



Why **Online** Advertising?

- Increase your ROI with an affordable, yet effective online campaign.
- **Targeted banners impressions** and **Audio Spots** reduce the waste of airing spots.
- **Direct Links to your web site** which increases awareness about your company, product and services.
- Save money and increase effectiveness by including an online component beside traditional and conventional media advertising.
- Target a demographic segment that is most likely to be interested in your goods or services.
- Raise brand awareness with an eye catching creative banner or an audio spot.
- Target the exact reach with a very cost-effective medium.
- Communicate your message to potential customers throughout the working day.
- Get instant results, customers are always a click away from your site/products.
- The success of your campaign is measurable, with up to the hour statistics on impressions and clicks.

Our **AUDIENCE:**

NostalgiaHITS.com listeners are **senior executives and individuals**, basically in the MEA region.

People who **had their teenage between the 70's and the 90's**, educated, with a high spending power, and wants to enjoy the music that makes them feel **young again!!**

Weekly Traffic:

- **42,106** Visits - **2hr 05 min** Average time on site - **65.2%** New visits

TARGETED Ads

Now with our profiling status you can **target your EXACT audience:**

1. **Age** group, and **Gender** preference
2. **Different formats:**
 - **Audio** spots Ads
 - **Banner** Ads
 - Video TV Ads (coming soon)

Our **RATES:**

- **Audio spots** (30 sec on average):

	Number of Spots	Price	Avg/Spot USD
○ Basic Pack	20.000 Spot	4.000 €	0.20
○ Bronze Pack	40.000 Spot	6,800 €	0.17
○ Silver Pack	60.000 Spot	8.500 €	0.14
○ Gold Pack	80.000 Spot	9,600 €	0.12
○ Platinum Pack	100.000 Spot	10,000 €	0.10

- **Banner** Ads:

○ Wide Skyscraper	160 X 600 Pixels	million impressions	500 €	0.0005
○ Leader board	728 X 90 Pixels		500 €	0.0005
○ Square	250 X 250 Pixels		400 €	0.0004
○ Yearly Contract	(unlimited impressions all year round)		3,000 €	lower

- **Video** Ads: (soon)

- You will be able to broadcast your TV Commercials, with an MPEG format, yet targeting effectively your audience.

Middle East: **webera** online advertising network.

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