

the
complete
guide
to digital
advertising

www.trinitymirror-midlands.co.uk/digital-advertising

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Section 1|

**Why
advertise
with us?**

Section 1.1 |

Why digital advertising?

You can TARGET

Choose when and where your ad appears to increase response and reduce wastage.

You can ENGAGE

Use tools such as video and animation to really engage people with your brand.

You can TRACK

Track the response of your ads and adjust your strategy and budget accordingly.

Why advertise on Trinity Mirror Midlands newspaper websites?

Get more EXPOSURE

Combining print and digital advertising increases the opportunities for ads to be seen.

Have more CHOICE

A wide variety of display options are available (see section 3 for our A-Z of advert types).

Access our AUDIENCE.

Over 1.5 million people visit one or more of our websites in an average month.

Leverage the QUALITY OF OUR CONTENT

Our websites are constantly updated, seen as favorable by search engines (Google)

Go NATIONAL

We are a part of a national group – target other geographical areas if you want to.

Section 2 |

TMM Digital Portfolio & Statistics

Section 2.1

TMM Digital Portfolio

We have 12 websites accompanying our newspapers with a combined audience of over 1.5 million users, plus the online directory 'Local Mole' and recruitment site 'Fish4Jobs'.

Website	Page Impressions (avg. per month)	Unique Users (avg. per month)	Type of Website
birminghammail.net	3,669,643	624,028*	R2.5
coventrytelegraph.net	1,902,165	599,142*	R2.5
birminghampost.net	496,844	198,196*	R2.5
sundaymercury.net	368,795	194,646	R2.5
icbirmingham.co.uk	393,309	66,739	IC
iccoventry.co.uk	152,633	45,399	IC
loughboroughecho.net	57,784	18,561	R2
solihullnews.net	33,039	11,441	R2
hinckleytimes.net	39,500	10,513	R2
localmole.com (national)	471,063	245,090	n/a
fish4jobs.co.uk (national)	14 million**	1.3 million	-

Source: Omniture.com / *ABCe (average monthly figures Jan-Jun 11) / **Web Trends

Section 2.2 |

Stats

birminghammail.net site sections	Page impressions (avg. per month)
Sport	1,301,084
News	990,147
Forums	579,491
Videos and Pics	122,659
Tags / Topics	30,176
Lifestyle	28,735
What's On	24,157
Your Communities	14,851
birminghampost.net site sections	Page impressions (avg. per month)
News	175,178
Business	87,605
Sport	54,402
Life & Leisure	40,207
Video Reports	17,498
Daily Bulletin	12,942
Tags	7671
Blogs & Comments	6613
sundaymercury.net site sections	Page impressions (avg. per month)
Sport	137,259
News	130,508
Entertainment	33,949
Forums	26,524
Lifestyle	6,025
Videos and Pics	3,544
Blogs	998
Fun	963

chasepost.net site sections	Page impressions (avg. per month)
News	11,529
Classifieds	1,347
About Us	622
Pictures	590
Sport	570
News & Blogs	505
Tags	376
Lifestyle	287
coventrytelegraph.net site sections	Page impressions (avg. per month)
News	800,291
Coventry City FC	564,791
Forums	85,784
Sport	64,475
Videos & Pics	57,954
Tags	25,011
Lifestyle	16,216
What's On	16,022
loughboroughecho.net site sections	Page impressions (avg. per month)
News	27,364
Sport	3,200
Classifieds	2,820
What's On	1,745
Picture Gallery	1,316
Views & Blogs	1,024
Tags	801

Section 3 |

A-Z of advert types

Section 3.1

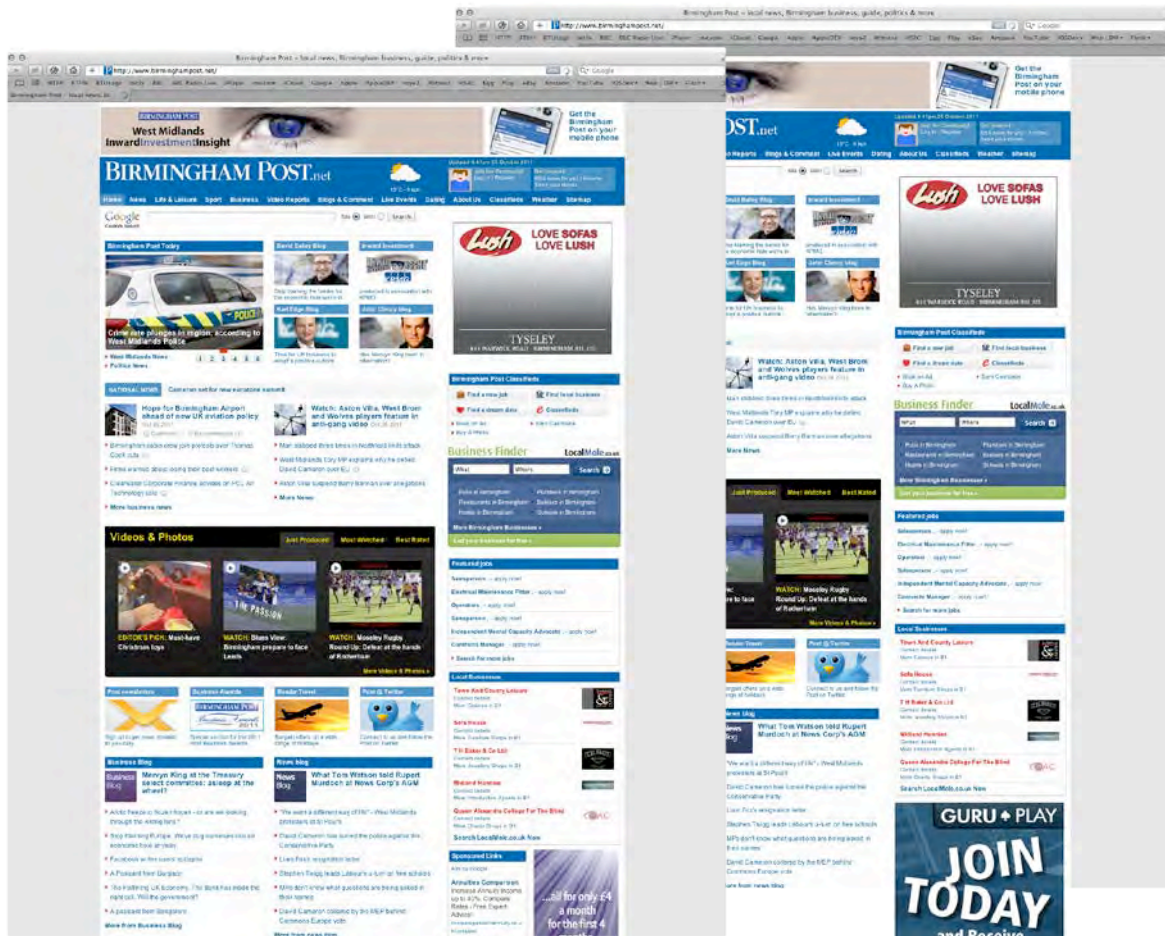
Ad positions overview on R2.5 site

The image shows a screenshot of the Birmingham Mail website with several ad positions highlighted by arrows and labels:

- Banner Leaderboard:** Points to the top banner area featuring 'THE MOTORHOUSE' logo and the text '1,000s OF GREAT VALUE CARS AT THE LOWEST POSSIBLE PRICES'.
- Half Leaderboard:** Points to a smaller banner on the right side of the top section, featuring a woman's face and the text 'need to advertise in the Midlands?'.
- Button:** Points to a small button or link within the website's navigation or utility area.
- Overlay:** Points to a large, semi-transparent advertisement for 'THE BIGGEST TK MAXX IN SCOTLAND' featuring a woman's face and promotional text.
- Wallpaper (Fireplace surround):** Points to the background image of a fireplace surround.
- MPU:** Points to a Medium Product Unit advertisement for 'HUGE SAVINGS' featuring a white car.

Section 3.1

Ad positions overview on R2.5 site



Skyscraper



Supertower



Section 3.2 |

Button / Tile ads

A small, cost effective option for giving a brand exposure to all users entering via a site homepage. They can be booked for a set time period.



specification :

Size :	160x60 pixels
Animation :	Yes, usually 1-3 frames
Video integration :	No
Expandable option :	No, in-page only
Dynamic Content :	No
Availability :	All sections & all sites
Position :	High on right-hand side underneath masthead

Section 3.3 |

Horizontal Banner & Leaderboard

The prominence of a banner or leaderboard at the top of the page gives high visual impact and means it is often the first advert visitors see.

Banner ads are the smaller of the two and can be found only on R2 & iC sites such as icsolihull.co.uk or icbirmingham.co.uk. Leaderboards are found on the newer R2.5 sites such as birminghammail.net & coventrytelegraph.net.



[\[Click here to view\]](#)



[\[Click here to view\]](#)

specification :

Size :	468x60 pixels (Banner), 728X90 (Leaderboard)
Animation :	Yes
Video integration :	No
Expandable option :	Yes
Dynamic Content :	Yes
Availability :	Banner - R2 sites, Leaderboard R2.5 sites.
Position :	Top or bottom web page

Section 3.4 |

Skyscrapers & Supertowers

The length and position of skyscrapers and supertowers mean that messaging remains in front of the user as they read down the page. They work particularly well when made into an expandable ad or an overlay – providing a large area for some really creative advertising solutions. A supertower is the same height as a skyscraper, but much wider, increasing the brand's voice on page.



[\[Click here to view\]](#)

[\[Click here to view\]](#)



specification :

Size :	120x600 pixels (skyscraper), 300x600 (supertower)
Animation :	Yes
Video integration :	Yes
Expandable option :	Yes
Dynamic Content :	Yes
Availability :	Skyscraper all sites, Supertowers R2.5 only
Position :	Right-hand side of site

Section 3.5 |

MPU (multi-purpose unit)

The size and shape of an MPU - almost like a small TV screen - and their ability to host video content, make them a fantastic option for encouraging brand interaction.

They can be positioned high on the right hand side (as indicated below) or within an editorial piece as an article MPU – this option can be particularly effective for attracting relevant users.



[\[Click here to view\]](#)

specification :

Size :	300 x 250 pixels
Animation :	Yes
Video integration :	Yes
Expandable option :	Yes
Dynamic Content :	Yes
Availability :	All pages, all sites
Position :	Usually right-hand but can be within editorial

Section 3.6 |

Expanding ads

With the exception of button or 'tiles', all ads can be transformed into expanding ads. This enables more content to be put into the ad and encourages interactivity and increases exposure to the brand and product.



[Expanding Skyscraper](#) [\[Click here to view\]](#)



[Expanding MPU](#) [\[Click here to view\]](#)

specification :

Size :	Various sizes available
Animation :	Yes
Video integration :	Yes
Expandable option :	Yes
Dynamic Content :	Yes
Availability :	All pages, all sites
Position :	All available ad slots except button/tile

Section 3.7 |

Page peel

Page peels sit at the top right of a web page - usually indicated by a page-curl effect (hence the name) and when clicked or moused over, expand to reveal the full ad.



[\[Click here and select M&S Page Peel hyperlink top-left of the new window that will open\]](#)

specification :

Size :	Expands 150 x 150 to 600 x 600 pixels max
Animation :	Yes
Video integration :	Yes
Expandable option :	No
Dynamic Content :	No
Availability :	All pages, all sites
Position :	Top right

Section 3.8 |

Overlay

Overlay adverts have maximum exposure by appearing over the web page. Because of this, adverts are typically only displayed for up to eight seconds. Despite the short appearance time, though, it's a great way of getting a short-sharp message across. For best effect use an overlay in conjunction with standard in-page adverts such as a Leaderboard or MPU.



[\[Click here and select TK-Maxx from the link that opens top left\]](#)

specification :

Size :	Max 600 x 600 pixels
Animation :	No
Video integration :	No
Expandable option :	No
Dynamic Content :	No
Availability :	All pages, all sites
Position :	Anywhere but usually middle of web page

Section 3.9 |

Fireplace

A fireplace sits on the background wallpaper giving a large space for our creative team to work with. It works well to create awareness and readers can click through from the ad to your site as with any other type of digital display advertising.



specification :

Size :	3 x separate files make up the surround a/w
Animation :	No
Video integration :	No
Expandable option :	No
Dynamic Content :	No
Availability :	All pages, all sites
Position :	Above and either side of web page

Section 3.10 |

Site takeover

A site takeover is the works! Utilising all available ad slots (ie button, leaderboard, half leaderboard, supertower as shown in the example below) and including a fireplace - there's no denying the exposure and impact that this type of campaign affords.



specification :

Size :	Various - comprised different ads, MPU, Sky, etc
Animation :	Yes
Video integration :	Yes
Expandable option :	Yes, as a takeover is simply a collection of ads
Dynamic Content :	As above
Availability :	All pages, all sites
Position :	Various, depending on ad type, ie MPU, etc

Section 3.11 |

Video Ads



[\[Click here and select Peter Pan from the hyperlink that opens top left\]](#)

specification :

Size :	Many options, although typically MPU size
Animation :	Yes
Video integration :	Yes
Expandable option :	Yes
Dynamic Content :	Yea
Availability :	All pages, all sites
Position :	Dependent on ad type, ie MPU Super Sky

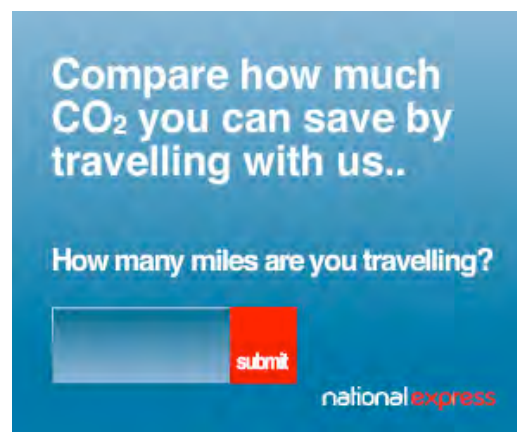
Section 3.12 |

Dynamic ads

The content of dynamic ads can change depending on user input/interaction or client information (for example when a car dealership sells a car). With the latter example, the studio team can add and remove content in a short space of time 'behind the scenes' - even when the advert is already running. Please note, there is additional work required by the studio when creating dynamic ads, so please contact the Digital or Studio manager to discuss requirements.



[\[Click here to view\]](#)



[\[Click here to view\]](#)

specification :

Size :	All sizes except button ads
Animation :	Yes
Video integration :	Yes
Expandable option :	Yes
Dynamic Content :	Yea
Availability :	All pages, all sites
Position :	Dependent on ad type, ie MPU Super Sky

Section 4 |

Targeting

Section 4.1 |

Targeting Options

Targeting is a technique that uses a variety of information to dictate when and where your digital advertising will appear on site. We recommend that a percentage of your advertising is stimulative i.e. on the home, news and sports pages, and that a percentage of it is targeted. Our digital advertising team can work with you to build a package that suits your business, including one or more of the following types of targeting:

By Geographical Location

Uses criteria such as IP address, postcode, region, country, etc. to group visitors by their geographical location. There are some limitations - for example a business may have all IP's registered at their head office but have users throughout the UK.

Scheduling (By Time)

Dictates the day, and time of day, that an ad appears on site. A very useful way to ensure advertising spend is used most effectively by ensuring the ad is shown to people at the appropriate time of day...The digital team can give you further information on the times and days are sites get the most traffic.

By Site Section

Dictates which section of our site/s your advertising will appear on, for example the sports or education section. Information on how much traffic the top sections gets of our main sites can be found in section 2.2.

Section 4.1

(cont'd)

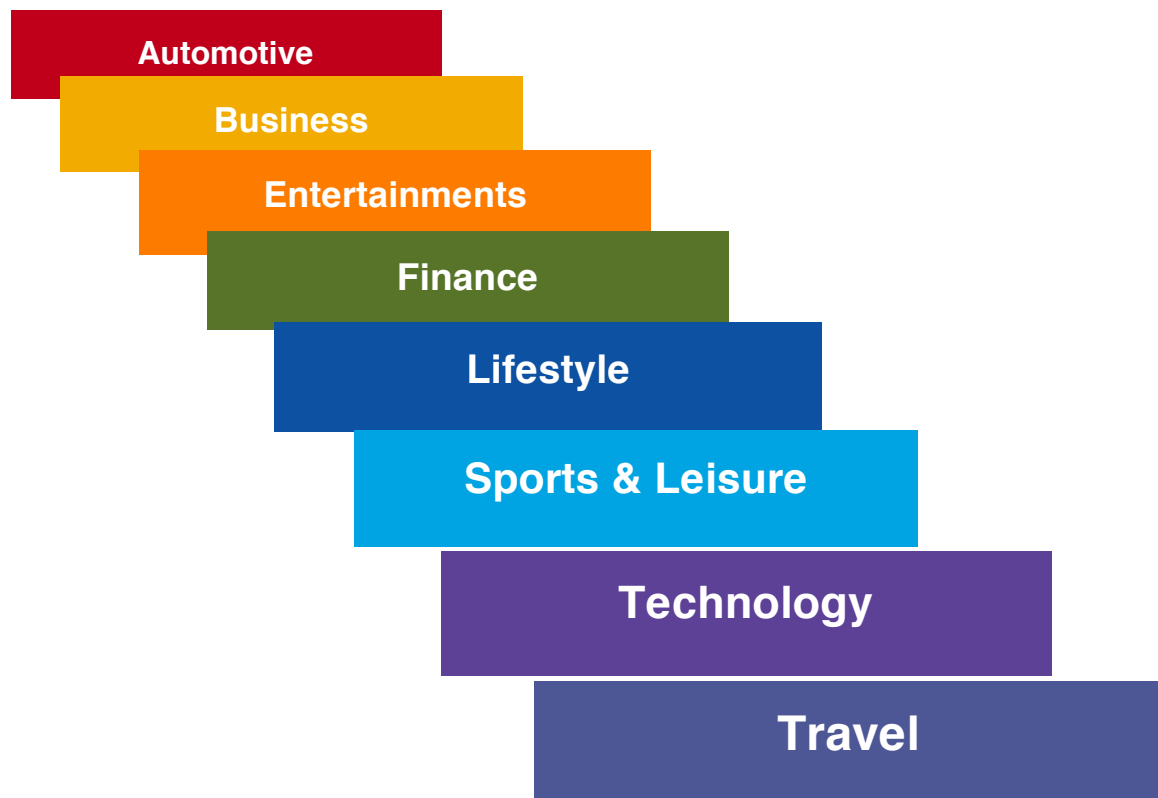
Targeting Options

By Surrounding Content (Contextual Advertising)

Uses Grapeshot software to create unique channels based on keywords relevant to your audience or message. For example we could create a 'Dining' channel, meaning your ad would appear in articles containing 'food', 'restaurant' 'eating out' etc.

By Behaviour (Behavioural Targeting)

Behavioural targeting is now available on our R2.5 sites. This allows you to target groups of people whose behaviour on our network of sites indicates that they have specific interests - a great leap forward in the ability to reach your target audience. Groups that can be targeted are outlined below – within each category there are further sub groups for example '4 x 4 drivers' under automotive and 'moving house' under finance.



Section 5 |

Localmole

.co.uk

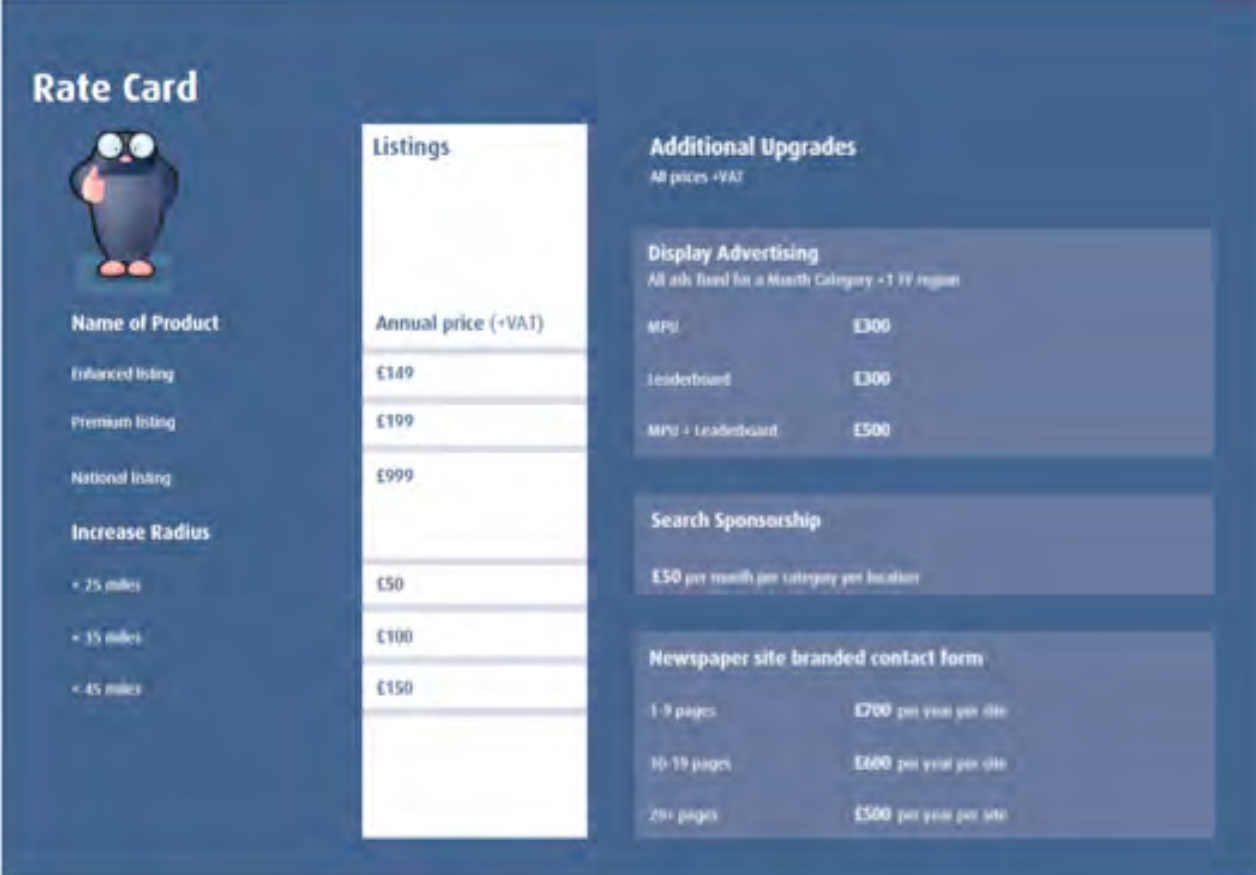
Section 5.1

About Localmole

Localmole.co.uk is our comprehensive and easy-to-use online business directory. It is the better way to find local businesses and combines our expert knowledge about what local advertisers and consumers want.

We actively promote localmole.co.uk through our network of regional newspapers and websites as well as in search engines such as Google, which ensures it is used by people looking for businesses and services in your local area.

Premium and enhanced listings on localmole.co.uk give you the tools to optimise your business listing. Rates are as follows:



The image shows a 'Rate Card' for Localmole.co.uk. It features a cartoon mole character on the left. The card is divided into three main sections: Listings, Additional Upgrades, and Newspaper site branded contact form. The Listings section is a table with columns for 'Name of Product' and 'Annual price (+VAT)'. The Additional Upgrades section includes 'Display Advertising' (MPU, Leaderboard, MPU + Leaderboard), 'Search Sponsorship', and 'Newspaper site branded contact form' (1-9 pages, 10-19 pages, 20+ pages).

Name of Product	Annual price (+VAT)
Enhanced listing	£149
Premium listing	£199
National listing	£999
Increase Radius	
< 25 miles	£50
< 35 miles	£100
< 45 miles	£150

Additional Upgrades	
All prices +VAT	
Display Advertising	
All ads fixed for a Month Category + 1 FF region	
MPU	£300
Leaderboard	£300
MPU + Leaderboard	£500
Search Sponsorship	
£50 per month per category per location	
Newspaper site branded contact form	
1-9 pages	£700 per year per site
10-19 pages	£600 per year per site
20+ pages	£500 per year per site

Section 6 |

Google AdWords

Section 6.1

About Google AdWords

Google is the world's most popular search engine. In the UK, it is used by over 51 million adults and its network of websites reaches 88% of all online users.

Google AdWords are the adverts displayed to users on Google search results pages, and on websites related to the products and services being advertised. They allow businesses to reach prospects actively searching for their products or services.

They work on a cost-per-click basis, only charging when someone clicks on the advert. This makes it a very cost effective solution with rate of conversion.

Trinity Mirror Midlands is now a Google AdWords Premier SME Partner, dedicated to supporting small to medium businesses. Our specialist status allows us to offer you a full campaign management service, working with you to build targeted Google AdWords campaigns developing your online presence and generating a response.

We understand the hard work you put into your business, so we will make sure your AdWords are working as hard as they can for you. We take the guesswork out of campaign development so you can focus running your business.

A typical user journey:



Section 6.1 |

As a Premier SME Partner we can offer you a full Google AdWords Campaign Management Service. You simply decide the amount you wish to spend on AdWords each month, then for a small monthly fee we will manage everything else. The costs are completely transparent and your invoice will include a full breakdown so you know precisely what you're paying for.

Our Campaign Management Service includes:

- Creating your account with Google
- Setting up and monitoring your AdWords campaigns
- Writing bespoke ads for your business
- Managing your budget
- Producing monthly reports on daily clicks, impressions and spend

The service charge we apply is relative to the amount you spend on AdWords.

It is calculated as follows:

MONTHLY ADWORDS BUDGET	SERVICE CHARGE
From £30 to £100	40%
£101 to £200	35%
£201 to £500	30%
£500 +	25%

Section 7 |

**Fish4jobs
.co.uk**

Section 7.1 |

About Fish4jobs.co.uk

Fish4jobs is Trinity Mirror's recruitment website with more than 1.7 million registered candidates. In the Midlands we have three local portals –birmingham.fish4jobs.co.uk, coventry.fish4jobs.co.uk and midlands.fish4jobs.co.uk, which can be used to promote job vacancies and to search for potential candidates.

Rates :

– Basic job 28 days	£79
– Standard job 28 days (+ 14 free)	£129
– Display job 28 days (+ 14 free)	£199
– CV database (universal, 1 month)	£600
– Targeted email	£500 setup + £75/cpm
– Network email	£500 setup + £20/cpm
– Newsletter sponsorship	£500
– Special delivery email	£150
– Profile page	£250
– Home page button (1 week)	£200
– Home page six pack (1 week)	£500
– Home page MPU (1 week)	£350
– Home page skyscraper (1 week)	£350

Section 7.1 |

Fish4jobs.co.uk

Options :

	RATE PER JOB					
	1	5	10	20	50	100
Display	199	150	115	100	70	50
Standard 28	129	100	75	65	40	30
Standard 7	99	80	65	55	35	20
Basic 28	79	70	60	50	30	17.5
Basic 7	49	42	37.5	30	17.5	10

	TOTAL COST					
	1	5	10	20	50	100
Display	199	750	1,150	2,000	3,500	5,000
Standard 28	129	500	750	1,300	2,000	3,000
Standard 7	99	400	650	1,100	1,750	2,000
Basic 28	79	350	600	1,000	1,500	1,750
Basic 7	49	210	375	600	875	1,000

further information

For further information on fish4jobs.co.uk contact Pam Dhami:
Call 0121 236 3372 or email pam.dhami@trinitymirror.com

Section 8 |

TMIM

Rate Card

Section 8.1

Site	Section	Button/Sky CPM	Leader / MPU CPM	Supertower CPM	Section Takeover Daily
birminghammail.net	home	£4.00	£8.00	£15.00	£600.00
	news	£4.00	£8.00	£15.00	£500.00
	sport	£4.00	£8.00	£15.00	£500.00
	whats on	£4.00	£8.00	£15.00	£300.00
	ros	£4.00	£8.00	£15.00	-
birminghampost.net	home	£4.00	£10.00	£15.00	£600.00
	news	£4.00	£10.00	£15.00	£500.00
	business	£4.00	£10.00	£15.00	£500.00
	ros	£4.00	£10.00	£15.00	-
sundaymercury.net	home	£4.00	£8.00	£15.00	£600.00
	news	£4.00	£8.00	£15.00	£500.00
	sport	£4.00	£8.00	£15.00	£500.00
	ents	£4.00	£8.00	£15.00	£300.00
	ros	£4.00	£8.00	£15.00	-
coventrytelegraph.net	home	£4.00	£8.00	£15.00	£600.00
	news	£4.00	£8.00	£15.00	£500.00
	sport	£4.00	£8.00	£15.00	£500.00
	cov fc	£4.00	£8.00	£15.00	-
	whats on	£4.00	£8.00	£15.00	£300.00
	ros	£4.00	£8.00	£15.00	-
loughboroughecho.net solihullnews.net hinckleytimes.net chasepost.net	ros	£4.00	£8.00		-

Section 9 |

Building a successful campaign

Section 9.1 |

Strategy for a successful campaign

Whether you are digital advertising pros or this is something you're venturing into for the first time, we can work with you to build a successful campaign. Our digital advertising and creative teams will do their best to give you as much expert advice and information as you require. Here are a few tips to get you started!

Set your objectives and measure whether you achieve them

Are you looking to drive traffic to your website? Are you looking to increase sales? Do you want to raise awareness of your brand amongst a local audience?

Think about the number of page impressions you will need to book in order to achieve your objectives.

Define your target audience

Who buys your products or uses your services?

Who *do you want* to buy your products or use your services?

If you know who you want to target, it is easier for us to place your advertising in front of the right audience (see section 4 for the targeting options we have available)

Engage people

Consider a more creative approach - could video or animation be used to attract attention? Could your advert be made into an expandable ad? (see the A to Z section for details of the exciting creative formats we have available)

If you want people to click through, tell them! e.g. 'Enter Here' or 'View Now'

Create a relevant landing page

If you're looking to encourage visitors to click through to your site, make sure there's something relevant and engaging for them when they get there

Get the basics right

File size for all ads standard ads must be below 40K. There are exceptions for rich media ads such as video, expanding ads, etc - however you must consult with the studio before booking to discuss.

Dimensions for all ad types can be found in the A to Z section (see section 3).

Section 10 |

Working with TMM

Section 10.1 |

Working with TMM

Experience

We have extensive experience in working with businesses and organisation, large and small, to build campaigns that get results.

Ad design

We have our own in-house design team who can design your ads for you. Or, if you like, you can use your own.

Reach

Our publications and websites provide instant access to thousands of consumers across the region.

Reader engagement

We work hard to really engage readers with our publications and websites – meaning your advertising will reach a more captive audience.

What our customers say:

“We always get an excellent service. The service we receive is always extremely helpful and knowledgeable. Pauline goes out of her way to help in any way she can” (Shipways, 2011)

“Even though our advertising budget has been dramatically cut, we hope to advertise in the future through Saj and hopefully continue to enjoy new business through our doors due to advertising with you (Richer Sounds, 2011)

“On the strength of our experience of dealing with bpm staff it’s very likely we’ll be using their expertise for future advertising”(Anatolian Holidays, 2011)

“They are always extremely courteous and offer lots of support and advice which really does make a difference.”(Park Hall Academy, 2011)

