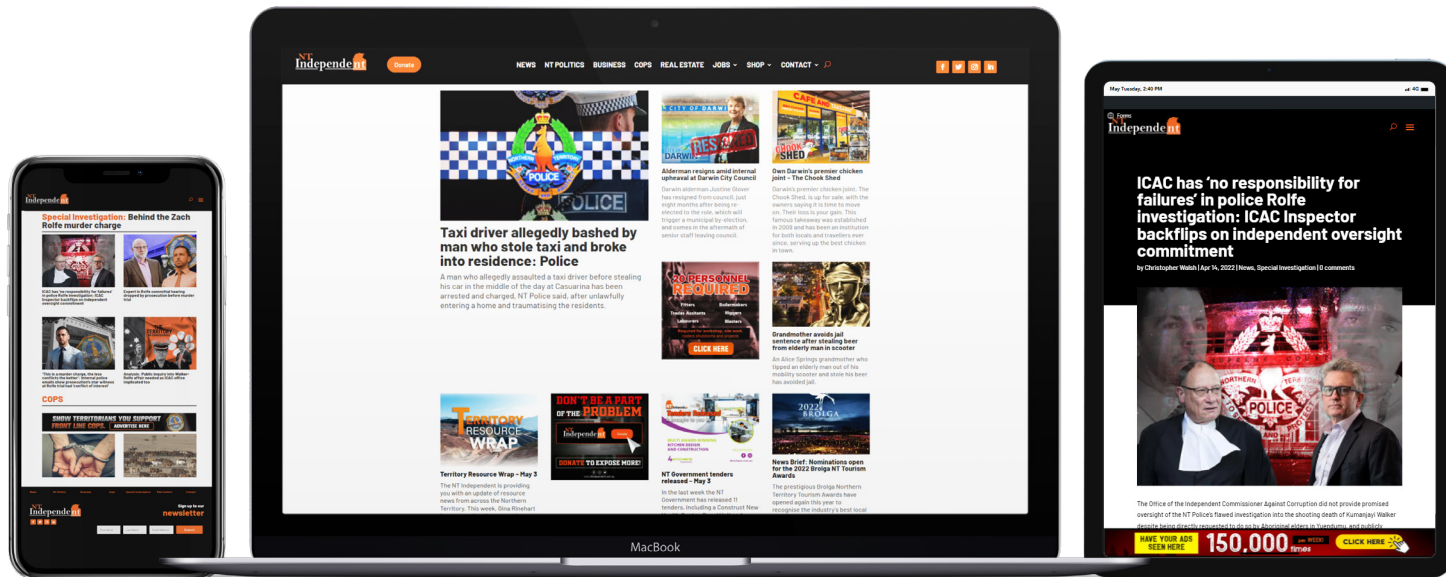




# MEDIA ADVERTISING PACKAGES

Advertorial • Electoral • Promotion • Positions Vacant • Real Estate



# WHO are we

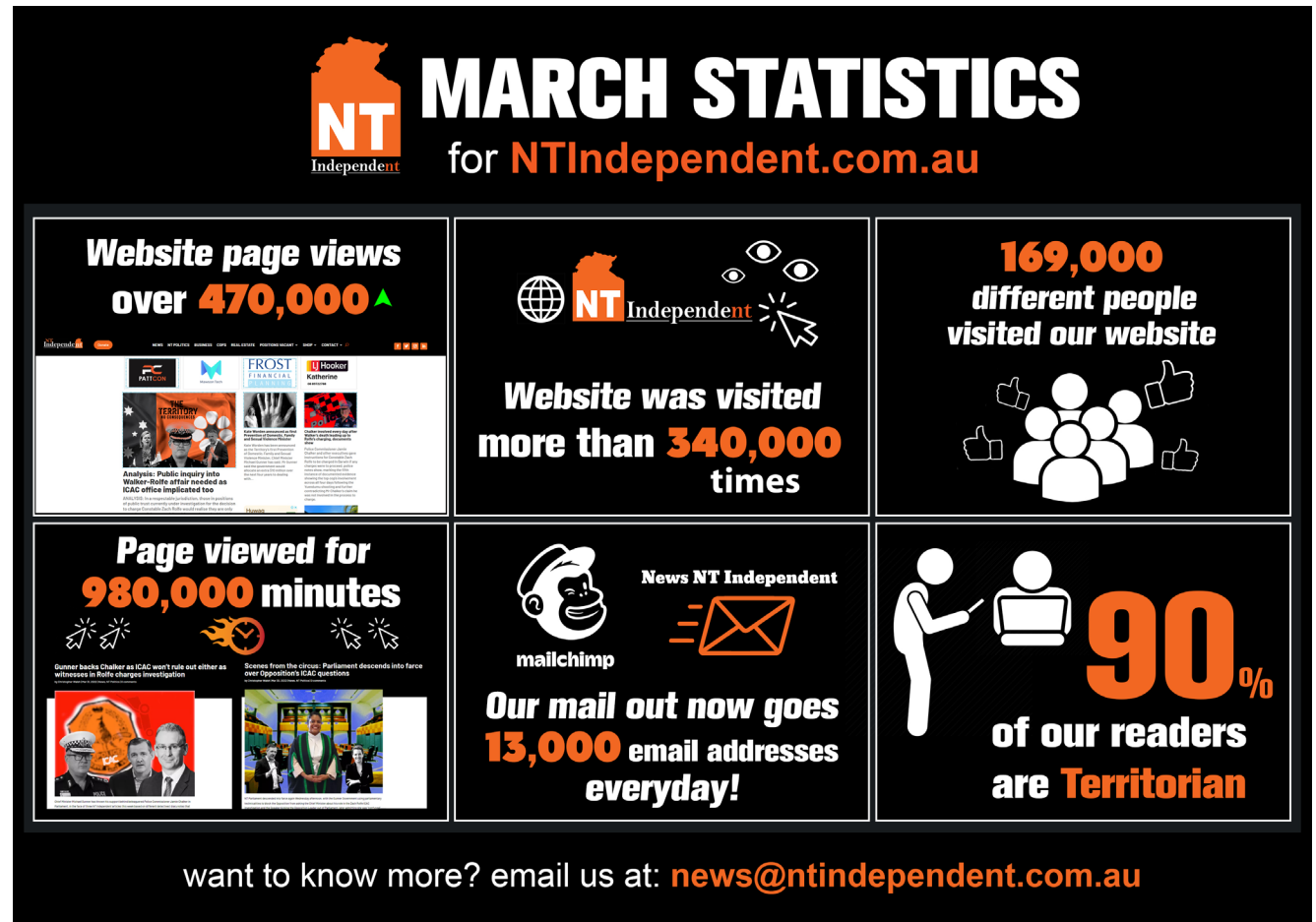
**NT Independent** is an award-winning online newspaper based in Australia's Northern Territory and the platform for community debate. We will be exposing corruption and mismanagement in the public service as well as reporting on business, crime and other stories that matter.



# WHY should you advertise with us?

Firstly, some very quick stats and info on [www.ntindependent.com.au](http://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.



# WHAT we offer as the exclusive sponsor of our webpage

Example of these are shown below

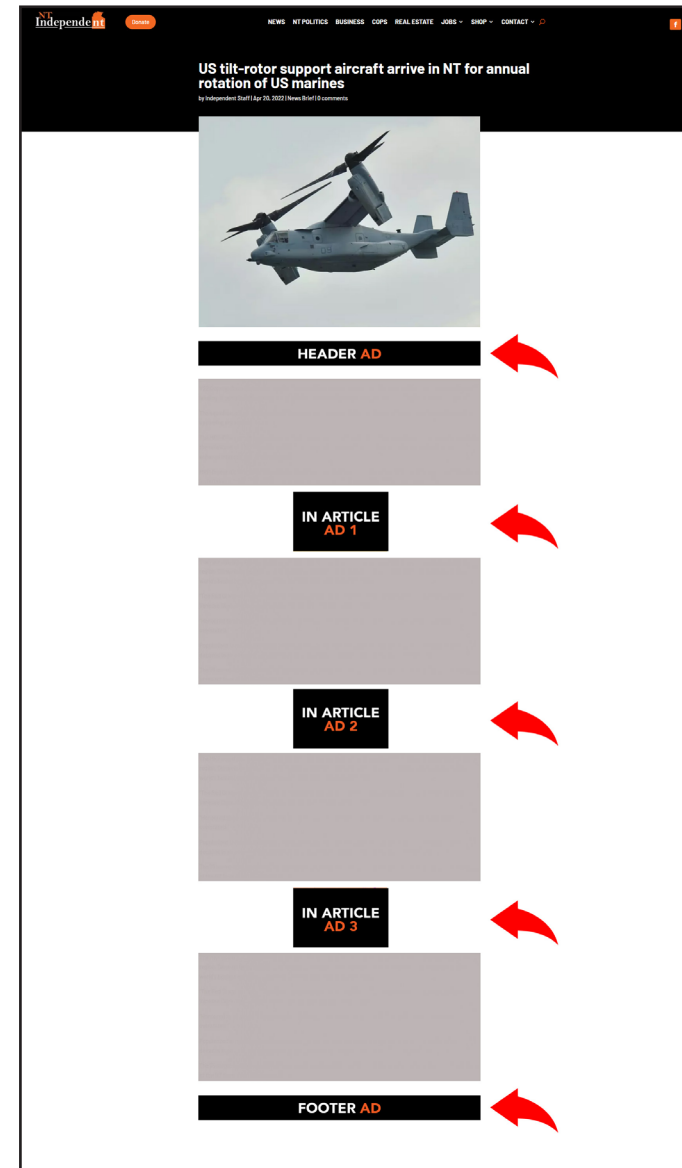
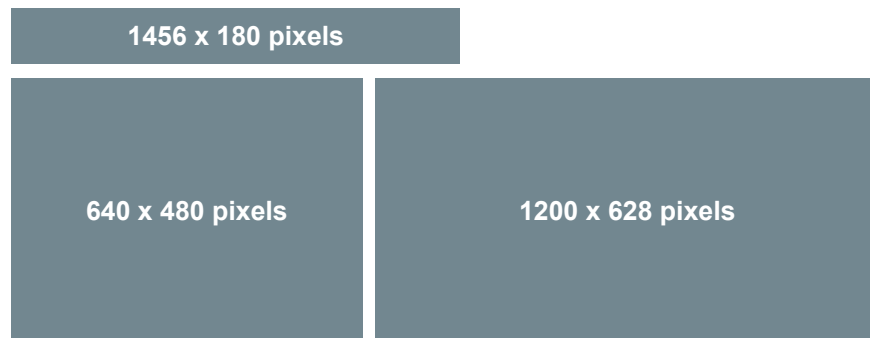
- Advertising space on 8 x foodie articles**
  - In article position 1,2,3 – 2 times each
  - Header and footer ad – twice
  - All ads will link back to your webpage or social media
  - Ads can be anything you want. Your logo with tag line, a special you have on, an award you have won. A GIF style ad works best
  - All these articles will be shared to Facebook and mailed out to our subscribers

## Ad size requirements:

Regular Ad Banner: 1456 x 180 pixels

Square Ad 4.3: 640 x 480 pixels

Rectangle Ad: 1200 x 628 pixels



# WHAT we offer as the exclusive sponsor of our webpage

*Example of these are shown below*

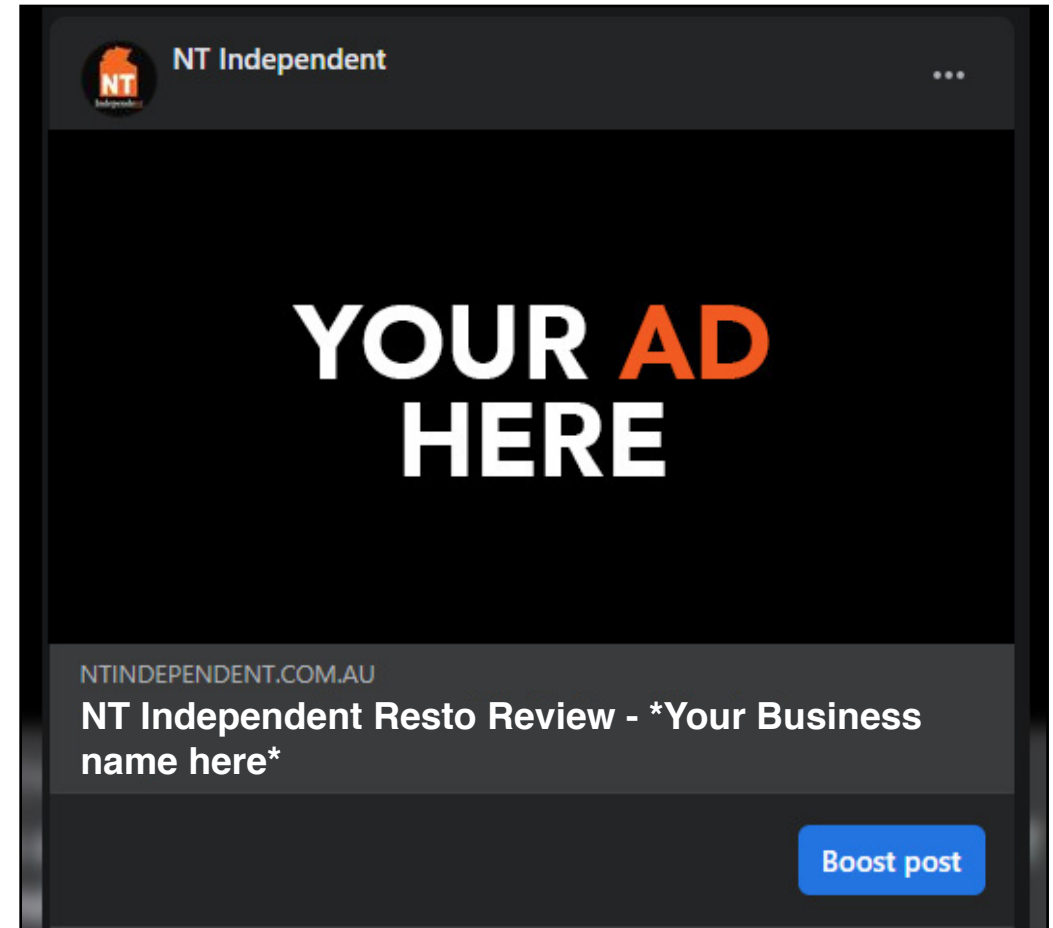
## 2. Restaurant review Article

- Our independent foodie will come to your venue for a meal and do a review of your restaurant. Our secret foodie has a positive outlook and provides fair and balanced reviews.
- All advertisers in this campaign will have equal share of the advertising in all review articles
- All these articles will be shared to Facebook and mailed out to our subscribers

### Ad size requirements:

Square Thumbnail 4.3: 640 x 480 pixels

Rectangle Thumbnail for FB: 1200 x 628 pixels



# WHAT we offer as the exclusive sponsor of our webpage

Example of these are shown below

### 3. Poll – We will run 2 Polls during the campaign. Best Fine Dining Restaurants. Best type of restaurant. ie Indian, Asian TBA

- Your adds will be placed above 1 poll and below the other.
- All advertisers in this campaign will have equal share of the advertising in all review articles
- All ads will link back to your webpage or social media
- Ads can be anything you want. Your logo with tag line, a special you have on, an award you have won. A GIF style ad works best
- All these articles will be shared to Facebook and mailed out to our subscribers

#### Ad size requirements:

Regular Ad Banner: 1456 x 180 pixels / Long: 1920 x 150 pixels

Square Ad 4.3: 640 x 480 pixels

Rectangle Ad: 1200 x 628 pixels

1456 x 180 pixels

1920 x 150 pixels

640 x 480  
pixels

1200 x 628 pixels

The screenshot shows the NT Independent website interface. At the top, there's a navigation bar with 'NEWS NT POLITICS BUSINESS COPS REAL ESTATE JOBS SHOP CONTACT' and social media icons. The main content area features a poll titled 'NT Independent "Darwin's Best Cocktail Bar" Poll' by Independent Staff | Mar 3, 2022 | Business, Opinion | 0 comments. Below the poll title is a grid of six images representing different bars: Charles, Smoke and Oak, Stone House, Dom's, The Trader Bar, and another bar. A red arrow points to a 'HEADER AD' box below the grid. Below the header ad is the poll question: 'Last week Territorians told us who makes the best brew in the NT. This week the NT Indy wants to hear from our passionate readers on where is the best cocktail bar?'. The poll title is 'Darwin's Best Cocktail Bar' with a note that asterisks indicate required fields. The poll options are: Charles of Darwin, The Trader Bar, Hanky Panky Lounge, Smoke and Oak Darwin, Stone House Wine Bar & Kitchen, Babylon Bar Darwin, and Dom's Bar & Lounge. A 'Submit' button is visible. Below the poll is a 'FOOTER AD' box. A red arrow points to the footer ad. At the bottom, there's a section 'Visit their page here:' with links for Charles of Darwin, Dom's Bar and Lounge, Hanky Panky Lounge, and Smoke and Oak Darwin. On the right side of the page, there are several ads: 'POSITIONS VACANT 250+ JOBS IN HERE! CLICK HERE', a Canva ad for photo remixing, and a 'Most Read' article snippet about an NT Police officer.



# WHAT we offer as the exclusive sponsor of our webpage

Example of these are shown below

## 4. Poll result articles – An article covering the Poll results.

- Footer once & Position 1 once
- Position 3 and 2 once
- All ads will link back to your webpage or social media
- Ads can be anything you want. Your logo with tag line, a special you have on, an award you have won. A GIF style ad works best
- All these articles will be shared to Facebook and mailed out to our subscribers

### Ad size requirements:

Regular Ad Banner: 1456 x 180 pixels / Long: 1920 x 150 pixels

Square Ad 4.3: 640 x 480 pixels

Rectangle Ad: 1200 x 628 pixels

1456 x 180 pixels

1920 x 150 pixels

640 x 480 pixels

1200 x 628 pixels

NT Independent

NEWS NT POLITICS BUSINESS COPS REAL ESTATE JOBS SHOP CONTACT

### NT Independent "Darwin's Best Cocktail Bar" Poll

by Independent Staff | Mar 3, 2022 | Business, Opinion | 0 comments

Charles  
Smoke and Oak  
STONE HOUSE  
Dom's  
THE TRADER BAR

POSITIONS VACANT  
250+ JOBS IN HERE!  
CLICK HERE

Canva  
Remix your photos with

HEADER AD

Last week Territorians told us who makes the best brew in the NT. This week the NT Indy wants to hear from our passionate readers on where is the best cocktail bar?!

#### Darwin's Best Cocktail Bar

\*Indicates required fields

Which of these do you vote as the "Darwin's Best Cocktail Bar"?

- Charles of Darwin
- The Trader Bar
- Hanky Panky Lounge
- Smoke and Oak Darwin
- Stone House Wine Bar & Kitchen
- Babylon Bar Darwin
- Doms Bar & Lounge

Submit

FOOTER AD

Visit their page here:

Charles of Darwin - <https://bit.ly/3vBd0Wc>  
Dom's Bar and Lounge - <https://bit.ly/3km27IX>  
Hanky Panky Lounge - <https://bit.ly/3KbDc20>  
Smoke and Oak Darwin - <https://bit.ly/3482wP0>

IN ARTICLE AD 1



AD SAMPLE

# WHAT we offer as the exclusive sponsor of our webpage

Example of these are shown below

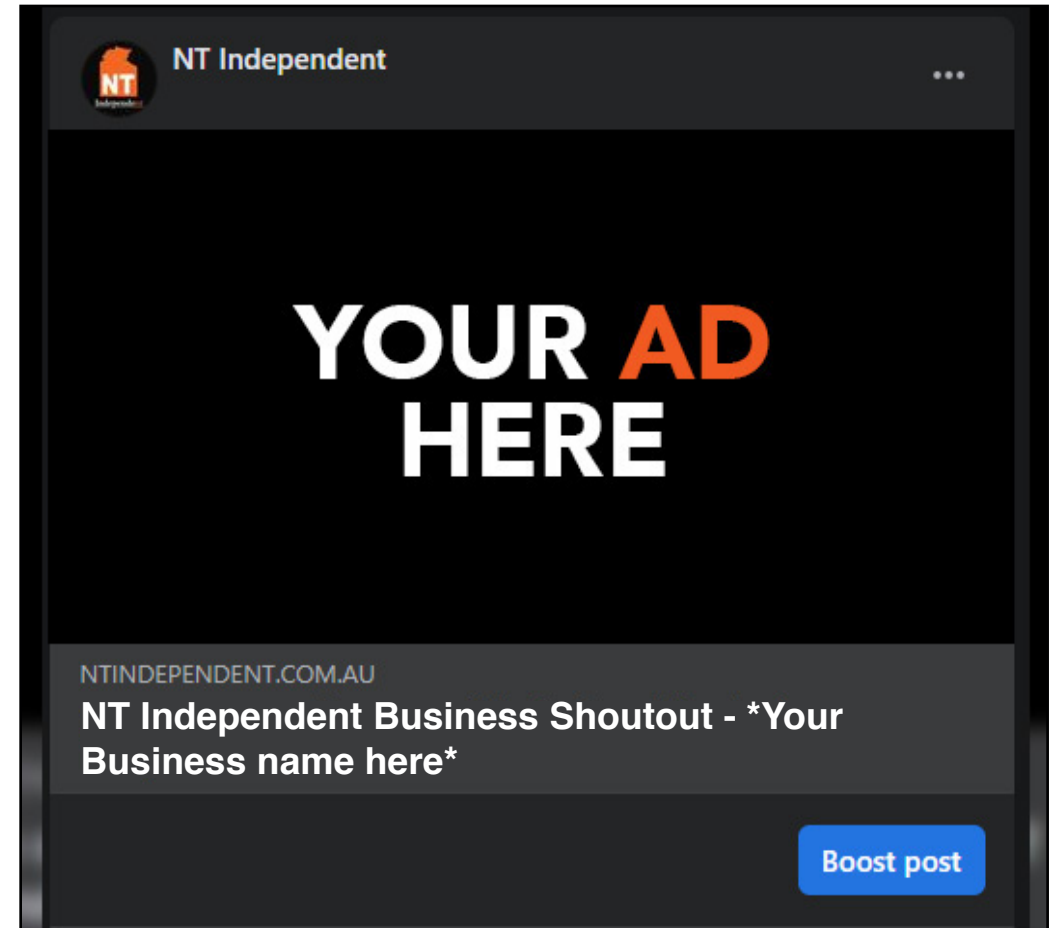
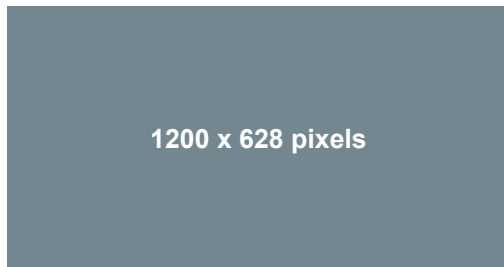
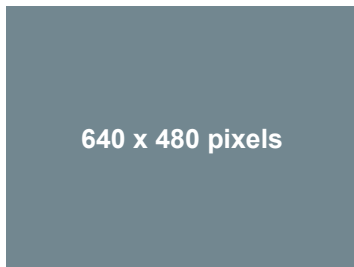
## 5. Advertorial

- We will do a 400-500 word advertorial written by a qualified journalist for your restaurant.

### Ad size requirements:

Square Thumbnail 4.3: 640 x 480 pixels

Rectangle Thumbnail for FB: 1200 x 628 pixels





# WHAT we offer as the exclusive sponsor of our webpage

Example of these are shown below

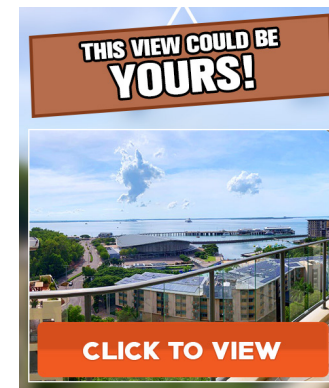
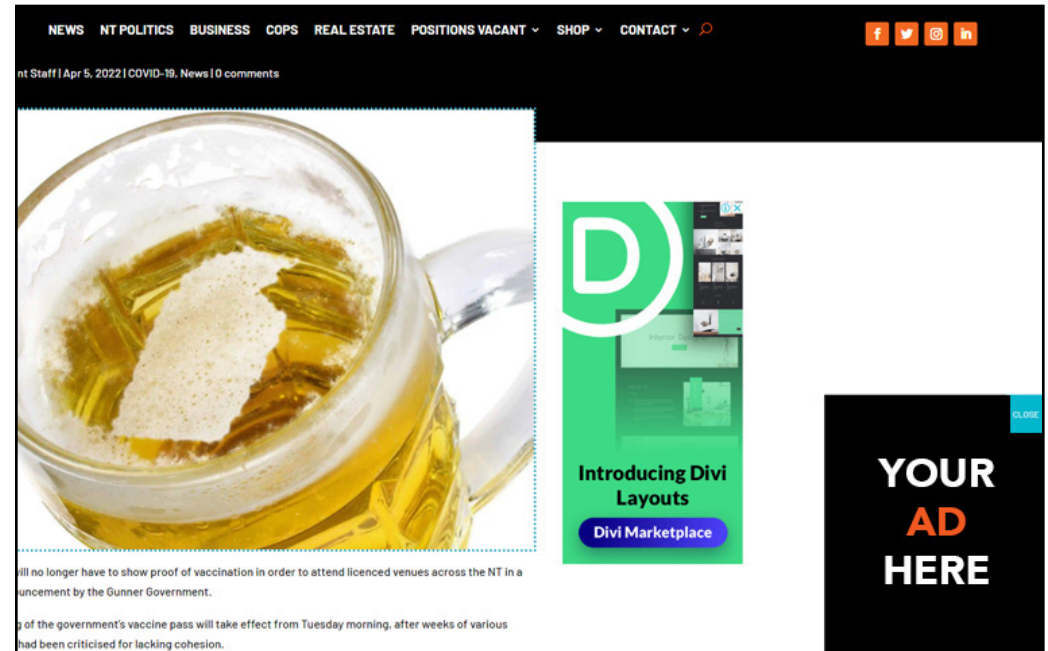
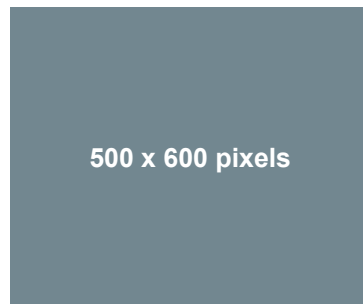
## 6. Article Pop Up Ad

- Your Ad will pop up on every article on the NT independent for 4 days 3 times. Total of 12 days in the 12 week campaign.
- This will result in the Pop Up being seen approx. 50,000- 150,000 times in the 3 month period.  
5,000 – 15,000 times per day
- Ads can be anything you want. Your logo with tag line, a special you have on, an award you have won.

### 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*

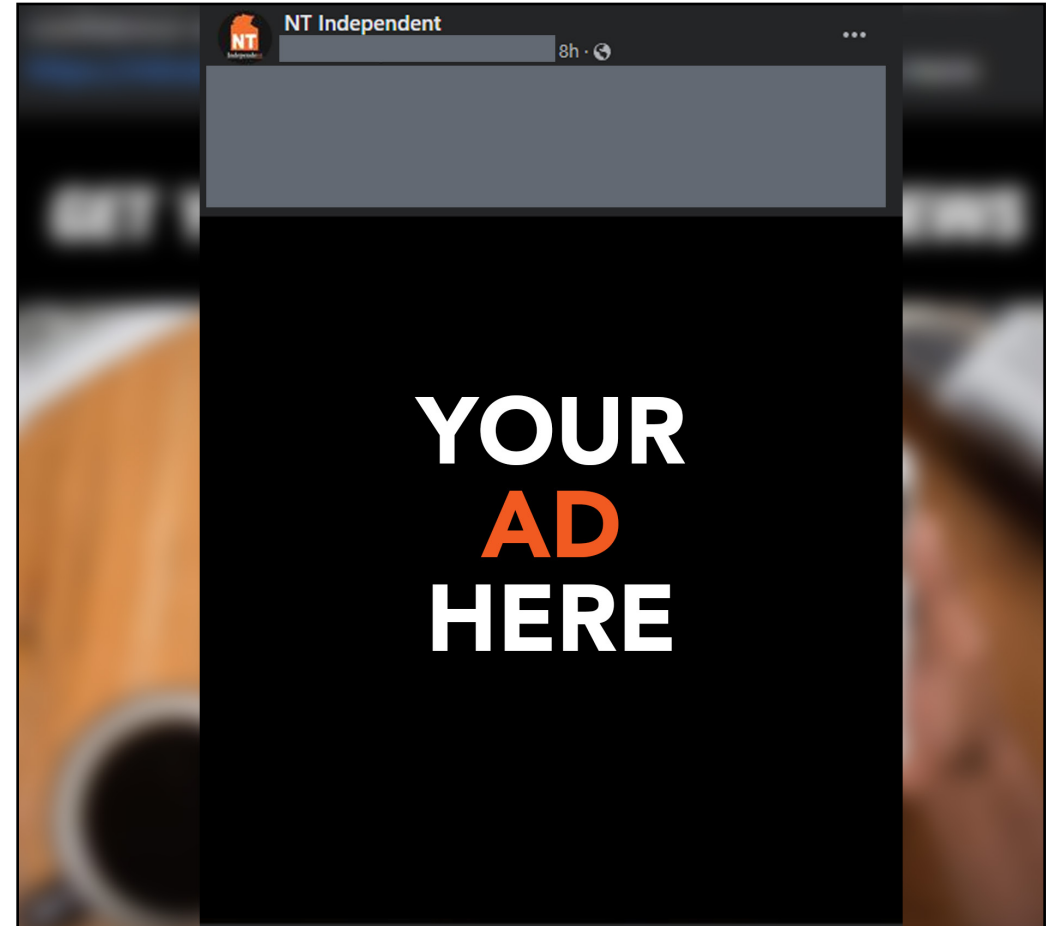
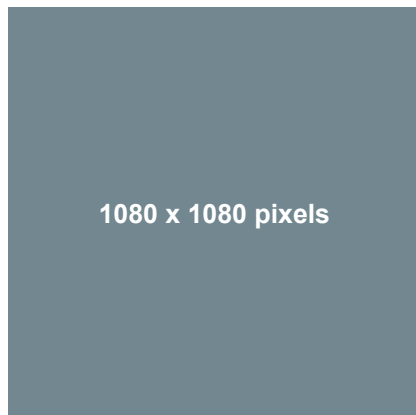
## 7. Social Media Post x 12

- 1 x Facebook and social media post to be posted to NT Independent once per week.
- Post style, content TBA but we are very open to your ideas.
- We can support you with Graphic design at no cost.
- You can boost this on our page at your cost if you wish.

### Ad size requirements:

Square Ad: 1080 x 1080 pixels (recommended)

\*any size is okay\*



# WHAT we offer as the exclusive sponsor of our webpage

Example of these are shown below

## 3. In-article ad

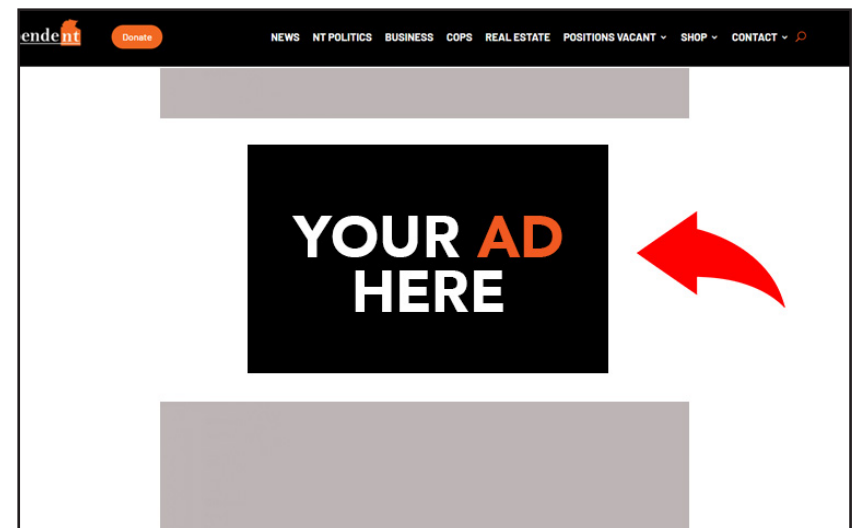
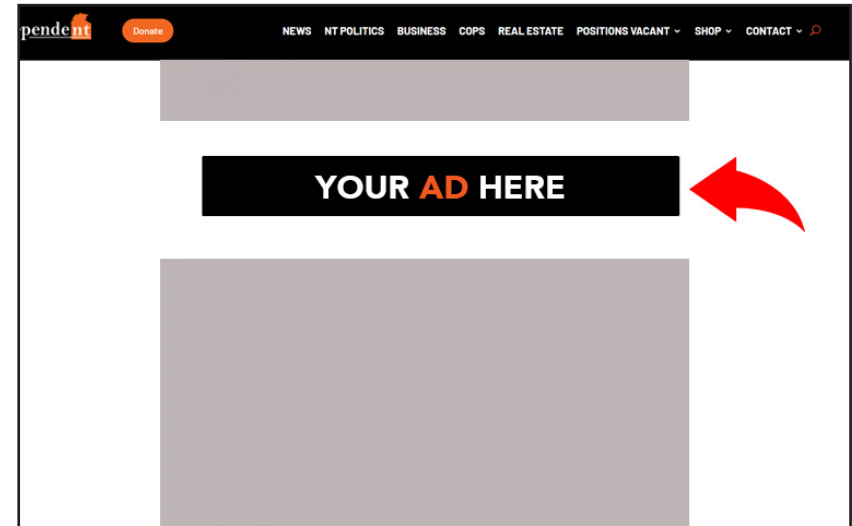
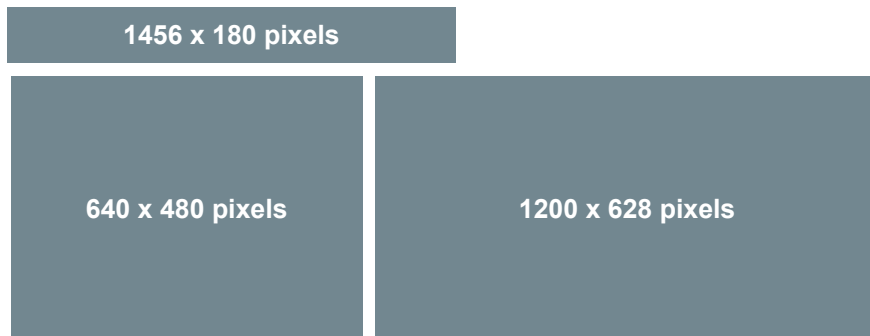
- This ad will be in our articles and will be seen 10,000 times in a month
- We can manipulate where the add will be seen. le not Politics and crime but on business and resources articles

### Ad size requirements:

Regular Ad Banner: 1456 x 180 pixels

Square Ad 4.3: 640 x 480 pixels

Rectangle Ad: 1200 x 628 pixels



## 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!

All of these adds across stories, pop ups, facebook and mail out will result in your advertising seen more than 100,000 times in a targeted manner in the 3-month period, with the added benefit of having stories written about you restaurant too. Investment \$1200+ per month for 3 months.

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**