While almost all residents of Bermuda read The Royal Gazette online on a regular basis, 76 percent of those engage on a weekly basis are between the ages of 25 and 34. More than 10,800 readers have opted into the RG Daily E-Mailer and hundreds more for the RG MAGS monthly e-newsletter. Our priority is to work with customers to reimagine new content and brand messaging services through our digital spaces, including websites, e-mail and social publishing channels.

RG News reaches 99% of residents aged 18+

RG Online reaches 91% male & 92% female with readers in the age bracket of 35-44 averaging 92%
Digital readers of The Royal Gazette can access content through desktop, mobile browser and the new Royal Gazette APP. On average the desktop site receives more than 350,000 monthly visitors with over four million monthly pages views. The mobile sites have monthly averages of over 150,000 visitors and almost 800,000 page views. In addition to subscribers and daily web search of our content, The Royal Gazette generates significant traffic from our Daily Mailer and RG Mags newsletters, as well as our Instagram, Twitter and Facebook followers.

**THE ROYAL GAZETTE ONLINE:**

**OUR SECTIONS**

**NEWS**
This section attracts readers interested in:
Politics, Court, Crime, Tourism, Education, Health, Environment, Labour, Overseas

**BUSINESS**
This section attracts readers interested in:

**SPORTS**
This section attracts readers interested in:
Football, Cricket, Sailing, Athletics, Swimming, Running/Triathlon, Tennis, Squash, Basketball, Golf, Olympics, Rugby, Boxing, Cycling

**LIFESTYLE**
This section attracts readers interested in:
Women, Community Profiles, Home, Arts & Entertainment, Body & Soul, Travel, Young Observer, Religion, Weekender

**OPINION**
This section attracts readers interested in joining discussions surrounding:
Editorials, Letters to the Editor and the Political Cartoons

**CLASSIFIEDS**
This section attracts readers interested in advertising listings:
Celebrations, General, Legal Notices, Real Estate and Action Listings

**JOBS**
This section attracts readers seeking:
Local employment opportunities

**OBITUARIES**
This section attracts readers seeking:
Obituaries, Condolences and memorials
**Desktop Site Inventory**

**PREMIUM Desktop Display**

- **Buy Section**
  - On Homepage/News/Business
  - Size: 300x250px
  - Average Monthly Available Impressions: 630,000

- **Buy In Story**
  - By Page Story
  - Size: 300x250px
  - Average Monthly Available Impressions: 580,000

- **Buy Run of Site**
  - Size: 300x250px
  - Average Monthly Available Impressions: 1.3 Million (Excludes Home Page)

**Purchase Options**

- **Cost per Thousand (CPM)**
  - $10-$16

<table>
<thead>
<tr>
<th>Position</th>
<th>Creative ad size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Section</td>
<td>300x250px</td>
</tr>
<tr>
<td>In Story</td>
<td>300x250px</td>
</tr>
<tr>
<td>Site</td>
<td>300x250px</td>
</tr>
</tbody>
</table>
Above Masthead
- Mobile Site wide
Size: 320x60px
870,000 Impressions

In Story
Mobile Site wide
Size: 320x100px/320x60px

Purchase Options - Above Masthead, In Story
$14-$20 CPM

<table>
<thead>
<tr>
<th>Position</th>
<th>Creative ad size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile Above Masthead</td>
<td>320x60px</td>
</tr>
<tr>
<td>Mobile In Story</td>
<td>320x100px/320x60px</td>
</tr>
</tbody>
</table>
**SkyBox 1**
Homepage, Section, Article
Size: 300x250px

**Right Rail 3**
Homepage, Section, Article
Size: 300x100px

**SkyBox 2**
Homepage, Section, Article
Size: 300x250px

**Purchase Options - Inventory Site Wide**
$6-$10 CPM

**Cost per Thousand (CPM)**

<table>
<thead>
<tr>
<th>Position</th>
<th>Creative ad size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sky Box 1</td>
<td>300x250px</td>
</tr>
<tr>
<td>Sky Box 2</td>
<td>300x250px</td>
</tr>
<tr>
<td>Right Rail 3</td>
<td>300x100px</td>
</tr>
</tbody>
</table>
### Desktop Article Sections

**Inside Article**
- Size: 300x250px

**Preferred Post (f2f)**
- Size: N/A
  - (Quotes Provided Upon Request)

**Article Bottom**
- Size: 600x140px

### Purchase Options - Inventory Site Wide

<table>
<thead>
<tr>
<th>Position</th>
<th>Creative ad size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Article</td>
<td>300x250px</td>
</tr>
<tr>
<td>Article Bottom</td>
<td>600x140px</td>
</tr>
</tbody>
</table>

**Cost per Thousand (CPM)**

- Inside Article: $5-$10
- Article Bottom: $5-$10
Other Desktop Inventory

Homepage Takeover
Size: 1,600x800px

*Limit 1 per period of time.

$3,500/day

PopUp
Size: 640x360px

Minimum 25,000 Impressions

$3,500/day

Newsrack & App
Size: TBD

$250/month

Purchase Options

Quotes Provided Upon Request

<table>
<thead>
<tr>
<th>Position</th>
<th>Creative ad size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homepage Takeover</td>
<td>1,600x800px</td>
</tr>
<tr>
<td>*PopUp</td>
<td>640x360px</td>
</tr>
<tr>
<td>Newsrack &amp; App - Inside Article</td>
<td>TBD</td>
</tr>
</tbody>
</table>

*Limit 1 per period of time.
Welcome to your rgmags.com newsletter

We hope you have a prosperous 2020! Whether you’re looking for something to do on NYE or thinking about going green, we hope you find what you’re looking for in this monthly e-newsletter.

NYE at The Loren

With the Big chill as headlines, scribes are hoping to deliver an unforgettable experience that local residents will enjoy.

My Toronto

Northbound, Sara Graham goes back to the city she spent 20 years in and shares old and new favourites. Read more on rgmags.com

Vlogmas 2017

Get to know some of our team members through 'The Royal Gazette & rgmags.com' as we get into the holiday spirit by vlogging our '12 days of Christmas' gift exchange.

So Much Imagination!

It has been going on for over half a century and has become a local tradition.

10,800 Distribution

<table>
<thead>
<tr>
<th></th>
<th>Monthly</th>
<th>3-6 Months</th>
<th>9-12 Months</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$1,650.00</td>
<td>$350.00</td>
<td>$1,200.00</td>
</tr>
<tr>
<td>Per Month</td>
<td></td>
<td></td>
<td>$1,000.00</td>
</tr>
</tbody>
</table>

Daily E-Mailer

Banner ad x 2 Spots

Size: 726x75px (1)

10,800 Distribution

(Daily Newsletter once a day every 9am)

<table>
<thead>
<tr>
<th></th>
<th>Monthly</th>
<th>3 Days (min.)</th>
<th>3 x Rate</th>
<th>9-12 x Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$1,650.00</td>
<td>$350.00</td>
<td>$1,200.00</td>
<td>$1,000.00</td>
</tr>
</tbody>
</table>

RG Mags

Header Banner Ad

Size: 600x100px

Daily Headlines

The Royal Gazette

Calls for ‘Sir Clyde’ gain traction

When it comes to securing a high profile for Clyde Deed, top lobbyists Khalil Quadeer and veteran PR Randy Norton are on the same page: make it happen. The death of the month of Clyde Regina...

10 Days –

- More: Short right to retain Layne himself
-4978123 of cocaine
- Film featured at TIFF, compete for an Oscar
- Road safety campaign to Drive For Change
- Economic data released
- 14 teenagers in court
- Road closed for two days
- Island alone 465 million in sports betting
- Detail driver released from cells for 18 months
- LSU: organizing fundraising race
- Three arrested after disturbance in University
- Fringe and seniors in ‘change management’ talk
- Sky deal: ‘Bill’ now on the market
- Major cracks on Front Broadway
- Zoom in hospital after Niagara wounding
- Residents appeal to protect patients’ data
- Woman banned for having three rooms over limit
- Hospital in Niagara case to go ahead
- Anger at suspension of world heritage status
- American economic wrangler arrested for six years
- ‘Big Sis’ of the year: ‘varied’, ‘happy’
- Hart in court in Daniel
- Canada edges over Nova Scotia in Ontario
- FrontRunner of the year happens to go backwards

Tasty of men can

Size: 468x60px (2)
Other Inventory Video and Pre-Roll

**Video**

Average 14,000 Views

- **CPM**
  - $12-$16

**Pre-Roll**

- **Size**: 300x250px

- **1-5**: $1,000/month
- **6-12**: $650/month
Online Desktop and Mobile Rates

Business Builder CPM - Run of Site Premium Positions $10-$16

<table>
<thead>
<tr>
<th>Position</th>
<th>Creative ad size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Above Masthead</td>
<td>990x100px</td>
</tr>
<tr>
<td>Above Page</td>
<td>468x60px</td>
</tr>
<tr>
<td>Right Rail 1</td>
<td>300x250px</td>
</tr>
<tr>
<td>Right Rail 2</td>
<td>300x250px</td>
</tr>
<tr>
<td>Centre Top</td>
<td>630x100</td>
</tr>
</tbody>
</table>

CPM Run of Site* - Base on Available Inventory $5-$10

<table>
<thead>
<tr>
<th>Position</th>
<th>Creative ad size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Above Masthead</td>
<td>990x100px</td>
</tr>
<tr>
<td>Above Page</td>
<td>468x60px</td>
</tr>
<tr>
<td>Right Rail 1</td>
<td>300x250px</td>
</tr>
<tr>
<td>Right Rail 2</td>
<td>300x250px</td>
</tr>
<tr>
<td>Right Rail 3</td>
<td>300x100px</td>
</tr>
<tr>
<td>Skybox(es)</td>
<td>300x250px</td>
</tr>
<tr>
<td>Inside Article</td>
<td>300x250px</td>
</tr>
<tr>
<td>Article Bottom</td>
<td>600x140px</td>
</tr>
<tr>
<td>Tower</td>
<td>120x600px</td>
</tr>
</tbody>
</table>

*Must provide minimum 4 pieces of creative.

Mobile CPM $14-$20

<table>
<thead>
<tr>
<th>Position</th>
<th>Creative ad size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile Above Masthead</td>
<td>320x60px</td>
</tr>
<tr>
<td>Mobile Content</td>
<td>320x100px/320x60px</td>
</tr>
</tbody>
</table>

The Royal Gazette Generated over 50 million page views in 2018
We use Google DFP Premium to manage digital ads.

Graphic Design Rates

<table>
<thead>
<tr>
<th>Advert Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>FlatFee (includes 1 revision)</td>
<td>$35</td>
</tr>
</tbody>
</table>

Ad Specifications

General Ad Requirements
- RG accepts files in the any of the following formats:
  - Static Adverts: JPG, PNG
  - Animated Adverts: GIF and HTML 5
- Maximum file size is 150kb
- Creative with a white background must have a minimum 1-pixel border to differentiate ad from editorial content. RG reserves the right to give 24 hours' notice prior to holding a campaign if the specifications are not met.
- RG reserves the right to add the word “advertisement” above any ad that may be construed as possible editorial.
- All ads should be coded so that “click-thrus” launch a new browser window using target="_blank”.
- Up to 3 additional loads of up to 50K each may be initiated after a user clicks on the ad.
- We do not allow expanding ads.
- We accept third-party vendors, upon our approval.

Animated Ad Specifications
- 30-second maximum for any animation.
- Flash animations are not supported by Apple products: iPad, iPod, iPhone.
- RG no longer accepts Flash, HTML 5 only.
Terms & Conditions

• News site advertising cannot be directly competitive and/or disparaging to www.theroyalgazette.com.
• News site advertising cannot promote specific features of their online coverage and/or site in their ads on www.theroyalgazette.com.
• All public policy, advocacy, political or candidate advertising must include a “Paid for by ___” label on all frames of the ad. It must be clear who placed the ad.
• All advertising content must be clearly differentiated from editorial content RG reserves the right to reject any ads that are disparaging to RG or have potential for user confusion.
• If an advertisement is deemed by the Publisher to be an editorial style advertisement, the Publisher reserves the right to insert above or be low such advertisement the word “Advertisement”. The use of regular news typefaces or facsimile type styles which may mislead readers into interpreting an advertisement to be news content is not permitted.
• The advertiser assumes full and complete responsibility and liability for the content of all advertising copy submitted, and published pursuant to this Agreement, and shall indemnify and save the Publisher harmless against any demands, claims or liability arising from the publication of said advertising copy. The advertiser shall reimburse the Publisher in settlement of claims or in satisfaction of judgments obtained by reason of the publication of such advertising copy together with all expenses incurred in connection therewith, including, but not limited to legal fees and cost of litigation.

Deadlines
• All ads must be delivered to the Publisher a minimum of three working days before the campaign is to run. We will review all ads to make sure they comply with our requirements. Ads that do not meet the RG requirements will be returned to the advertiser for correction, which may result in a delay of the campaign.
• All advertisements are required to be delivered in electronic format via disk, email or to the FTP Site.

Payment and Rate Terms
• All contract rate advertisers with a contract rate will have the value of all online advertising accumulated to earn annual volume rate discounts for their newspaper advertising.
• The Publisher reserves the right to increase the advertising and other rates at any time with the minimum notice period of one month. The advertiser reserves the right to cancel an existing agreement at any date upon which the higher rates are made effective by the publisher. The Publisher reserves the right to back rate and re-rate any unfilled agreement.
• All advertising will be paid at time of placement, unless the advertiser has credit terms with The Royal Gazette Limited.
• Advertisers wishing credit terms must make application through the Accounts Department of The Royal Gazette Limited before credit may be extended.
• Credit cards may be used for the purchase of all advertising services if an advertiser does not have an account. Visa and MasterCard are accepted. Please contact our accounts payable department (ap@royalgazette.bm) for other payment methods.
• Accounts shall be paid within 30 days. Accounts which are overdue may be subject to an interest charge and/or administrative charges.
• Advertisements cancelled by the advertiser less than two full working days prior to publication, may be subject to 50% of space charge.

The Royal Gazette reserves the right to reject any ads for the following reasons:
• General Advertisements that contain fraudulent, deceptive or misleading statements or illustrations.
• Attacks of a personal nature.
• Advertisements that are overly competitive or that refer abusively to the goods or services of others.
• Offensive to Good Taste – Indecent, vulgar, suggestive or other advertising that, in the opinion of The Royal Gazette, may be offensive to good taste.
• Discrimination advertisements that fail to comply with the express requirements of Bermuda laws.
• Investments advertisements that do not comply with applicable Bermuda laws and regulations.
• Political advertisements that do not identify the paid sponsor in every frame of the ad will not be accepted.
• Tobacco Advertisements for cigarettes and other tobacco products.
• Occult Pursuits advertisements for fortune telling, dream interpretations and individual horoscopes except when ordered for entertainment sections or guides or when the emphasis is on amusement rather than serious interpretation.
• Endangered Species advertisements offering furs or products made from the furs or hides of animals included on government endangered species lists.
• Online Gaming advertisements promoting online gaming or wagering sites.

For all inquiries, please contact your Advertising Solution Specialists.

ADVERTISING INQUIRIES

Advertising Solution Specialists Phone E-mail
Sales Team 295-5881 sales@bpmedia.bm
Shawn-Naé Cann 278-0117 sncann@bpmedia.bm
Marguerita Carter 272-2008 mcarter@bpmedia.bm
Kelli Miller 272-2011 kmiller@bpmedia.bm
The Royal Gazette Online Rate

The Advertiser agrees to the conditions set out below and on the reverse side of this Agreement.

Rate $: ____________________________  Size: ____________________________

Placement: ____________________________

Animation:  □ Yes (limited to 30 sec.)  □ No

Contract Commencement Date: ____________________________

This Contract shall be fully completed before: ____________________________

(a) Not anything herein to the contrary, The Royal Gazette reserves the right to increase the rate firstly herein mentioned for the said advertising at any time and from time to time during the Agreement on notice to the Advertiser, in which event the advertiser may elect to cancel the Agreement on a pro-rata basis by notice in writing to The Royal Gazette Limited, such notice to be received prior to the date upon which the higher rate is effective, and such cancellation to take effect on the date the higher rate was to take effect.

(b) All locations are subject to rotation with other ads unless otherwise agreed.

(c) All creative must be delivered (1) working day before insertion.

(d) Ad can be changed once per week with this limitation.

(e) A URL web link is to be provided when an advert is required to link to an external location.

The Royal Gazette will not be held liable for any errors or corrections to the media kit and reserves the right to make adjustments accordingly.

The items specified in this contract represent an exclusive offering agreement between The Royal Gazette Ltd. and the client. When signed below by officers representing both parties, the agreement shall be considered effective.

Company Authorised Signature: ____________________________  Business Title: ____________________________

Print Name: ____________________________  Date: ____________________________

For Office Use Only

Advertising Representative: ____________________________  Date: ____________________________

Advertising Agency: ____________________________  Date: ____________________________

Marketing & Sales Manager: ____________________________  Date: ____________________________

Account Number: ____________________________  Accounts Approval: ____________________________

Account Ref. Number: ____________________________  Date: ____________________________
Firm Name: ___________________________ Campaign Name: ___________________________

Purchase Order: ___________________________ Account: ___________________________ Booking Number: ___________________________ 

Run of Site (ROS) [ ]

Standard Sections
☐ Lifestyle ☐ Opinion ☐ Classifieds ☐ Jobs ☐ Special Sections ☐ Search ☐ Follow it Live

Standard Banners:
☐ Home ☐ Business ☐ News ☐ Section Page ☐ Sports ☐ Lifestyle
☐ Classifieds ☐ Jobs ☐ Obituaries ☐ Opinion ☐ Search ☐ Article Pages

Advert Options (size in pixels WxH)
☐ Above Masthead (990x100) ☐ Rt Rail 3 (300x100) ☐ Centre Bottom (600x140) ☐ Mobile Head (320x60)
☐ Above Page (468x60) ☐ Rt Rail 4 (300x100) ☐ Inside Article (300x250) ☐ Mobile Content (320x60)
☐ Rt Rail 1 (300x250) ☐ Rt Rail 5 (300x100) ☐ Article Bottom (600x140) ☐
☐ Rt Rail 2 (300x250) ☐ Rt Rail 6 (300x100) ☐ Tower (120x600) ☐
☐ Skybox 1 (300x250) ☐ Rt Rail 7 (300x100) ☐ PopUp (640x360) ☐
☐ Skybox 2 (300x250) ☐ Centre Top (630x100) ☐ HP Takeover (1600x800) ☐

Animation  ☐ Yes – Maximum size is 150kb and animation limited to 30 secs  ☐ No

Link URL (Required for GIF/JPG): __________________________________________________

Start Date (dd/mm/yyyy): ___________________________ End Date (dd/mm/yyyy): ___________________________

All locations are subject to rotation with other ads.

Additional Information: ____________________________________________________

Terms and Conditions

All creative must be delivered a minimum of three (3) business days before insertion. A banner may be changed one time per week. The items specified in this contract represent an exclusive offering agreement between The Royal Gazette Ltd. and the client. When signed below by officers representing both parties, the agreement shall be considered effective.

Company-Authorised Representative

Print Name: ___________________________ Price: ___________________________

Signed: ___________________________ Date: ___________________________

Contact Email: ____________________________________________________

For Office Use Only

Check for availability: ___________________________ Received Ad: ___________________________

Confirm Pricing with Customer: ___________________________ Check Ad: ___________________________ Confirm Credit Info: ___________________________ URN: ___________________________