



# JUNGLEDRUMS ONLINE media pack

[www.jungledrumsonline.com](http://www.jungledrumsonline.com)

JungleDrums sells banners using an industry-standard Banner Serving System. This gives our clients very efficient ways of controlling their online advertising spend and complete tracking of their campaigns.

By choosing to advertise with us you will be reaching a very targeted audience, ideal for specific products or services. And what's more, you will get an accurate measure of how many people saw your ad and how many clicked on it.

Our visitors are only a click away from visiting your site. And the prices are very affordable. You can start advertising for as little as £36.

**So why not give it a try?**



## advantages

### BUY BANNER ADVERTS PER UNIT AND NOT TIME PERIOD

We build marketing campaigns by banner units (impressions) rather than by time period. This means you are only paying for the number of times your banners are shown. You start your campaign by buying a certain number of banners in different sizes (e.g. 2k main banners at the top of the page, 5k skyscraper, 1k small square banners). Every time your banners are shown, 1 unit is deducted from your credit.

### KEEP TRACK OF YOUR BANNER'S SUCCESS

Our system shows an update on how your banners are doing. It can tell how many times each banner was shown and how many visitors clicked on it.

### VARIETY OF SECTIONS AND COLUMNS

JD website covers many aspects of the Latin world in Europe and offers a variety of editorial sections to bring all kinds of visitors on board, from one looking for a flight ticket home to an English trying to find a Latin night out. Our main sections: **What's on, Food & Drink Guide, Culture Articles and Reviews, Travel to Brazil, exclusive Columns, To Do List, Competitions, Yellow Pages and The Surviving UK Guide.**

JUNGLEDRUMS is an Anglo-Brazilian magazine company, promoting Latin American culture and its movements in the UK and Europe, since 2002. Its website has more than 18,000 page views, reaching loyal consumers and lovers of all things Latin from all over the world.

## Website

### TOP BANNER 468 X 60 PIXELS

Units	2,000	5,000	10,000
CPM	30.00	27.50	25.00
Sub-Total*	60.00	137.50	250.00

### SIDEBAR MPU BANNER 300 X 250 PIXELS

Units	2,000	5,000	10,000
CPM	35.00	32.50	30.00
Sub-Total*	70.00	162.50	300.00

### SQUARE BUTTON 125 X 125 PIXELS

Units	2,000	5,000	10,000
CPM	18.00	17.10	15.00
Sub-Total*	36.00	85.50	150.00

## COMMON BANNER AD TERMS

### CAMPAIGN

A group of banners - you may wish to divide your online advertising to measure the success of your banner. E.g. Summer Sales Campaign, 2 for 1 promotion.

### CPM

Cost Per Thousand (M=1,000 in Roman numerals) - as banners usually only cost a few pence per impression, they are ordinarily sold in several 1,000's.

### IMPRESSIONS

This the number of times your banner is shown. Every time a visitor opens a page on a website and your banner is shown, this registers as 1 impression.

### CTR

Click-Through-Rate - perhaps the best measure of a banner's success. It shows how many people actually clicked on it and came to your site.

# JD newsletter



Every two weeks we send a newsletter to a captive and London-based audience with a healthy interest in Latin American culture. The newsletter features previews and competitions which relate to upcoming UK events, news and articles about the Latin industry, both in the UK and in Latin America itself.

**Reach:** over 18,000 subscribers  
+ 20,000 optional extra subscribers (pre-arranged campaigns)

Editorial changes on each newsletter, but will always cover a variety of events and includes football, food and drink (restaurants and bars guide), music, art, theatre, dance, interviews, travel articles and more.

Check our packages to have your campaign in both newsletter and website.

## Packages



(website + newsletter)

<b>EMAIL PACKAGE</b>	2 newsletters MPU Banner 4 newsletters MPU Banner	£250 £400
<b>SQUARE PACKAGE</b>	Square banner newsletter + website (2K)	£100
<b>MPU PACKAGE</b>	MPU banner newsletter + website (2K)	£180
<b>TOP PACKAGE</b>	Top banner newsletter + website (5K)	£250
<b>LONG TERM PACKAGE</b>	Newsletter MPU Banner – 6 months (12 newsletters) Website Section Sponsorship – 6 months	£250 £400
<b>YELLOW PAGES</b>	6 months 1 year	£50 £80

\*we don't charge VAT



## Newsletter

TOP BANNER

£200

SIDEBAR MPU BANNER (TOP)

£250

SIDEBAR MPU BANNER (MIDDLE)

£200

SQUARE BUTTONS

£105

SIDEBAR MPU BANNER (BOTTOM)

£150

3 insertions  
20% discount

NEWSLETTER SPONSORSHIP

FROM £400



## FAQ

### CAN I MAKE SURE MY BANNER IS ALWAYS SHOWN AT THE TOP OF THE SITE?

All banner slots are sold on rotation basis only. Our banner management system performs calculations to decide which banner will be displayed every time.

### WHAT IS THE BEST BANNER FORMAT?

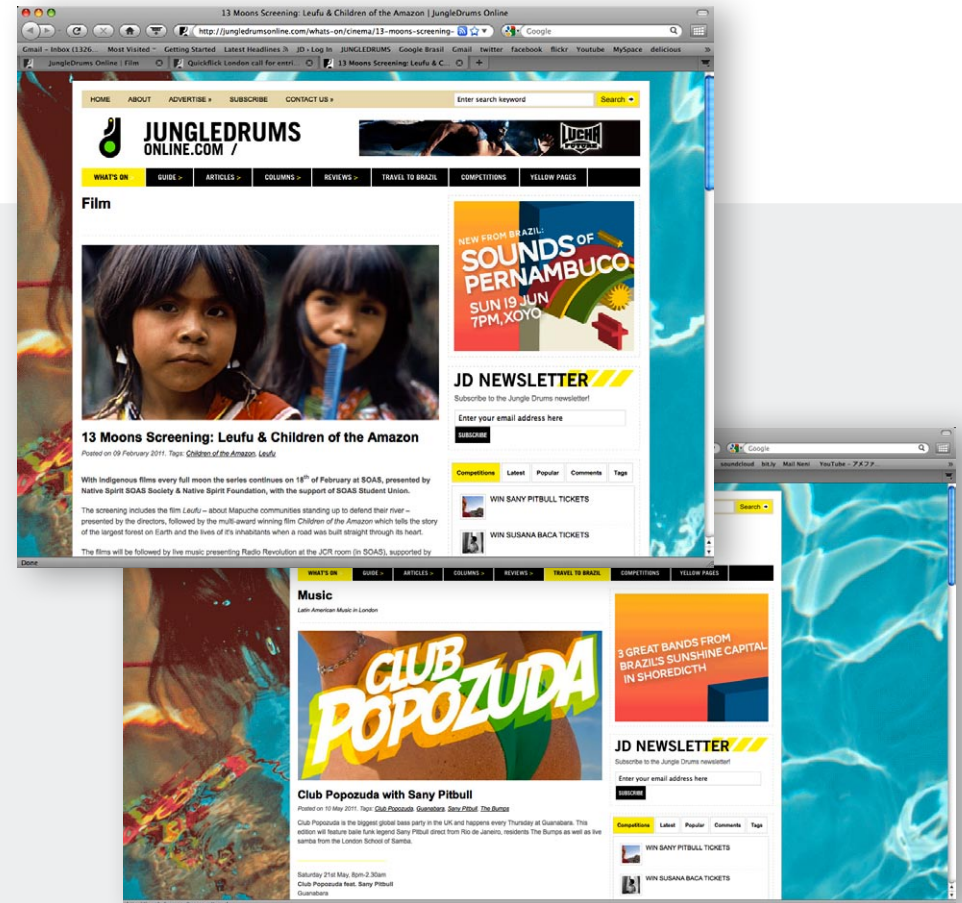
There is no single best banner format. The larger the banner the more prominent it will be. But we always recommend you book a variety of different sizes, thus if one slot is displaying someone else's banner your message can still appear in a different slot on the page.

### WHAT BANNER FORMATS DO YOU SUPPORT?

Banners can be supplied in SWF (Flash 7), JPEG, GIF or ANIMATED GIF format. JPEG, GIF or ANIMATED GIF and be no bigger than 50k in memory size. SWF banners should be no bigger than 100k. You can also supply a GIF alternative for your Flash banners.

### DOES BANNER ADVERTISING ACTUALLY WORK?

Despite modern society's cynicism towards advertising in general, we absorb millions of marketing messages in our lifetime. And quite a high proportion of those actually dictate what we buy. Some businesses may thrive on word-of-mouth, or just get their business from being at a convenient location. But most businesses can benefit from good advertising to improve the public's perception of your brand, which may lead to them choosing you rather than the competition.



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