

KEEPING THOSE NEAR AND FAR CONNECTED TO HOME & THOSE WHO WISH TO VISIT INFORMED

WWW.JORDANTIMES.COM 2010 Media Kit



For more information contact your advertising manager

Or

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PLEASE CONTACT YOUR SALES CONSULTANT

PRODUCT:

JORDANTIMES.COM

AUDIENCE:

WEB VISITORS

RATE:

SPOTS



ONLINE EDITION

OUR FOCUS Our website is the first to be found on major search engines when searching for "Jordanian news".

SOCIAL MEDIA

Keeping up to date with new media trends, The Jordan Times has recently launched a campaign to go social.

Currently, the newspaper's account is the most followed in the Middle East on **Twitter**, with over 50,000 + followers*.

* Jan 2010

Keen on reaching out to the largest possible number of readers, The Jordan Times launched in 2010 its own Facebook fan page with 1600 + fans*

* Jan 2010

The Jordan Times was the first in the Arab world to be posted on the DIGG front page, with over 25,000 unique visitors.



- -The website registered 2.5 million hits, with over 250,000 unique visitors.
- -Almost 41 per cent of traffic comes from **JORDAN**.
- -35 per cent of traffic comes from North America.
- -About 30 per cent of the website's readers earn about \$100,000 annually and more than 65 per cent work as **professionals** involved in corporate business and decision making.
- -Approximately, 60 per cent of the website's visitors are **loyal readers**.
- -Based on Google Adsense, The Jordan Times' web edition is considered **one of the best CTR** sites in



TRAFFIC SINCE THE LAUNCH OF THE NEWSPAPER'S SOCIAL CAMPAIGN NINE MONTHS AGO, TRAFFIC ON THE ONLINE EDITION INCREASED BY ABOUT 10.4 PER CENT MONTHLY.









REASONS TO ADVERTISE ON JORDAN TIMES NEWSPAPER WEBSITE

Credibility
High profile
Purchasing power

The Jordan Times is an innovative, refreshing online news source that provides an accurate perspective with the aim of educating, uplifting and enriching readers.

The Jordan Times is currently a successful online publication which aims to evolve into the primary resource for Jordanians living abroad as well as for those visiting the region.

With thought-provoking editorials and stimulating features, **The Jordan Times** covers local, regional, global and social issues, entertainment and sporting events. **The Jordan Times** provides advertisers with a trusted, reliable resource to connect with an established, growing readership, a powerful market of educated professionals worldwide.

With primary readership residing in Jordan and the United States, **The Jordan Times** now offers advertisers the ability to reach a vast consumer market.



| Web Ads Promotion Packages | 2 Weeks | ı Month | 3 Months | ı Year |
|--------------------------------------|-----------------------|-------------------------|-------------------------|------------------------|
| Top Banner Homepage | 500 JD/ 800 US | 800 JD/ 1200 US | 2200 JD/ 3200 US | 6000 JD/ 9000 US |
| Top Banner Sections | 250 JD/ 400 US | 400 JD/ 600 US | 1100 JD/ 1600 US | 3000 JD/ 4500 US |
| Center Box | | | | |
| Center Box Homepage | 375 JD/ 600 US | 625 JD/1000 US | 1500 JD/ 2400 US | 4200 JD/ 6600 US |
| Center Box Sections | 200 JD/ 300 US | 350 JD/500 US | 750 JD/ 1200 US | 2200 JD/ 3300 US |
| First Side Box | | | | |
| First Side Box Homepage | 300 JD/ 500 US | 500 JD/750 US | 1200 JD/ 2000 US | 3500 JD/ 5200 US |
| First Side Box Sections | 150 JD/ 250 US | 250 JD/325 US | 600 JD/ 1000 US | 1750 JD/ 2600 US |
| Customize | | | | |
| Ads Spots (Options are unlimit) | | | | |
| Full page Homepage | 70 JD/ 100 US PER DAY | - | - | - |
| Static text Homepage | 250 JD/ 400 US | 400 JD/ 600 US | 1100 JD/ 1600 US | 3000 JD/ 4500 US |
| Static text Pages | 500 JD/ 800 US | 800 JD/ 1200 US | 2200 JD/ 3200 US | 6000 JD/ 9000 US |
| Middle Banner Homepage*1 | 500 JD/ 800 US | 800 JD/ 1200 US | 2200 JD/ 3200 US | 6000 JD/ 9000 US |
| Sponsor Logo Homepage*2 | 500 JD/ 800 US | 800 JD/ 1200 US | 2200 JD/ 3200 US | 6000 JD/ 9000 US |
| Sponsor Logo Sections*2 | 250 JD/ 400 US | 400 JD/ 600 US | 1100 JD/ 1600 US | 3000 JD/ 4500 US |
| Middle Box Homepage*3 | 250 JD/ 400 US | 400 JD/ 600 US | 1100 JD/ 1600 US | 3000 JD/ 4500 US |
| Top Banner Pages*4 | 800 JD/ 1200 US | 1200 JD/ 1500 US | 2200 JD/ 3200 US | 6000 JD/ 9000 US |
| Logo Box Homepage*3 | 250 JD/ 400 US | 400 JD/ 600 US | 1100 JD/ 1600 US | 3000 JD/ 4500 US |
| Classifieds: 10 words, 1 Phone, 1 UR | RL . | | | |
| Property | | 70 JD/ 100 US | 210 JD/ 300 US | 800 JD/ 1200 US |
| Jobs | - | 70 JD/ 100 US | 210 JD/ 300 US | 800 JD/ 1200 US |
| Random | - | 70 JD/ 100 US | 210 JD/ 300 US | 800 JD/ 1200 US |
| Travel | - | 100 JD/ 150 US | 300 JD/ 500 US | 1000 JD/ 1500 US |
| Print | Front page* Section 1 | Front page Section 2 | Front page Section 3 | Back page Section 1 |
| 1 cm Black & White | 30 JD/ 45 US | 15 JD/ 30 US | 7 JD/ - | 15 JD/ 30 US |
| 1 cm Color | 40 JD/ 67.5 US | 20 JD/ 45 US | 7 JD/ - | 20 JD/ 45 US |

^{* 1} cm on inner pages cost 7 JD $\,$ /15 US black & white .

^{* 1} cm on inner pages cost 10 JD /22.5 US color.

^{*1,*2,*3,*4,*5} visit our contact us page to view size : http://jordantimes.com/?page=29

For publishing in our print version, please contact our advertising department :

00962-6-5600800 ex: 2400 or 2331

00962-79-559-8720

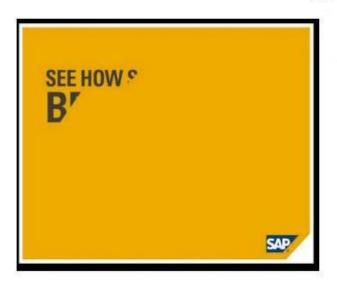
Thank you for your interest in advertising on jordantimes.com. jordantimes.com offers both IAB standard ad units and **unique opportunities designed to meet your objectives.**



• Full Page ADS

THE JORDAN TIMES

SKIP THIS WELCOME SCREEN



The ad spot can be:

- Flash, video flash, image.
- Set display time.
- Set display size.
- Switching between a couple of ads.



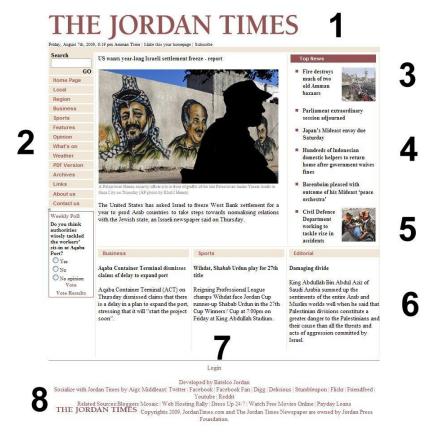
• Static text bar



The text bar:

- Displays multi short text ads.
- Available on all pages, sections besides homepage.
- Displays customised image ads.

• AD spots Homepage



Available spots from 1-7:

- You can choose size, type.
- Can be linked to your site, or The Jordan Times will provide a page if you request to display more information (brochures, classifieds).



Banner Top

Box Center

Spot 8:

The JordanTimes can display your company name and link or a 100 x 25 spot and link to your company site.



• Inside sections & inner pages.



• Small Business classifieds



The JordanTimes' current design is flexible, meeting all your needs.



To find out more about the advertising opportunities we offer, please contact us at:

T:00962-6-5600800 ex: 2400 or 2331

T:00962-79-531-8353

E: advertise@jordantimes.com

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