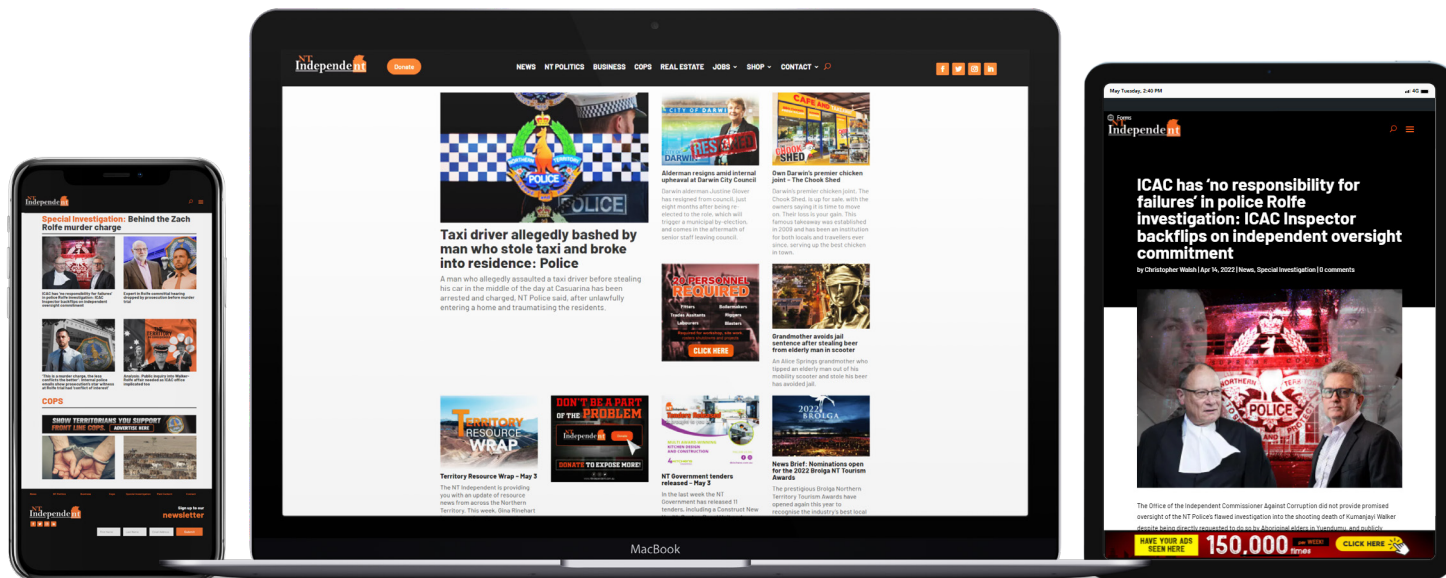




MEDIA ADVERTISING PACKAGES

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.

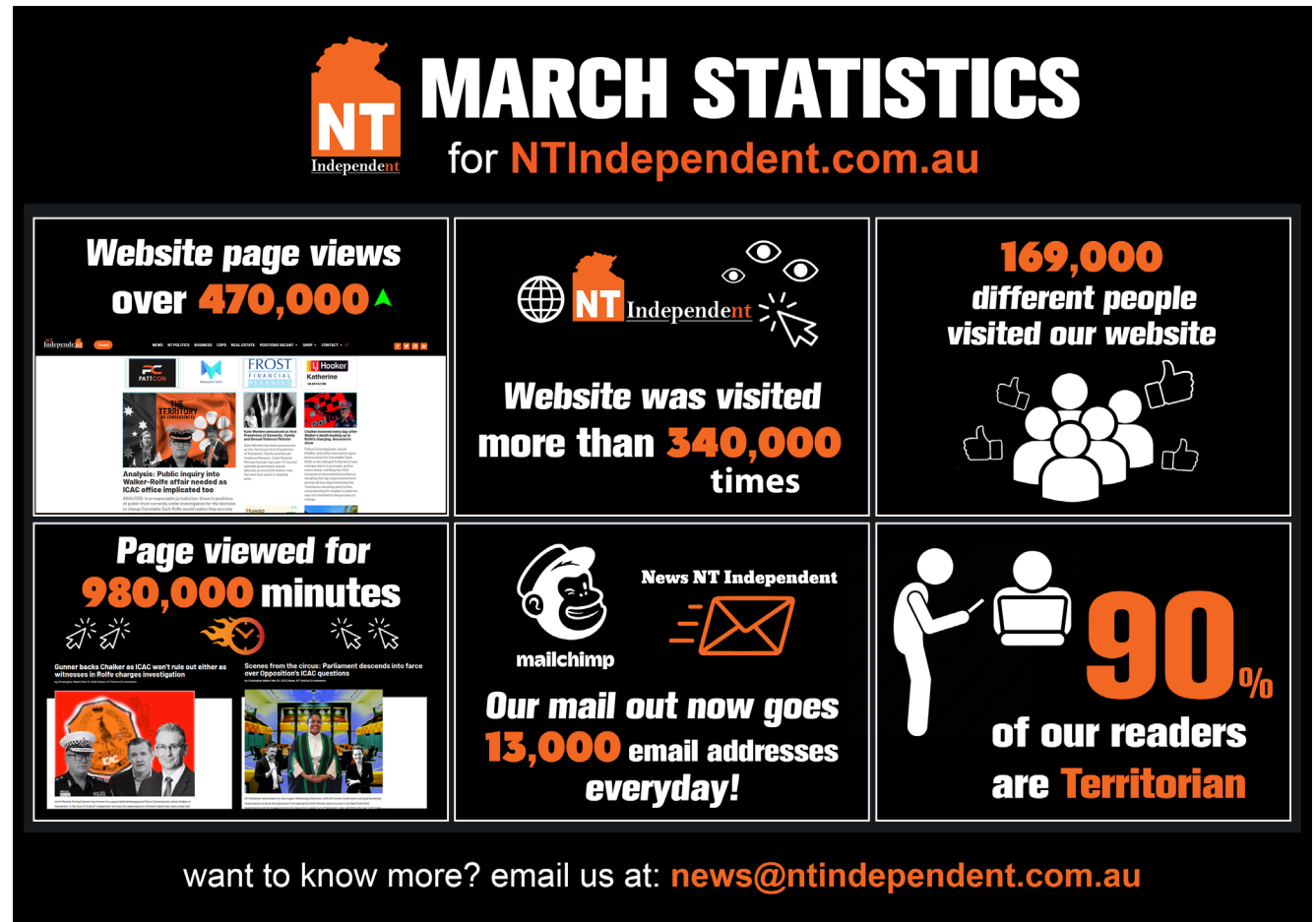
The NT Independent is seeking an exclusive advertiser for our positions vacant page that is highly targeted at business who need employees and job seekers seeking jobs. The package includes general advertising but primarily the advertising is on our positions vacant page and social media which means 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.



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

The screenshot shows the NT Independent website's Jobs page. At the top, there is a navigation bar with links for NEWS, NT POLITICS, BUSINESS, COPS, REAL ESTATE, JOBS, SHOP, and CONTACT. A 'Donate' button is also visible. Below the navigation bar is a large black banner with the text 'YOUR AD HERE' in white, with a red arrow pointing to it from the right. Underneath the banner is a graphic featuring a magnifying glass over a map of the Northern Territory, with the text 'NT Independent POSITIONS VACANT' and a large upward-pointing arrow made of small human figures. Below this graphic are two buttons: 'Are you an Employer?' and 'Are you an Employee?'. The main content area is titled 'POSITIONS VACANT' and contains a search bar with fields for 'Keywords' and 'Location', and a dropdown menu for 'Choose a category...'. Below the search bar are several job listings, each with a company logo, job title, location, and posting date. A red arrow points to the right side of the job listings area.

Job Title	Location	Employment Type	Posted
Service Supervisor	Darwin	Full Time	Posted 3 weeks ago
Educator - Pennington, WA	Darwin	Full Time	Posted 5 hours ago
Project Officer and Quality Support - Contact Centre	Darwin/NT	Temporary	Posted 8 hours ago
Drillers Offsider	Alice Springs & Central Australia	Casual	Posted 4 days ago
Casual Kitchen Hands & Stewards	Darwin	Casual	Posted 4 days ago
Automotive Parts Interpreter/Trainee Parts Interpreter	Darwin	Full Time	Posted 5 days ago
Health and Safety Undergraduate	Darwin	Part Time	Posted 5 days ago
East Arnhem, Service Delivery Manager	Katherine & Northern Australia	Full Time	Posted 6 days ago

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

The screenshot shows the 'Post a Job' page on the NT Independent website. At the top, there is a navigation bar with the NT Independent logo, a 'Donate' button, and links for NEWS, NT POLITICS, BUSINESS, COPS, REAL ESTATE, JOBS, SHOP, and CONTACT. A red arrow points to a black banner at the top of the page that says 'YOUR AD HERE'. Below the banner, there is a sign-in prompt: 'Have an account? Sign in. If you don't have an account you can create one below by entering your email address/username. Your account details will be confirmed via email.' The main form includes fields for 'Your email', 'Job Title', 'Location (optional)', 'Job type' (with a dropdown menu set to 'Full Time'), 'Job category', and 'Description'. Below the form is the 'Company Details' section, which includes fields for 'Company name', 'Website (optional)', 'Tagline (optional)', 'Video (optional)', 'Twitter username (optional)', and 'Logo (optional)'. On the right side of the page, there is a sidebar with a 'POSITIONS VACANT' banner showing '250+ JOBS IN HERE!' and a 'CLICK HERE' button. Below that is a 'Free ₱2,000 GCash' offer from MoneyMax. At the bottom of the sidebar, there is a 'Most Read' section with a 'Free' button.

WHAT we offer as the exclusive sponsor of our Jobs page

Example of these are shown below

3. In-article ad

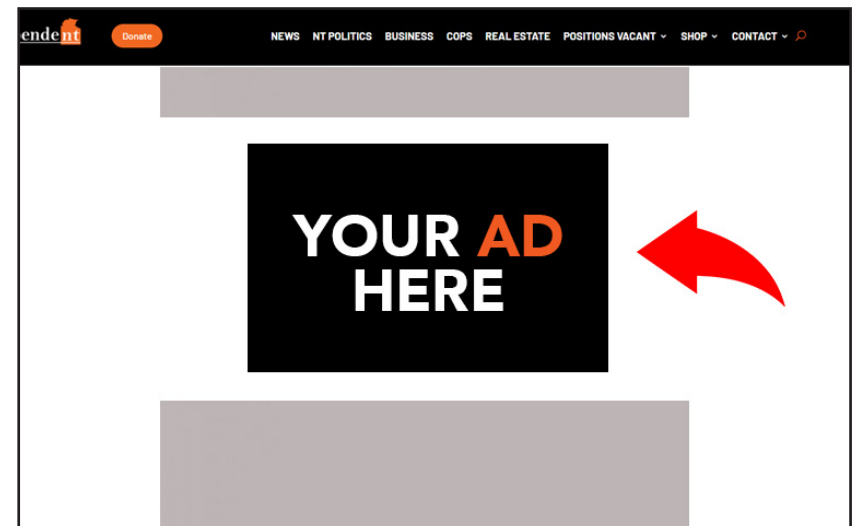
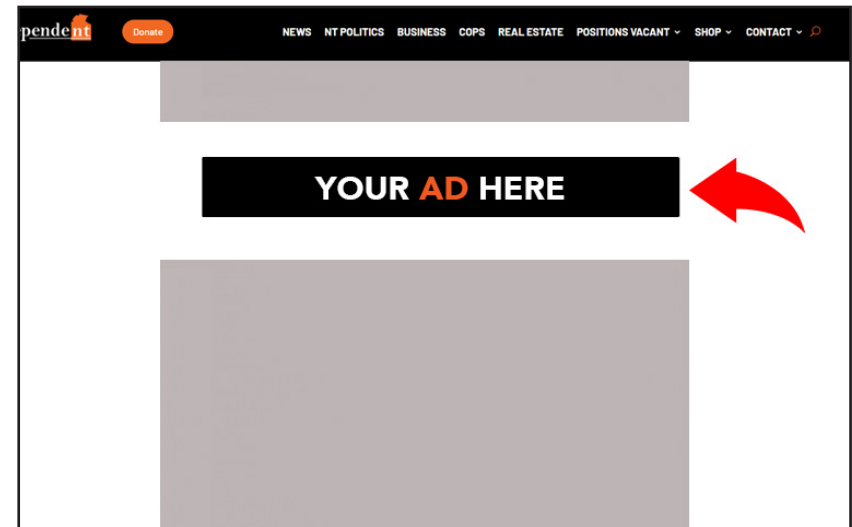
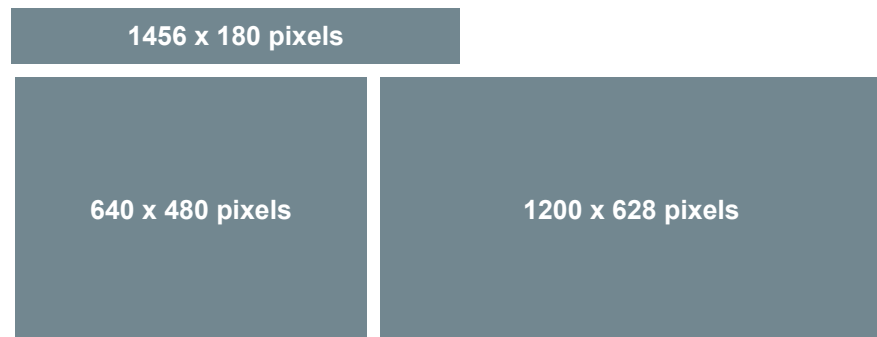
- This ad will be in our articles and will be seen 10,000 times in a month
- We can manipulate where the add will be seen. Ie not Politics and crime but on business and resources articles

Ad size requirements:

Regular Ad Banner: 1456 x 180 pixels

Square Ad 4.3: 640 x 480 pixels

Rectangle Ad: 1200 x 628 pixels



WHAT we offer as the exclusive sponsor of our Jobs page

Example of these are shown below

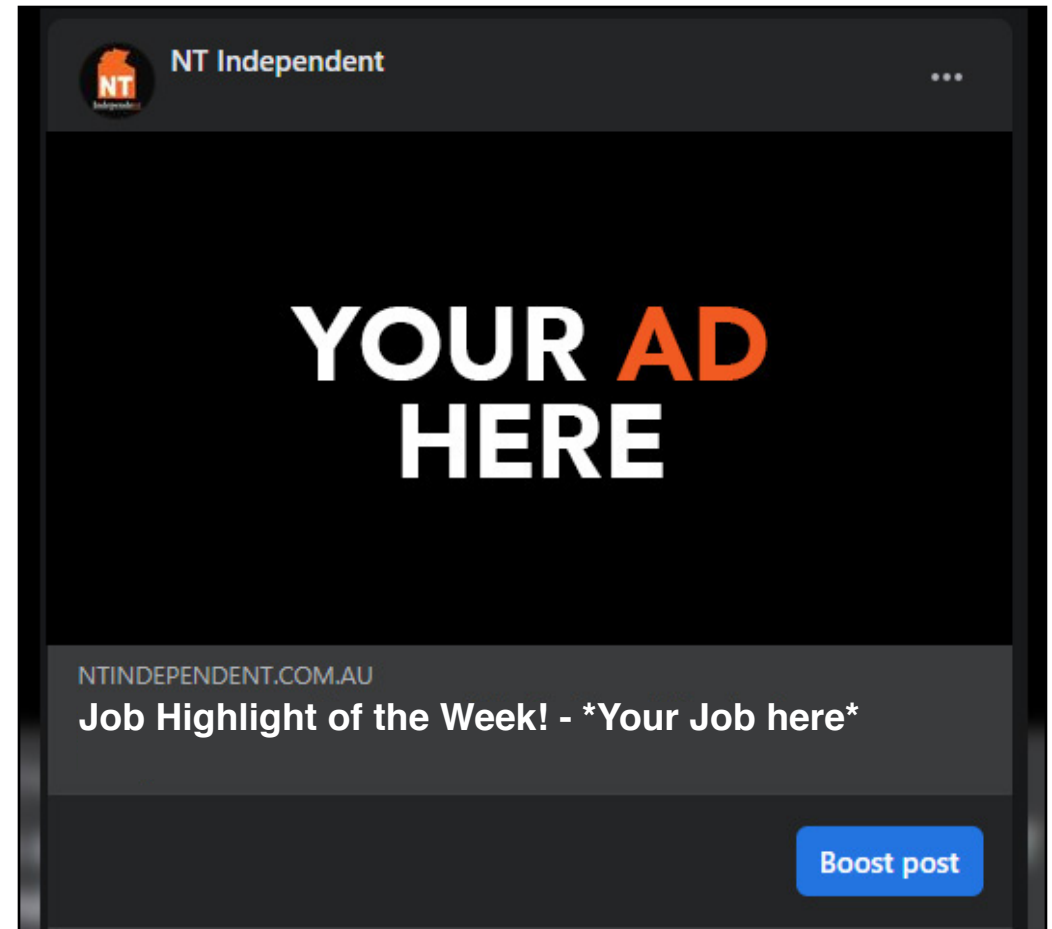
4. Job of the Week x 2

- 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



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 \$1500+ per month or \$3500+ for 3 months. 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 sent out in a daily mail and completed by a qualified journalist. 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**