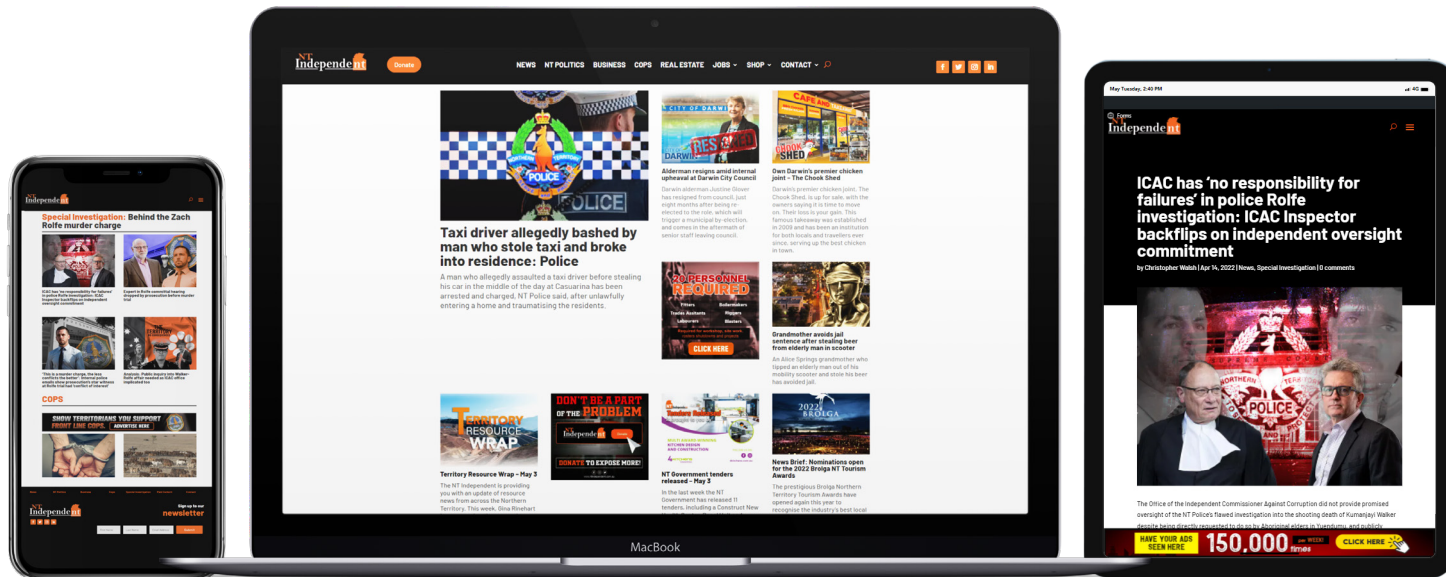




MEDIA ADVERTISING PACKAGES

Advertorial • Electoral • Promotion • Positions Vacant • Real Estate



WHO are we

NT Independent is an award-winning online newspaper based in Australia's Northern Territory and the platform for community debate. We will be exposing corruption and mismanagement in the public service as well as reporting on business, crime and other stories that matter.



WHY should you advertise with us?

Firstly, some very quick stats and info on www.ntindependent.com.au

- We only report on Territory related News and have a readership that is **90% Territorian**.
- We have **300,000 to 500,000 stories read in a month** and **100,000 to 150,000 unique visitors to the page each month** with each visitor spending an average of 3 minutes on the page each visit.
- We mail out to more than 13,000 subscribers every day and up to 15 times a week.
- We have more than **14,000 Facebook followers** with a reach of 200-400,000 people on Facebook each week including 200,000 to 400,000 engagements weekly on our posts.

NT Independent **MARCH STATISTICS**
for NTIndependent.com.au

Website page views over 470,000 	 Website was visited more than 340,000 times	169,000 different people visited our website
Page viewed for 980,000 minutes 	 Our mail out now goes 13,000 email addresses everyday!	90% of our readers are Territorian

want to know more? email us at: news@ntindependent.com.au

WHAT we offer as the exclusive sponsor of our webpage

\$1,500+GST PER MONTH

NAMING ADVERTISER

- **Naming Position Ad**
 - On our home page your add will be displayed above all recent cop stories.
- **Lead Banner Ad on all Crime and Cops Stories**
 - You will have the lead banner add and be the top of all crime and cops articles for a 3 month period.
 - A GIF add will work best and as I said we will do the graphics for you.
- **Scroll Ad**
 - You will have your company logo appear in our scroll at the top of our homepage for a 3 month period
- **Lead Home Page Ad Position 1 Week of the Month**
 - You will have the premium add position on our homepage for 1 week of each month for the 3 month period

\$2,000+GST PER MONTH

PREMIUM NAMING ADVERTISER

INCLUDES ALL OF NAMING ADVERTISER PERKS

PLUS



- **Social Media Posts**
 - We will post 1 x ad to our Facebook page promoting your business or product
- **Advertorial x 3**
 - We will produce 3 x advertorials with your support for content promoting your business, products, service, history. These are great because you get your brand attached to an award-winning news outlet.
- **Positions Vacant Advertising**
 - If you have positions vacant, we will make sure your adds are stuck to the top of our page and also given "job of the day" on social media to maximise the reach and help you find people.

WHAT we offer as the exclusive sponsor of our webpage

Example of these are shown below

1. Naming Position Ad

- On our home page your add will be displayed above all recent cop stories.

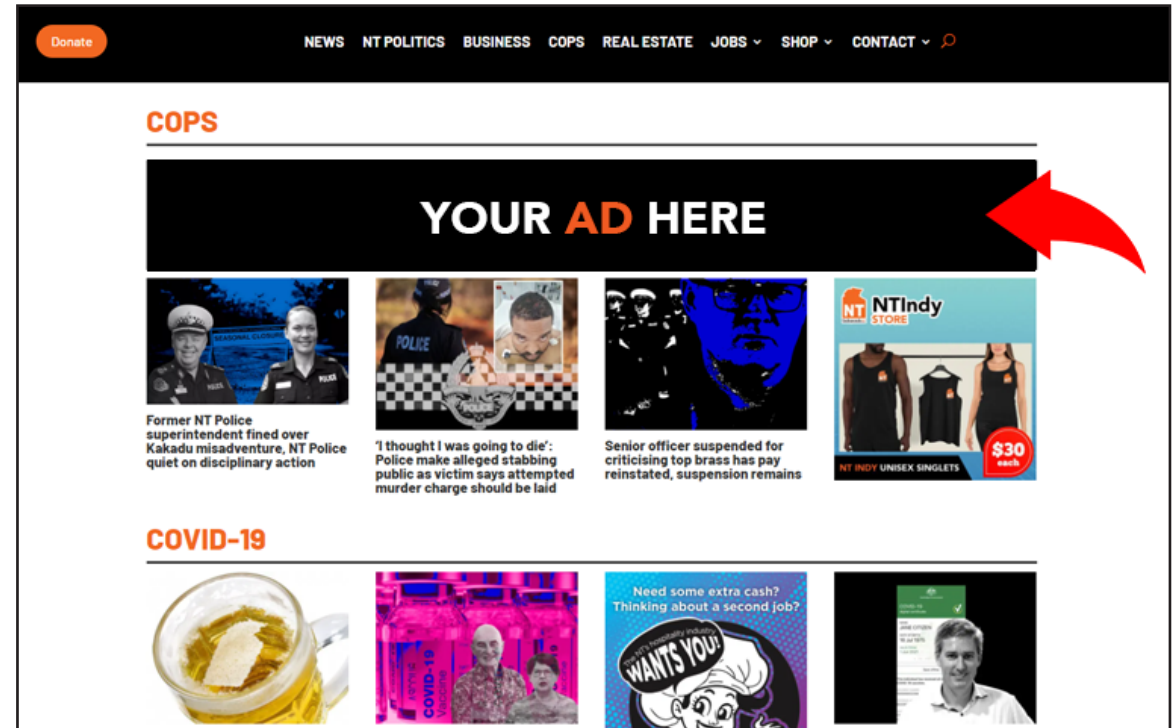
Ad size requirements:

Regular Ad Banner: 1456 x 180 pixels

Long Ad Banner: 1920 x 150 pixels

1456 x 180 pixels

1920 x 150 pixels



**SHOW TERRITORIANS YOU SUPPORT
FRONT LINE COPS.**

ADVERTISE HERE



SAMPLE AD BANNER

WHAT we offer as the exclusive sponsor of our webpage

Example of these are shown below

2. Lead Banner Ad on all Crime and Cops Stories

- You will have the lead banner add and be the top of all crime and cops articles for a 3 month period
- A GIF add will work best and as I said we will do the graphics for you

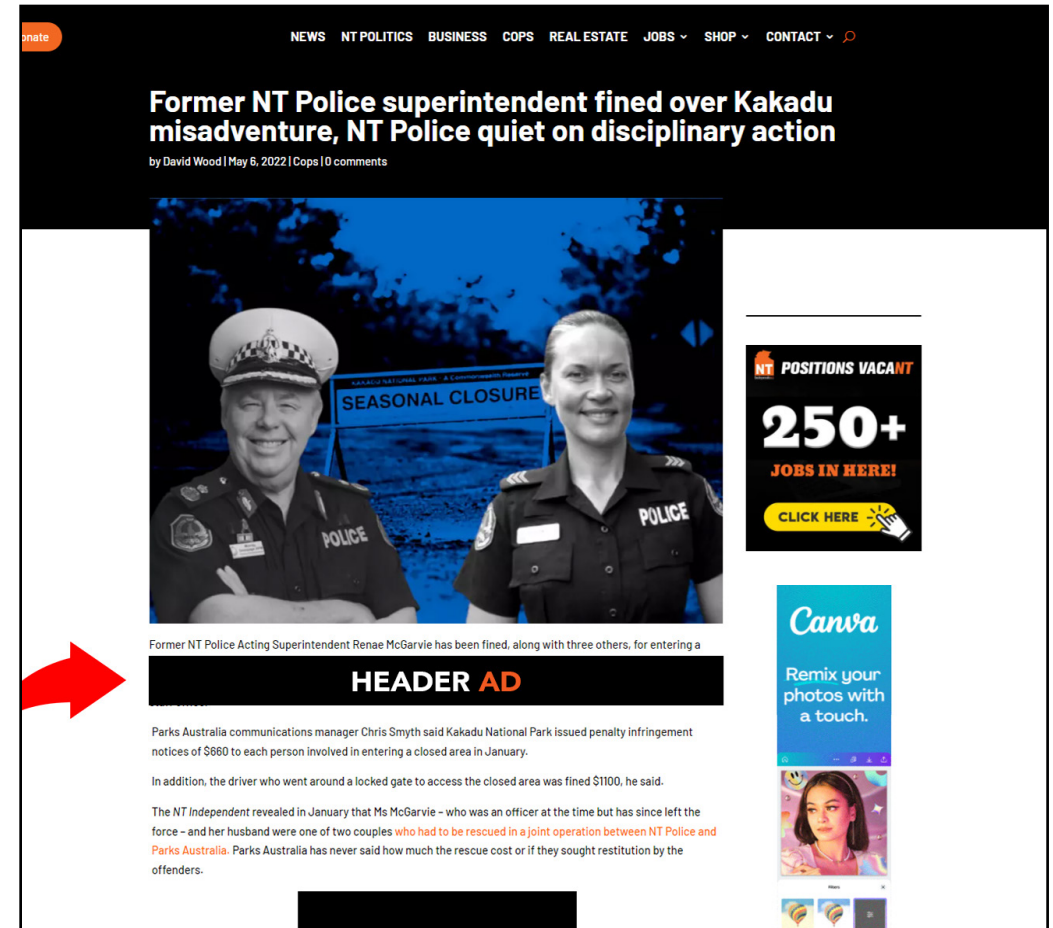
Ad size requirements:

Regular Ad Banner: 1456 x 180 pixels

Long Ad Banner: 1920 x 150 pixels

1456 x 180 pixels

1920 x 150 pixels



The screenshot shows a news article page with a navigation bar at the top containing links for NEWS, NT POLITICS, BUSINESS, COPS, REAL ESTATE, JOBS, SHOP, and CONTACT. The main headline is "Former NT Police superintendent fined over Kakadu misadventure, NT Police quiet on disciplinary action" by David Wood, dated May 6, 2022, with 10 comments. Below the headline is a large image of two police officers in uniform standing in front of a "SEASONAL CLOSURE" sign. A red arrow points to a "HEADER AD" box overlaid on the image. To the right of the article is a "Canva" advertisement for "NT POSITIONS VACANT" with "250+ JOBS IN HERE!" and a "CLICK HERE" button. Below the Canva ad is a small image of a woman's face.

WHAT we offer as the exclusive sponsor of our webpage

Example of these are shown below

3. Scroll Ad

- You will have your company logo appear in our scroll at the top of our homepage for a 3 month period

The screenshot shows the NT Independent website homepage. At the top, there is a navigation bar with the NT Independent logo, a 'Donate' button, and menu items for NEWS, NT POLITICS, BUSINESS, COPS, REAL ESTATE, JOBS, SHOP, and CONTACT. Social media icons for Facebook, Twitter, Instagram, and LinkedIn are also present. Below the navigation bar is a scroll ad area. This area contains four placeholder boxes for logos, with red arrows pointing to the first and last boxes. The first box contains the text 'Click here to get your LOGO HERE'. The second box contains the logo for 'NT PLUMBING MAINTENANCE SERVICE'. The third box contains the logo for 'NORTHERN TRANSPORTABLES'. The fourth box contains the text '[Your logo here]'. Below the scroll ad area is a large banner for Dr. Sam McMahon, a Senator for the Northern Territory in 2022, representing the Liberal Democrats. The banner features a photo of Dr. McMahon and the Liberal Democrats logo. Below the banner are three news articles. The first article is titled 'Former NT Police superintendent fined over Kakadu misadventure, NT Police' and features a photo of two police officers. The second article is titled 'I thought I was going to die: Police make alleged stabbing public as victim says attempted murder charge should be laid' and features a photo of a police officer. The third article is titled 'Midday break and enter in Alice Springs thwarted by neighbour: Police' and features a photo of a person's hands. The text of the articles is as follows:

Former NT Police superintendent fined over Kakadu misadventure, NT Police

I thought I was going to die: Police make alleged stabbing public as victim says attempted murder charge should be laid

UPDATED: The man who was stabbed on Tuesday afternoon in the community of Bulman, has told the NT Independent he was randomly attacked and was scared for his life as another man repeatedly stabbed him while telling him he was "going to die".

Midday break and enter in Alice Springs thwarted by neighbour: Police

Two teens who allegedly threatened an Alice Springs man after he attempted to stop them from robbing his neighbour's home have been arrested and will be charged with aggravated robbery, NT Police said.

WHAT we offer as the exclusive sponsor of our webpage

Example of these are shown below

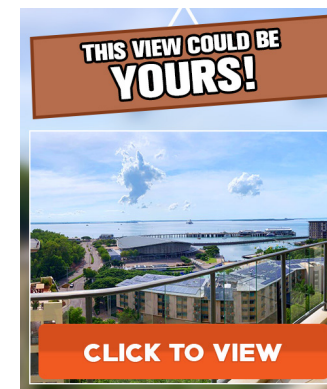
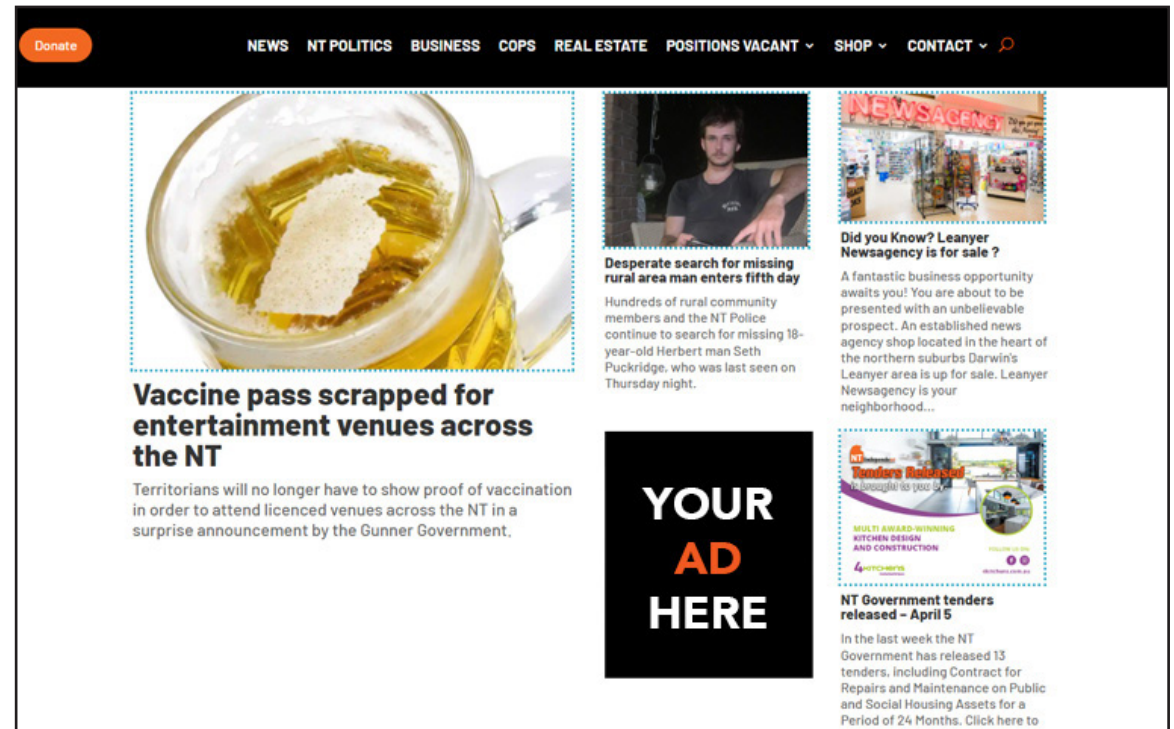
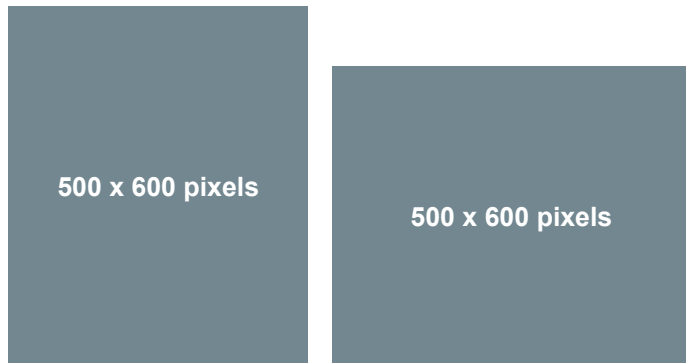
4. Lead Home Page Ad Position 1 week of the month

- You will have the premium add position on our homepage for 1 week of each month for the 3 month period

Ad size requirements:

Square Ad: 500 x 600 pixels

Horizontal Square Ad: 600 x 500 pixels



AD SAMPLE

WHAT we offer as the exclusive sponsor of our webpage

Example of these are shown below

5. Social Media Posts

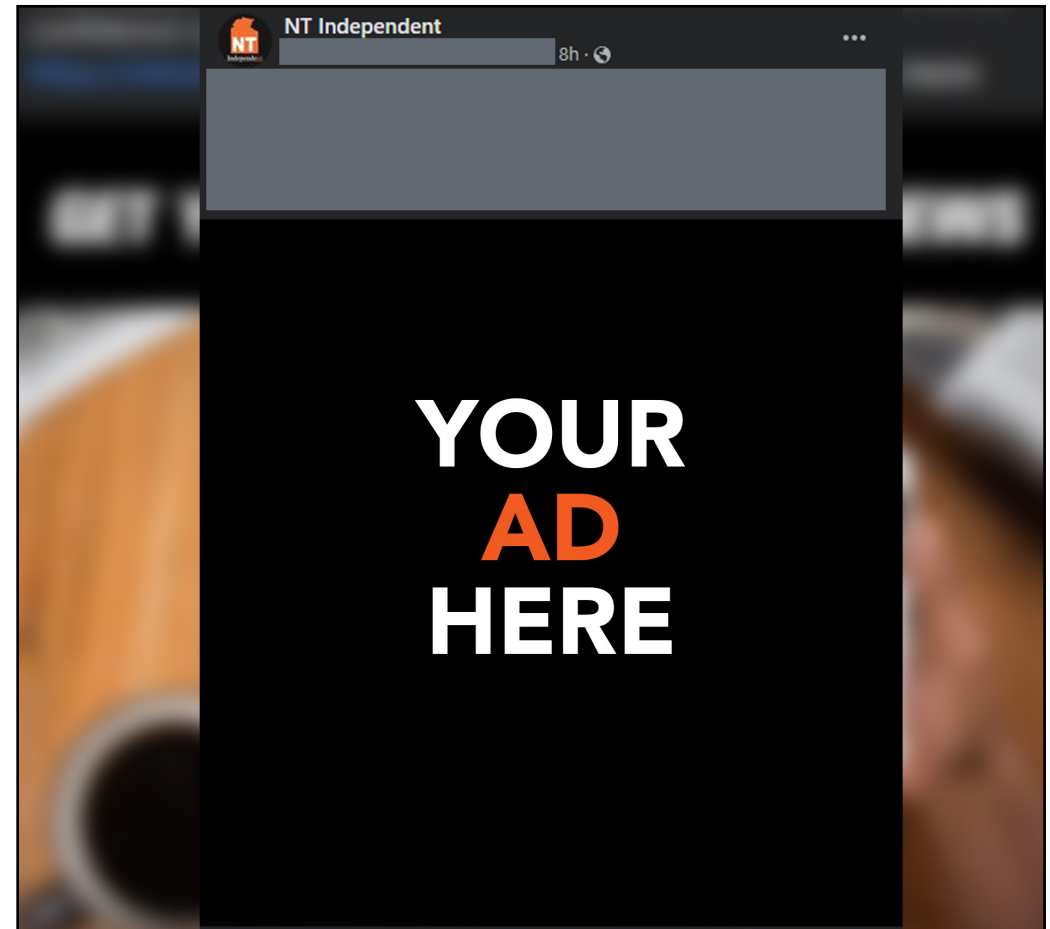
- We will post 1 x ad to our Facebook page promoting your business or product

6. Advertorial

- We will produce 3 x advertorials with your support for content promoting your business, products, service, history. These are great because you get your brand attached to an award-winning news outlet.

7. Positions Vacant Advertising

- If you have positions vacant, we will make sure your adds are stuck to the top of our page and also given “job of the day” on social media to maximise the reach and help you find people.



EXCLUSIVE TO PREMIUM NAMING ADVERTISER

WHAT we offer as the exclusive sponsor of our webpage



Email NT
Independent



Get in touch with
our personnel



Agreement with
the Ad packages



We will do the
magic for you!

Lastly, we are a small business and can move with your ideas. If you have an idea that you think we can reach your targeted demographic, then we are keen to try it out. We are happy for your ads to be edgy to attract the reader. We want you to be successful and we want to enjoy doing business together.

**SHOW PEOPLE YOU SUPPORT THE FREE PRESS
IN THE TERRITORY**