



THE JORDAN TIMES

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

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2010 Media Kit



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PLEASE CONTACT YOUR SALES CONSULTANT

PRODUCT:

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AUDIENCE:

WEB VISITORS

RATE:

SPOTS



THE JORDAN TIMES

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**.

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.

-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



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.



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Web Ads Promotion Packages	2 Weeks	1 Month	3 Months	1 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 URL

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>

THE JORDAN TIMES

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

The screenshot shows the homepage of The Jordan Times. The main header features the newspaper's name in a large, serif font. Below the header, there is a navigation menu on the left, a main news section with a large image and headline, and a 'Top News' sidebar on the right. At the bottom, there are sections for 'Business', 'Sports', and 'Editorial'. A 'Weekly Poll' is also visible on the left side. Numbered callouts (1-8) are placed over various parts of the page to indicate potential ad spots: 1 is at the top right, 2 is on the left navigation menu, 3 is on the top news sidebar, 4 is on the main news image, 5 is on the top news sidebar, 6 is on the editorial section, 7 is on the sports section, and 8 is at the bottom of the page.

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).

Box Side
185 x 85

Banner Top
468 x 60

Box Center
427 x 136



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.**

A screenshot of the The Jordan Times website. The main header features the title "THE JORDAN TIMES" in a large, dark red serif font. Below the title, the date and time "Friday, June 23rd, 2006, 4:14 am ET" and links for "Make this your homepage" and "Subscribe" are visible. A search bar is located on the left side of the page. The main content area displays a news article titled "Mumbai bombs kill 160" under the "Region" category. The article includes a photograph of a severely damaged train car with twisted metal and debris. Below the photo, a caption reads: "Media personnel on Tuesday record the scene of a damaged local train in Mumbai, formerly known as Bombay (Reuters photo)". The article text states: "Bombs exploded on packed commuter trains and stations in India's financial hub, Mumbai, on Tuesday, killing over 160 people and wounding hundreds, officials said." On the left side of the page, there is a navigation menu with links for Home Page, Local, Region, Opinion, Economy, Features, Sports, What's on, Weather, WeekEnder, PDF Version, Links, Contact us, Archives, and Al Rai. A "Weekly Poll" section is also present, asking "Do you support the United States taking military action against Iraq?" with radio buttons for "Yes" and "No", and a "Vote" button. The "Vote Results" link is also visible. The right side of the page features several large red rectangular blocks, likely representing advertising spots.

- **Small Business classifieds**



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



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please contact us at:

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