

Advertise

Jamaica™

Information Pack

## **General Information**

AdvertiseJamaica.com is a one of a kind advertising medium where we do all the dirty work. E-marketing is not meant for everyone and requires a lot of hard work and dedication. If a company does not have the staffing or know how in this department then it could mean the difference between five hundred and two thousand customers or viewers.

## **Why Advertise with Us?**

When you place a banner ad on a website or use pay-per-click advertising you can spend a lot of money and there is no guarantee that others will see your ad. For a new start-up company this can be costly. When you advertise with us you make a one time payment which includes having your ad on our site for two (2) years, and the option of participating in online promotions. We will ensure that our site gets out there on Google and other popular and regional search engines as well as on websites that relate to your product and/or service. We aim to get potential customers on our site so that they can view your ads. If you do not have a website you can still benefit by placing a banner on our site.

You will receive monthly reports about visitors to our site by email which will include:

- Country
- City
- New vs. returning visitors (The number of visits to our site.)
- Pages visited (The average number of pages viewed during a visit to our site. Repeated views of a single page are counted.)Average time on site (The average duration of a visit to the site)
- % new visits (The percentage of visits by people who had never visited our site before)
- Connection speed (DSL, cable, other)
- Most popular day/hour
- Referrer report (The Referring Domains report identifies the top domains that have provided referrals to visitors of the site. These are often search engines or other sites that carry a link to the site.)
- The # of hits (times your site or banner was visited)

As an option, you will be able to participate in online promotions. We will try to do this as often as once a month. Most of these promotions do not require your participation, however if your company has promotional items such as t-shirts, hats, etc, they will serve as great giveaways in our promotions, especially for your company.

Get the benefit of a full marketing team working for your company by doing business with <http://www.AdvertiseJamaica.com>