

What do you look for  
when choosing an  
advertising medium?

- ✓ Reach
- ✓ Target Audience
- ✓ Location
- ✓ Budget



**Tenerife Forum is the BIGGEST information and community website for British Expats & holiday-makers in the Canaries!**

## Key Statistics\*

- ✓ **1,000,000 Pageviews/month**
- ✓ **25,000 members**
- ✓ **40,000 unique visitors/month**
- ✓ **300 new registrations/month**

Following its launch in October 2005 the **Tenerife Forum** has quickly established itself as the leading information and community website in Tenerife and the Canaries.

With regularly updated news and important information about living, moving and holidaying in Tenerife, such as changes to regulations, reviews of hotels and bars, or regular meetings for members, we have grown into a valuable resource and an unrivalled living, breathing online community in its own right.

We were first to feature live video from the Tenerife fires of 2006 and when a family were reported living in poverty, members rallied together and rebuilt their house!

Our members are incredibly loyal and supportive of each other and the community, which is why we grow from strength-to-strength and are unmatched by any other information and community website of this kind in the Canaries.

# Advertising Opportunities



## Traditional Banners

All banners feature above **and** below the fold.

### 468 x 60 pixels Top banner :

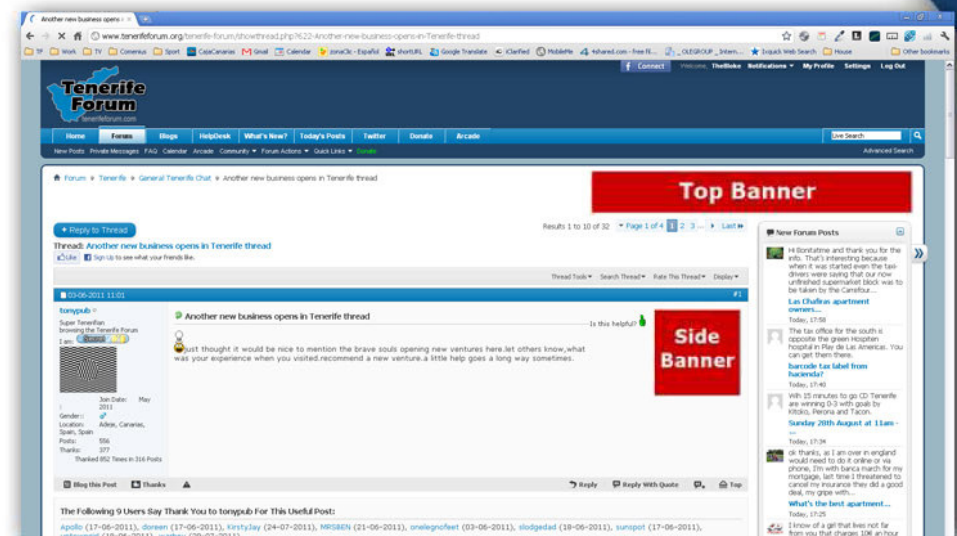
These banners can be static or animated and feature at the top and bottom of each page.

If you wish to target your advertisement, we can arrange for your ad to only feature in specified parts of the forum that relate to your business, and therefore maximise your click-thru conversions.

### 125 x 125 pixels Side Banner :

These static or animated banners feature in the first and last post of every page within the threads.

Although the size is smaller, these ads are still high profile and if required, can be allocated to targeted areas of the forum as with the Top Banners.



# Advertising Opportunities



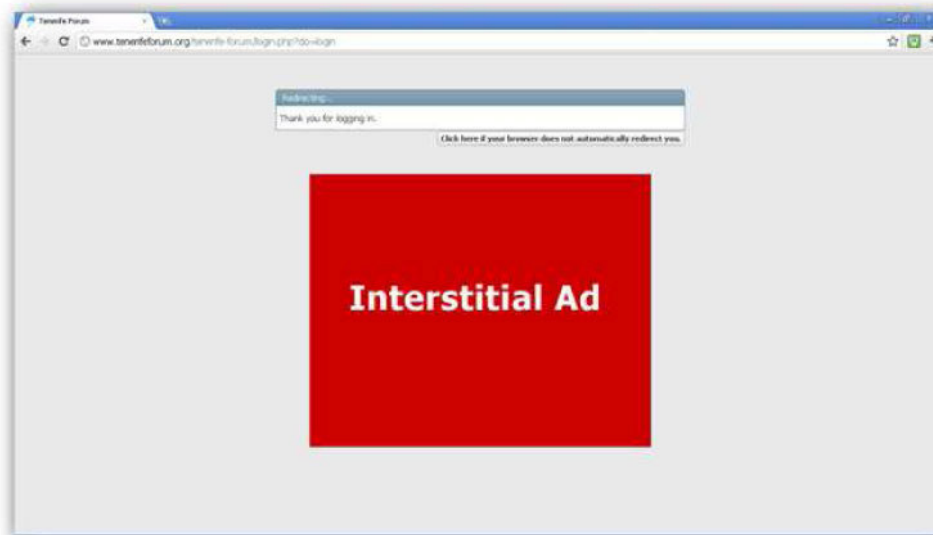
## Interstitial Adverts

**500 x 400 pixels :**

These banners are static images and feature for a short period after login until the user-requested content displays.

These ads cannot be targetted to specific areas of the forum, but they are high impact.

They are also known as **transition ads** or **splash pages**.



**Promote and drive customers to your business at  
NO extra cost!**

We have developed the **Tenerife Forum** discount card in order to help promote businesses and encourage spending in Tenerife.

## How it works...

You choose what discount or incentive you want to offer. You display the Tenerife Forum Discount poster in your establishment.

When someone shows you the discount card you honour your promotion.

We inform our members of your promotion, listing your discount with weblinks and our Google Map location tools.

Our members can access the discount card and location information on their smartphones, whilst in Tenerife!



# Advertising Packages

**We have various packages available,  
depending on your needs...**

## **Flat Rate :**

You pay a fixed fee for a set time period. Your ad is displayed for the duration of that period. This is great if you have a fixed budget.

If the number of ads in our rotation is low, then your ad will display more, however your exposure will decrease the more ads we have.

Due to our high traffic, the difference should be negligible in relation to your ROI.

## **Pay-Per-Click/Pay-Per-Impression :**

You pay a fixed fee for a set number of click-thrus or impressions of your ad. The advantage of this, is you are assured of a specific visibility, regardless of the number of ads.

The downside is that you will not know a specific timeframe for your campaign.



**You can use one of the following methods to contact us if you are interested in advertising with us.**

**E-mail :** [advertising@tenerifeforum.com](mailto:advertising@tenerifeforum.com)

**Phone :** (+34) 630 683872

**Your Tenerife Forum sales representative is :**