THE GLEANER COMPANY (MEDIA) LIMITED

DIGITAL SALES SOLUTIONS MEDIA KIT

2022

ADVERTISING & COMERCIAL SERVICES

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GCML

ABOUT THE COMPANY

OUR STORY

The Gleaner Company has the largest online news network in Jamaica having a global reach that encompasses our Citizens, the Caribbean and the Diaspora through captivating stories, reporting, rich online media, multimedia and creative platforms that helps you to reach your audience and boost your business.

ADVERTISING & COMMERCIAL SERVICES

GCML

OUR BRANDS

ADVERTISING &
COMMERCIAL SERVICES

The Gleaner
www.jamaica-gleaner.com

The Gleaner
Established 1834

Gleaner PREMIUM

The STAR
www.jamaica-star.com

The STAR

The people's paper
Star ePaper

GO-JAMAICA

FINANCIAL GLEANER

F

diG JAMAICA
digital information | The Gleaner

A GLEANER PUBLICATION
Children's Own

Make sure your MESSAGE reaches your AUDIENCE

OUR GOAL

WHAT WE DO

- Target your audience through our data-driven advertising platform.
- Reach the masses anywhere, through a truly global medium.
- Measure the effectiveness of every dollar you spend.

Our flagship sites are Jamaica-Gleaner. com and Jamaica-Star.com however we provide advertising opportunities on all our platforms and social media pages.

AD IMPRESSIONS

CPM (Name Your Price), more popularly referred to as cost per impression, indicates that advertising is priced at a set rate for every thousand (1000) per impressions. An ad impression or view represents each time an ad is shown on our web page or mobile app to the user.

Advertisers can choose to have their campaigns executed in various ways, these include:

AD IMPRESSIONS

ADVERTISING OPTIONS

- Targeted Spots – e.g. Sports Page, Medium Rectangle (attracts a US$ 0.50 premium).
- Targeted Page – e.g. Home Page, Business Section Page, Entertainment Section pages etc.
- Target Article Pages – e.g. All Lead Story Pages.
- Run of Site (ROS) - Anywhere on a specific site.
- Run of Network (RON) – On all sites within the network.

As low as US $2.50 you can get 1000 impressions or US$3.00 for home page ads.

AD IMPRESSIONS

ADVERTISING PRICING

We offer you a Global reach, more exposure to your organization and provide you with a statistical report at the end of your campaign to show how successful the ad was. All ads are linked to landing pages of clients' choice at no additional charge. In addition, advertisers are encouraged to take advantage of the targeting options available. These include:

- **Geographic Targeting**: Country, State (varies by country) City and some countries.
- **Device Targeting**: Mobile, Desktop or Tablet
- **Time of Day**
- **Day of week**

Exchange Rate USD$150

ADVERTISE with Jamaica's MOST TRUSTED ONLINE SOURCE.
Everything news, sports, business, lifestyle, entertainment and commentary.

JAMAICA-GLEANER.COM

Lead Stories
Contains all the lead stories for the day

News Stories Stories curated by the editorial teams published both online and in print

Premium
Home page of the website has the highest traffic

Featured Section
Features and stories

Place ads on all pages to ensure good VISIBILTY and great views

PLACEMENT PAGES

1 Section Page

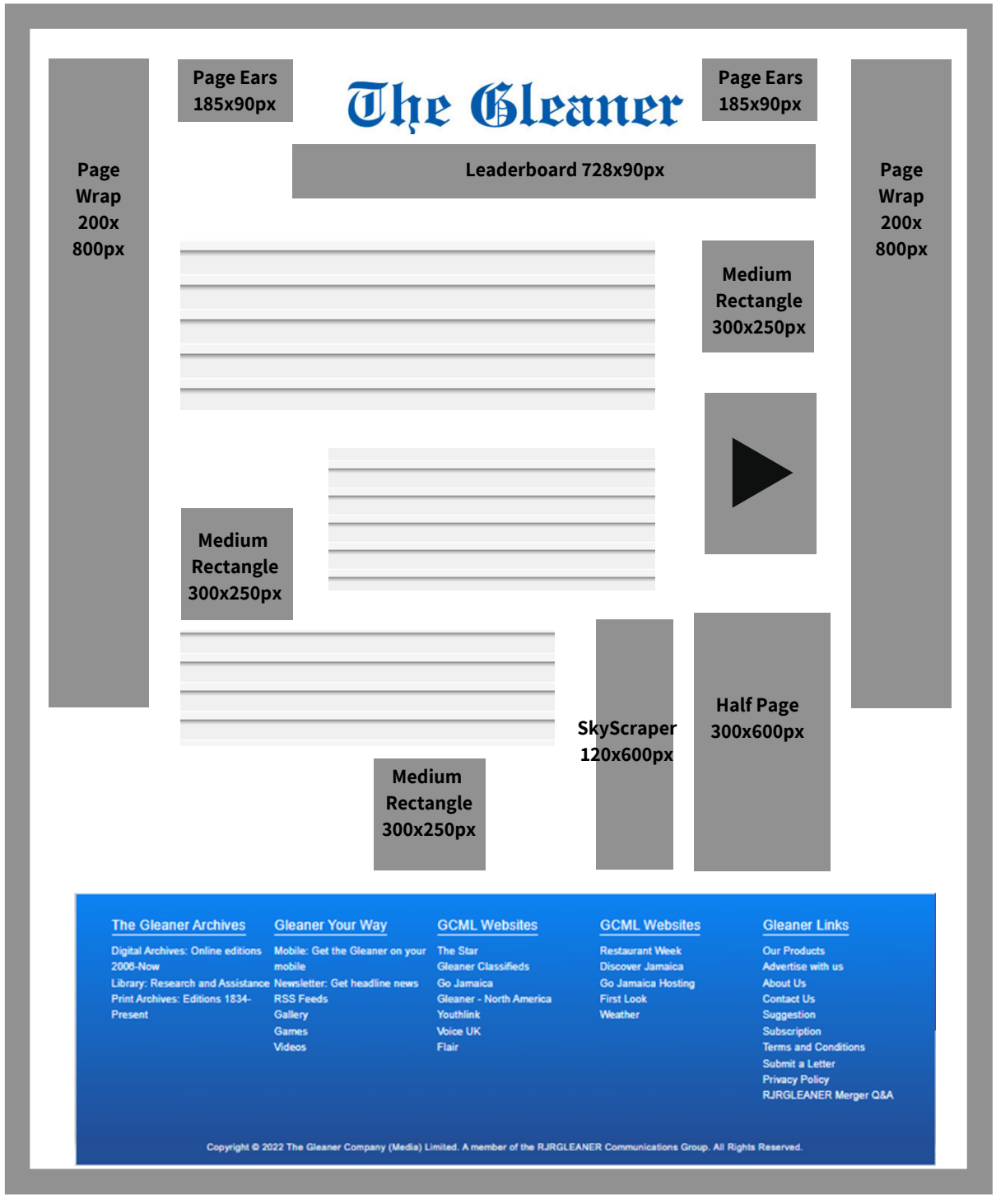
Section Pages

A section page is where all related articles for that section are featured.

2 Article Page

Article Pages

An article page is where only a particular article is featured.



Gleaner App 320x48px

Ensure your ads are:
•Clean and crisp
• Uncluttered
• Simple and easy to read
• Specific in messaging

ADVERTISE with Jamaica's number one tabloid focusing on ENTERTAINMENT, LIFESTYLE and SPORTS.

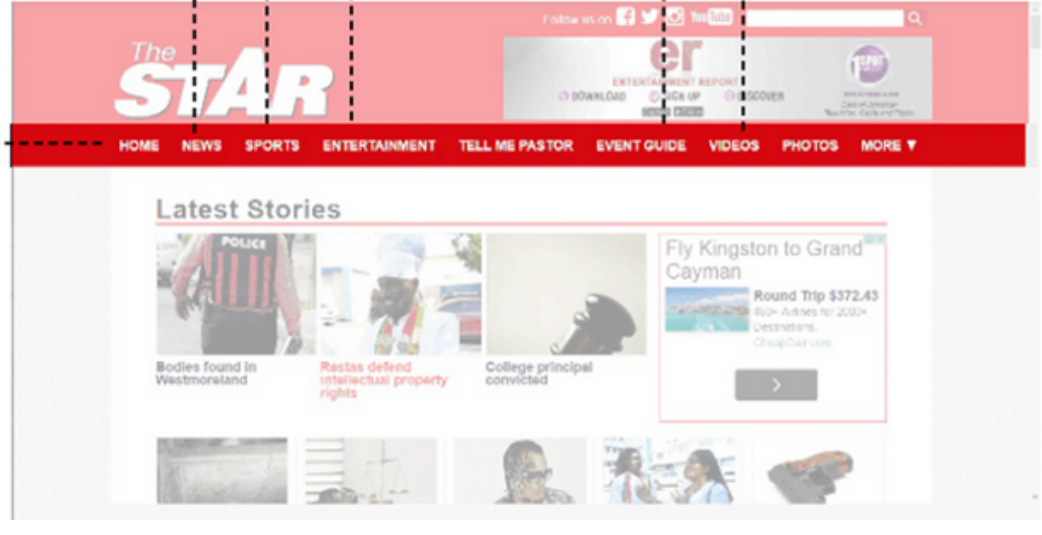
Sports
Highlights the major happenings in the sports arena both locally and internationally

News
News page covers the latest in local news

Event Guide
Weekly guide to the events happening in Jamaica.

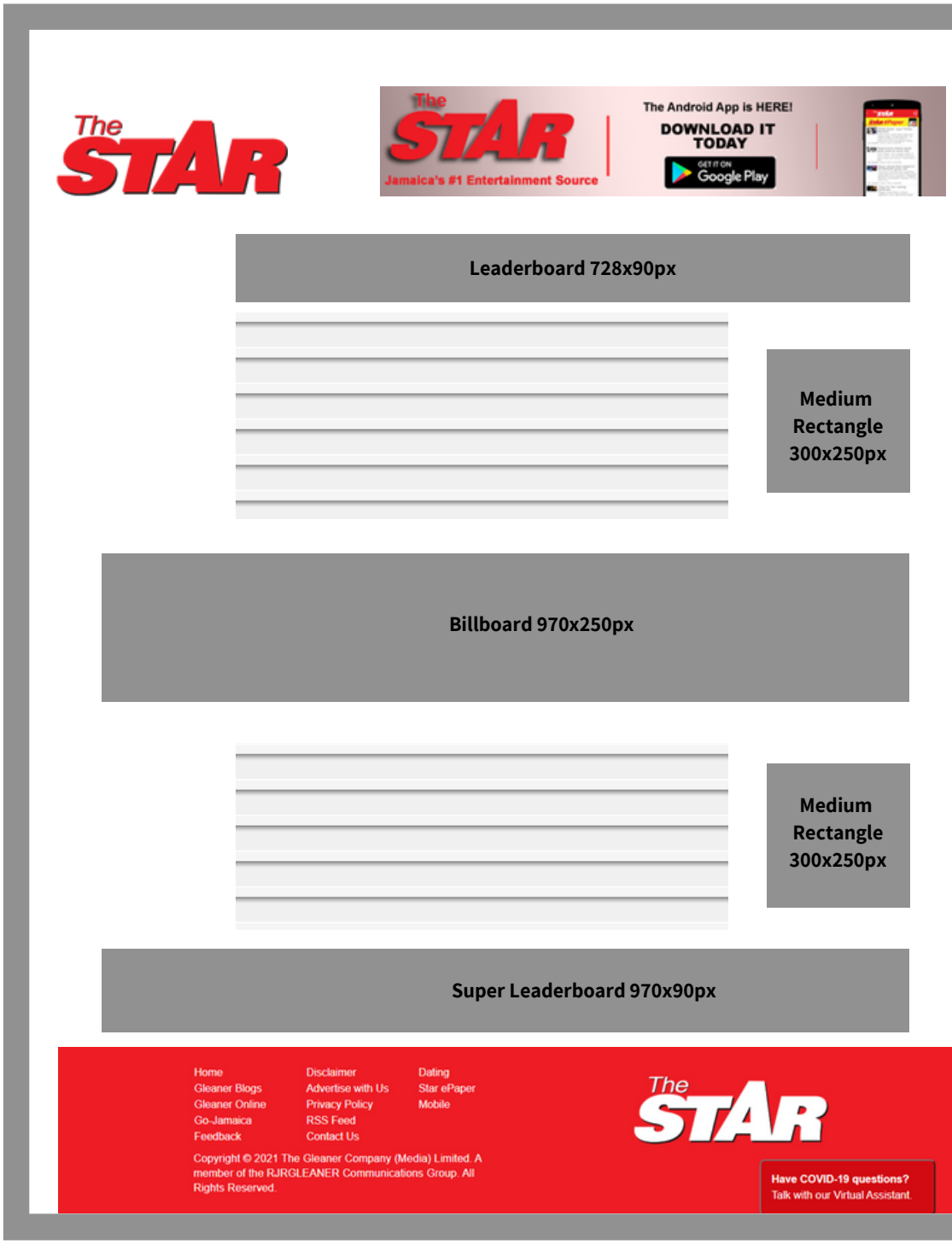
Entertainment
Features and photos of latest trends and events.

Videos
Show cases latest parties and industry events.



Premium
Home page of the website has the highest traffic

STAR AD SIZES



Ensure your ads are:
- Clean and crisp
- Uncluttered
- Simple and easy to read
- Specific in messaging

AD SIZES

Ad Name	Dimensions
Medium Rectangle	300x250px (Mobile Friendly)
Half Page	300x600px (Mobile Friendly)
Leaderboard	728x90px
Super Leaderboard	970x90px
Gleaner App	320x48px
Skyscraper	120x600px
Billboard	970x250px
Page Wrap	200x800px
Page Ears	185x90px

HOW WRAPS WORK

- Wrap spaces are in rotation and as such there are multiple advertisers per spot.
- Wraps are not scrollable and will remain at top of page even when page scrolled.
- Wraps only target desktop users which are 30% of GOL traffic.

- Ad size is 200x800 pixels (2 for full and 1 for half wrap)
- The percentage of script in the ad space must not exceed 20% of space (See next guideline)
- Content of page wrap must be easily distinguishable from publication content!
- Both side of full wrap can have different but related images and script
- Pictures and images are critical to the effectiveness of wrap ads
- Wraps can be animated

All wraps receive 250,000 impressions with each placement.

Section	USD$
Home Page	675
Latest News	550
Lead or News Story	450
Sports, Ent. Or Business	350
All other Pages	250

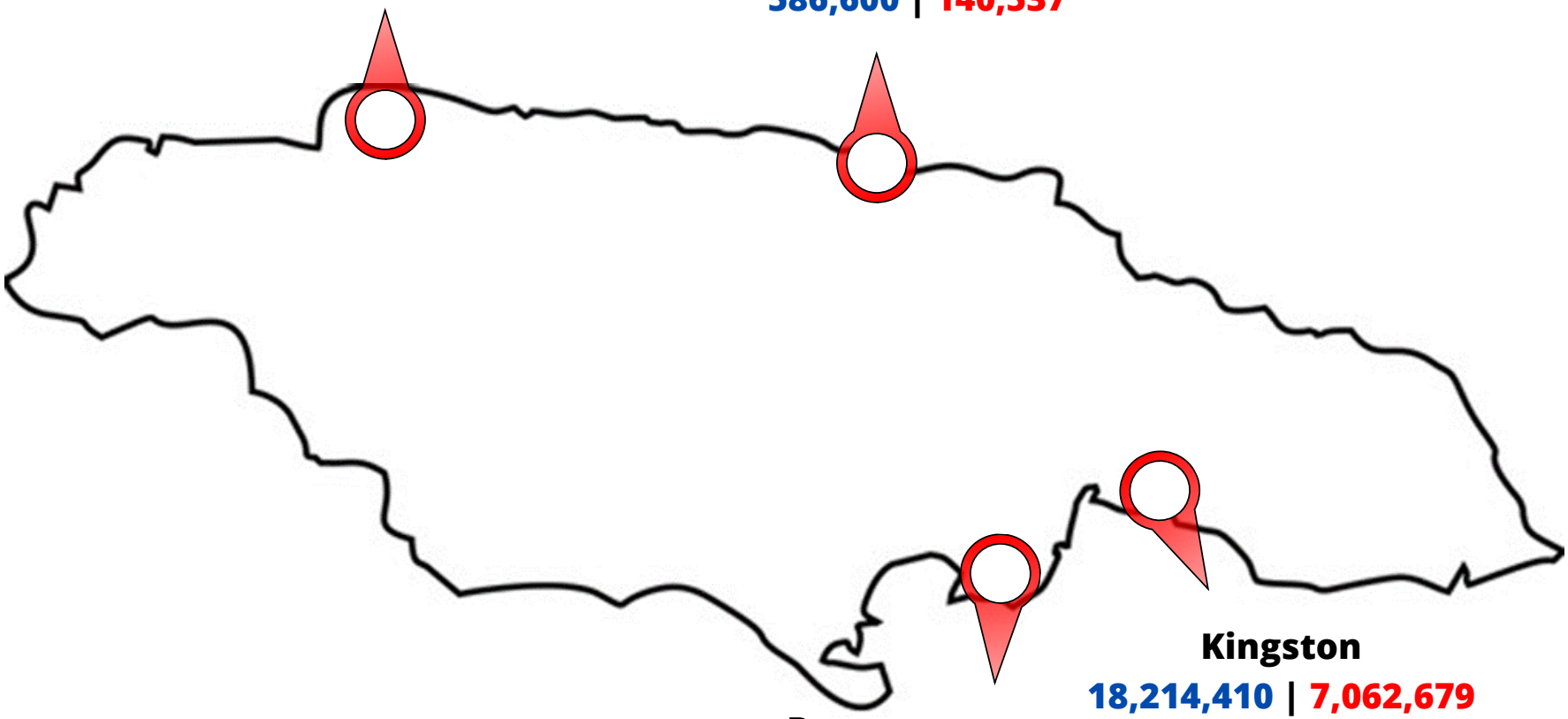
Exchange Rate USD$150 to JMD$1

WEB ANALYTICS

Statistics provided for 1 year period.
January 1, 2021 to December 31, 2021

WEB TRAFFIC IN JAMAICA

KEY
GLEANER
STAR



Figures represent the numbers of visits by city.

THE GLEANER GLOBAL WEB TRAFFIC

Country	Sessions	%
Jamaica	26,424,385	53.88%
United States	13,430,993	27.38%
Canada	2,846,018	5.80%
United Kingdom	1,914,187	3.90%
Cayman Islands	589,071	1.20%
Trinidad & Tobago	329,065	0.67%
Barbados	314,472	0.64%
India	231,041	0.47%
China	211,722	0.43%
Indonesia	95,922	0.20%

Visits
49,045,081

Users
13,522,901

Page Views
137,803,128

Source: Google Analytics

THE STAR GLOBAL WEB TRAFFIC

Country	Sessions	%
Jamaica	9,959,060	50.07%
United States	5,521,320	27.76%
Canada	1,227,875	6.27%
United Kingdom	882,218	4.44%
Indonesia	763,633	3.84%
Barbados	115,677	0.58%
Germany	103,960	0.52%
Hong Kong	96,153	0.48%
Trinidad & Tobago	95,330	0.48%
China	39,711	0.20%

Visits
19,889,149

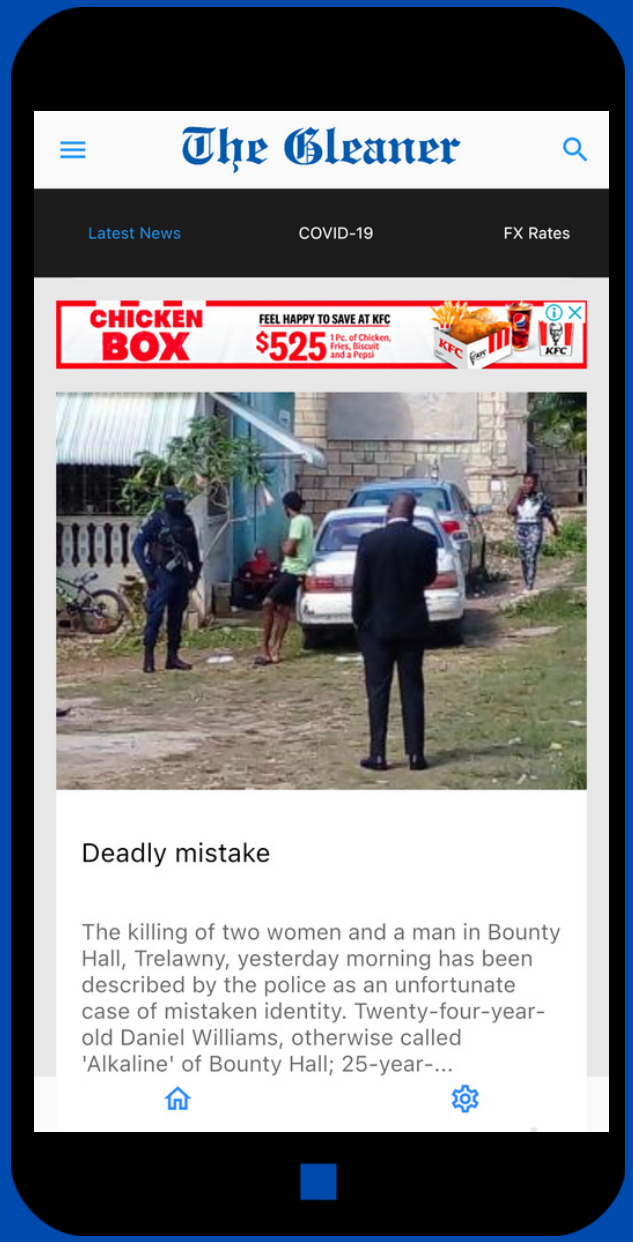
Users
6,110,374

Page Views
62,759,009

Source: Google Analytics

MOBILE ADVERTISING

50% of global online traffic is derived from mobile users. PLACE YOUR MOBILE ADS to complete a holistic online campaign.



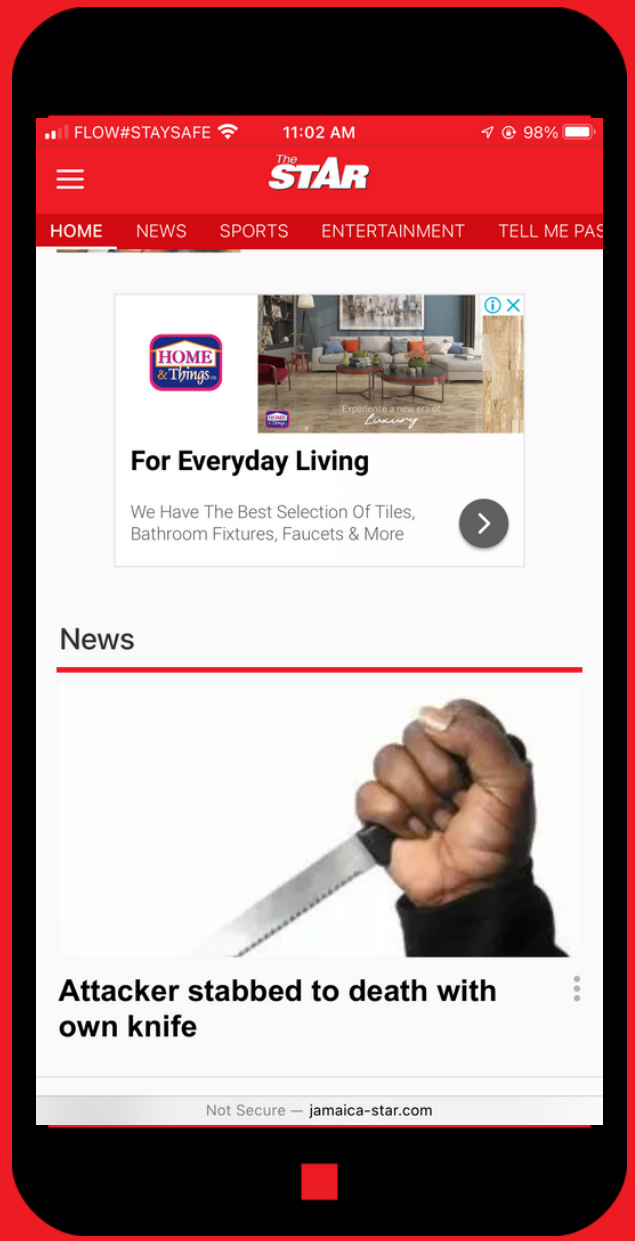
GET IT ON Google Play

DOWNLOAD ON THE App Store

MOBILE ADVERTISING

Mobile ads are small! It is best to have one message that is a call to action.

MOBILE AD SIZES	
Ad Name	Dimensions
Medium Rectangle	300x250px (Mobile Friendly)
Half Page	300x600px (Mobile Friendly)
Gleaner App	320x48px



GET IT ON Google Play

DOWNLOAD ON THE App Store

MOBILE ANALYTICS

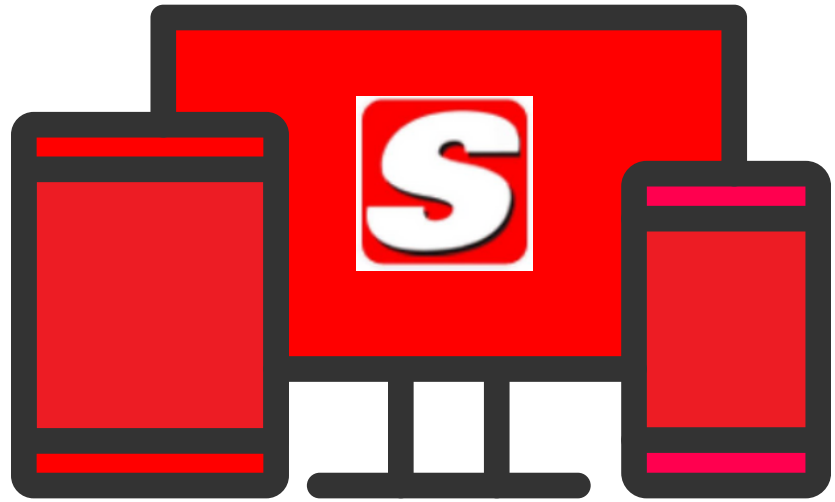
Statistics provided for 1 year period.
January 1, 2021 to December 31, 2021

THE GLEANER GLOBAL MOBILE TRAFFIC

Device	Sessions	%
Mobile	37,950,587	77.38%
Desktop	9,554,714	19.48%
Tablet	1,539,780	3.14%

Source: Google Analytics

THE STAR GLOBAL MOBILE TRAFFIC



Device	Sessions	%
Mobile	16,385,639	82.38%
Desktop	3,095,503	15.56%
Tablet	408,007	2.05%

Source: Google Analytics

POINTS TO BEAR IN MIND

- Always state a budget.
- Suggested campaign impressions start at 50,000 impressions a day.
- All ads can be targeted to Jamaica, US, UK or Canada. Targeted ads for Jamaica increase the chances of the ads to be seen locally.
- Ads can also be Mobile targeted (70% of Gleaner traffic is Mobile).
- Ensure all ads sizes are correct and all campaigns must have a Medium rectangle ad.
- Ads should use the Ration 3:1 and must have a Call To Action [CTA].
- Provide a URL or landing page (active website) for all Ads. One can be designed by us.
- Provide an email address so the report can be sent after campaign ends.

SAMPLE REPORT

IMPRESSIONS

	Date/Time generated	21 January 2022 00:54:52 EST		campaign info
	Publisher network name	Gleaner Online, Gleaner Company Limited		
	Date range	02-Jan-2022 - 03-Jan-2022		
	Report type	Historical		
	Creative	Date	Ad server impressions	Ad server clicks
ad sizes	Christmas-Message-320x48px	02/01/22	9	0
	Christmas-Message-320x48px	03/01/22	10	0
	Christmas-Message-300x600px	02/01/22	174	0
	Christmas-Message-300x600px	03/01/22	423	0
	Christmas-Message-120x600px	02/01/22	6,126	2
	Christmas-Message-120x600px	03/01/22	7,742	4
	Christmas-Message--728x90px	02/01/22	31,140	38
	Christmas-Message--728x90px	03/01/22	37,514	46
	Christmas-Message--300x250px	02/01/22	31,893	41
	Christmas-Message--300x250px	03/01/22	34,995	38
	Total		**150,026**	169
		campaign impressions		

Source: Google Analytics

ADVERTORIALS

Advertorials online are designed to replicate the print concept where the article is designed to imitate the style and presentation of a Gleaner article with content dedicated to promoting the clients' product/s or service/s. Advertorials online will be tagged with the word “Advertorial” in the same manner as print advertorials.

Online advertorials improve upon print advertorials in that the article will have a maximum of two script/word links in the article and the client can choose to purchase the leaderboard ad spot on their article page which will not be in rotation with other adverts.

THE FOLLOWING FEATURES DENOTES WHAT IS AN ADVERTORIAL

- The content is 100% the responsibility of the client.
- The content word count is set at 700 words per advertorial.
- The picture limit is 5, which is to be added at the top of the article.

ADVERTORIAL GUIDE

CONTENT GUIDELINES

The content can contain the following:

- Information/images of the organization's product or service etc. being advertised.
- The image of persons whom the client has secured authorization to reproduce. The Gleaner reserves the right to request proof of authorization for images submitted.

REVIEW PROCESS FOR ADVERTORIAL CONTENT

- All advertorial content may be vetted to exclude libellous content.
- The Gleaner reserves the right to decline the whole or a portion of any content based on libellous content.

ADVERTORIAL GUIDE

Sections	USD$
News	450
Business, Entertainment or Sports	300
All Other Sections	200
Social Media Promotion Add on	200
includes IG Story, IG Feed Post, FB Story, FB Feed Post & Twitter	

- Insertion Pages/Position
- Adverts will not be inserted on the home page or latest news sections
- All other sections will be sold separately and priced accordingly

Exchange Rate USD$150

EPAPER

The Gleaner e-paper app is superfast, easy to use and gets you right to the news you want.
The e-paper is a complete digital version of the print edition of your favourite paper, Jamaica Gleaner Newspaper. This app aims to replicate the experience that our readers enjoy as they read our print papers.

Sections	JMD$
Page Wrap	32,000
Section A, Business & Finance	16,000
All other Pages	14,000
Additional Surcharge	5,000

EPAPER

Jamaica Gleaner | 16 Jan 2022
RElaxing Atmosphere
Spacious Economy, Caribbean Plus and Business Class Cabin
Reset Expectations
Caribbean Airlines
The Sunday Gleaner
ARTS&EDUCATION
Does Jamaica need a new parliament building?
Are you a skilled worker with experience but no certification?
NATIONAL TOOL & ENGINEERING INSTITUTE
JOB CERTIFICATION and SHORT COURSES
Dale Carnegie
NT
E1 AUTOMOTIVES
E4 AUTO CLASSIFIEDS
E8 FAMILY & RELIGION
F1 ANNOUNC

INSTAGRAM

FACEBOOK

TWITTER

YOUTUBE

TIKTOK & LINKEDIN

SOCIAL MEDIA ADVERTISING

YOU HAVE THE FREEDOM TO CHOOSE YOUR PLATFORM.

ADVERTISE on the largest social media network reach in news media.

SOCIAL MEDIA GUIDELINES

Advertisements being posted on the Gleaner's social media pages namely; Facebook, Instagram, Twitter, YouTube, TikTok and LinkedIn must comply with all listed guidelines:

- The Gleaner Company (Media) Limited reserves the right to refuse particular ads on the basis that it discredits the Company's brand name and image.
- All advertising content must be submitted at least 24 hours prior to the desired posting time to allow for proper vetting of ads and adequate preparations.
- There are 24 ad spots available on each individual platform.
- For frequent ad posts, ads have to be designed differently to not be tagged as spam.
- Ads are to be sized as per respective platforms.

SOCIAL MEDIA GUIDELINES

- All posts will be tagged as 'Sponsored Content', 'Ad' 'Sponsored Post' or 'Paid partnership'.
- Advertisers can select their preferred date, time and platform for posting.
- All Story Posts will remain on respective Platforms for standard 24hrs, while Feed/Wall Posts will be removed after 30 days.
- For the posts targeting polls, questions and answers will be provided by the advertiser for persons to select from.
- Analytics can be requested and sent 24 hours after every campaign to the advertiser. Please note there is a 3-week window to request stats.

SOCIAL MEDIA GUIDELINES

- The audience for The Star and The Gleaner differ. Hence, while some ads may be suitable for The Gleaner others could only be suitable for The Star.

- Comply with all applicable laws and regulations, including by ensuring that you provide all necessary disclosures to people using the platform, such as any disclosures needed to indicate the commercial nature of the content.

- A detailed Prohibited Content listing can be provided for more clarity on unacceptable ads on the Social Platforms.

SOCIAL MEDIA GUIDELINES

- Don't include pre, mid, or post-roll ads in videos or audio content.
- Don't include banner ads in videos or images.
- Don't include title cards within a video's first three seconds. Interstitial ad cards outside of a video's first three seconds, such as mid cards or end cards, must not persist for longer than three consecutive seconds and must not be included within Facebook Stories or Instagram Stories.
- Please note that all Social Media ads are to be paid for upfront before placements or unless otherwise agreed upon.

TYPES OF ADVERTISEMENTS OFFERED

ON OUR PLATFORMS

Advertisers get to take advantage of our over 1.5 million (combined Gleaner & Star) Instagram following. Advertisements can be placed on our Instagram, Facebook, Twitter, YouTube, TikTok and LinkedIn pages.

Videos, Photos, Flyers and Polls can be posted. Posts are usually accompanied by a mention/tag/caption for client social media pages. Advertorials can also be placed on Facebook.

GET SEEN

TYPES OF ADVERTISEMENTS OFFERED

ON OUR PLATFORMS

GET SEEN

Tiktok is our new baby on the block. While we are still finalizing all content for this page feel free to engage our content creation team for all possibilities.

LinkedIn is still being finalized but the opportunities available for this platform are Wall Posts, Newsletters, Email Blasts, Advertorials and Marketing/Sales Consults.

SOCIAL MEDIA COST

JAMAICA GLEANER & JAMAICA STAR

INSTAGRAM

Feed Post - USD$50
Story Post - USD$60
Reels - USD$60

FACEBOOK

Feed Post - USD$50
Story Post - USD$60

TWITTER

Feed Post - USD$50

YOUTUBE

Logo Placement - USD$450
Product Placement - USD$450 Mentions - USD$50
Sponsored by- USD$50
Tickers - USD$100 Video Ads - USD$150 Links in Video - USD$100

LINKEDIN

Wall Posts - USD$50
Newsletter Info - JMD$18,000
Email blasts - JMD$5000
Advertorials - USD$450
Sales Solutions - consults
Marketing Solutions - consults

TIKTOK

Collaborate - consult
Video Ads - USD$150
Content Creation - consult

SOCIAL STATS

AS AT MAR 2022 (30DAYS)

INSTAGRAM

Followers - 632k
Impressions - 66.6M
Reach - 1.1M

FACEBOOK

Followers - 699K
Reach - 3.2M
Engagement - 4.28M

TWITTER

Followers - 334k
Tweet Impressions - 8.5M

YOUTUBE

Views - 906K
Impressions - 7.6M

Source: Social Media Platforms & Google Analytics

SOCIAL STATS

AS AT MAR 2022 (30DAYS)

INSTAGRAM

Followers - 961.1k
Impressions - 42.2M
Reach - 1.070M

FACEBOOK

Followers - 588K
Reach - 2.35M
Engagement - 2.6M

TWITTER

Followers - 211K
Tweet Impressions - 932K

YOUTUBE

Views - 2.6M
Impressions - 25.5M

Source: Social Media Platforms & Google Analytics

DIGITAL SERVICES

Let us help you BUILD the best online presence and CONTENT

Design your online identity.

Create the most effective and visually appealing ads for your campaign.

Blow your audience away with immersive content.

Allow our skilled team to BUILD your ONLINE IDENTITY and use our resources to host and maintain your site, develop your blog and optimize your searchability online.

Website Security
Benefit from our tested and secure servers when you choose to host with us. SEO that is responsive, mobile friendly site that automatically improves your search rankings on Google.

Web Hosting
Email Hosting
Search Engine Optimization (SEO)
Web Design
Web Maintenace
SSL

E-commerce Tip

We can develop websites to sell your products.

QR CODES

MARKETING IN THE DIGITAL AGE

A quick response code is a type of barcode that contains a matrix of dots. It can be scanned using a QR Scanner or a smartphone with a built-in camera. Once scanned your phone or tablet might open a URL in your phone's web browser.

Once the QR Code is scanned on a print ad it will redirect to the URL of choice for the client.
Websites, Social Media pages, and temporary pages (developed by ACS) can also be used.

Ads can either be directed to an online ad on jamaica-gleaner.com or directed to a URL.

The QR Code stays active on all print ads

CURRENT PRINT AD

QR CODE added to PRINT AD

STREAMING

Let us Stream your event on any one of our Digital Platforms and bring more visibility, access and brand awareness to your product or service.

STREAMING OPTIONS

Streaming can be done on our websites, Instagram, Facebook or YouTube pages.

Streaming can be Live or via upload of a pre-recorded webinar.

Stream Keys for specific platforms are to be provided to facilitate streaming.

PRICING

HOSTING SUPPORT

This includes 1 hour before event, a prep session the day before, Stream distribution and monitoring.

Cost - USD$280

LIVE WEBINAR

Cost - USD$770
(Includes Advertising)

Each additional Hosting Platform USD$95

LIVE SUPPORT

IG Feed Post - USD$50
IG Story Post - USD$60
FB Feed Post - USD$50
FB Story Post - USD$60
Twitter Post - USD$50

STREAMING NOTES

- Clients need to have a hosting platform.
- Clients must be producing the event.
- The pre-recorded version must be edited before being submitted for upload.
- Clients must send Ads over 48 hrs before Live airs. We then redirect ads to a URL for hosting.
- Ad sizes are 200x800, 350x250, 726x90, 970x250.
- In the event the client wants us to produce the event they must communicate 3-4 weeks beforehand and further information will be sent for review.

JAMAICA-GLEANER.COM

ONLINE UPSELLS

TO OUR WEBSITE

- Advertisers are able to Upsell print ads online.
- Ads need to resized to 300x250, 300x600 and 728x90px.
- A URL needs to be provided to redirect ads.
- Tier 1 – **Basic** - JMD$5,500 which is 12,754 impressions
- Tier 2 – **Premium** - JMD$8,937.50 which is 25,000 impressions
- Tier 3 – **Platinum** - JMD18,125 which is 50,000 impressions which is the normal suggested daily start to all campaigns.

WWW.GOLSERVICES.COM

SUPPLEMENT UPLOADS

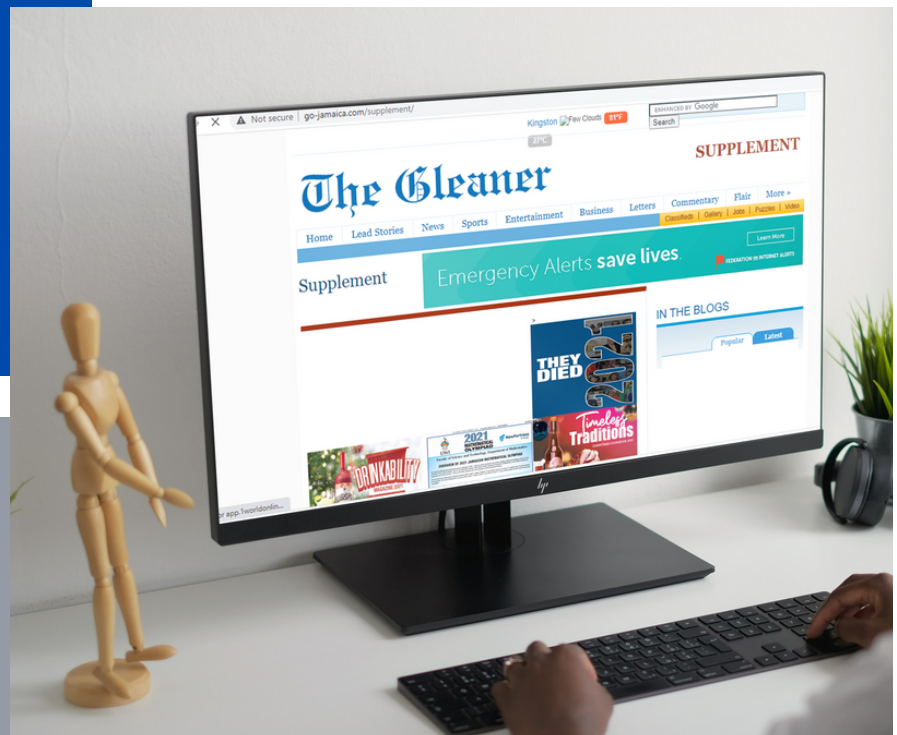
TO OUR WEBSITE

HTTP://GO-JAMAICA.COM/SUPPLEMENT/

- Advertisers are given the added bonus of having their Supplements uploaded to a digital version and viewed on our website.

- This is an Add-On service and is priced as stated below.

    - JMD$21,000 per digital upload product.



WWW.GCOMMERCEJA.COM

GCOMMERCE

WE MAKE YOUR ADS SHOPPABLE

This platform provides shoppers with the latest offers and deals from local, regional and international businesses. G-Commerce enables businesses to build their brand by selling their products using this platform.

G-COMMERCE
"See the Deal in The Gleaner, SEAL the Deal Online!"

epost CARIBBEAN
Digital Marketing Solutions Made Simple

WWW.GCOMMERCEJA.COM

G-COMMERCE

"See the Deal in The Gleaner, SEAL the Deal Online!"

When you place an Advertisement with us, your static Ad is converted into an interactive Ad which allows customers to make purchases and receive communication including coupons with just one click.

This gives your product dominance over the competition by converting your Ads into a sale.

We Make Your Ads Shoppable!

Generate sales directly from Ads placed on G-Commerce.

Visitors will be able to complete the purchase immediately through G-Commerce website, or from your own digital storefront.

- Drive sales directly from your Ads
- Get access to audiences both locally and across the diaspora
- Set up and deployment costs are low

G-COMMERCE

"See the Deal in The Gleaner, SEAL the Deal Online!"

PRICING			
	Start-Up	SME	Enterprise
Monthly Cost	$20	$50	$200
Transaction Rate	6.75%	6.25%	5.75%
Included Products (SKUs)	50	150	∞
Inclusion on G-Commerce Storefront	✓	✓	✓
Online Payments	✓	✓	✓
Inventory Management	✓	✓	✓
Lead Generation & Hot Page	✓	✓	✓ Branded
Campaigns		✓	✓
Online Competitions	5% discount	10% discount	20% discount
Monthly Mailers	1	2	5
Discount Codes (Coupons)	-	✓	✓
Reporting	-	✓	✓
Volume Pricing	-	✓	✓
G-Commerce Product Branding	-	-	✓
G-Commerce Home Page Advertisement	5,000 impressions monthly	25,000 impressions monthly	100,000 impressions monthly

G-COMMERCE

"See the Deal in The Gleaner, SEAL the Deal Online!"

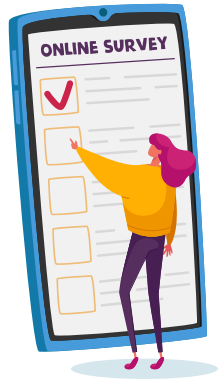
visit our ecommerce website

GET YOUR OWN STOREFRONT

WWW.GCOMMERCEJA.COM

ALL SERVICES

WE MAKE YOUR ADS SHOPPABLE

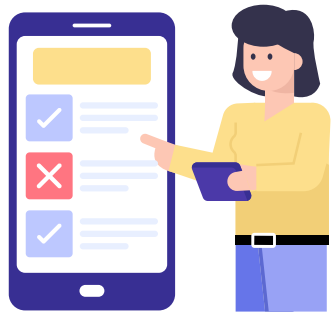


Competitions

Grow your brand awareness and boost engagement using competitions.

Lead Generation

Not getting high engagement on your emailers and (digital) communication pieces? Get FREE lead generation to help you immediately get clean contact information for people who engage with your content and are interested in your product or service.



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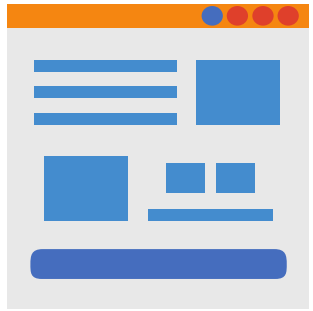
ALL SERVICES

WE MAKE YOUR ADS SHOPPABLE

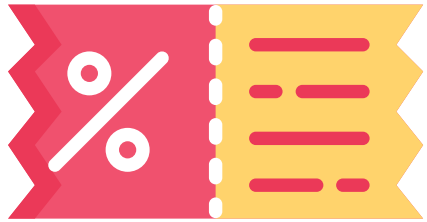


Hot Pages

Sometimes you need more than a landing page to make that conversion. With a Hot Page, you can combine text and imagery to deliver rich information to high profile clients who are interested in knowing more about your product or service before purchasing or starting a relationship with you.

Digital Coupons

Sweeten the deal with Digital Coupons and gain valuable customer data!



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DISCLAIMER

Please note all prices attract a 15% GCT.

Prices are subjected to change without notice.

All Digital prices are quoted in USD and are calculated at the current rate of JMD$150 to USD$1

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ADVERTISING & COMMERCIAL SERVICES