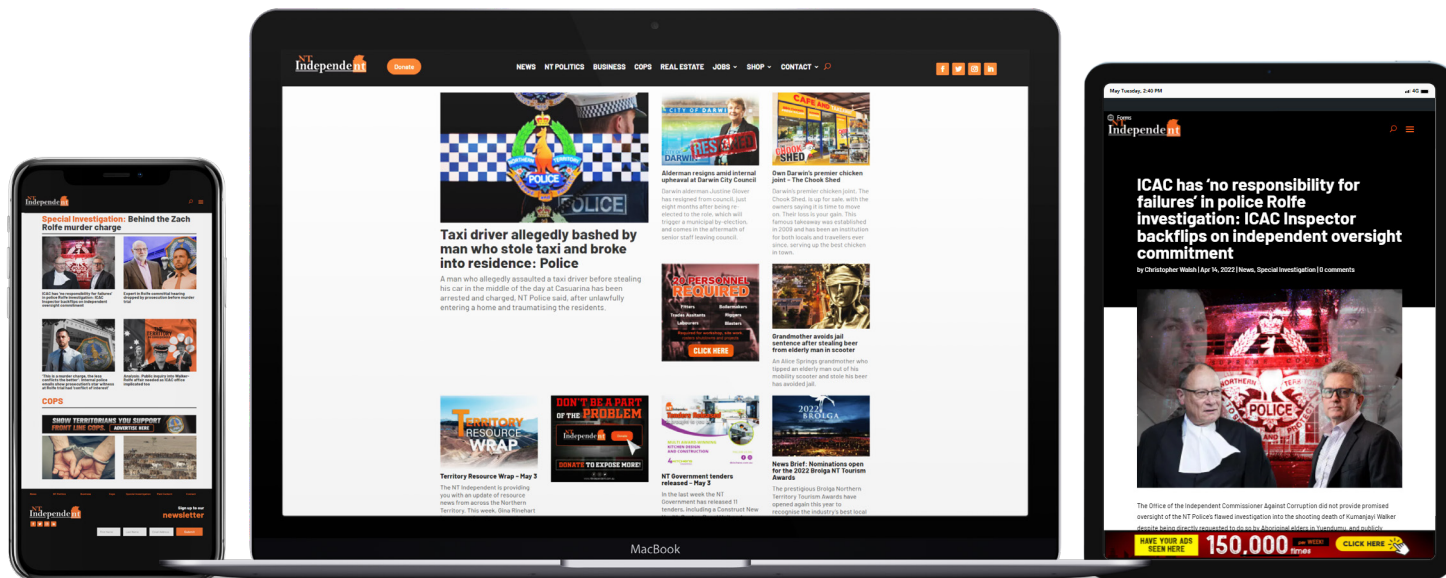# MEDIA
ADVERTISING
PACKAGES

NT Independent

Advertorial • Electorial • 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.
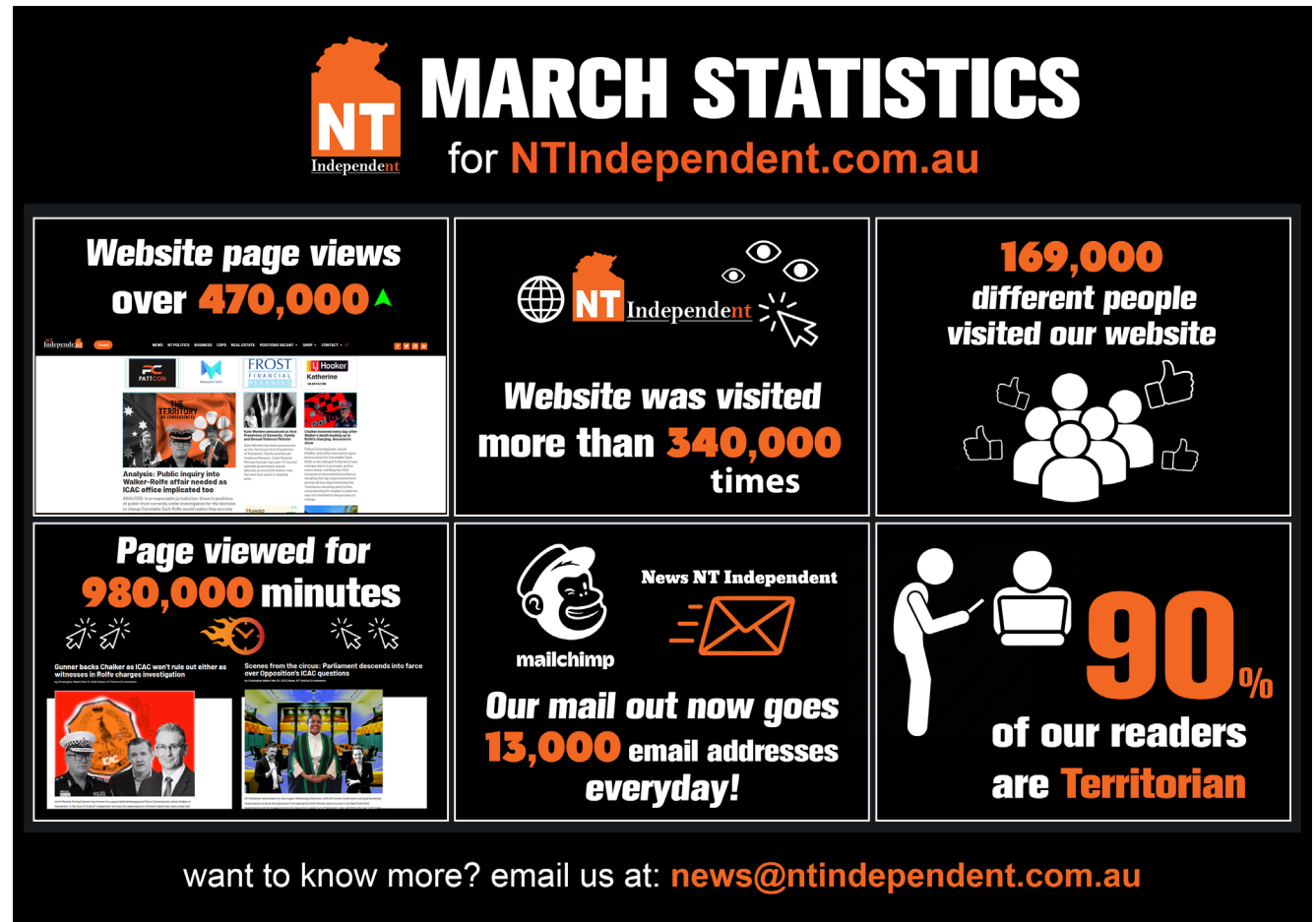
The NT Independent is seeking an exclusive advertiser for our positions vacant page that is highly targeted at business who need employees and job seekers seeking jobs. The package includes general advertising but primarily the advertising is on our positions vacant page and social media which means you are directly targeting both businesses seeking employees and employees seeking work. This advertising is best suited to a recruitment type business and comes at the cost of only a few seek, or newspaper ads.

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

mailchimp — News NT Independent — **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 Jobs page

Example of these are shown below

1. **Positions vacant page**

Exclusive naming rights ad at top of page
- This ad can be anything you like, and we can change it up to twice a week. I.e. a high-profile job that you are advertising, your business with tag line etc.
- This ad will link back to your webpage or social media

5 x Premium ads at any one time
- These adds always remain at the top of the positions vacant page regardless of new ads coming on.

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

WHAT we offer as the exclusive sponsor of our Jobs page

Example of these are shown below

2.   "**Post a Job**" page
- This ad will be at the top of the page when businesses are posting a position vacant. Your ad will be directly targeting a potential client.

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 |

WHAT we offer as the exclusive sponsor of our Jobs page

Example of these are shown below
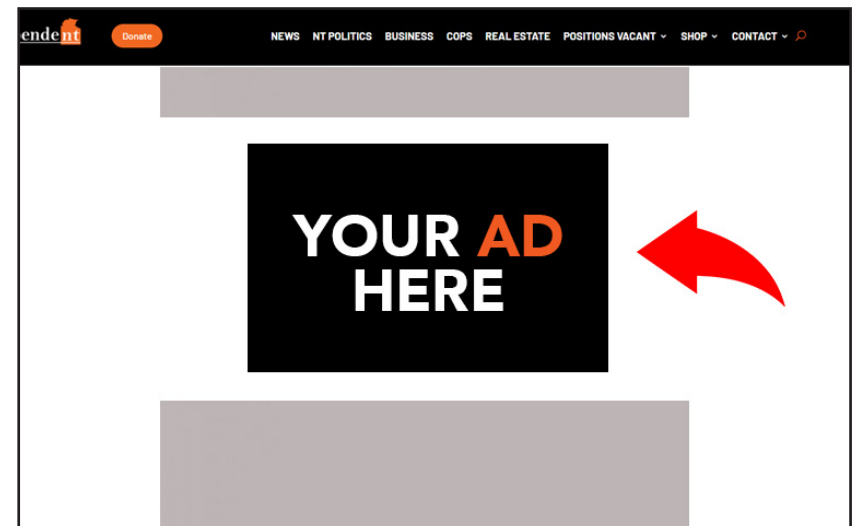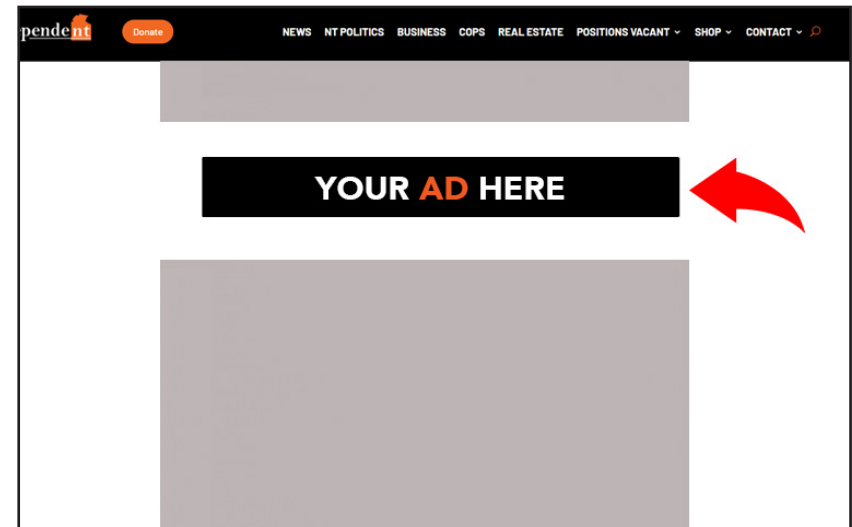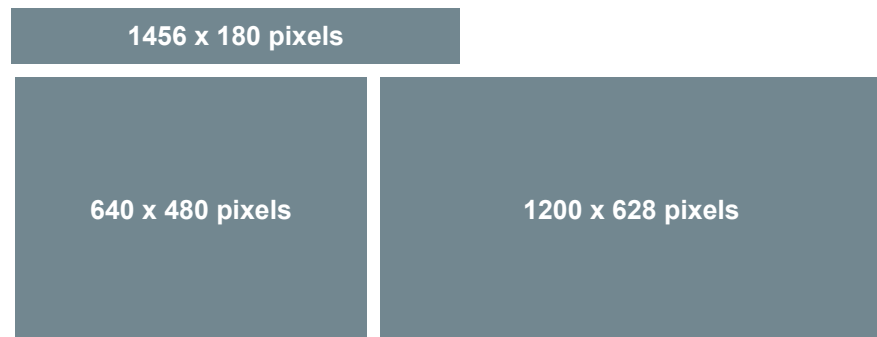
3. **In-article ad**
- This ad will be in our articles and will be seen 10,000 times in a month
- We can manipulate where the add will be seen. Ie not Politics and crime but on business and resources articles

Ad size requirements:

Regular Ad Banner: 1456 x 180 pixels
Square Ad 4.3: 640 x 480 pixels
Rectangle Ad: 1200 x 628 pixels

1456 x 180 pixels

640 x 480 pixels

1200 x 628 pixels

WHAT we offer as the exclusive sponsor of our Jobs page

Example of these are shown below

4. **Job of the Week x 2**
- We post your "job of the week" to NT Independent Facebook page twice in any week.
- This can also be used as a weekly "positions vacant" post and outline all your positions vacant in bulk.

Ad size requirements:
Square Thumbnail 4.3: 640 x 480 pixels
Rectangle Thumbnail for FB: 1200 x 628 pixels

640 x 480 pixels	1200 x 628 pixels

NT Independent

YOUR AD HERE

NTINDEPENDENT.COM.AU
Job Highlight of the Week! - *Your Job here*

Boost post
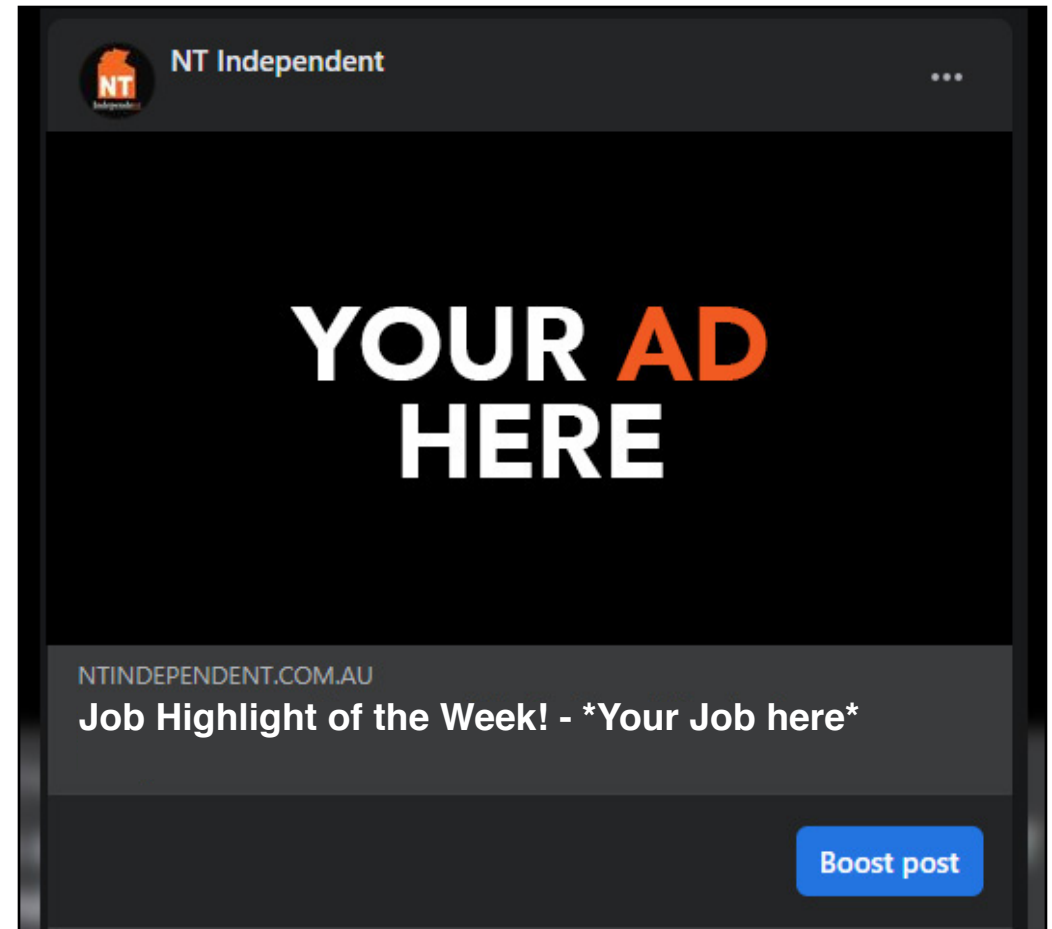
WHAT we offer as the exclusive sponsor of our Jobs page

5.   **All your positions vacant are posted to the Territory Jobs page**
- https://ntindependent.com.au/jobs/

6.   Your Logo in our supporters scroll at the top of our home page. This links back to your website.

7.   **We can support you with graphic design at no further cost.**

8.   We will upload all of you positions vacant ads from your website to our positions vacant page, so you don't have to do the admin.

The above can be done for an investment of <u>$1500+ per month or $3500+ for 3 months.</u> We will also do a **free advertorial promoting your business in the 3-month package.** That will be published to the webpage and shared on Facebook, LinkedIn and **<u>sent out in a daily mail and completed by a qualified journalist.</u>** We will need your support for comment.

We estimate this package will see your ads exposed 30 - 60,000 times on month and often highly targeted at your client and candidate demographics. This is a cost per impression rate of as low as 2c. We are only offering this to one client and there is only 1 package available.

WHAT we offer as the exclusive sponsor of our Jobs page

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