

ONLINE ADVERTISING



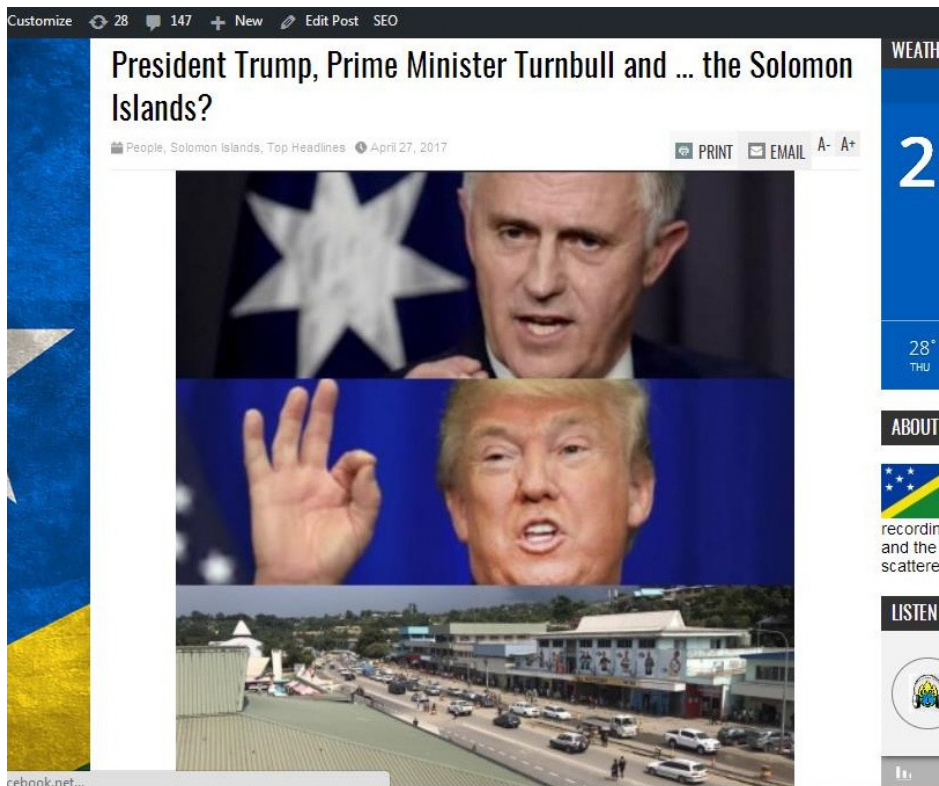


What is SIBC online?

SIBC Online is a fast-growing online news source providing news on the Solomon Islands, with a difference.

We have had an average of 1300 views per day of our website - equating to 40,000 views a month.

We currently have 9000 Facebook likes - with an aim of 15,000 by early-mid next year. This provides about half of our traffic to the website





What is SIBC online?

The news site has been developed by T Plus One Media in London and cultivated by an Australian volunteer journalist working at SIBC with more than 10 years experience in digital media.

Other editors include an American journalist and a local Solomon Islander with more than 12 years news experience, meaning the highest editorial standards are maintained at all times



SIBC tours Tenaru Falls: but is logging ruining the site for future generations?

Guadalcanal Province, People, Solomon Islands, Top Headlines, Uncategorized

May 16, 2017

It is one of the most amazing sites in the central Guadalcanal area, if not the whole Solomon Islands. Tenaru Falls – a 60m waterfall and natura...



'We will find you': Solomon Islands Police issue warning to criminals

Laws, Police, Solomon Islands, Top Headlines, Uncategorized

May 23, 2017

The Royal Solomon Islands Police Force has a simple message to criminals: "we will find you". Commending the National Criminal Investigations De...



'We need a Futsal stadium': Ragomo

Futsal, Honiara City, People, Solomon Islands, Top Headlines

June 2, 2017

The national Kurukuru Futsal captain Elliot Ragomo has called for a proper stadium to assist the development of the sport in the country. Speaking exc...



What is SIBC online?

We have an embedded digital radio link and upload at least three news stories a day to SIBC online.

They range from hard news stories, human interest, sports and feature articles about Solomon Islands tourism and culture.

We are also the only news organisation in the Solomon Islands which offers multimedia options such as video and podcasts



'I just want to help people': meet Marilyn Iro, your nurse of the year

Healthcare, Malaita Province, People, Solomon Islands, Top Headlines
May 29, 2017

For as long as she can remember, sister Marilyn Iro always wanted to be a nurse. In fact, she can pin point it down to an early memory as young girl. ...



Ban the bag: plastic bags banned in Western Province

Government, Laws, People, Politics, Solomon Islands, Top Headlines, Western Province
May 24, 2017

The Western Provincial Government has announced a ban on plastic bags in the Western Province. Premier Wayne Maepio made the announcement during the L...



From London to Honiara: Brexit impacts to hit Solomon Islands

Government, People, Politics, Solomon Islands, Top Headlines
May 15, 2017

It may seem a world away in the Solomon Islands, but the impacts of Brexit are set to travel the 15,000km from London to Honiara. The Solomon Islands ...



Who is reading SIBC Online?

Google analytics (below) allow us to analyse who is reading our website in real time.

Figures from the past two months show the all-important 25-34 age group is the most common reader, followed by the 35-44 age group.

1.	25-34	5,827 (26.97%)	34.84%	2,030 (25.56%)	74.10%	1.60	00:02:09
2.	35-44	3,880 (17.96%)	35.59%	1,381 (17.39%)	72.99%	1.62	00:02:15
3.	18-24	3,633 (16.81%)	38.04%	1,382 (17.40%)	73.74%	1.69	00:02:22
4.	45-54	3,504 (16.22%)	37.50%	1,314 (16.55%)	72.92%	1.63	00:01:53
5.	55-64	2,857 (13.22%)	38.40%	1,097 (13.81%)	72.94%	1.57	00:01:25
6.	65+	1,905 (8.82%)	38.69%	737 (9.28%)	70.71%	1.64	00:01:54



Who is reading SIBC Online?

As you can see below, with the figures over the past 2 months most of our audience is local, with significant audiences from Fiji and Australia.

These are people with internet/smartphones and generally well-educated, with money to spend.

Country	Sessions	% Sessions
1.  Solomon Islands	21,040	39.39%
2.  Fiji	7,278	13.62%
3.  Australia	6,666	12.48%
4.  United States	2,657	4.97%
5.  New Zealand	2,465	4.61%
6.  France	2,315	4.33%
7.  Vanuatu	1,935	3.62%
8.  Philippines	1,668	3.12%
9.  United Kingdom	866	1.62%
10.  Papua New Guinea	774	1.45%



What advertisements are available?

The advertisements sit in three positions on the website and provide a live link back to your website, or a specific page within that website.

Header banner ad

The header-banner ad is the most prominent and therefore the most expensive spot on the website.

Apart from the SIBC logo (which is in the process of being updated) it is one of the first things a reader will see



Header banner ad

Below are some examples of mock banner ads created for Sol Air and Telekom by the SIBC team.

The ads can either be created by the team, on suggestions from you, the advertiser, or an existing campaign/design can be embedded into the website

Desktop

A screenshot of the SIBC website on a desktop browser. The browser's address bar shows 'www.sibconline.com.sb'. The website's navigation menu includes 'ABOUT US', 'BUSINESS DIRECTORY', 'ADVERTISE', 'MARKETING YOUR PRODUCT', 'FEEDBACK / COMPLAINT', 'CONTACT', and 'YOU ME SIBC'. A search bar is located on the right. The main header banner features the Solomon Islands Broadcasting Corporation logo on the left and an advertisement for Sol Air on the right. The Sol Air ad shows a white airplane with the text 'FLY TO BRISBANE FROM \$1650 SBD' and the Sol Air logo. Below the banner, the website content is organized into sections: 'HEADLINES' with a photo of a couple at a sewing workshop and the headline 'Couple stitching up sewing machine repair workshops'; 'WEATHER' for the Solomon Islands showing a temperature of 28°C and a forecast for the following days; and 'ABOUT SIBC' with links to 'HISTORY' and 'LOCATION'.

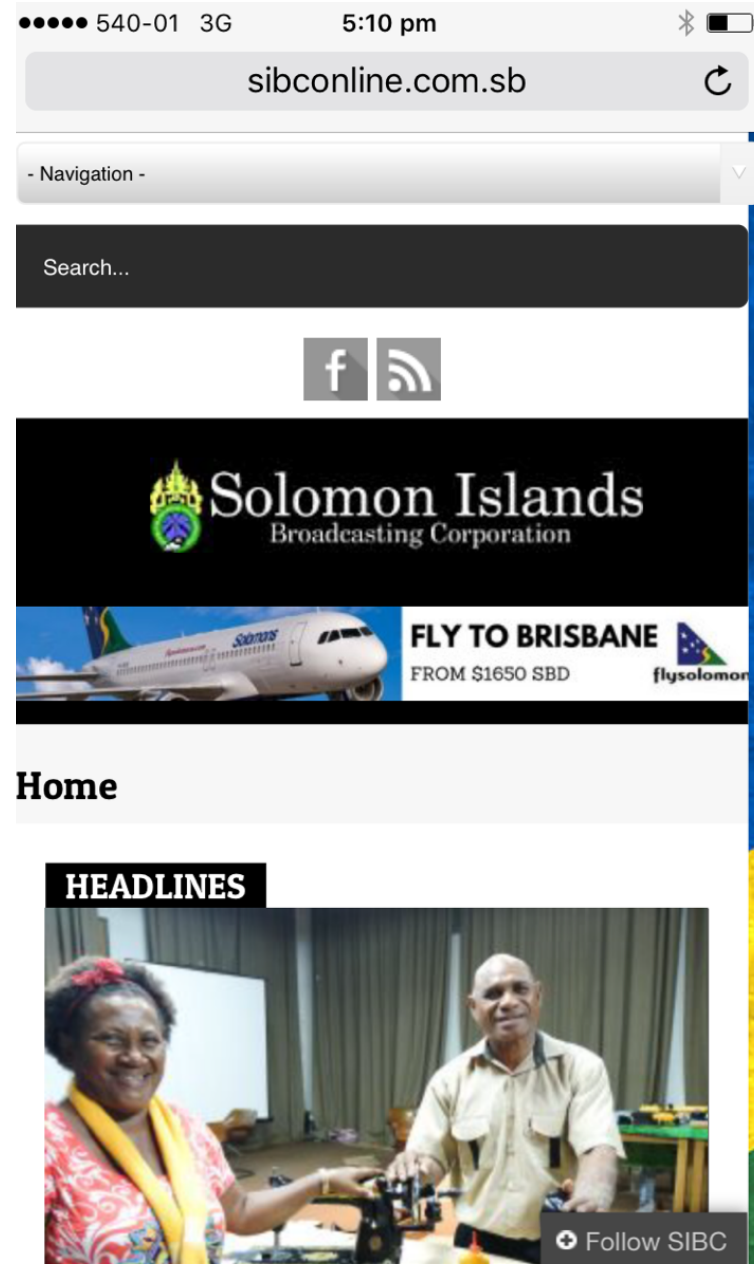


52 per cent of our audience uses mobile to access the site.

44 per cent use a desktop

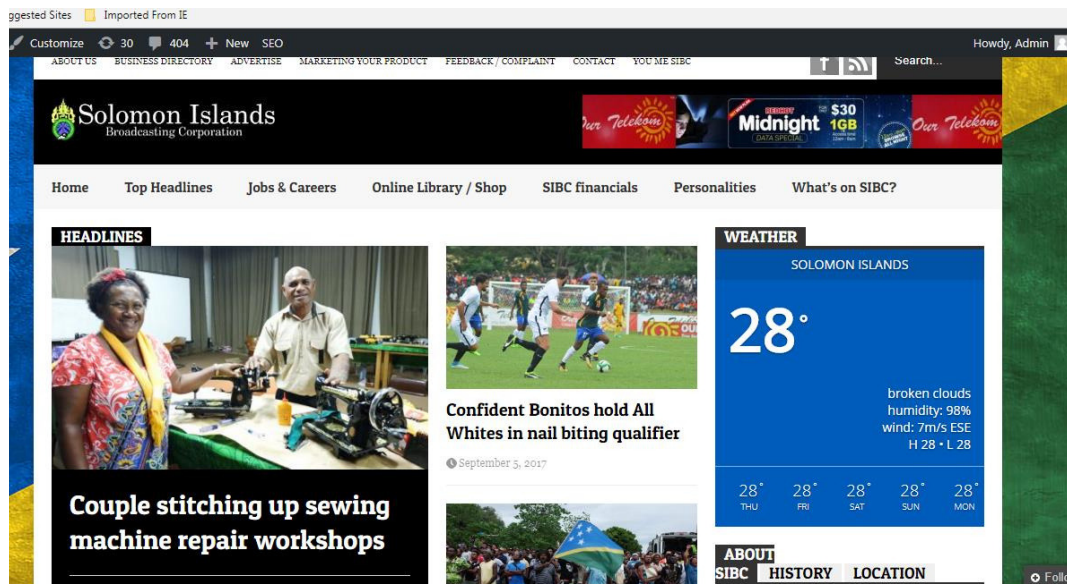
4 per cent use a tablet

mobile

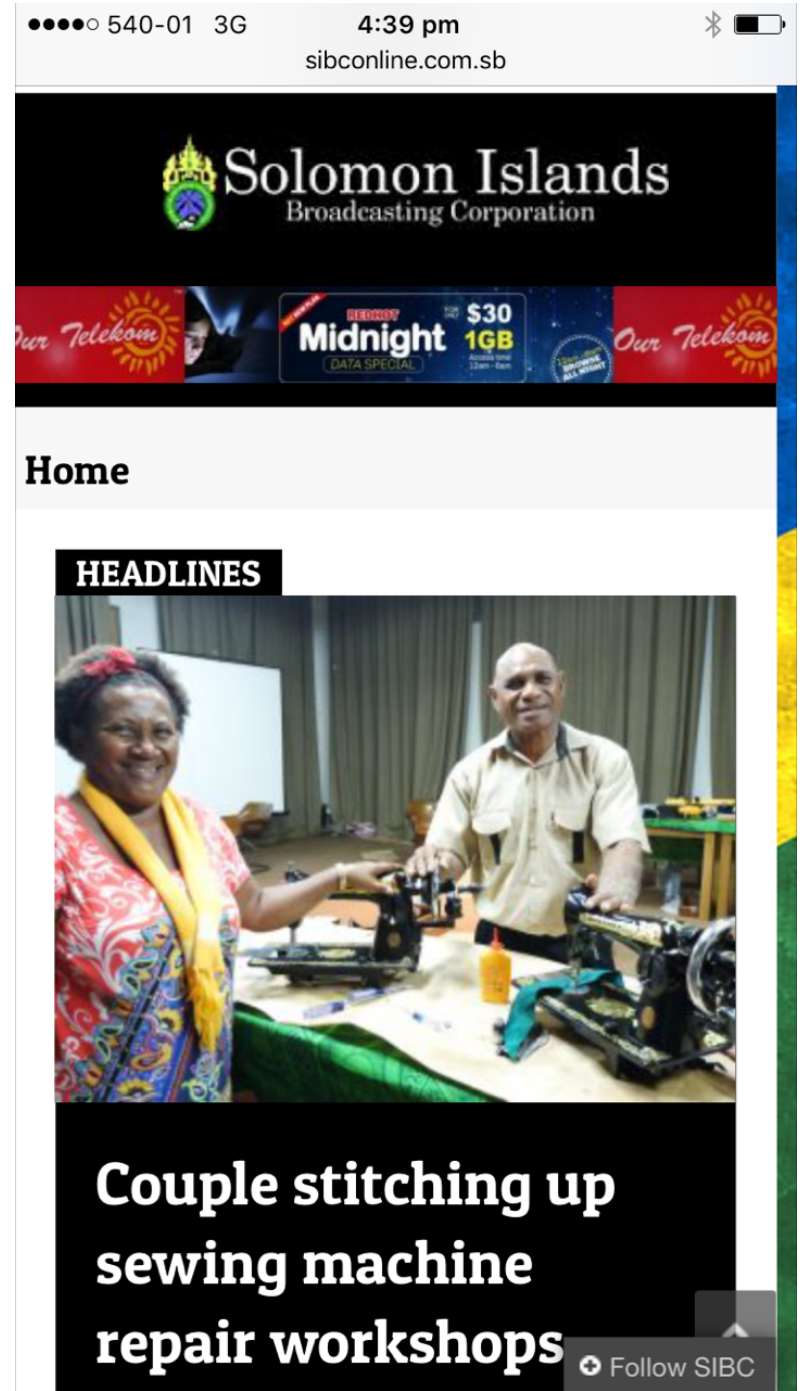




desktop



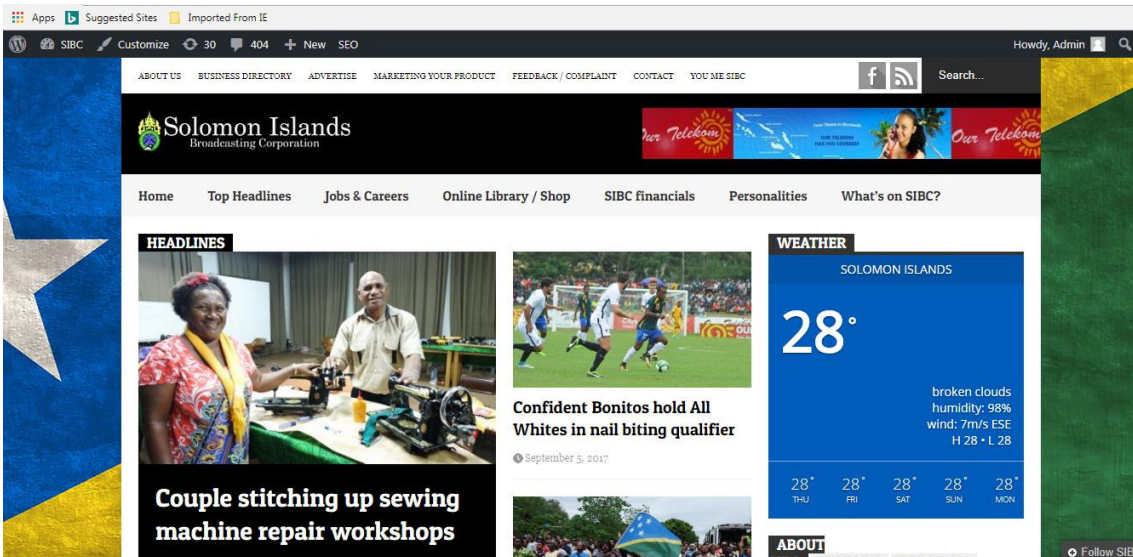
mobile





desktop

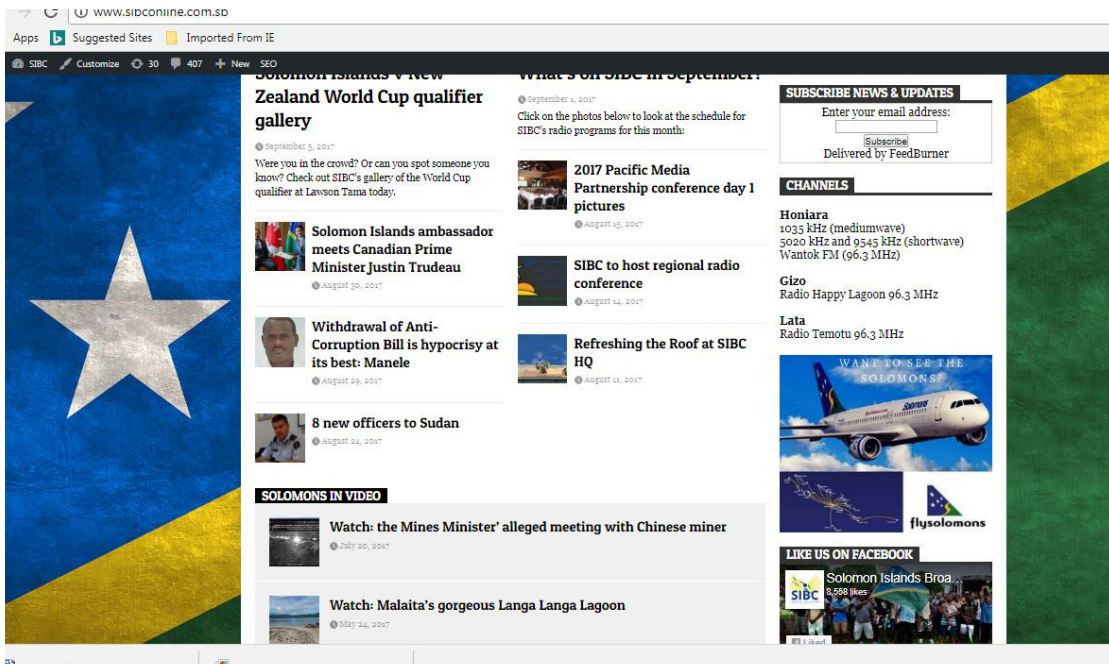
mobile





Sidebar advertisement

This sits on the side of the website, a little bit further down meaning the user has to scroll down to see it.





Footer ad

This is at the bottom of the website and the cheapest of the three

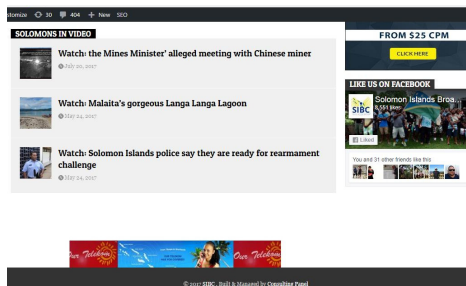
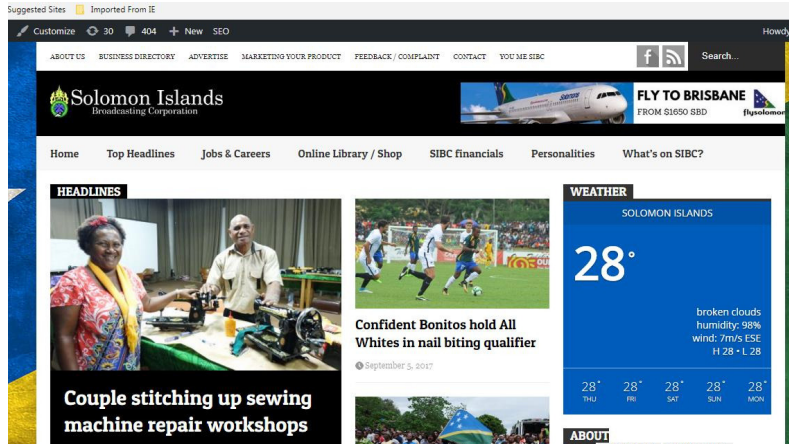
A screenshot of the SIBC website footer. The browser address bar shows 'www.sibconline.com.sb'. The page content includes a 'SOLOMONS IN VIDEO' section with three video thumbnails and titles: 'Watch: the Mines Minister' alleged meeting with Chinese miner' (dated July 20, 2017), 'Watch: Malaita's gorgeous Langa Langa Lagoon' (dated May 24, 2017), and 'Watch: Solomon Islands police say they are ready for rearmament challenge' (dated May 24, 2017). To the right of the video section is a dark blue banner with the text 'FROM \$25 CPM' and a yellow 'CLICK HERE' button. Below that is a Facebook widget titled 'LIKE US ON FACEBOOK' for 'Solomon Islands Broad...', showing 8,551 likes and a 'Liked' button. At the bottom of the page is a banner advertisement for 'Our Telekom' featuring a woman on a mobile phone and the text 'OUR TELECOM HAS YOU COVERED'. The footer text at the very bottom reads '© 2017 SIBC . Built & Managed by Consulting Panel'.



How much does it cost?

deal 1

SIBC is offering up a special introductory deal of \$4000SBD a month for all three spots on the website. These can either be all the same ads, or three different ones.





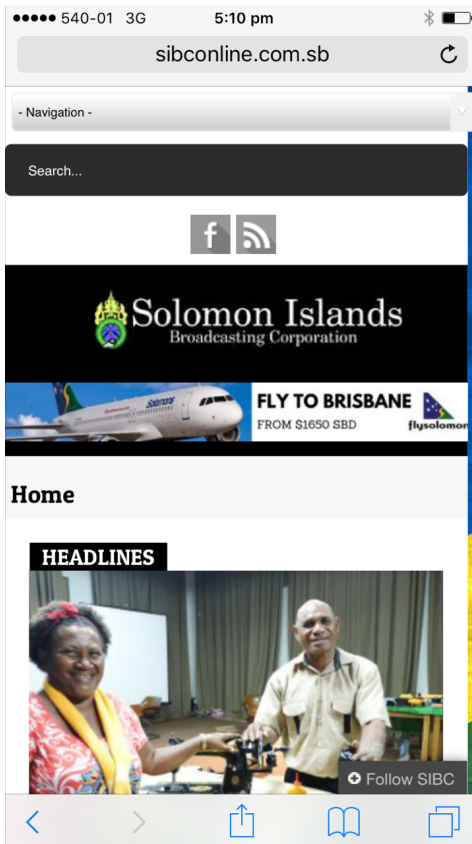
How much does it cost?

Deal 2

Header-banner ad

SIBC is offering up a special introductory deal of \$3000SBD a month for this prime spot on the website.

On SIBC's current figures, this ad will be seen by 40,000 sets of eyes in a month - a bargain price considering the prices offered by the local newspapers for one day's ad





How much does it cost?

Deal 3

Sidebar ad

SIBC is offering up a special introductory deal of \$1500SBD a month for this second prime spot on the website.

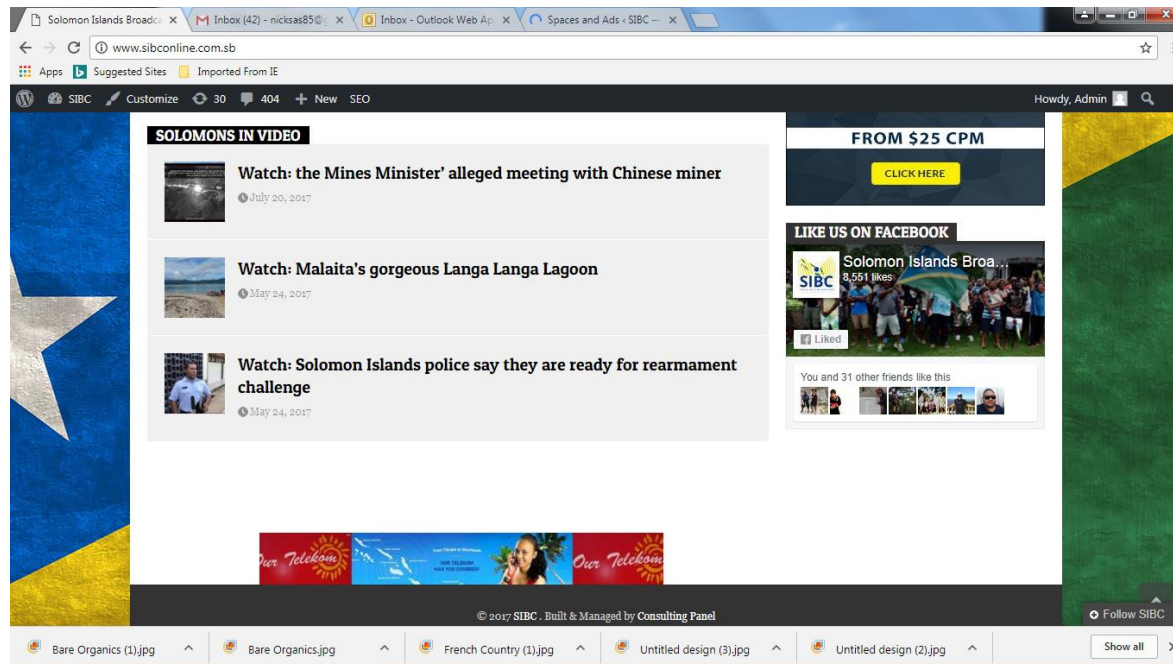
A screenshot of the SIBC website (www.sibconline.com.sb) in a web browser. The browser's address bar shows the URL. The website has a dark header with the SIBC logo and navigation links. The main content area features several news articles with images and dates. On the right side, there is a sidebar with a 'SUBSCRIBE NEWS & UPDATES' section, a 'CHANNELS' section listing radio frequencies for Honiara, Gizo, and Lata, and a 'LIKE US ON FACEBOOK' section. The sidebar is highlighted with a yellow and green border, indicating it is the advertised spot.



How much does it cost?

Deal 4 footer ad

SIBC is offering up a special introductory deal of \$500SBD a month for this third spot on the website.





Who to contact...?

The SIBC sales team

Email

sales.sibc@sibc.com.sb

Phone: 20051
and ask for
Irine
Jonathon or
Jeff

