Information for advertisers

Why online advertising is good for business

MORE PEOPLE ONLINE

The total online audience is continuing to grow. An estimated four million people were online every month in the UK in 2011[1].
You use the internet every day to find answers quickly and easily — so do your potential customers. A quarter (25%) of visitors to our websites check the news before they check their emails, and 15% of them use the internet for shopping.[2]

If you want to effectively promote your business, you need to include online in your marketing mix.

DRIVE TRAFFIC TO YOUR SITE

Advertisers in the UK spent £4.784 billion online during 2011 and £1 in every 4 of advertising budgets was spent online. In 2012, online adspend is expected to rise to £5.3 billion.[3]

What draws so many people to our sites?

24-HOUR NEWS

Stories are uploaded to our websites all day, every day. Community news, regional and national news, and sports news all generate huge traffic. But the sites offer a wealth of other content including local weather, traffic bulletins, health and schools information, jobs, homes and cars, and video reports.

TRUSTED BRANDS

Associate your product or service with trusted local brands. Our newspapers have been serving London and the Home Counties since 1836 — you can capitalise on that goodwill.

Our audience = your potential customers

GROWING AUDIENCES

Every month the Local London network is visited by more than 1.6 million users[4] – that's enough people to fill Wembley Stadium more than 18 times.

TARGETING AND TIMING

No print deadlines means you can advertise when it suits you — weekends, when you have a sale, evenings only etc. Let your schedule fit your business needs.
Choose which section of the website will generate the best response for your business — sport, cars, jobs, education etc.

1 Internet Advertising Bureau
2 Newsquest London Survey 2011
3 Internet Advertising Bureau
4 Monthly. Source: Omniture, year to date July 2012

A. LEADERBOARD

728 by 90 pixels

Its prominent position at the top of the page makes it the first thing visitors see.

B. SPONSORSHIP

310 by 30 pixels

Fixed in a central position just below the masthead on every page or within one targeted section. Use to create brand awareness.

C. MPU (MULTI-PURPOSE UNIT)

300 by 250 pixels

A versatile, high-impact space that, because of its size and shape, is ideal for moving images including video.

D. MINI BANNER

300 by 60 pixels

Appears on the right hand side of the page so it follows people's reading flow. Can be targeted to jobs, cars or homes.

E. BUTTON

120 by 60 pixels

Suitable for a simple message, these display adverts appear next to editorial.

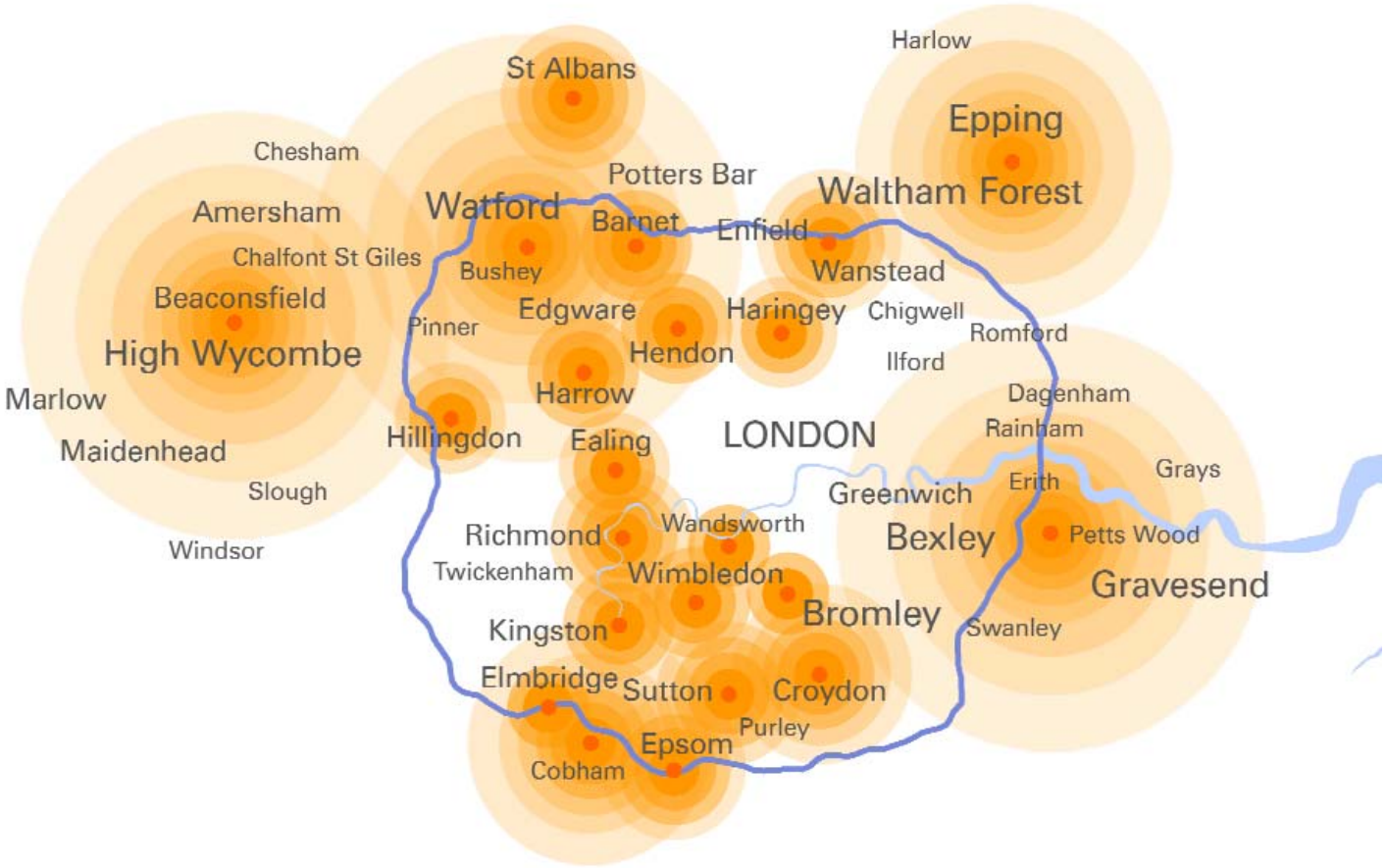
F. SKYSCRAPER

120 by 600 pixels

Seen for a long time on the right of the page as users scroll down. Large area for more complicated messages.

LOCAL LONDON ONLINE

localLondononline.co.uk



802,883
NORTH LONDON

150,974
BUCKS & WEST LONDON
bucksfreepress.co.uk
ealingtimes.co.uk
hillingdontimes.co.uk

296,345
HERTS & MIDDLESEX
watfordobserver.co.uk
stalbansreview.co.uk
harrowtimes.co.uk

180,300
NORTH WEST LONDON
borehamwoodtimes.co.uk
times-series.co.uk
enfieldindependent.co.uk
haringeyindependent.co.uk

175,264
EAST LONDON & WEST ESSEX
guardian-series.co.uk

664,012
SOUTH LONDON

433,085
SOUTH WEST LONDON
yourlocalguardian.co.uk
croydonguardian.co.uk
elmbridgeguardian.co.uk
epsomguardian.co.uk
hounslowguardian.co.uk
kingstonguardian.co.uk
streathamguardian.co.uk
suttonguardian.co.uk
wandsworthguardian.co.uk
wimbledonguardian.co.uk
surreycomet.co.uk
rttimes.co.uk

230,927
SOUTH EAST LONDON
newsshopper.co.uk

Source: Omniture July 2012
Please note audience figures are not de-duplicated.

Contextual Advertising

WHAT IS IT?

Contextual advertising is "the placement of advertising next to related content" according to the Internet Advertising Bureau. It is a system employed to identify keywords, phrases and topics in an article and display relevant advertising next to it.

HOW DOES IT WORK?

When booking an advert choose a target group for your business from a set list of categories (see left). Each category has its own dictionary of at least 50 keywords, which are picked up by the contextual advertising system as it scans an article, and a relevant advert is displayed. The system is also configured to avoid controversy and error by avoiding pronouns and duplication, and utilising an "unsuitable" category to filter out the more shocking news stories.

WHY USE CONTEXTUAL ADVERTISING?

Simply, contextual advertising is more effective because it is more specific. By targeting the advert at the audience most likely to respond to it, there is less waste.

SO FOR EXAMPLE

In an article placed under the contextual group of "family", the keyword "walk" has been detected and an advert for the National Trust is displayed. There is also the option of creating bespoke categorisation on a per advertiser basis.

- Sport
- Weather
- Arts and Entertainment
- Automotive
- Beauty
- Business
- Careers and jobs
- Environment
- Consumer electronics
- Education
- Families
- Fashion
- Finance
- Food and drink
- Local government
- Health
- Hobbies / general interest
- Home and garden
- Charity
- Non football sports
- Travel
- Pets
- Burglary

Behavioural Advertising

WHAT IS IT?

Behavioural advertising is "a practice that is based on internet browsing activity and allows brands to deliver adverts to web users which reflect their interests. It's safe, transparent, and designed to empower [the] consumer." (Source: Internet Advertising Bureau)

HOW DOES IT WORK?

Information about a website user's browsing activity is collected and split into groups, such as housing, theatre and fashion. A cookie is then placed on their computer by the website to identify them as someone interested in a certain thing, such as theatre, and they become categorised alongside other users with similar interests to form a type. Advertising is then tailored for different types and more relevant display ads are served to that user.

WHY USE BEHAVIOURAL ADVERTISING?

The best advertising is relevant advertising – there's very little sense in advertising baby care products to elderly men, for instance, and this profiling helps to cut out that waste.

SO FOR EXAMPLE

When a user makes several searches for women's clothing online, their advertising adapts and offers that user more shopping options.

Meteo Advertising

WHAT IS IT?

Meteo advertising responds to the current weather forecast to give weather-dependent advertising.

HOW DOES IT WORK?

All of our websites carry a current weather reading for the local area. This forecast is fed into the ad-server using a keyword such as "snowy", which the server recognises and shows a relevant advertisement. This ensures users see ads for garden furniture when it's sunny and wellies when it's raining.
It also allows advertisers to capitalise on the weather for emotional response from their advert; for instance, in a particularly rainy spell a restaurant company could promote their special offers as a cheerful antidote to the miserable weather.

WHY USE METEO ADVERTISING?

Many companies, from clothing to hardware stores, produce seasonal stock. To reduce waste in advertising, Meteo allows you to have different adverts for different climates.

SO FOR EXAMPLE

When it's sunny in Kingston upon Thames, users of kingstonguardian.co.uk may see advertising for barbeques, camping gear and swimwear.

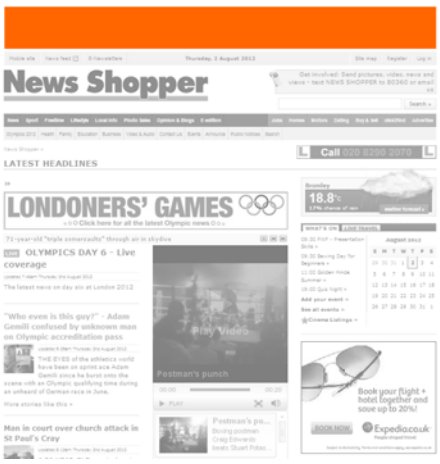
Make an impact with bespoke formats

PAGE PEEL
The "page peel" is an effective, dramatic solution. When the visitor puts their mouse over a small ad in the top right corner, the page peels back to reveal a larger creative.

SKIN
Sometimes known as a "site takeover", the "skin" advert allows you to surround the entire website with your product or service, which can even include basic animation. Ideal for ensuring your brand's dominance over the competition.

POST- IT
An advert that "pops up" over the top of the web page. Like a Post-it note, it is good for a reminder, such as "Don't miss out — our sale must end today"

Make an impact with bespoke formats



FULL-WIDTH LEADERBOARD

Put yourself above the headlines with this hard-to-ignore Leaderboard Plus. Stretching the entire width of the website this ad space has plenty of room for copy or simple animation.

OVERLAY

Advertisers report CTRs up to 50 times better with overlays compared to traditional banner ads. Appearing on top of the web page, they can carry much more copy than can fit in a typical online display ad.

A little extra goes a long way

EXPANDABLE ADS

Leaderboards, MPUs and Skyscrapers can all expand to more than three times their original size giving you more room to get your message across.

TAKEOVER

For an advertising campaign that cannot fail to be seen, take over a whole page with a package deal including a leaderboard, earpiece, MPU and skyscraper.