a 13-time award winning media outlet and the island's largest provider of online video, with over 200,000 social media fans across our network.

Providing excellent value for money, we include all ad placements in both the desktop and mobile versions of all websites in our network, with your ad banners appearing on Bernews, ForeverBermuda, BermudaElection.com, BermudaCovers.com and our Covid-19 website.

We offer the same pricing on a cost per view/size basis as overseas websites and social media, but advertising with us has the added benefit of supporting a Bermuda company and Bermudian news - plus we offer free graphic design services to all of our clients!

Our advertising service is like our news; fast, always reliable, and available seven days a week, with every campaign including free graphic design and detailed analytical reports.



# Numbers At A Glance

BERNEWS IS THE OLDEST AND LARGEST DIGITAL NATIVE MEDIA IN BERMUDA

Millions of website views per month



36 million+ video views on our Youtube



1 million+ social media impressions per month



200,000+ social media fans



100,000+ website pages



40,000+ desktop & app breaking news subscribers



12+ media and website awards





# Free App Directory Listing



Regardless of whether you advertise with Bernews, we're happy to offer a free listing in the Bernews app to all Bermuda businesses!

Available for both Apple and Android devices, the Bernews app puts your business at the fingertips of people across the island when they're on the go, providing the address, phone number, and a map, and allowing for simple one-click calling.

The app also features breaking news alerts, videos, photos, weather, obituaries, podcasts and more, making it an ideal platform for a one-stop Bermuda experience - your business included.

To get your free business listing in the Bernews app, email [support@bernews.com](mailto:support@bernews.com) with the business name, phone number, full physical address, and either your logo or a photo of the business, and we'll take things from there and confirm when your listing has been added.

Only businesses with physical addresses in Bermuda are eligible for a free listing.

# Free Ad Design Services

We also specialize in graphic design - a very popular element on the web and social media - and offer 100% free graphic design services to all advertisers, big and small, allowing you to forego the cost and trouble of a third-party designer as Bernews takes care of your advertising experience from start to finish.

Our free design services are part of our top notch service standards, with free design available 7 days per week; this complimentary service will help ensure that you receive the maximum return possible on your advertising dollars.

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Ad Design

100% free banner design

Available 7 days a week



# Bernews Daily, Weekly & Newsletter Ads

## [A] Junior Rectangle: \$150 per month

Ideal for those on a budget, but still looking for maximum exposure, the Junior Rectangle offers up to 300,000 views per month.

Available on both the homepage and all 50,000+ sections and articles pages, the Junior Rectangle is a 300x100 position.

## [B] Poster: \$25 per day

Perfect for promoting upcoming events, the Poster position provides tens of thousands of impressions per day for your ad, poster, or video.

All Poster positions are exclusive to one advertiser and are available on both the homepage and sections and articles pages at 300x250.

## [C] Homepage Center Banner: \$350 per week

A 600x100 exclusive position, the Homepage Center Banner offers a prominent position on the Bernews homepage getting up to 50,000 impressions per day.

## Weekly Email Newsletter Ads: \$200 & \$150 per week

A high profile ad banner is available in our email newsletters, which are sent to thousands of subscribers twice per day, seven days a week.

Each newsletter offers two options; two banners for \$200 per week or one banner for \$150 per week.





## Bernews Monthly Ads

For those looking for long term marketing options, our monthly packages offer cost effective prices, large banner sizes and a range of options to suit all budgets.

Ads can be purchased in sections only, article pages only, the homepage only, or 'run of site' which means your ad will rotate across all areas. All offer 6 figure monthly views.

## Section Pages - Monthly Cost

[2] Lower Medium Rectangle \$200

[3] Middle Medium Rectangle \$300

[4] Upper Medium Rectangle \$600

[5] Top Jumbo Banner [sold out]

## Article Pages - Monthly Cost

[1] Under Articles [also on homepage] \$500

[2] Lower Medium Rectangle \$275

[3] Middle Medium Rectangle \$400

[4] Upper Medium Rectangle \$800

[5] Top Jumbo Banner [sold out]

## Home Page - Monthly Cost

[1] Lower Banner [also under articles] \$500

[2] Lower Medium Rectangle \$350

[3] Middle Medium Rectangle \$500

[4] Upper Medium Rectangle [sold out]

[5] Top Jumbo Banner [sold out]

## Run Of Site - Monthly Cost

[2] Lower Medium Rectangle \$600

[3] Middle Medium Rectangle \$1000

[4] Upper Medium Rectangle [sold out]

[5] Top Jumbo Banner [sold out]

[4]  
Upper  
Medium

[3]  
Middle  
Medium

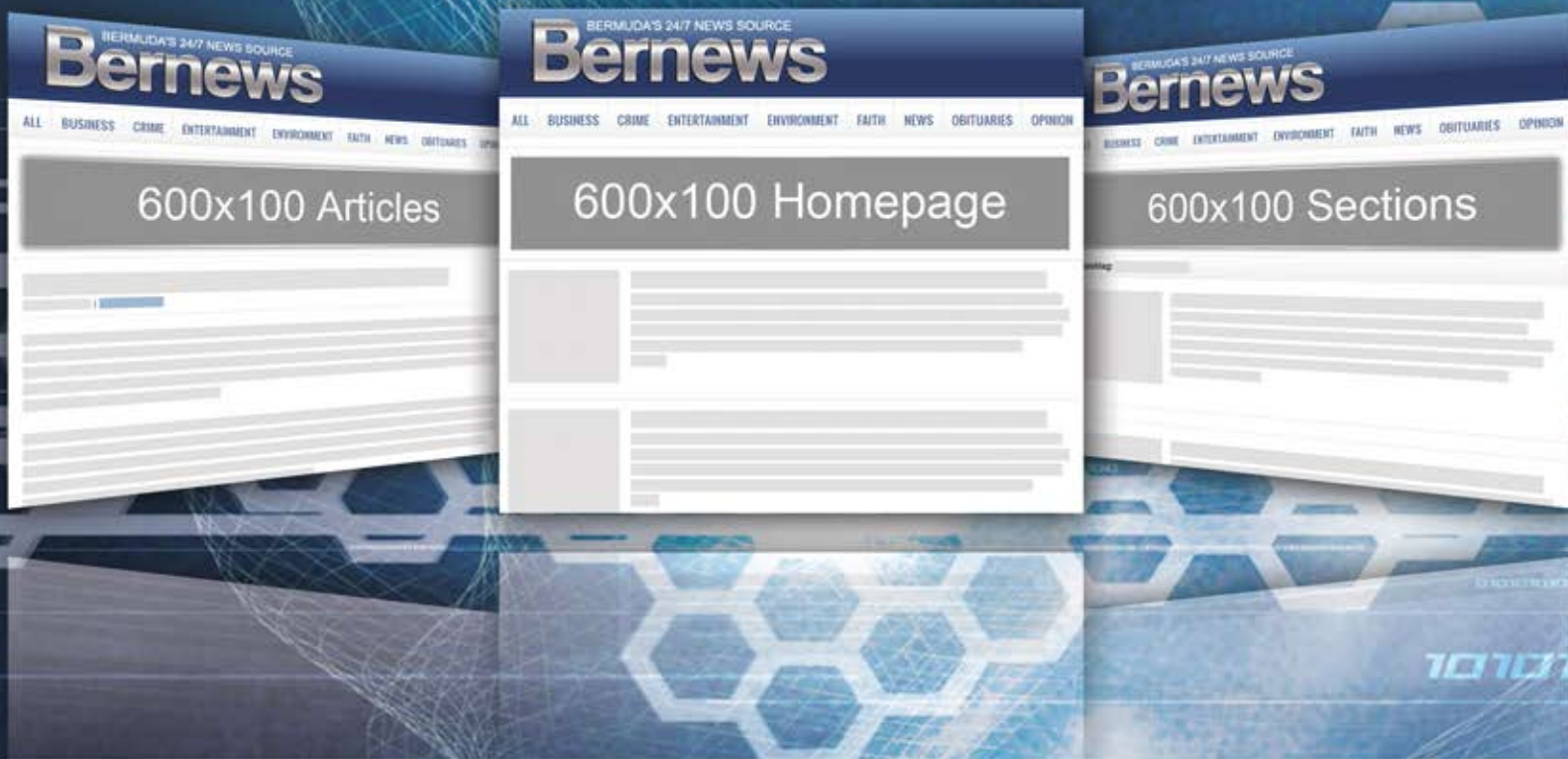
[2]  
Lower  
Medium

## [1] Cross-Site Banner



# Premium Top Sitewide Banner

Banner shows at top of homepage, all articles and sections



Do you need a huge marketing splash? If so, the Bernews Premium Top Sitewide Banner appears across the top of the entire website -- homepage, articles, sections, and hashtags -- offering thousands of views per hour.

With exclusive sitewide exposure on over 80,000 pages on Bermuda's leading digital media outlet, the spot is an ideal choice for short marketing bursts where extremely high visibility is desired, and is priced at only \$25 per hour.



# Ads Show On Desktop, Tablet, & Mobile!

With more and more internet users accessing websites via mobile devices, Bernews gives our advertisers top value for their marketing dollars by showing each and every one of our ad spots across all desktop, tablet and mobile devices.



This gives you the opportunity to connect with every single Bernews visitor, every time they visit, taking the effectiveness of your campaign to the next level.



# Ads Shown Across Multiple Websites

In addition to your ad showing on both Bernews desktop and mobile versions, your ad will also be showcased across our entire network, including ForeverBermuda.com, BermudaCovers.com, BermudaElection.com and our Covid-19 website.



When booking with Bernews, you pay for one ad spot and get a set of ten ad placements included in the cost, providing a one stop shop to give your brand the full visibility that you need to showcase any product, service or event to a variety of consumers!

## All Banner Ad Placements Included

- |                                    |                                   |
|------------------------------------|-----------------------------------|
| 1. Bernews.com desktop website     | 2. Bernews.com mobile website     |
| 3. ForeverBermuda desktop website  | 4. ForeverBermuda mobile website  |
| 5. BermudaCovers desktop website   | 6. BermudaCovers mobile website   |
| 7. Coronavirus.bernews.com desktop | 8. Coronavirus.bernews.com mobile |
| 9. BermudaElection.com desktop     | 10. BermudaElection.com mobile    |



# Social Media Marketing



Bernews has the largest combined social follower base of all local media, and you can tap into our over 200,000 followers to help your campaign go viral!

Giving you the opportunity to reach and engage old and new customers alike, our large base is an excellent way to get the word out about a product or service quickly and easily.

Bernews offers social media management services for select customers, and can lend our expertise to your pre-existing accounts, helping you to build and leverage your own social media base for results that will last well into the future.

All social media marketing and promotional services require custom pricing based on your needs. Please contact us for more information.





# Service & Technical Notes

## Ad Sizes

- Ads come in 4 sizes: 970x120, 300x250, 600x100, 300x100
- Top Jumbo Banners: 970x120
- Bottom, Middle, Upper Rectangles: 300x250
- Video ads embedded at approx. 300x250
- Newsletter & Center banners: 600x100
- Junior Rectangle: 300x100
- All sizes quoted are in pixels, the first number is the width

## Service Notes

- Most prices receive a 5% discount if the bill is paid by the 20th of the month
- All ad creative changes are free of charge, and performed within 24 hours
- Backup creative for flash ads is included for all monthly sales to maximize views
- All ad sales over \$200 p/m can run up to five different banner ads in your location
- All ads, unless otherwise noted as open or exclusive placement, have 4 rotations
- All correspondence is handled via email, and we offer 7 day a week service

## Technical Requirements

- Expanding ads are not allowed
- Ad file sizes must be 40KB or under
- For short run video ads, auto play is not permitted
- Bernews may place "advertisement" on any ad that may be similar to our site
- Flash ads must be coded with target="\_blank" so clicks launch a new window.
- There is a maximum of 15 seconds for any animation
- We reserve the right to not place ads we deem unsuitable [adult material etc]

For more information or to book an ad, please email [advertising@bernews.com](mailto:advertising@bernews.com)



For all your promotional needs,  
contact us at  
[advertising@bernews.com](mailto:advertising@bernews.com)

**Bermuda's #1 Source for 24/7 Breaking News, Photos & Videos**

2017 Best of Bermuda Awards, Best Source of Local News & Information

2016 Best of Bermuda Awards, Best Source of Local News & Information

2014 Best of Bermuda Awards, Best Source of Local News & Information

2013 Best of Bermuda Awards, Best Source of News & Information

2013 Best of Bermuda Awards, Best Local Website

2012 Best of Bermuda Awards, Best Local Website

2011 Yellow Pages People's Choice Awards, Best News Provider

2011 Product and Services Awards, Functioning Business Website

2011 Best of Bermuda Awards, Best Local Website

2011 Best of Bermuda Awards, Best Source of News & Information

2011 Best of Bermuda Awards, Award of Excellence

2011 TechWeek Award, Best Use of Social Media

2010 TechWeek Award, Best Website