

The Royal Gazette

ONLINE & DIGITAL

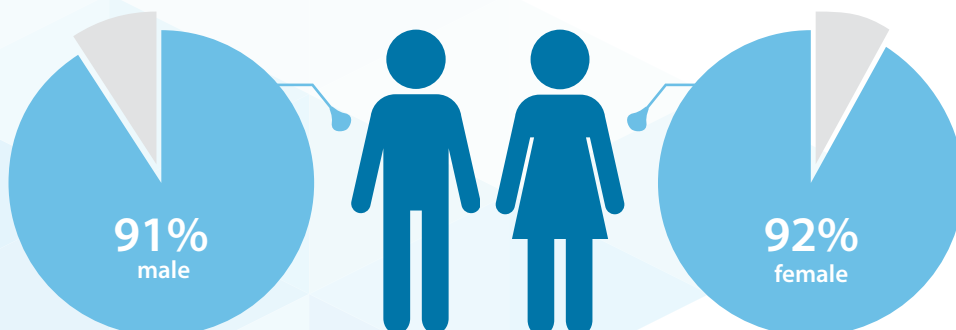
MEDIA KIT 2021

While almost all residents of Bermuda read The Royal Gazette online on a regular basis, 76 percent of those engage on 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%



royalgazette.com

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:
Economy, International Business, Local Business, Re-Insurance, Bermuda Stock Exchange, Technology, Personal Finance



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



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

\$10-\$16 CPM

**Cost per
Thousand
(CPM)**

Position
Section
In Story
Site

Creative ad size
300x250px
300x250px
300x250px

Above Masthead

Size: 990x100px

Above Page

Size: 468x60px

Right Rail 1

Size: 300x250px

Right Rail 2

Size: 300x250px

Centre Top

Size: 630x100px



Purchase Options - Section, Story, Site

\$10-\$16 CPM

**Cost per
Thousand
(CPM)**

Position	Creative ad size
Above Masthead	990x100px
Above Page	468x60px
Right Rail 1	300x250px
Right Rail 2	300x250px
Centre Top	630x100

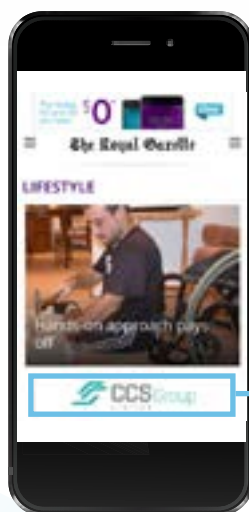


Above Masthead

- 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

**Cost per
Thousand
(CPM)**

Position

Mobile Above Masthead

Mobile In Story

Creative ad size

320x60px

320x100px/320x60px



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)

Position

Sky Box 1
Sky Box 2
Right Rail 3

Creative ad size

300x250px
300x250px
300x100px

The Royal Gazette

News Business Sport Lifestyle Opinion Features Classified Jobs Obituaries Calendar RGMags

Young lands regular role on Oprah show

Jonathan Bell

Published Jan 18, 2018 at 12:01 am (Updated Jan 18, 2018 at 8:21 am)

4 Comments

First Prev Next Last

Bermudian actor Lana Young with fellow actor Kadeem Hardison — known for playing Dwayne Wayne in *A Different World* (Photograph supplied)

Bermudian actor Lana Young has won a role as a series regular on the latest show on the Oprah Winfrey Network.

"It's what every actor works for and it's tremendous," she said. "I can't get over it."

The deal means Ms Young will appear on every episode of *Love Is...*, which follows the struggle of a couple to forge careers in the movie industry in Hollywood.

The show is scheduled to debut this summer on OWN, which reaches millions of viewers.

The actress, who is also a model, said she was excited to be part of the show.

Ms Young said: "It was everything I used to dream about sitting in the edge of the island, looking out to the ocean and dreaming."

Ms Young added that, as her role is set in the future, designers can have "fun" with the design of her clothes.

She said: "My wardrobe is going to be off the hook."

Click here for detailed weather forecast

73 F Light Rain

25 YEARS

Preferred Posts

Saturday 10th January Open Houses

Real Estate Listings

Rago Spothey's International Realty

AC/HEAT VENTILATION AUTOMATION SYSTEMS

AIR CARE

Related Stories

Sisters to play at Bermuda

Inside Article

Size: 300x250px

News 580,000 Impressions

Preferred Post (f2f)

Size: N/A

(Quotes Provided Upon Request)

Discover your world.

Comments

You must be registered or signed in to post comment or to vote.

Published Jan 18, 2018 at 12:01 am (Updated Jan 18, 2018 at 8:21 am)

Young lands regular role on Oprah show

What you need to know

1. For a smooth experience with our commenting system we recommend that you use Internet

Committee investigates airport protests

Genealogist donates life's work to Bermuda

Young lands regular role on Oprah show

Scott demands Civil Service clarity

Farewell to a 'Bermudian hero'

THE WEEK'S MOST DISCUSSED STORIES

Article Bottom

Size: 600x140px

Purchase Options - Inventory Site Wide

\$5-\$10 CPM

Cost per
Thousand
(CPM)

Position

Inside Article

Article Bottom

Creative ad size

300x250px

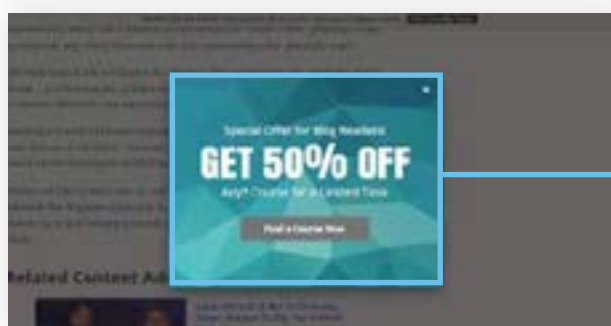
600x140px



Homepage Takeover

Size: 1,600x800px

\$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

Position	Creative ad size
Homepage Takeover	1,600x800px
*PopUp	640x360px
Newsrack & App - Inside Article	TBD
*Limit 1 per period of time.	

RG Mags

Header Banner Ad

Size: 600x100px

10,800 Distribution

Monthly	\$1000.00
3-6 Months	\$650.00
9-12 Months	\$500
Per Month	

Daily E-Mailer

Banner ad x 2 Spots

Size: 726x75px (1)

10,800 Distribution

(Daily Newsletter
once a day every 9am)

Monthly	\$1,650.00
3 Days (min.)	\$350.00
3 x Rate	\$1,200.00
9-12 x Rate	\$1,000.00

Size: 468x60px (2)



Welcome to your rgmags.com newsletter

We hope you have a prosperous 2018! 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 Loran

With The Big Chill, as headliners, organizers are hoping to deliver an unforgettable experience that local revelers will enjoy.



My Toronto

Remember, Sara Graham goes back to the city she spent 20 years in and shares old and new Toronto. Read more on canada.com



Yogurt 2017

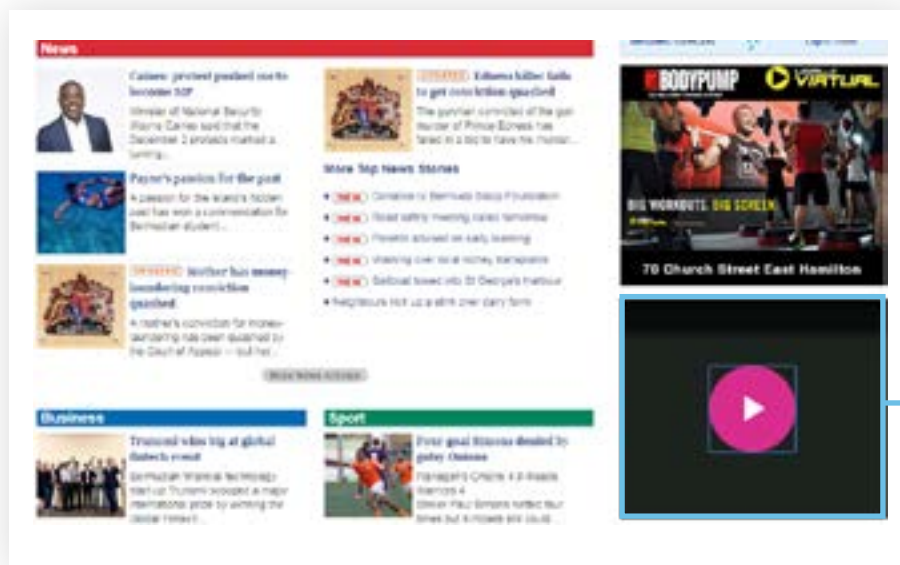
Get to know some of our team members behind The Royal Gazette. A signpost.com as we get into the holiday spirit by wiggling our '12 Days of Christmas' gift exchange!



So Much Imagination!

It has been going on for over half a century and remains popular as

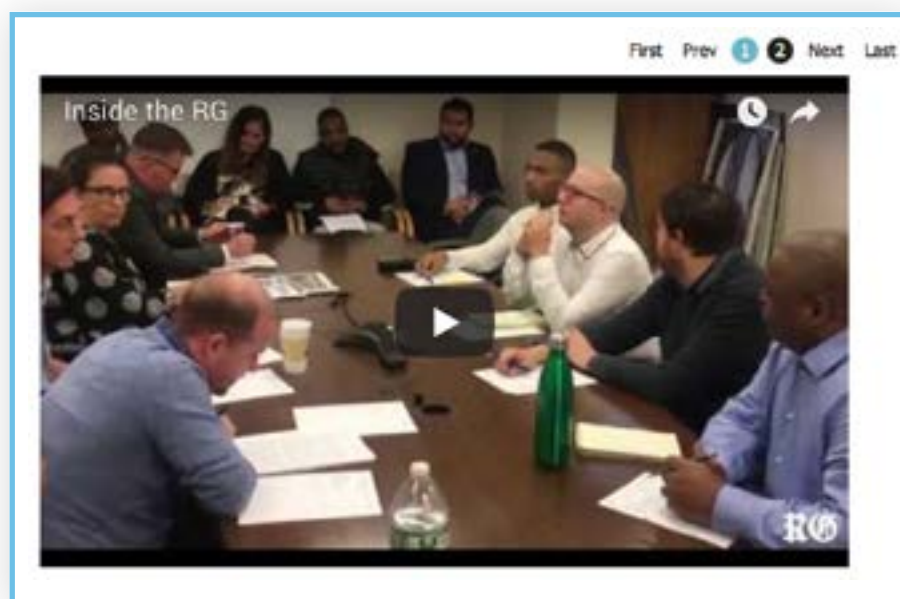




Video

Minimum Inventory Required
(video size subject to review)

CPM	\$12-\$16
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Pre-Roll

Size: 300x250px

1-5	\$2,200/month
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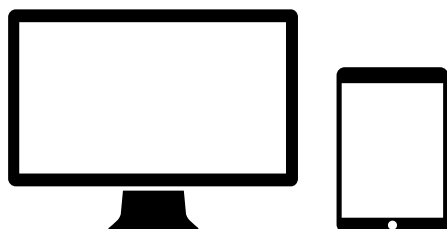
6-12	\$1,500/month
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(appears on all RG videos only,
international by request)

Online Desktop and Mobile Rates

Business Builder CPM - Run of Site Premium Positions

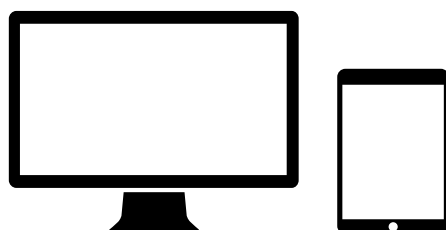
\$10-\$16



Position	Creative ad size
Above Masthead	990x100px
Above Page	468x60px
Right Rail 1	300x250px
Right Rail 2	300x250px
Centre Top	630x100

CPM Run of Site* - Base on Available Inventory

\$5-\$10



Position	Creative ad size
Above Masthead	990x100px
Above Page	468x60px
Right Rail 1	300x250px
Right Rail 2	300x250px
Right Rail 3	300x100px
Skybox(es)	300x250px
Inside Article	300x250px
Article Bottom	600x140px
Tower	120x600px

*Must provide minimum 4 pieces of creative.

Mobile CPM

\$14-\$20



Position	Creative ad size
Mobile Above Masthead	320x60px
Mobile Content	320x100px/320x60px

The Royal Gazette Generated over 50 million page views in 2018

We use Google DFP Premium to manage digital ads.

Graphic Design Rates

Advert Size	Rate
Flat Fee (includes 1 revision)	\$35

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 below 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.
- publisher. The Publisher reserves the right to back rate and re-rate any unfulfilled 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.

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

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 Specialist.

ADVERTISING INQUIRIES

Advertising Solution Manager

Carlene Spencer-Darrell

Phone

278-0111

E-mail

carlene@bpmedia.bm

Advertising Solution Specialists

Sales Team

295-5881

sales@bpmedia.bm

Classified Team

295-5881

classified@royalgazette.com

Shawn-Naé Cann

278-0117

sncann@bpmedia.bm

Marguerita Carter

272-2008

mcarter@bpmedia.bm

Stephanie Lovell

278-8331

slovell@bpmedia.bm

Firm Name: _____ Contact Name: _____

Mailing Address: _____

Street Address: _____

Parish: _____ Postal Code: _____

Telephone Number: _____ Fax Number: _____

Website Address: _____ Email Address: _____

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 _____