

# *The* **VALENCIAN**



**MEDIA KIT**



## Why advertise with us:

We want you to have more customers.

We want more people to know about your business.

We want your business to thrive.

Why?

Quite simply, our aim is to provide a one-stop-shop for relevant information for our readers and website users in Valencia. That means that the more we can send them straight to a business, the more we have helped them save time in finding a solution that meets their needs. Their solution can be your gain – and we will have done our job.

We have a range of advertising packages to suit all budgets and marketing goals. This might be improving corporate awareness, launching a new product or service, or a constant reminder that you are there.

You might want to rise above your competition on our sponsors page or ensure that you are noticed with a prime position in the magazine.

## What is specific about us:

- 1.** We are the **only news service** in Valencia and Valencia province in English and eight other languages.
- 2.** You will be exposed to a **huge foreign market** in the Comunidad Valenciana, estimated at 500,000 possible readers.
- 3.** As we are the only service of this kind, we expect to be successful in the **international market**, too. We consider as a possible market all the future residents of Valencia (people considering relocating here and reading the news to get informed), as well as tourists coming to our city and in need of up-to-date information.
- 4.** All the advertising is placed on our servers; **we don't use Google Ads** or any other automated software. This guarantees not only the loading speed of our site but the absence of annoying ads that are constantly loading and reloading, pushing the consumer away from the advertiser.
- 5.** Since all the ads are placed on our server, **no ad-blocking browsers** see them as ads, so you are guaranteed views every time somebody looks at the page.
- 6.** By having a news section, sites like ours will have a high Domain Authority and Page Authority rating. Linking your website with the "dofollow" link will provide you with a **huge SEO burst**, and change your position in the search engines dramatically. And the prices of links obtained this way are much higher than the prices we charge for advertising.
- 7.** At the moment, since this is a startup, all our advertising prices are **discounted 50%**. As we can not show certified web-traffic within the first six months, the advertising contracts we are offering are valid for a maximum six months and are priced at a very low rate. After this period, we will revisit our pricing in Valencia. That means that the more we can send them straight to a business, the more we have helped them save time in finding a solution that meets their needs. Their solution can be your gain – and we will have done our job.

## **Advertising options:**

- 1. Ad placed on the desired place in the magazine**
- 2. Sponsor's logo**
- 3. Sponsor's logo on Sponsors' page**
- 4. Full page on our site** ( a type of mini website connected to our domain)
- 5. Editorial** (an article about your business, written by a professional journalist and placed on our site, that you can later use and re-use as a press release yourself).

Please look at our **Rate Card** for more info.

Our advertising team is here to help you to make the right decision and to maximise your ROI (return on investment).

We can even help you to create your advertisement if that is required.

If you would like to know more about why you should advertise with us, would like to talk through the many options or wish to receive our media pack, please contact us at

**[sales@valencian.es](mailto:sales@valencian.es)**

# FRONT PAGE BANNER ADS

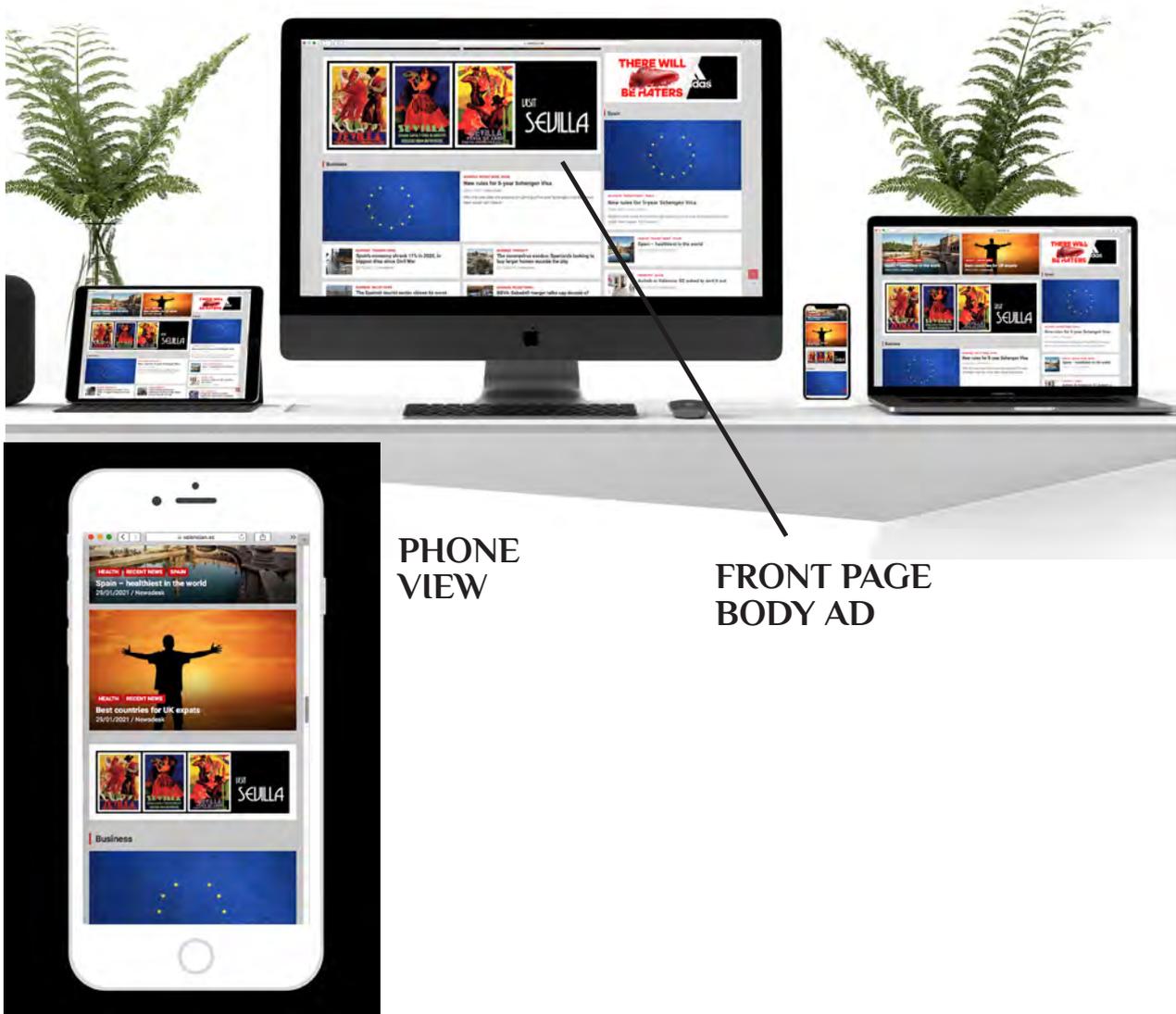


001.FRONT PAGE TOP BANNER AD  
(2000X500 px)

002.FRONT PAGE HEADLINE BANNER AD  
(1200X300 px)

*The*  
**VALENCIAN**

# FRONT PAGE BODY ADS



PHONE  
VIEW

FRONT PAGE  
BODY AD

003.FRONT PAGE BODY AD PRINCIPAL  
(1200X400 px, 1200X300 px)

004.FRONT PAGE BODY AD  
(1200X400 px, 1200X300 px)

# FRONT PAGE SIDEBAR



PHONE  
VIEW

FRONT PAGE  
SIDEBAR  
AD

005.FRONT PAGE SIDEBAR AD PRINCIPAL  
(900X300 px, 900X200 px)

006.FRONT PAGE SIDEBAR AD  
(900X300 px, 900X200 px)

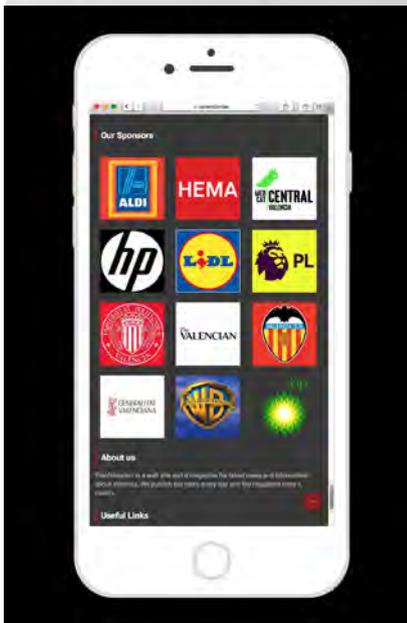
*The*  
**VALENCIAN**

# FRONT PAGE LOGOS



PHONE  
VIEW

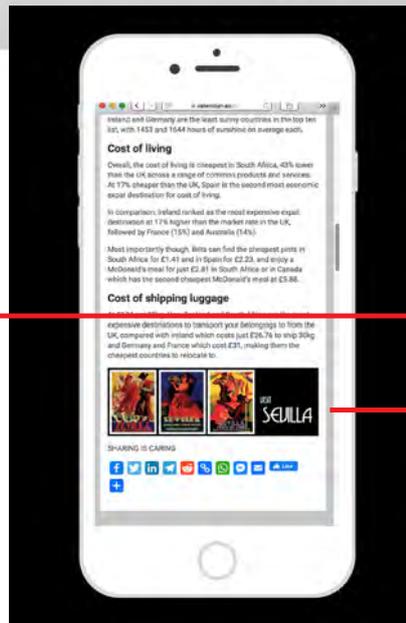
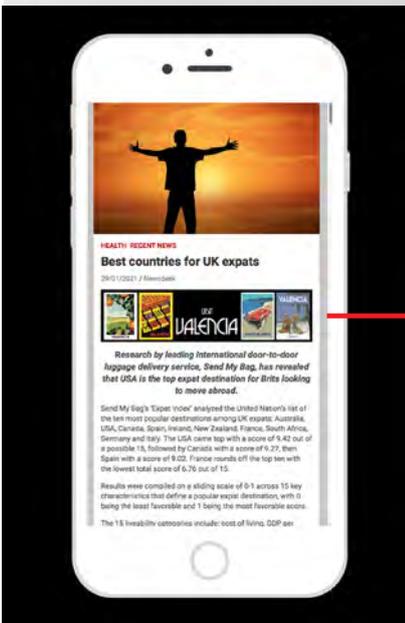
FRONT PAGE  
LOGOS



007. FRONT PAGE LOGOS  
(300X300 px)

# ARTICLE BODY

ARTICLE BODY TOP



ARTICLE BODY TOP

ARTICLE BODY BOTTOM

008.ARTICLE BODY AD  
(1200X300 px, 1200X400 px)

# ARTICLE PAGE SIDEBAR



PHONE  
VIEW

ARTICLE PAGE  
SIDEBAR AD

009. ARTICLE PAGE SIDEBAR AD PRINCIPAL  
(900X300 px, 900X200 px)

010. ARTICLE PAGE SIDEBAR AD  
(900X300 px, 900X200 px)

*The*  
**VALENCIAN**

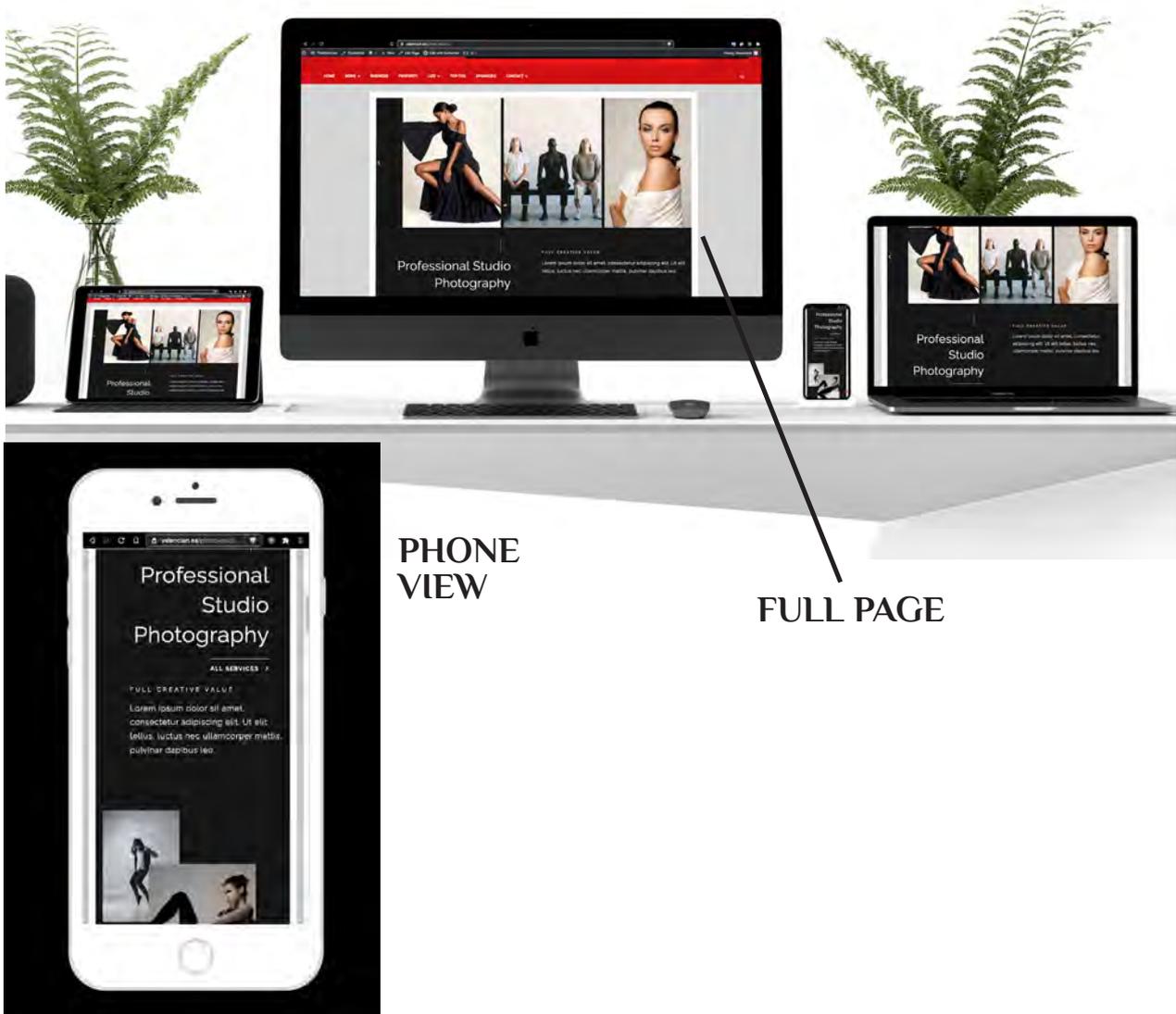
# SPONSORS PAGE



011.SPONSORS PAGE LOGO (500X500 px)

Client details: address, phone, website with link to client's website or to clients web page on our site

# CLIENTS PAGE



PHONE  
VIEW

FULL PAGE

012. CLIENTS PAGE  
(specifications depending on the request)

# ADDITIONAL SERVICES

## 013. Advertorial:

We can publish an article about your business in our news section under the category “Advertorial”. The feel and the information presented follows the spirit of our regular articles and therefore, it can be a very rewarding piece of publicity. If you are not sure about the content, we can assign one of our professional journalists to write a piece for you. This article will become your property, and you can freely use it later for public relations purposes.

## 014. Social Media:

We can distribute your adverts on our social media pages – Facebook, Instagram, Twitter, Pinterest, LinkedIn and Medium. You will earn a title as our Sponsor on these pages and we will adjust any of the adverts to the preferred size of the platform we are publishing on.

## 015. SEO Linking:

We can distribute your adverts on our social media pages – Facebook, Instagram, Twitter, Pinterest, LinkedIn and Medium. You will earn a title as our Sponsor on these pages and we will adjust any of the adverts to the preferred size of the platform we are publishing on.

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VALENCIA NEWS

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