

THE GLEANER COMPANY (MEDIA) LTD  
ADVERTISING & COMMERCIAL SERVICES

# DIGITAL SALES SOLUTIONS *MEDIA KIT 2024*

CONNECTING YOU TO YOUR AUDIENCE

A member of the

**RG** **RJR GLEANER**  
COMMUNICATIONS GROUP



# MEDIA KIT OUTLINE

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HINT: Click on topic and you will be directed to desired page!

# MEDIA KIT OUTLINE

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# ABOUT THE COMPANY

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



# The Gleaner

[www.jamaica-gleaner.com](http://www.jamaica-gleaner.com)



# The Gleaner

Jamaica VI

Established 1834

# The STAR

# The STAR

[www.jamaica-star.com](http://www.jamaica-star.com)



# FINANCIAL GLEANER



# OUR BRANDS

ADVERTISING & COMMERCIAL SERVICES



# OUR GOAL

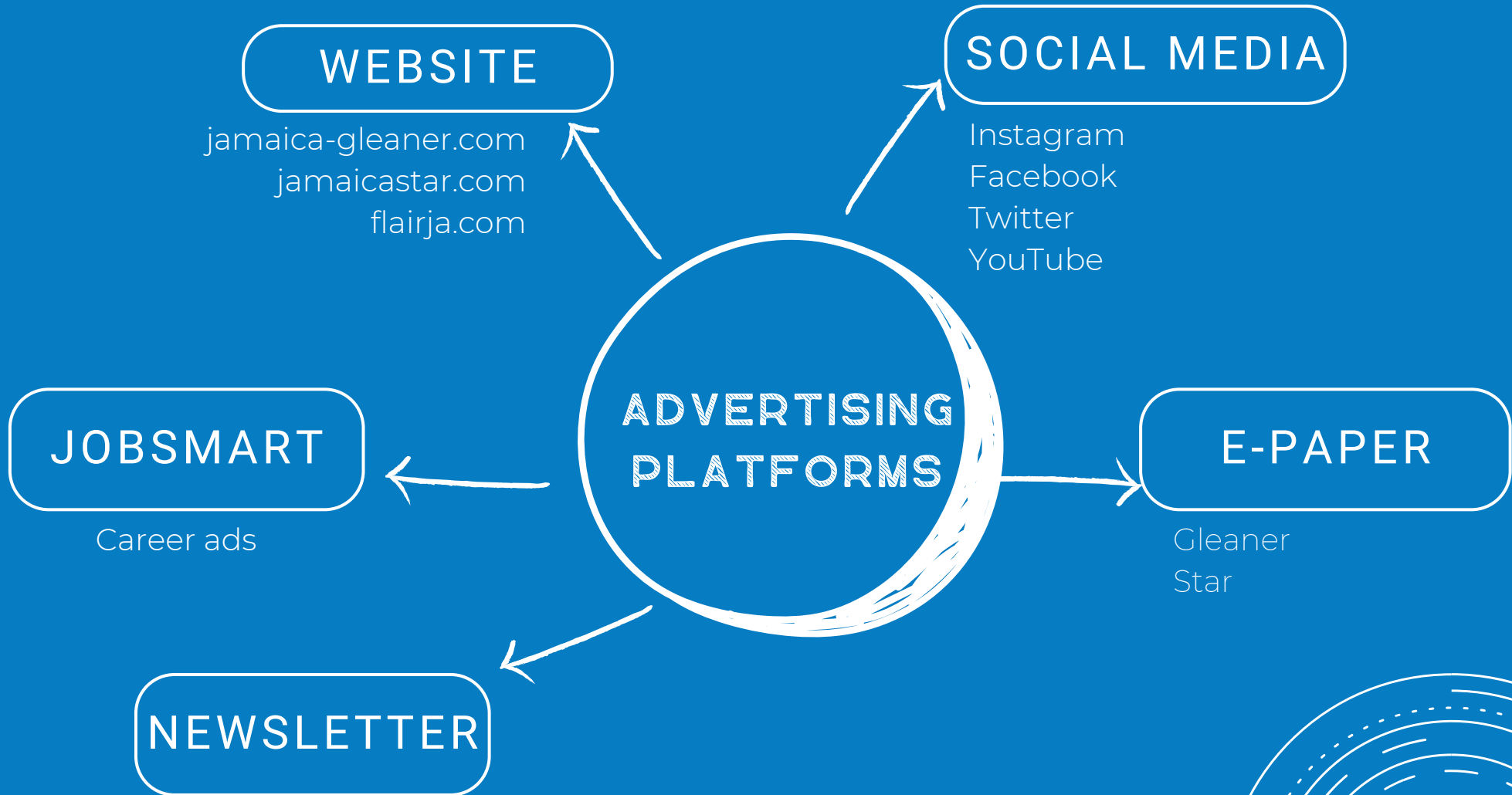
# WHAT WE DO

- 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.

## ENSURE YOUR MESSAGE REACHES YOUR AUDIENCE!

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







# WEBSITE ADVERTISING

- Targeted Spots – e.g. Home Page, Sports Page, Business Section Page, Entertainment Section page etc.
- Run of Site (ROS) - Anywhere on a specific site.
- Run of Network (RON) – On all sites within the network.



## 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.



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 or Desktop

**Time of Day**

**Day of week**

Exchange Rate  
USD\$150-JMD\$1



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

JAMAICA-GLEANER.COM



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

JAMAICA-STAR.COM

**News**  
News page covers the latest in local news

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

**Entertainment**  
Features and photos of latest trends and events.

**Event Guide**  
Weekly guide to the events happening in Jamaica.

**Videos**  
Show cases latest parties and industry events.

**Premium**  
Home page of the website has the highest traffic

The screenshot shows the website header with the logo 'The STAR' and navigation links: HOME, NEWS, SPORTS, ENTERTAINMENT, TELL ME PASTOR, EVENT GUIDE, VIDEOS, PHOTOS, MORE. Below the header is a 'Latest Stories' section with several article thumbnails, including one titled 'Fly Kingston to Grand Cayman' with a price of \$372.43.

# GLEANER WEBSITE AD SIZES

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



# STAR WEBSITE AD SIZES

Ad Name	Dimensions
Medium Rectangle	300x250px (Mobile Friendly)
Half Page	300x600px (Mobile Friendly)
Leaderboard	728x90px
Super Leaderboard	970x90px
Billboard	970x250px



# SAMPLE AD PLACEMENT LAYOUT

GLENER AD SIZES

**The Gleaner**

Page Ears 185x90px

Page Ears 185x90px

Leaderboard 728x90px

Page Wrap 200x800px

Medium Rectangle 300x250px

Medium Rectangle 300x250px

Skyscraper 120x600px

Skyscraper 120x600px

Medium Rectangle 300x250px

Page Wrap 200x800px

**The Gleaner Archives**  
 Digital Archives: Online editions 2006-Now  
 Library: Research and Assistance  
 Print Archives: Editions 1834-Present

**Gleaner Your Way**  
 Mobile: Get the Gleaner on your mobile  
 Newsletter: Get headline news  
 RSS Feeds  
 Gallery  
 Games  
 Videos

**GCML Websites**  
 The Star  
 Gleaner Classifieds  
 Go Jamaica  
 Gleaner - North America  
 Youthlink  
 Voice UK  
 Flair

**GCML Websites**  
 Restaurant Week  
 Discover Jamaica  
 Go Jamaica Hosting  
 First Look  
 Weather

**Gleaner Links**  
 Our Products  
 Advertise with us  
 About Us  
 Contact Us  
 Suggestion  
 Subscription  
 Terms and Conditions  
 Submit a Letter  
 Privacy Policy  
 RJRGLEANER Merger Q&A

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

Gleaner App 320x48px

\*Image is nonrepresentational

# SAMPLE AD PLACEMENT LAYOUT

STAR AD SIZES

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

\*Image is nonrepresentational



# HOW PAGE 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 34% of GOL traffic.

- Ad size is 200x800 pixels
- Both sides 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 (GIF)

All wraps receive 250,000 impressions (of other ad sizes) 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-JMD\$1



# PAGE WRAPS LAYOUT

The screenshot shows the homepage of The Gleaner website. The page is wrapped with a teal sidebar on both sides. The sidebar contains a 'Scotiabank Magna Mastercard Christmas Giveaway' banner with the text 'Swipe more to WIN MORE' and 'ENTER FOR THE CHANCE TO WIN 1500 POINTS'. A red arrow points from the left sidebar to the 'Mobile version' link in the main content area. Another red arrow points from the right sidebar to the 'Unlimited' data plan advertisement. The main content area includes a navigation menu, a weather widget, a search bar, and a featured article about UNICEF.

Mobile Apps eGleaner Login Subscribe Now Thu | Jan 12, 2023 Kingston 84°F 27°C Google Custom Search Search

## The Gleaner

Jamaica WI Established 1834

Home Lead Stories News Sports Entertainment Business Letters Commentary Health Lifestyle  
World News In Focus Auto Food Shipping Art & Leisure Classifieds Commerce Flair Jobs Podcast Puzzles

Mobile version  
Subscribe to this feed  
Join us on Facebook  
Follow us on Twitter

Stay ahead and take your Meds  
Hydrate  
Exercise  
Take your meds

In The News: THE GLEANER MINUTE: Three-month-old baby found | JFJ calls for CPFSA head to be suspended

### Lates News »

UNICEF wants reduced reliance on donors to fund child protection services  
UNICEF is urging the Government to increase financial allocations to state childcare institutions in a bid to reduce the reliance on external funding sources which could lead to the abuse of children. In a media release on Thursday, UNICEF... 39 minutes ago  
0 Comments

Up to 150/50 Mbps 10GB Mobile Data Unlimited  
LEARN MORE FLOW

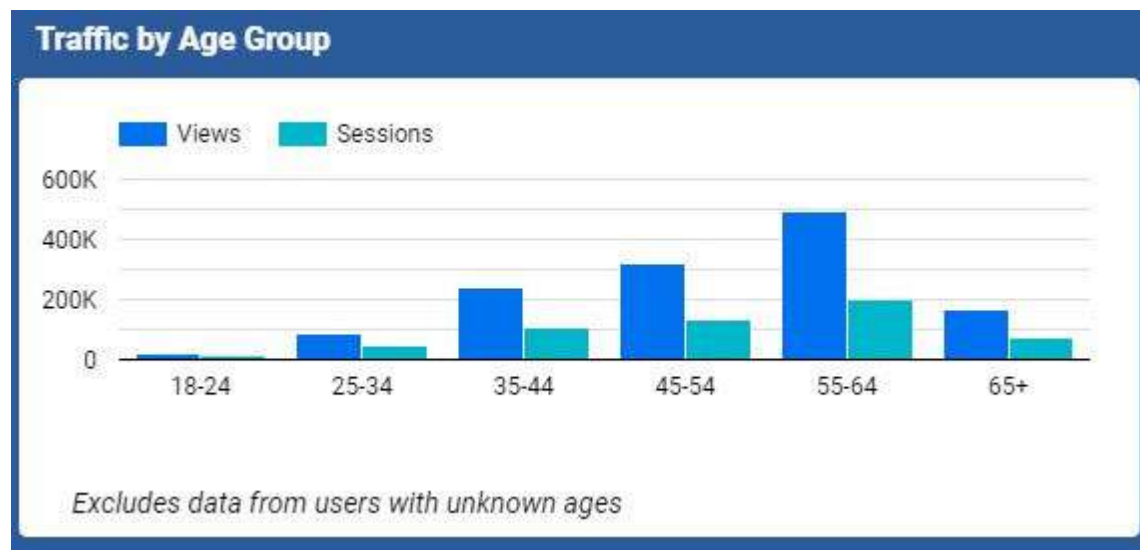
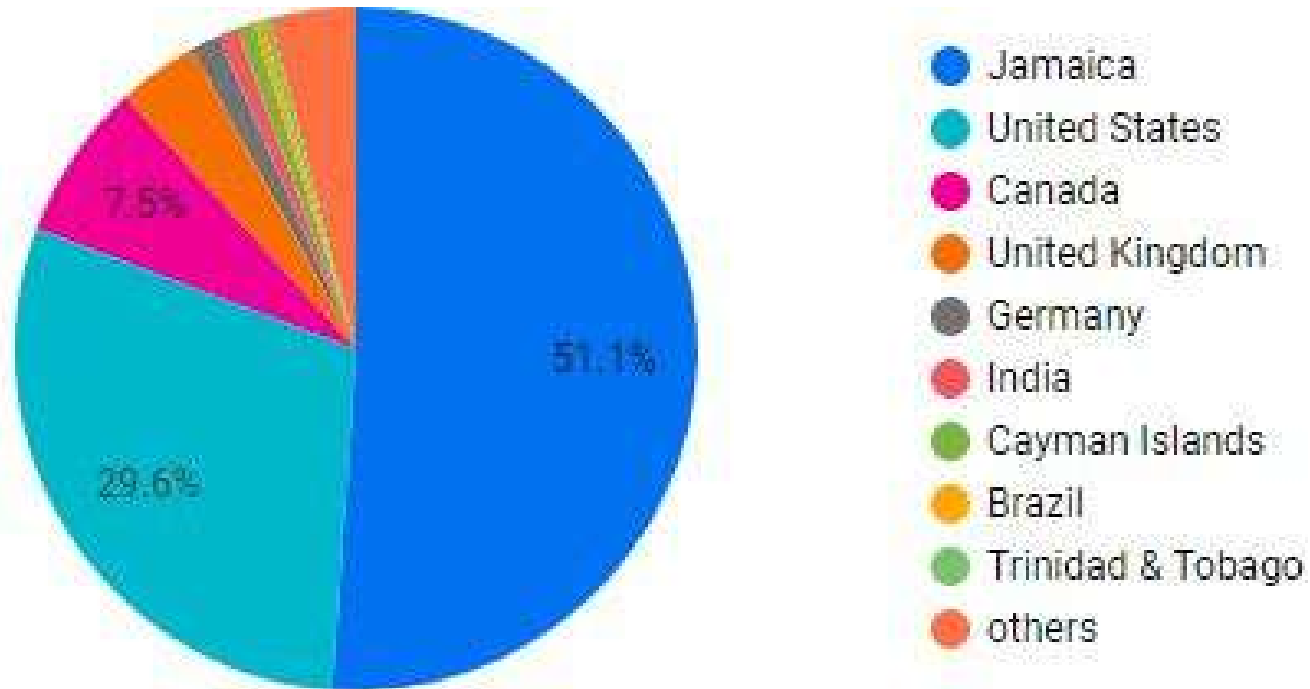
ENTER FOR THE CHANCE TO WIN 1500 POINTS

# WEB ANALYTICS

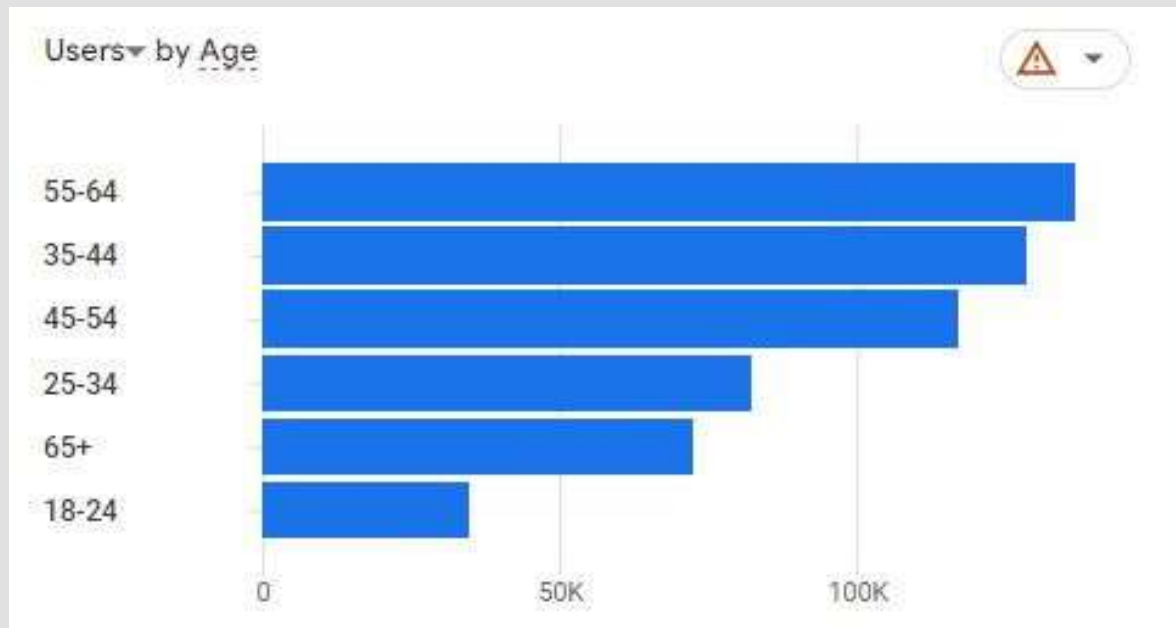


STATISTICS PROVIDED FOR 1 YEAR  
PERIOD:  
DECEMBER 2023

# THE GLEANER GLOBAL WEB TRAFFIC



# THE STAR GLOBAL WEB TRAFFIC





# MOBILE ADVERTISING

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

61% of global online traffic is derived from mobile users. PLACE YOUR MOBILE ADS to complete a holistic online campaign.

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





# THE GLENER GLOBAL MOBILE TRAFFIC

Sessions by device



Mobile

61.9%

↑7.3%



Desktop

34.6%

↑80.0%



Tablet

3.4%

↑26.5%

# 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 being seen locally.
- Ads can also be Mobile targeted (61% of Gleaner traffic is Mobile).
- Ensure all ad sizes are correct
- 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 also be designed by us.





# SAMPLE REPORT

## IMPRESSIONS

	Date/Time generated	21 January 2022 00:54:52 EST		
	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
	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
<b>ad sizes</b>	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
	<b>Total</b>		<b>150,026</b>	<b>169</b>
		<b>campaign impressions</b>		

Our reports show the ad type/size and the amount of impressions and clicks your ad received



# 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.

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	

Exchange Rate  
USD\$150-JMD\$1

# ADVERTORIAL GUIDE



## 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.

Picture limit is 5; which is to be added at the top of the article.



## CONTENT GUIDELINES/ REVIEW PROCESS

The Gleaner reserves the right to request proof of authorization for images submitted. 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.



## REVIEW PROCESS FOR ADVERTORIAL CONTENT

The content cannot contain the following:

- Images of competing brands or logo etc
- Disparage competitors brands or service

# ADVERTORIAL GUIDE:

## BLACKLIST CONTENT

- Adult-orientated content; pornography; sexual or sexually suggestive content where the male or female body is depicted in such a way that may be considered inappropriate for children;
- Alcohol; tobacco; illegal drugs;
- Gambling content;
- Online games; competitors in the online games sector such as casual or skilled gaming websites displaying free or paid-for games;
- Disreputable dating sites;
- Defamatory content; hate speech; profanity, including offensive or distasteful content;
- Unlawful activity, including piracy, crime, and terrorism.
- Violence, including (but not limited to) assault, torture, abuse, rape, murder, self-mutilation, suicide or suffering of any kind;
- Weapons, including firearms;
- Diet and weight loss pills etc.

Adverts will not be inserted on the latest news sections

# E-PAPER

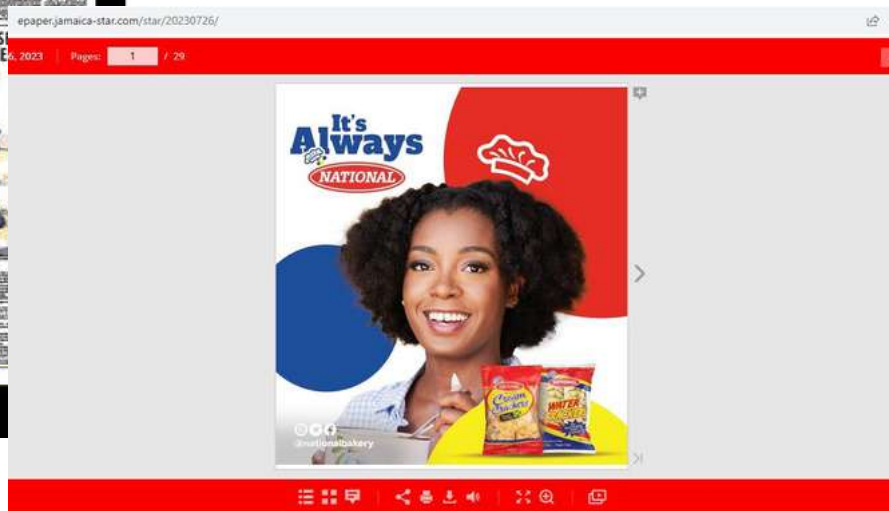
The Gleaner E-PAPER app is superfast, easy to use and gets you right to the news you want!

The e-paper is a complete digital version of the print edition of your favourite paper, The Jamaica Gleaner Newspaper.

This app aims to replicate the experience that our readers enjoy as they read our print papers.




GLEANER - over 240,000 subscribers




STAR - over 77,000 subscribers



# E-PAPER


Jamaica Gleaner | 16 Jan 2022



**RElaxing Atmosphere**

**Spacious Economy, Caribbean Plus and Business Class Cabin**

**THE MOST LEG ROOM**  
for added comfort

**POWERED WITH**  
individual in-seat charging ports (with USB and 15W)

**AMBIENT LED**  
Mood Lighting with sky enteric

**BIGGER OVERHEAD**  
fluent bag bins


**Business Class**

**Redesigned Business class cabin** with modern recline seats

**Superior seat pitch of 48 inches** with room to stretch your legs out

**Extra large comfy leather seats**


**Personalised LED** mood lighting seat-back touch screens to view your onboard inflight entertainment



*The Sunday Gleaner*

## ARTS & EDUCATION

JAN 16, 2022



### 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**

**Dole Caribbean**

**TRAINING & EMPLOYMENT OPPORTUNITIES**

**JANUARY 2022 - SUMMARY 2022**

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





INSTAGRAM



FACEBOOK



X



YOUTUBE



# 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.
- All posts will be tagged as 'Sponsored Content', 'Ad' 'Sponsored Post' or 'Paid partnership'.
- Ads are to be sized as per respective platforms.
- Advertisers can select their preferred date, time and platform for posting.
- Please note that all Social Media ads are to be paid for upfront before placements or unless otherwise agreed upon.





# SOCIAL MEDIA GUIDELINES



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

- 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.
- 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 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.





Get more eyes on your ad with a

# PINNED POST

**GET YOUR ADS ON TOP!!  
PROVEN RESULTS-DRIVEN  
METHOD!**

CONTACT US NOW TO GET STARTED VIA THE INFO BELOW:  
876-932-6297  
876-551-6226  
golsales@gleanerjm.com  
OR contact your Gleaner Rep



ADS ARE PINNED FOR 24 HOURS

## \$17,250+GCT

# SOCIAL STATS

## Gleaner

AS AT DECEMBER 2023  
(30 DAYS)

### INSTAGRAM

Followers - 763k  
Reach - 716K  
Profile Visits - 363K

### FACEBOOK

Followers - 808K  
Reach - 1.8M  
Engagement - 261k  
Profile Visits - 249K

### X

Followers - 423k  
Tweet Impressions - 11.5M

### YOUTUBE

Subscribers - 224K  
Views - 287K  
Impressions - 2M



# SOCIAL STATS

## Star

AS AT DECEMBER 2023  
(30DAYS)

### INSTAGRAM

Followers - 1.053M  
Reach - 845K  
Profile Visits - 200K

### FACEBOOK

Followers - 647K  
Reach - 1.4M  
Engagement - 112K

### X

Followers - 280K  
Tweet Impressions - 2M

### YOUTUBE

Subscribers - 165K  
Views - 295K  
Impressions - 2.3M



# SOCIAL MEDIA PRICING

JAMAICA GLEANER  
& JAMAICA STAR

## INSTAGRAM, FACEBOOK, X

Feed Post - USD \$70/JMD \$10,500

Story Post - USD \$84/JMD \$12,600

**PINNED POST - JMD\$17,250**

**STORY HIGHLIGHTS - JMD\$15,000**

## 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

\*Add GCT



# JOBSMART

Place your career ads on our Jobsmart platform!

Send the details of your job posting to us as a worded document and we will list it for you!

JMD\$20,250 for 1 week placement

Alternatively, if you've placed a career ad in the print paper, you can do a Jobsmart career or social media add-on for only JMD\$7,000

<https://go-jamaica.com/jobsmart/index.php>



**PLACE YOUR  
CAREER AD IN  
THE GLEANER  
AND GET  
YOUR  
Online CAREER  
ADD-ON FOR  
ONLY \$7,000**

**ADS ARE UPLOADED TO OUR  
JOBSMART PLATFORM**



LET'S GET DIGITAL!

# 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 opens 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 - whether a website, social media pages or a temporary landing pages (developed by us, at a charge) can also be used.

The QR Code stays active on all print ads. Can also be placed online.





**CURRENT  
PRINT AD**



**QR CODE ADDED TO  
PRINT AD**





# YOUTUBE TICKERS

KEEPS YOUR INFORMATION IN A CONSISTENT STATIC MESSAGE ON THE BOTTOM OF THE NEWS SEGMENT.

**JAMAICA NOW: Heavy rain across Jamaica | Harsher penalties for bomb threats | Murder convict sorry**

Jamaica Gl...  
224K subscribers

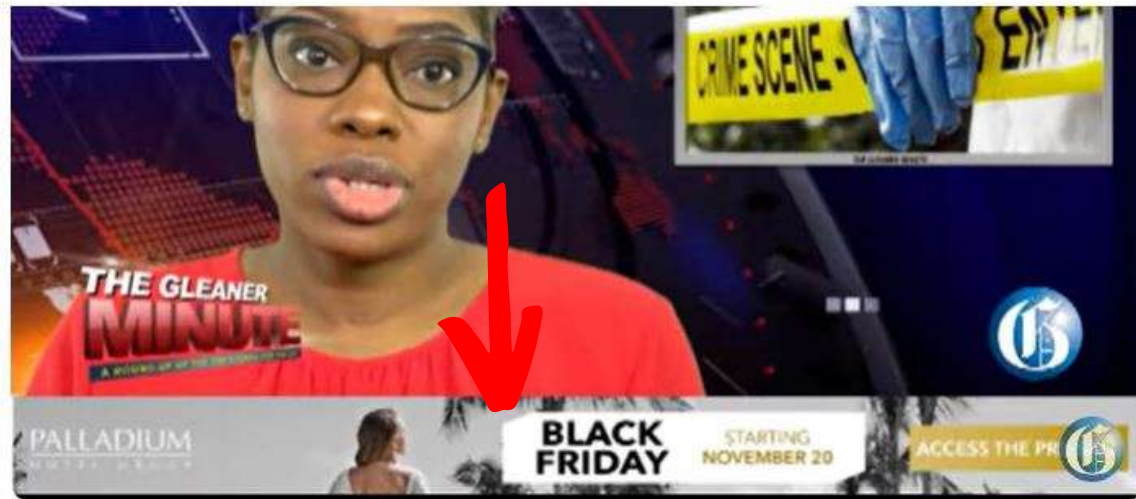
Subscribed

## PRICING

**GLEANER MINUTE:**  
Airs Monday-Thursday

**JAMAICA NOW:**  
Recap of the week's happenings.  
Airs Fridays

USD\$100/JMD\$15,000 PER PLACEMENT



**THE GLEANER MINUTE: Deadly Clarendon love triangle, Prof Winston Davidson dead | Elaine joins Elite**

Jamaica Gl...  
224K subscribers

Subscribed

94 Share

# JAMAICA GLEANER NEWS LETTER



**OVER 30,000  
SUBSCRIBERS TO  
OUR EMAIL  
LISTING!**

**Advertisers can choose from a  
contracted period of 52 weeks,  
26 weeks or 13 weeks**

**PRICING:**  
\$6,000JMD/\$40USD per week

- Artwork must be sized to 300x250 pixels (jpeg/png).
- You unlock a world of opportunity by including hyperlinks and calls-to-action for your readers to take immediate action!
- The newsletter is formatted in a continuous, vertical single column. Reader begins at the top and scrolls down as they read further.
- As the advertiser, you can be confident that your content is delivered daily, allowing you to be precise on timing.

**Consistent avenue to touch your prospects/clients in a friendly non-intrusive way!**



# WEB SERVICES

## WEBSITE HOSTING

Signature Hosting is a revolutionary Internet hosting service with unparalleled flexibility.

The service includes Webmail with a robust, easy-to-use interface.

The platform delivers a level of security and customer privacy and is best suited for shared hosting customers, but the service will expand so that you can easily migrate any customer from a simple site to a much more complex solution.

99.9 % Uptime Guarantee backed by a service level agreement. What's more, our servers are housed in state-of-the-art data centers.

## SSL CERTIFICATE

SSL(Secure Sockets Layer) Certificates protect your customer's personal data including passwords, credit cards and identity information. Getting an SSL certificate is the easiest way to increase your customer's confidence in your online business.

1. SSL boosts customer confidence - More and more customers are actively looking for the SSL lock icon before handing over sensitive data. Get an SSL certificate to increase your customer's trust in your online business.
2. Better SEO rankings - Google gives higher rankings to websites secured with SSL certificates. Which means SSL certificates are important if you're serious about your online business.



# EMAIL HOSTING



## **Intuitive And Responsive Design**

Beautifully designed and delivered with the power of OpenXchange. You can also access your email on your smartphone or tablet.



## **Inbuilt Virus Protection**

Our advanced anti-virus technology secured your inbox and ensures that you are protected from downloading malware and viruses.



## **100% Uptime And Security**

Our high-end NetApp mail storage guarantees zero data loss and redundancy, along with 100% network uptime.



## **Calendars, Contacts And Tasks**

Manage contacts, create to-do lists and keep track of all your meetings in one place with OpenXchange's productivity tools.



# EMAIL HOSTING



## **5GB Storage Plus Backup**

In addition to 5GB mail storage your emails are backed up in our state-of-the-art infrastructure so that you never lose important mails.



## **Social Media In Your Inbox**

Now view your Twitter, Google+ feeds in your inbox itself. OpenXchange brings all your social media under one roof.

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 DEVELOPMENT AND MAINTENANCE

GO-JAMAICA can handle every step of your web site design and development project. Beginning with a thorough understanding of your objectives, your site is mapped out from initial deployment to a fully featured realization of your internet vision.

We will work with you to gather your content and then highlight your message with the best in graphic design, created by our talented designers, wielding the latest in web publishing tools.

You can expect a cost effective high impact site, guaranteed to satisfy your target audience, and yield maximum return on investment.

G O L S E R V I C E S . C O M



# STREAMING OPTIONS

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 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.





# 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.



## LIVE STREAM

USD\$770/JMD\$115,  
500

(Includes  
Advertising)

Each additional  
Hosting Platform  
USD\$95



## LIVE SUPPORT

IG, FB, Twitter Feed Post -  
USD \$70/JMD \$10,500

IG, FB Story Post - USD \$84/  
JMD \$12,600



[JAMAICA-GLEANER.COM](http://JAMAICA-GLEANER.COM)

# ONLINE ADD-ONS

TO OUR WEBSITE &  
SOCIAL MEDIA

- Advertisers are able to place their print ads as an add-on to our website and social media
- Ads need to be resized to 300x250, 120x600 and 728x90px.
- A URL needs to be provided to redirect ads.

## ADD-ON PRICING

- Tier 1 – **Basic** - JMD\$9,375 which is 25,000 impressions
- Tier 2 – **Standard** - JMD\$18,750 which is 50,000 impressions. This is the normal suggested daily start to all campaigns.

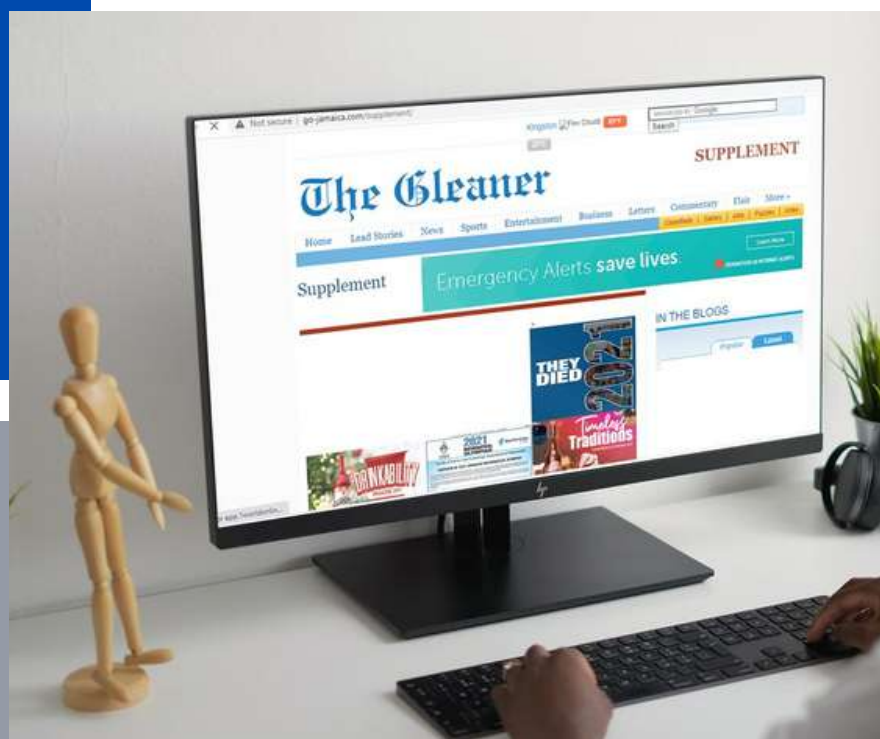


WWW.GOLSERVICES.COM

# SUPPLEMENT UPLOADS

TO OUR WEBSITE

- 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.



[HTTP://GO-JAMAICA.COM/SUPPLEMENT/](http://go-jamaica.com/supplement/)



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

# DISCLAIMER



# CONTACT US

TO BOOK YOUR ADS OR FOR  
INQUIRIES

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## PHONE:

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Or contact your Gleaner  
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## WEB:

[www.jamaica-gleaner.com](http://www.jamaica-gleaner.com)

[www.jamaica-star.com](http://www.jamaica-star.com)

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