

Why online advertising is good for business

More people online

The total online audience is continuing to grow. An estimated four million people were online every month in the UK in 2011¹.

You use the internet every day to find answers quickly and easily — so do your potential customers. A quarter (25%) of visitors to our websites check the news before they check their emails, and 15% of them use the internet for shopping.²



If you want to effectively promote your business, you need to include online in your marketing mix.

Drive traffic to your site

Advertisers in the UK spent £4.784 billion online during 2011 and £1 in every 4 of advertising budgets was spent online. In 2012, online adspend is expected to rise to £5.3 billion.³

What draws so many people to our sites?

24-hour News

Stories are uploaded to our websites all day, every day. Community news, regional and national news, and sports news all generate huge traffic. But the sites offer a wealth of other content including local weather, traffic bulletins, health and schools information, jobs, homes and cars, and video reports.

Trusted brands

Associate your product or service with the most trusted brand in the area. The Bucks Free Press is at the heart of its community and commands huge respect and affection.

Our audience = your potential customers

Growing audiences

The Bucks Free Press has a growing audience both in terms of Page Impressions and Unique Users. This site generates more than one million page impressions every month.⁴

Targeting and timing

No print deadlines means you can advertise when it suits you — weekends, when you have a sale, evenings only etc. Let your schedule fit your business needs.

Choose which section of the website will generate the best response for your business — sport, cars, jobs, education etc.

¹ Internet Advertising Bureau

² Newsquest London Survey 2011

³ Internet Advertising Bureau

⁴ Monthly. Source: Omniture, year to date July 2012

How to get a response to your advertising

Engaged audience

The fastest way to reach the largest local audience for your marketing message is through our websites. These local newspaper sites are trusted sources of information and the perfect vehicle for your advertising. The websites attract a predominantly ABC1 audience who are engaged with the content because it is about people they know and the place they live.

Combined reach

Build a strong and coherent advertising campaign using print and online together. The net additional reach can be as much as 87%.

Bucks Free Press

131,807

Combined Unduplicated Audience: Telmar April 2012.
Bucks Free Press and South Bucks Star

155,980 1,129,385

Unique Users
Omniture Jan-June 2012

Page Impressions
Omniture YTD July 2012

Demographics

Bucks Free Press

IN PRINT

Gender	
Male	48%
Female	52%

Age	
15 to 24	12%
25 to 34	13%
35 to 44	18%
45 to 54	19%
55 to 64	16%
65 to 74	12%
75+	9%

Social grade	
AB	39%
C1	29%
C2	20%
DE	12%

ONLINE

Gender	
Male	43%
Female	57%

Age	
15 to 24	9%
25 to 34	17%
35 to 44	23%
45 to 54	26%
55 to 64	18%
65+	7%

Social grade	
AB	55%
C1	26%
C2	11%
DE	8%

South Bucks Star

IN PRINT

Gender	
Male	47%
Female	53%

Age	
15 to 24	11%
25 to 34	13%
35 to 44	19%
45 to 54	19%
55 to 64	16%
65 to 74	12%
75+	10%

Social grade	
AB	39%
C1	30%
C2	18%
DE	13%

ONLINE

Gender	
Male	43%
Female	57%

Age	
15 to 24	9%
25 to 34	17%
35 to 44	23%
45 to 54	26%
55 to 64	18%
65+	7%

Social grade	
AB	55%
C1	26%
C2	11%
DE	8%

A. Leaderboard

728 by 90 pixels

Its prominent position at the top of the page makes it the first thing visitors see

B. Sponsorship

310 by 30 pixels

Fixed in a central position just below the masthead on every page or within one targeted section. Use to create brand awareness.

C. MPU (Multi-Purpose Unit)

300 by 250 pixels

A versatile, high-impact space that, because of its size and shape, is ideal for moving images including video.

D. Mini banner

300 by 60 pixels

Appears on the right hand side of the page so it follows people's reading flow. Can be targeted to jobs, cars or homes.

E. Button

120 by 60 pixels

Suitable for a simple message, these display adverts appear next to editorial.

F. Skyscraper

120 by 600 pixels

Seen for a long time on the right of the page as users scroll down. Large area for more complicated messages.

The screenshot shows the Bucks Free Press website interface. At the top, there is a navigation bar with the site name and date (Thursday, 2 August 2012). Below this is a search bar and a weather widget for Watford (18.5°C, 15% chance of rain). The main content area features a news article titled "Mark Bailey celebrates as Watford Borough Council waives fine". The article text is partially visible, mentioning a driver's parking fine and the council's decision to waive it. On the right side of the page, there are several ad placements labeled A through F. Ad A is a large banner at the top right. Ad B is a small rectangular ad below the masthead. Ad C is a square MPU ad featuring a photo of a man. Ad D is a small rectangular ad below the MPU. Ad E consists of two small rectangular buttons. Ad F is a tall, narrow skyscraper ad on the right side. The bottom of the page includes a footer with site navigation and social media links.

Online display advertising opportunities

Flexibility

The range of display advertising positions includes shapes and sizes to suit all promotional jobs. Examples are shown below at one third of their actual size. Creatives can include simple static images or more complex Flash animations. We offer a full design and production service.

Key to your success

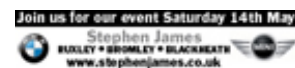
Your advertisement can include a link to your own website to help drive visitors to your offer. We can give statistics on how many click-throughs are generated so you can monitor your campaign's effectiveness.



1



2



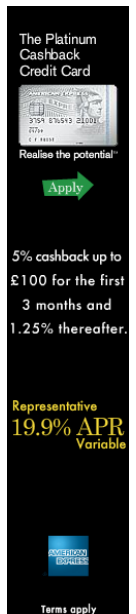
3



5



4



6

- 1 **Leaderboard** 720 by 90 pixels
- 2 **Sponsorship** 310 by 30 pixels
- 3 **Mini banner** 280 by 60 pixels

- 4 **Button** 120 by 60 pixels
- 5 **MPU** 300 by 250 pixels
- 6 **Skyscraper** 120 by 600 pixels

Sport Arts and Entertainment Automotive Beauty Business Careers and jobs Environment Consumer electronics Education Families Fashion Finance Food and drink Local government Health Hobbies and general interest Home and garden Block list Charity Non football sports Travel Pets Burglary Weather

Contextual Advertising

What is it?

Contextual advertising is “the placement of advertising next to related content” according to the Internet Advertising Bureau. It is a system employed to identify keywords, phrases and topics in an article and display relevant advertising next to it.

How does it work?

When booking an advert with bucksfreepress.co.uk, an advertiser would choose a target group for their product from a set list of categories. Each category has its own dictionary of at least 50 keywords, that are picked up by the contextual advertising system as it scans an article, and a relevant advert is displayed alongside. The system is also configured to avoid controversy and error by avoiding pro nouns, duplication and utilising an “unsuitable” category to filter out the more shocking news stories.

Why use contextual advertising?

Simply, contextual advertising is more effective because it is more specific. By targeting the advert at the audience most likely to respond to it, there is less waste.

So for example

In an article placed under the contextual group of “family”, the keyword “walk” has been detected and an advert for the National Trust is displayed. There is also the option of creating bespoke categorisation on a per advertiser basis.

The screenshot shows the Bucks Free Press website interface. At the top, there are navigation links for 'Mobile site', 'News feed', 'E-Newsletters', and the date 'Wednesday, 25 May 2011'. The main header features the 'Bucks Free Press' logo and a search bar. Below the header is a navigation menu with categories like 'News', 'Sport', 'Freetime', 'Local info', 'Your Say', 'Your Bucks', 'Family', 'Video', 'Jobs', 'Homes', 'Cars', 'Dating', 'Directory', 'Buy & Sell', and 'Advertise'. The main content area is titled 'FREETIME' and features an article 'Plumpton Circular' by Ben Perkins. The article text includes: 'Linking Plumpton Green and South Chailey, both with conveniently placed pubs, this walk by Ben Perkins follows well-signed field paths across a generally level Low Wealden landscape, notable for its rich and varied tree-lined hedgerows and distant downland views.' A red circle highlights the word 'walk' in the text. To the right of the article is a weather forecast for High Wycombe showing 17.6°C and 0% chance of rain. Below the weather is a 'WHAT'S ON' section with 'LIVE TRAVEL' and 'FIND A TRADE' buttons. A 'National Trust' advertisement is also visible, featuring a family sitting on a picnic blanket. A red circle highlights the National Trust logo and the text 'Family time: We're closer than you think. So come along for a walk.' At the bottom of the page, there are 'MOST READ' and 'MOST COMMENTS' sections.