

Launched in 1998, TheReggaeBoyz.com is the most provocative, engaging, informative and entertaining site on Jamaican football (soccer). Its primary users are Jamaicans (in Jamaica and around the world), as well as non-Jamaicans who are seeking Jamaican football-related information and products.

### WHY ADVERTISE WITH THEREGGAEBOYZ.COM

- Visitors to TheReggaeBoyz.com site are internet savvy, sophisticated, global consumers.
- They form a targeted and captive market, interested in products and services that relate to Jamaican culture, merchandise, destination, travel, music and entertainment, sports and recreation.
- TheReggaeBoyz.com reaches millions of global users annually.
- TheReggaeBoyz.com is the highest-ranked Jamaican football-related website by Alexa.com and in the top 300,000 websites online.
- TheReggaeBoyz.com has valuable first page ranking on search terms relating to Jamaican Football or the Reggae Boyz football team on the major search engines (Yahoo, Google and MSN). This will continue to drive new traffic to view your product or services.
- Advertisers are assured that their advertising dollars will be well spent with TheReggaeBoyz.com.

### TRAFFIC OVERVIEW

Pages on TheReggaeBoyz.com (excluding Forum) were viewed a total of 716,163 times over the last 12 months as reported by Google Analytics. Due to the Dynamic nature of the Forum the discussion pages are not counted in these reports. The Forum has the highest repeat visitors and the area of most interest. New pages are constantly generated. If these dynamic pages were counted the website would easily surpass over 1 million pages in the past 12 months.

Visitors came from 184 countries/territories. The Top 10 Countries were: 1. United States, 2. Canada, 3. Jamaica, 4. United Kindom, 5. Gemany, 6. France, 7. Mexico, 8. Brazil, 9. Bahamas, 10. Trinidad & Tobago

There were 523,465 Unique Viewers and 31.40% were from New Visits

- Direct Traffic 47.13%
- Search Engines 45.46%
- Referring Sites 7.40%
- Other 0.02%



## RUN OF SITE ADS (ROS)

Shown on most website pages except the FORUM pages

AD POSITION	1 MONTH	3 MONTH	6 MONTH	1 YEAR
● Banner 468x60 top of page ROS	\$500	\$1,200	\$2,000	\$3,500
● Skyscraper 160x600 ROS	\$400	\$1,000	\$1,500	\$2,000
● Leaderboard 728x90 bottom of page ROS	\$250	\$700	\$1,000	\$1,800
● 160x300 Right side Top ROS	\$300	\$600	\$1000	\$1,600
● Rectangle 180x160 ROS	\$200	\$500	\$900	\$1,500
● Rectangle 180x50 ROS	\$150	\$300	\$700	\$1,000
● Button 125x125 ROS	\$100	\$250	\$500	\$900

## DISCUSSION FORUMS

Advertising in the forum provides the widest coverage and visibility to repeat visitors and members.

Run of Forum (ROF) ads are shown on all forum pages

AD POSITION	1 MONTH	3 MONTH	6 MONTH	1 YEAR
● Skyscraper 160x600) ROF	\$500	\$1,250	\$2,500	\$4,500
● 230x180 ROF	\$400	\$700	\$1050	\$1,700
● 160x300 ROF	\$350	\$600	\$1000	\$1,600
● Rectangle 120x160 ROS	\$200	\$500	\$900	\$1,500
● Forum single Page Ad Zones 468x60	Available to Google advertisers only			

## WEBSITE INLINE SINGLE PAGE ADS

These ads are displayed on the internal pages of the site

AD POSITION	1 MONTH	3 MONTH	6 MONTH	1 YEAR
● Home page Banner 468x60 top of page	\$250	\$600	\$1,000	\$1,500
● Internal Banner 468x60 top of page	\$200	\$500	\$900	\$1,500
● Inline Banner 340 x60	\$150	\$450	\$800	\$1,000
● Medium Rectangle 300 x 250	\$180	\$400	\$700	\$1,200
● Large Rectangle 336x280	\$200	\$500	\$900	\$1,500

