

channelonline.tv, the most popular news portal in the Channel Islands, has changed! Not only does it have a refreshing new look, but it is also packed full of information and the latest news. And with our great new online audio visual service you can catch up anytime: Channel Report, comprehensive sport, travel updates, and the essential Channel Islands weather. With so much on offer, you really can't afford not to be part of it, and with our affordable rates, you can! We've changed the way we look, why not change the way you think. Advertise online at channelonline.tv.



Over **196,000** visits per month\*

Over **644,000** page views per month\*

Over **57,000** unique IPs per month\*

Home page advertising **A) £450 B) £800 C) £150 & D) £250\*\*** per month

**Includes:**

**Homepage · Guernsey News · Jersey News**

**Channel Report catch-up**

\*\* Home page only



**Other Options...**

Banner adverts on other pages e.g.

**Sport · Weather · Travel · Food · Business**

**Entertainment · Community**

Prices **A) £250 B) £400 C) £150**

**Banner sizes:**

**A)** 468 x 60 px (Standard)

**B)** 120 x 600 px (Skyscraper)

**C)** 120 x 120 px (Button)

**D)** 120 x 300 px (Half Skyscraper)

**Formats: GIF, Moving GIF, JPEG, SWF (Flash)**

**Article banner...**

Across all individual news stories.

£500 per month (180 x 135 px)



Above prices exclude production

\*Statistics taken from January 2010 using NedStat

### Competitively priced options available for a solus online campaign, or a television and online mix.

- Banners from £150 per month - designated areas
- Listings on job page and food page
- Sponsorship of individual sections
- **On Air and Online** platforms for strands/features/programming
- Pre Rolls on News videos £1000 p.c.m.
- Pre Rolls on Business videos £500 p.c.m
- Competitions/Advertorials/Infomercials/Vouchers/Data Capture



### Why choose channelonline.tv?

- Over 196,000 visits per month\*
- Over 644,000 page views per month\*
- Over 57,000 unique IPs per month\*
- Links to URLs and PDFs
- Pan Island coverage
- Reports/Weekly statistics

Four out of five people in Jersey and Guernsey have broadband access to the internet  
Island Analysis November 2008

£26.5bn was spent on the Internet in the first six months of 2008 - up 38% on 2007 - IMRG e-Retail sales Index July 2008

**43% of UK Internet users access news online - Jupiter Research May 2008**

Online spend rose by 35% in 2007, versus total retail growth of just 3.6% and is growing at its fastest rate for 6 years - Datamonitor June 2008

**The likelihood of buying or using a product increases by more than 50% when TV and online are used together - IAB and ThinkBox May 2008**

Islanders spend over 4 hours at the weekend on the internet browsing - Island Analysis November 2008

\*Statistics taken from January 2010 using NedStat