



web media kit 2011
target your audience, reach the world

About Us

St. Lucia's number one news source, "Bringing the truth to light" for over 20 years, the STAR Publishing Company, through the STAR Newspaper. Daring to go where others previously feared, the STAR Newspaper established itself as the most courageous and reliable defender of the people's right to know. Publisher, Editor in Chief, and former Mr. Universe, Rick Wayne, says "The people have come to believe and trust in us. Even the politicians acknowledge our link with the people."

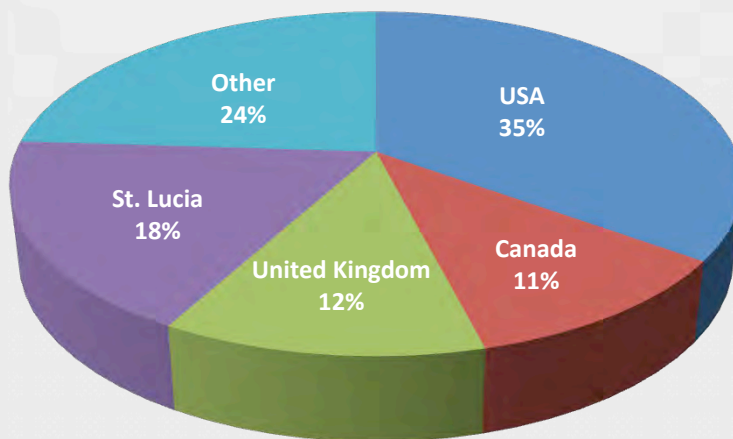
A true defender of the "people's right to know", www.stluciarstar.com continues to follow a legacy of courageous and reliable reporting bringing insight, depth, and up to the minute news to St. Lucian and Caribbean nationals internationally and locally. We pride ourselves on being a pioneer in the local news media arena.

Audience

With a Google Page Rank of 6 out of 10, www.stluciarstar.com attracts monthly visitor-ship of more than 25, 000 unique visits and an average page view of over 75, 000 making it St. Lucia's most visited and popular website. Visitors view an average of 3.9 pages per visit and spend over 5 minutes per visit on our website. Our audience comprises mainly St. Lucians and other Caribbean nationals wishing to keep up with local news, events, and happenings.

The table below shows the distribution of our visitors:

Visitor Distribution



Ad Units

www.stluciarstar.com uses standard IAB (Internet Advisory Board) Ad unit sizes to ensure our advertisers are able to use their existing creatives. Below are the sizes currently accepted by the Star Publishing Company. For placement, and prices, please see below:

Name: Leaderboard Size: 728x90
Placement: All Pages
Pricing: CPM: \$9.96 / *Bulk Purchase: \$450 / All Impressions: \$2025 per month

Name: Medium Rectangle
Size: 300x250
Placement: All Pages
Pricing:
CPM: \$8.63
*Bulk Purchase: \$390
All Impressions: \$1755 per month

Name: Full Banner Size: 468x60
Placement: In Content ONLY
Pricing: CPM: \$6.37 / *Bulk Purchase: \$290 / All Impressions: \$2500 per month

Name: 3:1 Rectangle Size: 300x100
Placement: All Pages
Pricing: CPM: \$4.98 / *Bulk Prurchase: \$225
All Impressions: \$1000 per month

Name: Custom Rectangle (*Non-IAB*)
Size: 260x90 Placement: All Pages
Pricing: CPM: \$4.98 / *Bulk Purchase: \$225
All Impressions: \$1000 per month

Name: STAR Classified Placement: Classifieds Page ONLY
(*Non-IAB*)
Pricing: \$99 per month / \$49 bi-weekly / \$27 per week

Name: STAR Online Directory Listing Placement: Directory Page ONLY
(*Non-IAB*)
Pricing: \$10 monthly (Terms and Conditions Apply)

All prices quoted in (XCD) Eastern Caribbean Dollars. For conversions, further details and information, please contact us at STAR, **Tel: 1 (758) 450 7827**.

Ad Placement

Strategic ad placement ensures maximum exposure for our advertisers. All of our ad units are placed in premium areas where they are guaranteed to be seen by visitors. All ads will be rotated to give maximum exposure to all advertisers. Offering both website and email marketing, we can handle any of your online advertising needs in any of the ad units found on the sample pages.

For live viewing of ad placements, please visit: www.stluciar.com.

Other Placements

- STAR Classifieds is a simple and quick advertising option for the individual advertiser wishing to place property or otherwise for sale, rent, lease, etc. This option guarantees a one month listing in our classifieds section.
- Directory Listing – being St. Lucia’s most popular website, we have the capability to drive traffic to your website through our online directory. Not only will our visitors find your business details, we will also provide a direct link to your website from ours. This option is for any business wishing to create and enforce an online presence.
- Email Marketing – with this option you have a direct link to our viewers who subscribe to our News Daily Newsletter. (Not yet available.)
- Mass emails – we can handle sending mass emails to your clients on your behalf. This form of advertising keeps you in direct contact with your most loyal customers and gives you the opportunity to launch products and services at a targeted audience.

For more information on any of the above ad placement options, please contact us.

Pricing Explained

Our price options cater to every advertiser whether you're one with a limited budget or one wishing to make the greatest impact in your target market.

- Cost Per thousand impressions (CPM) – with this option you pay only when your ad gets viewed. An impression is every time your ad is displayed. Ads under this option will be rotated with other ads.
- *Bulk Purchase – This option allows for the bulk purchase of 50, 000 impressions at a reduced price. Ads under this option will be rotated with other ads.
- All Impressions – This option allows for static ad placement allowing your ad to take all impressions. Ad will not be rotated under this option.

Advertising Guidelines

- STAR Publishing Company accepts GIF, JPEG, Rich Media & third party served ads for creatives.
- Ads served through Javascript
- A 1-pixel border is required around all creatives to distinguish editorial content.
- All sounds must be user initiated with a click with play and stop controls.
- STAR Publishing Company does not accept advertising that is directly competitive and/or denigrating to www.stluciar.com
- STAR Publishing Company reserves the exclusive right to refuse or withdraw any advertising or campaign at any time, for any reason, and at its' sole discretion.
- STAR Publishing Company accepts and makes no claim of liability whether stated or otherwise for the content of any advertisement. Any advertisement promoting advocacy, political campaigns, etc, must include a "Paid for by ..." label.
- Any Ad pointing to an external URL must do so in a separate window/tab depending on browser options.
- Lead times for submission of creatives is at least 1-2 business days before start of campaign.
- All campaigns will start at midnight on the start date unless otherwise requested.