

# advertising

## Honduras This Week Online

### Advertising Kit 2006



<http://www.hondurasthisweek.com>

# advertising

## Honduras This Week Online



### Taking the hits

At an average of 1.5 million hits per month, Honduras This Week Online draws a crowd. That's an average of 45,000 hits per day, with Tuesday being the most active day, followed by Monday and Wednesday.

Fortunately, the HTW servers, located in Houston, can take the heat. With an average uptime of 99.4%, and a response time on par with the Business 50, they are always ready to serve the news... and the ads.

The busiest hour is 4pm (Central Time), and the slowest is 8am. But night time is quite active, due to heavy activity from overseas.



### Read all over

In 2005 alone, readers from over 6000 different cities and over 200 countries savored the edition. Among them, there were visits from all 50 States in the United States, and 26 Chinese provinces.

The United States, Canada, United Kingdom, Brazil and Uruguay topped the list of most active countries. Virginia, Texas, California, Illinois and New Jersey were the most active U.S. states, and Bei Jing, Grang Dong, Shang Hai, Zhe Jiang and Hai Nan were the most active Chinese provinces.

But home is not far behind. Honduran visits ranked in the top 10 countries in 2005 for the first time. This trend has evolved in proportion to the number of Internet connections available in Honduras. The local market is alive, and only getting stronger.



### The buzz

Google the term "Honduras News" in Yahoo, MSN, AOL, or... Google, and you will run into HTW Online without having to scroll very much, or not at all.

As a member of the Inter-American Press Association and many other prestigious news organizations, HTW Online enjoys visible placement in world-class online resources for news, cultural, business, and travel information.

HTW's popularity extends beyond the established media, as it spins the nascent blogosphere. A recent cross link analysis on Google revealed over 450 resources leading to HTW.

When Hillary Clinton visited Honduras in the aftermath of hurricane Mitch in 1998, she requested 100 editions of the print edition of Honduras This Week for her staff. The real-time update on the online edition was the country's cry for help to the International community. And it was heard.

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Tegucigalpa's luxury boutique hotel, Minister Suites, turned their front page ad campaign into more than 200 reservations using a high visibility approach.



## Exposure

The weekly edition cycle provides ample opportunity for exposure. The clear layout allows an unobstructed view of the message and fosters clickthroughs. A small text blurb can accompany the ad at no additional cost. This feature allows the ad to be indexed by search engines, and can complement the visual. Layout

Multiple campaign options can accommodate the most aggressive marketing plan, and the most economical budget. From the top-of-the-line Leaderboard which displays while the content is loading, to the rectangle banner in a section of choice, there is an ad for everyone. Long-term campaigns can save up to 25% when they purchase valuable space in advance.

Permanent placement of ads turn the campaign into a long-term investment. Search engines such as Google, index pages constantly and dispense them when a search term matches the content on the page. So, by default, the banners' useful life is extended beyond the edition's term.

## Experience

It was a quiet web, ten years ago. Honduras' growth on the net was as slow as a modem. The .hn domain was fresh out of the oven and no Spanish songs used the word 'email'. Then, a team with a vision thrust the premier English language Honduras newspaper through the new millennium with striking force. They were galvanized by innovation, creativity and excellence, and powered by the judicious voice of talented journalists from all over the world, living and breathing Honduras.

Fast forward 4000 pictures, 3000 pages, 400 editions, and 20 awards, to the decade anniversary of Honduras This Week Online. What was once a site, is now a hub.

Thousands flock to the URL every day, from every corner of the world to read the latest word from the Nation. They are shopping, conducting business, planning a trip, buying property, running the world, and saving the world. They are reading, scrolling, pointing, and clicking. What was once a challenge is now an opportunity.

## Innovation

Innovation has always been a hallmark at HTW Online. From the early rich email content distribution system in 1997 to Maribel Lieberman's 2005 video and flash interview in her gourmet chocolate bar in SOHO, New York.

But what lies ahead is even more exciting. 2006 will bring a music and video distribution system where local Honduran artists will be able to share their talent with the rest of the world.

A parametric real estate section that will allow realtors to publish their properties on their own so surfers can search through them by category.

A travel reservation system where users will be able to easily find their best hotel option and make a reservation.

A real-time publishing system will allow up-to-the-minute information of ongoing events.

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## Honduras This Week Online

### Front Page

Leaderboard



Full Banner

Skyscraper

Rectangle

## Banner Ad Rates

Description	Ad Size (IMU)*	Placement (On page)	Regular Section**	Front Page**
Leaderboard	728 x 90	Top	495	990
Full Banner	468 x 60	Content	400	800
Skyscraper	120 x 600	Margin	250	500
Rectangle	180 x 150	Margin	200	400

\* IMU: Interactive Marketing Unit. Corresponds to pixels for Honduras This Week Online. Visit the Interactive Advertising Bureau (<http://www.iab.net/standards>) for more information on industry standard advertising metrics.

\*\* Rates are per week (edition). Volume discounts are available.

## Discounts

	1 Month	3 Months	6 Months
Discount	10%	15%	25%

For more information or to set up a presentation with a representative, email [sales@hondurasthisweek.com](mailto:sales@hondurasthisweek.com)