

# 2015 Media Kit



“Covering all  
Haitian news.”

## **About us**

Existing since 1986, Haiti en Marche, is the online version of the weekly Haitian publication covering local news and community events.

The editorial policy of the newspaper is to be a reflection of the news, with a focus on Haiti and Haitians including the diaspora Haitians worldwide.

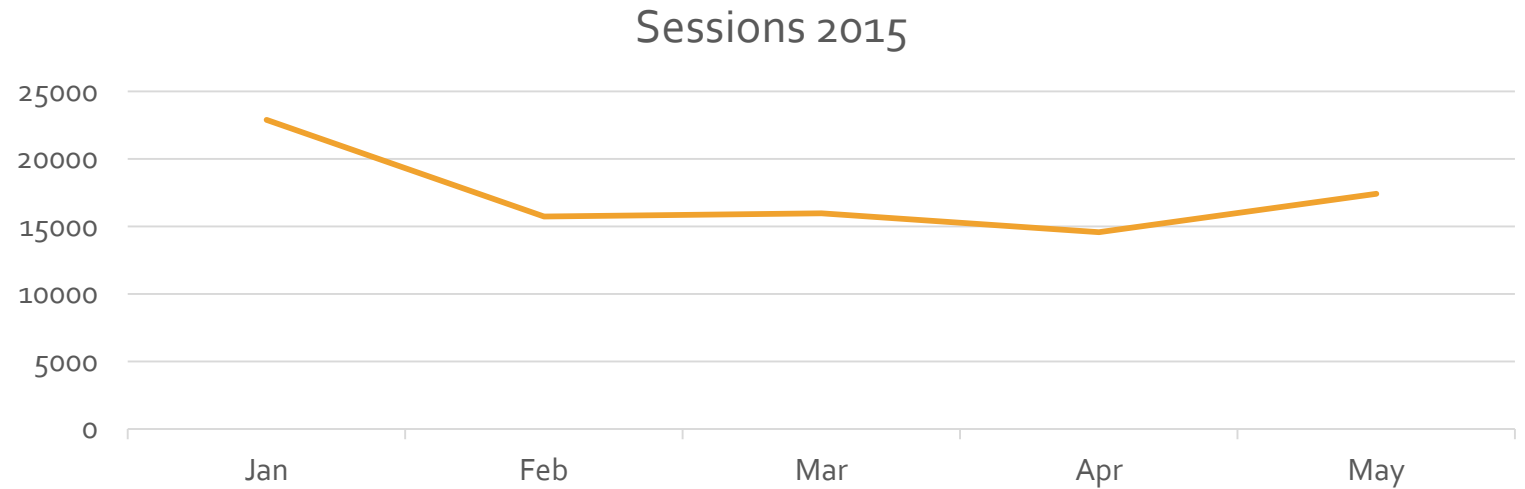
# Monthly Traffic

May 2015

Source: Google Analytics

Sessions	Users	Page views
17,405	9,029	37,338

Pages / Session	Session Duration	Bounce Rate
2.15	00:02:13	66.13%



# Our Visitors

May 2015

Source: Google Analytics

## Top Countries

United States

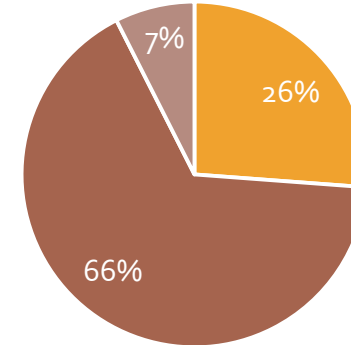
Canada

Haiti

France

Dominican Republic

## Device Types



■ Mobile ■ Desktop ■ Tablet

# Advertising

Flexible buying options

Here's how to buy advertising from Haiti en Marche.

- **Option 1: Cost per Month**

Buy a space entirely for a month

- **Option 2: Cost per Thousand (CPM)**

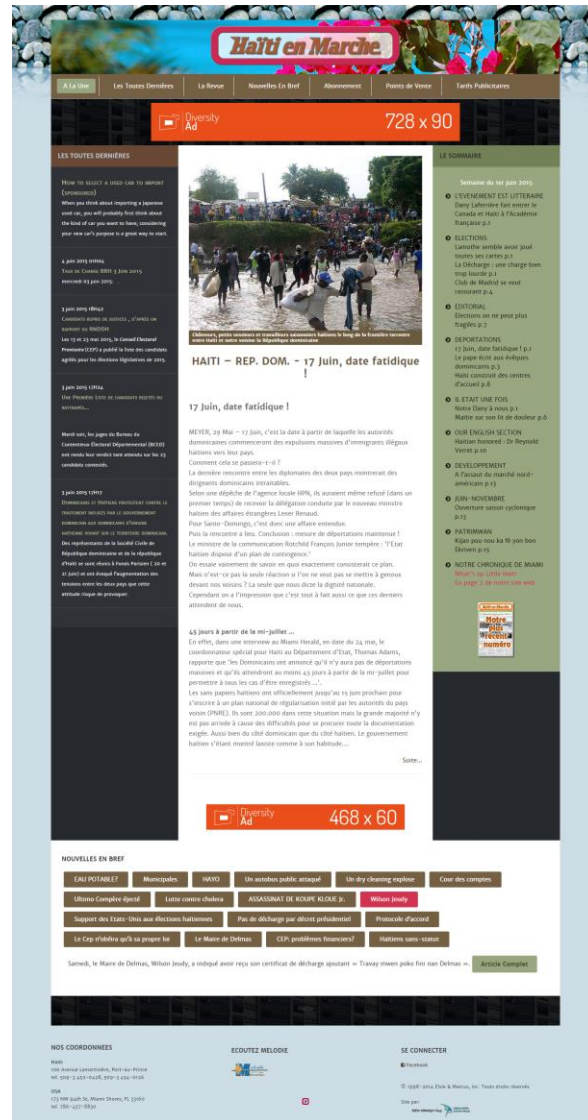
Buy a space at a cost per thousand times your ad is displayed (each display counts as an **impression**). With CPM campaigns, you have the flexibility to specify:

- Which countries to target
- How many times you want visitors to see your ad
- How long your campaign will run for
- Targeting of desktop, mobile and tablet users

Minimum order: **30,000 impressions** per month.

# Advertising Run of Site

Build your brand and generate strong click-through performance from our prime positions on all pages of the website when viewed on full-sized screens (e.g. desktop computers, notebooks and high-res tablets).



728 x 90 pixels, Run of Site

Estimated monthly views	37,000
Cost per month	\$ 170 € 150

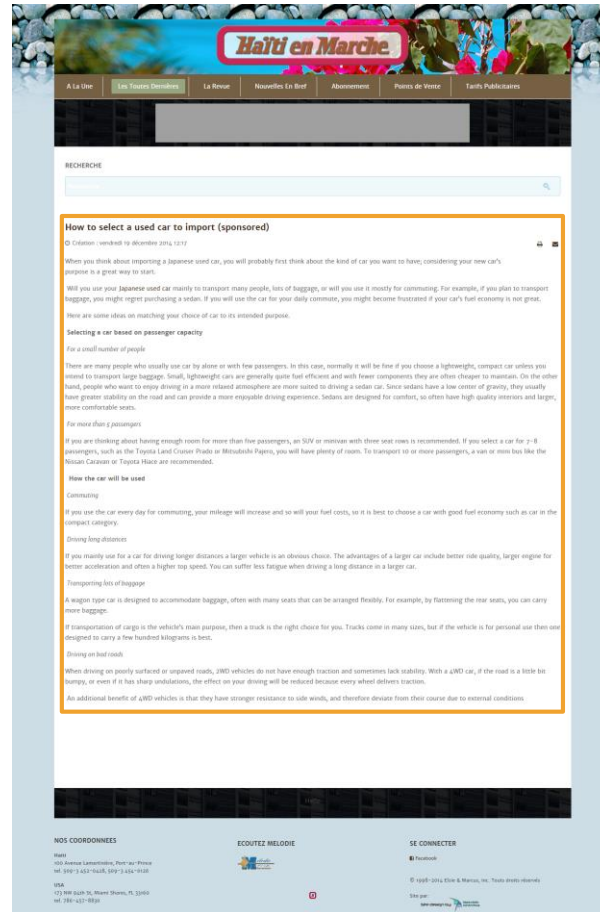
468 x 60 pixels, Homepage

Estimated monthly views	19,000
Cost per month	\$ 60 € 50

# Advertising Native

With Native Advertising, your content is embedded into our editorial feed.

Inform, educate and engage our audiences while generating a new source of traffic to your website.



## Native Advertising Package includes...

- Article up to 1,000 words
- Posted in one category (e.g. News) for 12 months
- Up to 1 featured image
- Up to 1 *follow* link
- Article title will include '(sponsored)'

## Option – Sponsored Posts panel

- Internal link to article from Sponsored Posts panel on all pages
- Newest link placed at top of section

*Content is subject to editorial approval.*

## Pricing

Native Advertising (per year)	\$ 110	€ 100
Sponsored Posts (per month)	\$ 90	€ 75

# Advertising

Specifications and terms

## Ad Specifications

Sizes	Desktop	728 x 90
		468 x 60
File formats		.gif, .jpg, .png, .swf
File size		40Kb maximum

## Terms

Payment	In advance
Methods	Bank transfer or PayPal
Currency	All advertising is sold in Euros. Any prices stated in US Dollars are for guidance only.



# Contact Us

For more information on advertising with Haiti en Marche,  
contact [hem@diversityad.com](mailto:hem@diversityad.com) .