

NEW MEDIA

The Benefits

A DEVELOPING MEDIUM

Broadly speaking, 'New Media' is digital media. Its most popular and widespread form is the Internet, but it also includes a wide range of developing communication technologies such as podcasting, MP3 audio, SMS texting, Digital Audio Broadcasting (DAB), Internet Protocol Television (IPTV) and 'e-commerce' among many others.

WIDESPREAD CONNECTIVITY

Over 65% of the UK population has online access and 89% of at-home users have Broadband (a third of these using Wifi). London remains the region with the highest percentage Internet connectivity at over 60% of households. (Source: British Market Research Bureau).

A RAPIDLY INCREASING AUDIENCE

The huge growth in online audience is increasingly affecting time spent with other more traditional media. Of all media in the UK, recent research commissioned by the Internet Advertising Bureau UK found that only online and radio were predicted to increase audience.

BUILDING ONLINE COMMUNITIES

A combination of online and radio provide connection with people's social networks in different but complementary ways. Online connects with a person's more immediate social network of friends, family and colleagues while radio connects with their wider network – local community or interest group.

A DEDICATED AUDIENCE

26% of Internet users' media day is spent online (Source: British Market Research Bureau).

THE OBVIOUS CHOICE FOR ADVERTISERS

Internet advertising expenditure in the UK is now in excess of £2 billion, superseding the total national spend on press advertising.

THE PERFECT PARTNER TO RADIO AND OTHER MEDIA

Internet Advertising Bureau research has discovered that combining radio with online significantly enhances response with 57% of the research sample claiming to have checked things on the Internet after having heard about them on the radio.

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NEW MEDIA ADVERTISING OPPORTUNITIES

PREMIER.ORG.UK

Premier's website is one of the biggest and most popular Christian websites in the UK combining fresh written, audio and Internet TV content every day and on-demand and from right across the Premier Media Group.

Premier.org.uk offers the powerful media combination of online and radio to a loyal audience that has invited us into their personal space by choice. The Media Player – where visitors can access the live radio output - is the most popular page.

All Premier's site traffic statistics and advertising campaign reporting are measured by reliable, industry-recognised analytics software and systems.

SHIPOFFOOLS.COM

Premier's online advertising team act as the sole national sales representatives of Ship of Fools.com. The combined online advertising inventory will offer over 3 million page impressions and over 200,000 unique users monthly.

The humour and user-generated content of Ship of Fools combine with Premier's live and on-demand radio and Internet TV to provide online advertisers with all the elements that make New Media the hugely potent and explosively growing medium it is today.

BANNER ADVERTISING

Banner advertising is the most traditional means by which advertisers communicate their messages online. Advertising campaigns can be purchased across shipoffools.com and premier.org.uk together or on either site independently. Either way, a full and consistent client care service is provided for all clients.

SPONSORSHIPS

Sponsorships offer advertisers a closer brand association with the host media, allowing branding into the main content area of the website, rather than just in the advertising positions. There are various sponsorship opportunities ranging from individual feature pages to the Home Pages of individual prime time radio shows and even to the most popular page in our Radio section – the Media Player. At present Sponsorships are available on premier.org.uk only.

PROMOTIONS & COMPETITIONS

Client-funded promotions and competitions are another fun and creative means of delivering an online and radio marketing campaign cost effectively. Online promotions combining a quality prize give away, presenter talk-up, run-of-site messaging and a temporary bespoke micro-site have proved historically successful, with data capture being shared with the client at the end of the promotion. At present promotions and competitions are available on premier.org.uk only.

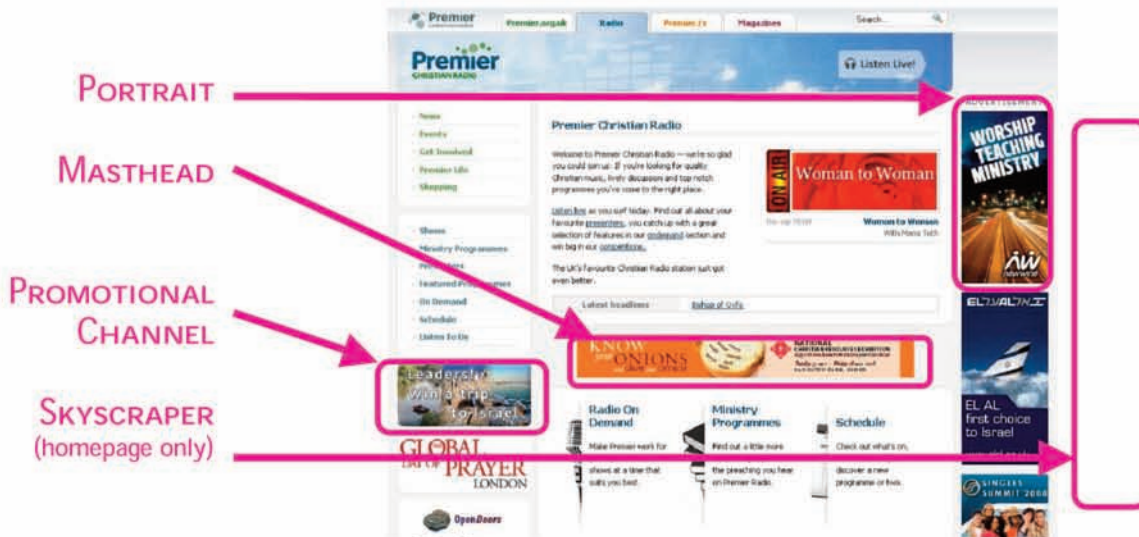
IPTV – PREMIER.TV

Premier.tv is one of the most recent additions to the Premier Christian Media Group and is another child of the 'on-demand' revolution, launched in 2006...beating the BBC's hugely popular iPlayer by a year and a half. Premier.tv has built up an archive of hundreds of TV programmes plus an impressive portfolio of home-grown content.

Advertising opportunities are available via banner advertising on the TV player itself or by 'non-skippable' on-connect 30-second TV adverts. A bespoke production service is also available to create client-funded programmes for broadcast on Premier.tv or as a powerful and creative insert into e-mail marketing campaigns.

ADVERTISING RATE CARD

PREMIER.ORG.UK



POSITION	STANDARD	EXPANDABLE (limited availability)	
MASTHEAD			Run of site exc. homepage
Cost per thousand	£20	£30	min. 25,000 impressions per month
PORTRAIT			Run of site exc. homepage
Cost per thousand			min. 25,000 impressions per month
TOP	£15	£22	
MIDDLE	£13	£19	
BOTTOM	£8	£12	
SCATTER	£10	£15	
SKYSCRAPER			Homepage only
Cost per thousand	£30	N/A	min. 25,000 impressions per month
PREMIER.TV MASTHEAD			Unlimited impressions – Premier.tv only
Cost per month	£200	£300	
MEDIA PLAYER MASTHEAD – SOLUS POSITION			Unlimited impressions - Media player only
6 MONTHS	12 MONTHS		
£7,500	£13,800		Prices do not include banner and/or audio production costs
PROMOTIONAL CHANNEL			Linking to bespoke landing page. Unlimited impressions - Run of site
2 WEEKS	4 WEEKS	4 WEEKS with datacapture	
from £750	from £950	from £1200	

VOLUME DISCOUNTS

Volume discounts are also applicable to Premier and Ship of Fools combination bookings

150,000 + impressions	200,000 + impressions	300,000 + impressions
10% DISCOUNT	15% DISCOUNT	20% DISCOUNT

MULTI-BUY

ADVERTISE ON PREMIER AND SHIP OF FOOLS	min. 50,000 impressions per month
10% DISCOUNT	

ADVERTISING RATE CARD

SHIPOFFOOLS.COM



MASTHEAD

PORTRAIT

SKYSCRAPER (homepage only)

Ship Of Fools is a truly unique Christian website. The Editorial Section looks objectively, from a position of commitment, at religious trends in an accessible rather than cynical way. Its hugely popular Bulletin Board hosts a lively and frank online community where on some occasions the language can be colourful. Advertisers will only be hosted on the Editorial Section of Ship Of Fools website unless an advertiser requests positioning on the Bulletin Board. All ads are UK targeted unless otherwise requested.

POSITION	STANDARD	EXPANDABLE (not available on Ship of Fools)	
MASTHEAD			Run of site exc. homepage
Cost per thousand	£20	-	min. 25,000 impressions per month
PORTRAIT			Run of site exc. homepage
Cost per thousand			min. 25,000 impressions per month
TOP	£15	-	
MIDDLE	£13	-	
BOTTOM	£8	-	
SCATTER	£10	-	
SKYSCRAPER			Homepage only
Cost per thousand	£30	-	min. 25,000 impressions per month

VOLUME DISCOUNTS		
Volume discounts are also applicable to Premier and Ship of Fools combination bookings		
150,000 + impressions	200,000 + impressions	300,000 + impressions
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MULTI-BUY		
ADVERTISE ON PREMIER AND SHIP OF FOOLS		
		min. 50,000 impressions per month
10% DISCOUNT		

PREMIER E-NEWSLETTERS

All e-newsletter advertising is subject to availability and content suitability

IGNITE AND LUMINARE

The inter-editorial ad box in either Ignite or Luminare works for special offers, events etc. Copy is limited to 20 words max.



INTER-EDITORIAL AD BOX

IGNITE	
	35,000 general subscribers Weekly send
INTER-EDITORIAL AD BOX	£225 per send
6 MONTH SPONSORSHIP	£2500
12 MONTH SPONSORSHIP	£4500

LUMINARE	
	4,000 Church Leaders Monthly send
INTER-EDITORIAL AD BOX	£120 per send
6 MONTH SPONSORSHIP	£1250
12 MONTH SPONSORSHIP	£2125

NEWS E-SEND

'News' consistently ranks among the most popular content sought by visitors to Premier.org.uk. To better serve this demand, Premier now sends out a weekday audio news bulletin, produced in our newsroom reporting on the news of the day from a Christian perspective - a unique offering among UK Christian media. Each day's fresh bulleting is produced and packaged to deliver into recipient in-boxes around lunchtime - the optimum time for online news consumption.

Copy is limited to 20 words max and a thumbnail image. Copy changes will attract a £15 charge per change. Advertisers running campaigns for longer than one month will be entitled to one copy change per month free of charge.

The banner graphic is 468 x 60px. This must be a static image (jpeg or gif)



RIGHT HAND MESSAGE BOX

BANNER GRAPHIC

NEWS E-SEND

	Daily send - Min. 20 sends per month	
RIGHT HAND MESSAGE BOX	£675 per month	
BANNER GRAPHIC	£1000 per month	
VOLUME DISCOUNTS		
3 MONTH CAMPAIGN	6 MONTH CAMPAIGN	12 MONTH CAMPAIGN
10% DISCOUNT	15% DISCOUNT	20% DISCOUNT

AUDIO STINGS

Ads on **Premier.org.uk** can be accompanied by a 10 second audio message – 50% premium. Subject to availability.

PAGE SPONSORSHIPS

If you'd like to sponsor a page on **Premier.org.uk** please speak to your account manager. Prices are available on request. All sponsorships accepted at the discretion of Premier.

CREATIVE CHARGES

MASTHEAD OR PORTRAIT BANNER CREATIVE	£150
ADDITIONAL SIZES OF SAME CREATIVE	£50 EACH VARIATION
SKYSCRAPER	£150 - £200
EXPANDABLE	£200 - £250
10 SEC AUDIO STING	FROM £220

SPECIFICATIONS FOR WEB BANNERS

DIMENSIONS

Masthead	468 x 60 pixels
Portrait	120 x 240 pixels
Skyscraper	120 x 600 pixels
Expandable Masthead	468 x 60 pixels - expands to 500 x 300 pixels (Premier only)
Expandable Portrait	120 x 240 pixels - expands to 400 x 240 pixels (Premier only)
Promo Channel	185 x 90 pixels

FILE FORMAT AND SIZE

All creative should be supplied as a flash file (.swf) – Maximum Flash Version 8
 .gif as a backup should also be supplied
 .jpg or animated .gif files may be accepted at Premier's discretion

Masthead and Portrait	max file size 25Kb	max 12 frames per second
Skyscraper	max file size 40Kb	max 12 frames per second
Expandable	max file size 60Kb	max 12 frames per second

FLASH CODE

Flash files must include the following code to ensure proper reporting of impressions and click-thrus

Flash click counter instructions:

In Flash, in Actions please insert this action:
 on (release) {
 getURL(_root.clickTAG, "_blank");
 }
 (Please note this is case sensitive)

In order to get this please do the following:

In Window >> Actions >> Basic Actions, choose Get URL.
 URL: clickTAG >> check Expression box next to this line
 (Just type in clickTAG, DON'T insert click thru url)
 Window: _blank
 Variables: Don't send

TERMS AND CONDITIONS

Additional terms for web advertising (please see media pack for full terms and conditions)
 Banners should be provided no later than 48 hours before the campaign is due to start or they may be subject to an administration charge.
 From receipt of booking confirmation a 72-hour period is required for Premier to produce banners.
 If more than 2 creatives are supplied for a campaign, each additional creative will attract an administration charge of £15.
 Any amendment to campaigns or banners once they have begun may incur an additional charge

All advertising subject to prepayment
 All copy acceptance at the discretion of Premier Online
 Full advertising terms & conditions available on request

IF YOU HAVE ANY QUESTIONS REGARDING THE ABOVE SPECIFICATIONS AND CHARGES PLEASE SPEAK TO YOUR ACCOUNT MANAGER