

www.advertiser.ie

DIGITAL RATE CARD

Galway
Advertiser



Over 70,000

Users online **EVERY** month



36,000

combined weekly newspaper subscribers



26,000

Advertiser Instant Updates & competitions subscribers

BANNER ADVERTISING

Drive customers to your business via the Advertiser Group websites with creatively designed banner & MPU advertising.

E-PAPER ADVERTS

Promote your business directly to our online audience via our digital newspaper.

VIDEO ADVERTISING

Run your own produced video advertisements on our digital platforms

EMAIL MARKETING

Promote your business directly to over 27,000 active subscribers via our extremely successful emailing system

SPONSORED ADVERTISER.IE VIDEO & ARTICLES

A targeted campaign to promote your business utilising online articles directing traffic to your service or product.

SOCIAL MEDIA ADVERTISING

Use our Social Media Platforms which has 108,839 Facebook likes, 22,000 Twitter followers & 10,300 Instagram followers worldwide. We also provide complete Facebook & Instagram Takeovers

DIGITAL COMPETITION PROMOTIONS

Promote your business directly to over 27,000 subscribers, 70,000 website visitors & over 108,839 Facebook likes. We can attract new customers to your business by the click of a button.

For more details and pricing please contact:

Email: sales@galwayadvertiser.ie

DIGITAL PACKAGES

INTRO PACKAGE:

Online Editorial
Facebook & Twitter x 1
Instagram x 1

€150
+ VAT

SOCIAL MEDIA PACKAGE:

Facebook x 3
Twitter x 3
Instagram x 2

€200
+ VAT

STANDARD PACKAGE:

Online Editorial
Facebook x 3
Twitter x 3
Instagram x 3

€250
+ VAT

ONLINE MEDIA PACKAGE:

Banner & MPU
ePaper Advert or
Digital Attachment
eZine & All Social x 3

€450
+ VAT

MONTHLY PACKAGE:

Digital Attachment
or ePaper
Online Editorial
Facebook x 3 Twitter x 3

€300
+ VAT

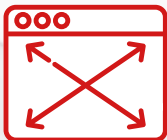
We can also tailor- make an effective digital marketing campaign to fit your business model.

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Items sold separately

| | |
|------------------------------|----------------------|
| Facebook Takeover | €400 +VAT |
| Digital Competition | €250 +VAT |
| Website Advertisement | €250-400 +VAT |
| E-Paper Advert | €195 +VAT |
| Digital Attachment | €195 +VAT |
| Sponsored Content | €100 +VAT |
| Video Production | €495 +VAT |
| Facebook Post x 3 | €95 +VAT |



Dimensions

E-Paper Advert

Left hand full page ad: 480 (w) x 570 (h) pixels

Strip Adverts: 120(w) x 600(h)

Digital Attachment

300 (w) x 180 (h) pixels

Website Advertisement

Banner Advert: 728 (w) x 90(h) pixels

Square Advert: 300(w) x 250(h) pixels

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TV DISPLAY PACKAGES

TV ADVERTISING DISPLAY

With our brand new state of the art 55" portrait TV Screens in the heart of Galway City Centre, We make sure your business will be seen from 8 am - 12 midnight - 30 times per hour x 16 hours - 480 x 10 seconds - 4,800 seconds - 80 minutes a day!

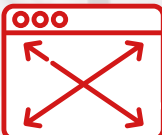
GALWAY ADVERTISER TV PRICING:

One Week

€150 + VAT

4 weeks

€300 + VAT



Advert Specifications

Full screen dimensions

1920px high x 1080px wide (Pixels)

Page Dimensions with Banner top & bottom

1395px high x 1080px wide

Image Files need to be saved as flattened rgb jpg format

Videos to be saved as MP4 files

Deadline for booking and artwork - Monday 12pm. Monthly booking.

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FREE WIFI PACKAGES

Galway's Free Wifi - Instant Advertising

In partnership with Magnet Networks

Galway Free Wi-Fi is now available to members of the public on the streets of Galway's tourist and shopping spine: from the coach station to Galway's West End.

**Advertise Your Business or Offers
Through this Platform**

SPLASH PAGE

10,000+ impressions per month

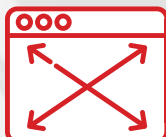
€150 + VAT per week



OFFERS PAGE

10,000+ Logins per month

€75 + VAT per week



Advert Specifications

Wifi Measurements:

Splash Page - 600px (H) x 900px (W)

Offers Page - 280px (H) x 200px (W)

For more details and pricing please contact:

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What our customers have to say

DIGITAL MEDIA:

"It's refreshing to see a traditional media outlet embrace the digital landscape with such enthusiasm and knowledge. Media are best placed to take advantage of the digital age but don't also know how to. I've worked with GalwayAdvertiser.ie on digital campaigns which have generated a great return on investment and campaign traction. To be able to piggy-back on the traffic of a valued media outlet such as The Galway Advertiser and create campaigns relevant to their audiences makes for a winning combination."

Joanne Sweeney Burke, CEO of Digitaltraining.ie

COMPETITIONS:

"The team at Galway Advertiser are very helpful and efficient, and the social media competition we did with them received great engagement. They also gave us useful insights on the activity we ran so I would be happy to work with the Advertiser again."

Aaron, Deliveroo Ireland

RESTAURANTS & CAFES:

"Killian and the Galway Advertiser online have been a great help in getting our Social Media Pages a lot more attention and followers, as well as helping to promote a crucial event for our business. Overall we have found the service to be a great way to market our business and a great addition to our marketing strategy."

Sebastian Taylor, Owner of Temple Cafe

EVENTS:

"The Town Hall Theatre uses an integrated marketing communications strategy - incorporating a cost-effective mix of online and offline activity - to help us engage and develop audiences for theatre and arts events in Galway. We regard the Galway Advertiser, and particularly its increasing and effective digital reach, as an integral and hugely important part of that strategy."

Fergal Mc Grath, Director Town Hall Theatre

HEALTH & BEAUTY:

"It has been an absolute pleasure dealing with all the guys in Galway Advertiser. I'm in business 20 years and have recently re-located to Galway. Galway Advertiser has proven to be a great advertising platform from which to launch my new business. I have received excellent advice and support from the team and I highly recommend them to all businesses."

Louise Tyrrell, ZenLife Ireland Mind-Body-Health

ACCOMMODATION:

"We also availed of their online banner ads which were helpful to raise awareness of specific sales or events. The staff in the Advertiser are both knowledgeable and efficient going through all options available. We look forward to working the Galway Advertiser online in the coming months. A big advantage of these competitions is the opt in which can be used to build and increase your businesses database".

Social Media Co-Ordinator, Galmont Hotel, Galway