

Who is Sulit.com.ph?

Sulit.com.ph is the most visited classified ads (buy and sell) website by Filipinos all over the world. The website has been online since September 2006 and from then it became the fastest growing online destinations in the Philippines Today.

Why Sulit.com.ph?

Sulit.com.ph has established its remarkable strength in the internet owing to its high rankings in the internet search engines. Sulit.com.ph can bring your products or services in front of actual users, searching from the different search engines, looking for products and services plus the millions of users directly browsing and searching the website.

Majority of Sulit.com.ph's visitors are buyers, who are looking to buy a product or service. The buying or purchasing conversion rate of our visitors is very high compared to other content websites. Our traffic has more probability to convert into sales.

What is inside Sulit.com.ph?

1. Classified Ads
 - a. Buy and Sell
 - b. Real Estate
 - c. Cars/Automotives
 - d. Business / Earning opportunities
 - e. Business Products and Services
 - f. Jobs

2. Other activities:
 - a. Forums
 - b. Newsletter
 - c. Sulit Currencies
 - d. Trivia

CODE RED**R - REACH**

65 Million Monthly Pageviews
6 Million Monthly Uniques
500,000+ Members

Gender:

64% - Male
36% - Female

Location:

42% - Philippines
10% - U.S
48% - Other countries

Employment Status:

39% - Employed
32% - Self-employed
7% - Full-time student

Age:

2% - 3-12 years old
9% - 13-17 years old
52% - 18-34 years old
23% - 35-49 years old
14% - 50+ years old

E- ENGAGE

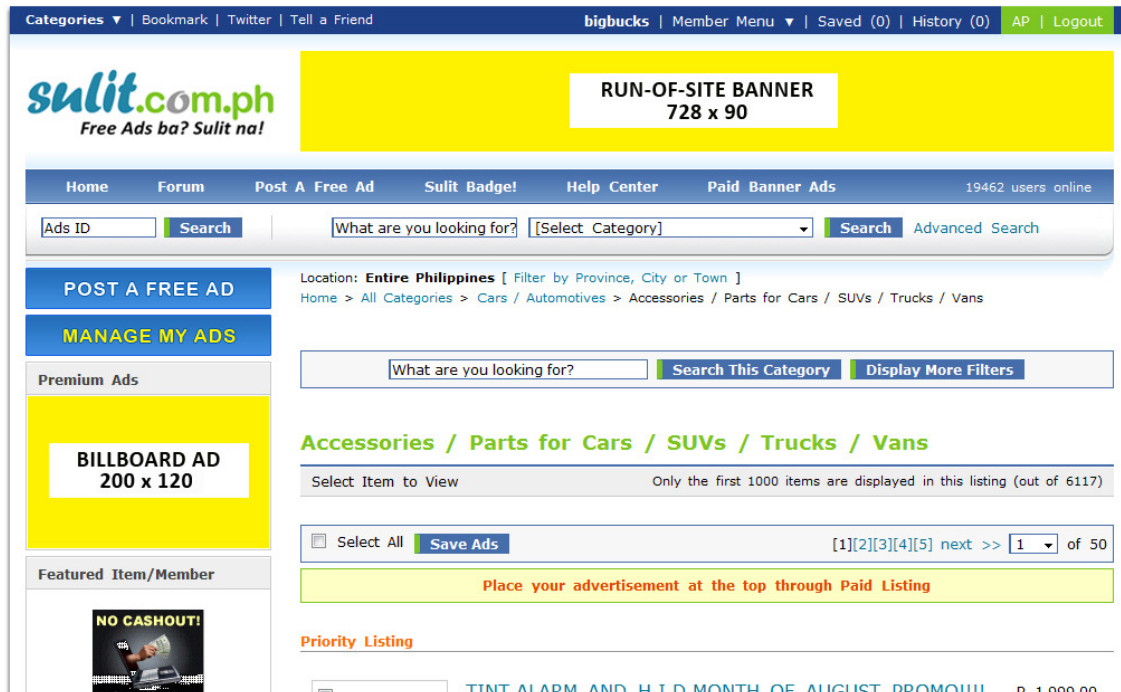
1. Members - Sulit.com.ph has over 500,000+ members who post ads, participate in forums, trivia and other online and offline activities
2. Forums - Thousands of forum posts monitored daily covering a wide range of topics
3. Newsletters - All members receive and read regular newsletters about new services from Sulit.com.ph and offerings from advertisers
4. Sulit currencies - Digital currencies that members use for different activities in Sulit.com.ph
5. Trivia - Member can submit or answer online trivia questions

D - DELIVER

BANNER ADVERTISING - HOMEPAGE



BANNER ADVERTISING- INSIDE PAGES AND RUN-OF-SITE



	HOMEPAGE BANNER AD	RUN-OF-SITE BANNER AD	BILLBOARD AD
LOCATION	Homepage only	Inside Pages and Run-of-site	Run of Site
AD SIZE (in Pixels)	728 x 90	728 X 90	200 x 120
FILE TYPE	JPG/GIF/PNG	JPG/GIF/PNG	JPG/GIF/PNG
MAX FILE SIZE	75 KB	75 KB	30 KB
CPM RATE	Php 275	Php 225	Php 175

** additional 20% for Geo-targeting

Frequently Asked Questions (FAQ)

1. What is CPM?

CPM means the “Cost per 1,000 Impressions”

2. What are Impressions?

Impressions are the number of times your banner is displayed which are also known as ad views

3. How do know how much I should pay?

Banner Ad Campaigns are charged based on the number of impressions bought. For example you want to buy 100,000 impressions of the run of site Banner ad which has the cost of Php 225 per cpm, then you need to pay Php 22,500 (100,000 impressions / 1,000 impressions (CPM) /Php 225 cost per cpm).

4. Is the cost inclusive of 12% VAT?

The rate displayed on our site is EXCLUSIVE of 12%. We will add another 12% to your cost. Given the example in item no. 3, Php 22,500 plus 12% will be Php 25,209.60.

5. How would I know how many impressions I should buy?

The number of impressions depends on the objective of your campaign and who is your target market. Given the readership of Sulong.com.ph, the ideal number of impressions for a one month campaign is 200,000 impressions which is also our minimum buy.

6. What is a Homepage Banner ad?

A homepage banner ad is the leaderboard ad (728 x 90 pixels) that you will only see in the Homepage of Sulong.com.ph. If you will place a Homepage Banner Ad, it will not be displayed or seen in the other pages of the site.

7. What is a Run-of-site Banner ad?

A Run-of-site is the leaderboard ad (728 x 90 pixels) beside the Sulit.com.ph logo. This ad will appear in all the pages of the site EXCEPT the homepage.

8. What is the Billboard ad?

The Billboard ad (200 x 120 pixels) is the ad that is displayed in the left column side of the page. It will appear in the homepage and in all other pages of the site.

9. What is a rotating Banner ad?

Rotating Banner ad is exactly two or more banners appearing in turns (at different page loads), not at the same time, at a particular place (e.g. at page top).

10. How long will my ad run?

The default for all advertising campaign is to run for 1 month (ad views/impressions are spread in the duration of 1 month). However, the advertiser has the option to change the spread duration from 1-30 days.

11. How can I track the exposure of my banner advertiser

All our advertisers are sent a performance report after their advertising campaign is over or upon request. The reports are sent thru the client's email.

12. How soon will my advertising campaign start? Is it possible to set the start of my advertising campaign at a later date?

Your advertising campaign can start as soon as we verify your payment. It is also possible to set it at any day date within 30 days from the payment verification.

We would require that you submit to us the materials for your advertising campaign atleast 3 days before the start date of the campaign.

13. How will we submit our campaign material (Banner ads)?

All campaign materials should come from the advertiser. It could be sent to us thru email or cd. If in case the client needs help in producing the materials, then we could refer a third party supplier who could do it for a client. Third party supplier would be charging the client accordingly.

14. Is it possible to limit the number of times my advertisement is displayed for every user?

Yes, you are allowed to set a limit for the number of times your advertisement is displayed for every user per specified duration. The default is no limit. The available duration is per minute, per hour, per day, per week or per month (i.e 10 times per day or 3 times per month etc.)

15. Do you accept animated images for Banner advertising

Yes. We accept animated flash and animated GIF. We may do other rich media executions but subject to our approval and additional cost.

16. Can we do targeted online advertising?

Yes, you may do Geo targeting. It is the method of determining the physical location of our user thru their ISP. If for example, your target market is only the Philippine users of our site, then we would set your ad in such a way that only users in the Philippines would see it. We would do the same if your target market are those from mainland U.S.

We could also do targeting by categories. If for example, you want your ad to come out only in the Buy and Sell category of Sulit, then we would set your ad to come out only in the said category. The above targeting will entail additional cost for advertiser. A minimum of 20% add on cost will be implemented depending on how targeted you want your ad to be.

17. What will happen if there is not enough visitors/traffic to display my advertisement?

If there is not enough traffic generated to reach the maximum impressions set for your online ad, then the expected duration of your advertisement will be extended until all your purchased impressions will be used with no additional cost from your end. All advertisements are guaranteed of purchased impressions and the advertisement will remain active until all impressions are served.

18. How do we pay for our online advertisements?

Payments can be made thru cash, check or thru our Paypal account. Cash and Check payments can be picked up from your office or deposited to our bank accounts. You may call our office to get the full instructions.