

## Advertising Rate Card

Oct - Dec 2008

We accept advertising on kildare.ie on the majority of pages  
Costs for advertising is on a Per Page and Per Advert Basis  
Advertising can cost **as little as €10 per month.**  
Special Advertising Packs are also available.  
Over 3,000 visitors every day to our pages with adverts.  
Target your adverts at your audience  
Guaranteed Page Placement

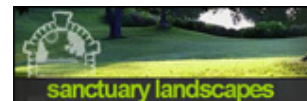
### Advert Descriptions

#### Advert Types & Sizes

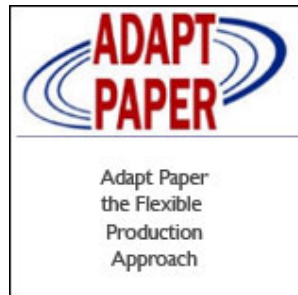
Banner Advert [**BAN**]  
325 x 50 [pixels]



Key Advert [**KEY**]  
Right Side Advert [**RSA**]  
Left Bottom Advert [**LBA**]  
Text Advert [**TEXT**]



Sizes  
**RSA1** – Eamon Sinnott & Partners  
**LBA1** – Sanctuary Landscapes  
160 x 52 [pixels]



**LBA2** – Event Audio  
160 x 104 [pixels]

**LBA3** – Adapt Paper  
160 x 156 [pixels]

**TEXT** – Kildare Web Services  
Bold Headline + 3 lines + URL

**Kildare Web Services**  
Web Design, Email, Blogs,  
Hosting, Online Database,  
Personal Domain Names  
[www.kildarewebservices.com](http://www.kildarewebservices.com)

### Advert Pages

Sub Portal Home Pages – Arts, Business, Community, Education, Heritage  
News Pages – Home, Arts, Business, Community, Education, Health, Heritage, Sports, Technology  
Business Pages – Home, Keyword Search, Advanced Search, Add Your Company, Why Get Listed, Listing Features  
Whats On Pages – Home, Search By Keyword, Search By Month, Search By Category  
Links Pages - Kildare Links Directory, Best of Irish Links, Kildare A-Z

### Advert Position

**Banner** – top of page ( as part of a 5 ad rotator)  
**KEY** – Right of Banner [News Pages Only]  
**RSA** – On right, below Key Advert & News [6 adverts only]  
**LBA** – Below Left Menu & Events [6 adverts only]  
**TEXT** – Left or Right. Below LBAs and RSAs

### Advert Pricing

Pricing for adverts is Per Advert Per Page and on a Per Month or Quarterly basis  
How to work out your prices  
1 Choose your Page  
2 Choose your Advert Size [ 1, 2 or 3]  
3 Choose your Advert Type [ BAN, KEY, RSA, LBA, TEXT]  
4 Choose your Advertising Duration [1 month or quarterly]  
Use the table below to work out the cost of your advert.

## Advertising Rate Card

### Advert Packs

SubPortal Blitz	5 adverts on the SubPortal Home Pages [Arts, Business, Community, Education, Heritage]
News Blitz	9 adverts in the News Section
Business Blitz	6 adverts in the Business Section
WhatsOn Blitz	4 adverts in the Whats On Section
Business Blitz	3 adverts in the Links Section

**Pick and Mix:** What not choose your own no. of adverts and mix the pages it appears on. Units of 5 adverts.

### Advert Production

We accept adverts supplied to us that comply with our specifications

- We can:
- create an advert for you based on your logo or corporate image.
  - create Standard Flash adverts with effects. Complex Flash Adverts may cost extra.
  - create Standard Banner Adverts and RSA/LBA Adverts

Oct - Dec 2008

Advertising on kildare.ie		
SubPortals (1 Slot, non rotating(ex ban), per advert per page, WebLink)	Monthly	Quarterly
Banner [BAN]	50	135
Key Advert [KEY]	30	75
Right Side Advert [RSA] or Left Bottom Advert [LBA]	20	50
Text Advert [TEXT]	10	25
<b>Advert Packs</b>		
<b>SubPortal Blitz</b> 5 RSA advert placements on the SubPortal Home Pages [single advert] [Arts, Business, Community, Education, Heritage]	50	120
<b>News Blitz</b> 9 RSA advert placements on the News Pages [single advert] [Home, Arts, Business, Community, Education, Health, Heritage, Sports, Technology]	100	220
<b>Business Blitz</b> 6 RSA advert placements on the Business Pages [single advert] [Home, Keyword Search, Advanced Search, Add Your Company, Why Get Listed, Listing Features]	50	120
<b>Whats On Blitz</b> 4 RSA advert placements on the What On Pages [single advert] [Home, Search By Keyword, Search By Month, Search By Category]	50	120
<b>Links Blitz</b> 3 RSA advert placements on the Links Pages [single advert] [Kildare Links Directory, Best of Irish Links, Kildare A-Z]	40	100
<b>Pick and Mix</b> Choose the Pages you want your adverts on [Per Single Unit of 5 adverts]	50	120
<b>Advert Production</b>		
Flash Advert	40	
Adverts Size 1, 2 or 3	20	

See Terms and Conditions of Advertising on kildare.ie below

## Advertising Rate Card

### Site Statistics

Traffic to the www.kildare.ie pages with adverts in 2008:

Overall Traffic - kildare.ie	Visitors	Page Views
Monthly	100,697	209,249
Daily	3,320	6,898
Jan – Sep 2008 [9 months]	906,275	1,883,239

Almost 7,000 adverts viewed every day. A highly targeted audience.

### Statistical Analysis by NetTracker

#### Advert Positioning:

Adverts are positioned on a first come first served basis  
The first advert remains on top until advert duration expires.  
When an advert expires, the next advert takes its position.

#### Target Traffic

The traffic to the www.kildare.ie site is highly targeted.  
The site ranks highly in all the major search engines for the keyword "Kildare" and any combinations thereof.

#### Why should you advertise on kildare.ie?

- 1) The people who visit our website live locally, or have an interest in products and services available within the county. We reach a broad community of Kildare consumers both in Kildare and beyond.
- 2) We are the most comprehensive information resource for the county.
- 3) We offer highly competitive rates on advertising in all sections of the website
- 4) Our pages with adverts attract over **3,300 visitors** every day on average, and this rate is increasing daily

#### Terms and Conditions of Advertising on kildare.ie

1. Advertising rates are reviewed quarterly and are on a per page per advert basis.
2. Adverts are accepted for a maximum of 3 months. Longer advertising contracts may be available on request
3. All advertising fees are payable in advance
4. The above rates are exclusive of 21% VAT
5. KCN reserves the right to refuse to accept any advert.
6. KCN reserves the right to reposition adverts at its discretion
7. KCN may resize adverts in the event of a site redevelopment, at its discretion
8. KCN reserves the right to decline or suspend any advertisement on the kildare.ie website or to terminate any contract. No liability is accepted for any loss caused thereby.
9. No liability is accepted for any loss or damage caused by an error in the publishing online of any advertisement.
10. All adverts placed on kildare.ie are subject to the Advertising Standards Authority for Ireland code of Advertising Standards
11. KCN is an abbreviation of the County Kildare Community Network Co. Ltd.
12. All advertisers placing adverts on kildare.ie agree to abide by these terms & conditions.

#### Contact:

Kevin Kelly, kildare.ie, Áras Chill Dara, Devoy Park, Naas, Co. Kildare  
Tel: 045-980 483 Fax: 045-980 467 advertising@kildare.ie Website: www.kildare.ie

---

---

#### Telephone

**0 4 5 – 9 8 0 4 8 3**

now for more information  
or email

advertising@kildare.ie