



CostaRicanTimes.com is an acclaimed news site with outstanding coverage of the events and people that are shaping Costa Rica and the surrounding region. Our coverage offers a fresh in-depth perspective on how Costa Rica fits in to the changing global picture that affects us all today more than ever. The Costa Rica News uses the power and freedom of the Web, along with traditional journalistic values, to let experienced reporters create a rich multimedia site that readers find fascinating and entertaining. It connects the Costa Rica readers to the world in a fresh new way.

### **Advertising Opportunities**

CostaRicanTimes.com is emerging as a leader in on-line advertising with innovative ways to give your brand exposure to and interaction with our growing audience of affluent international readership. What you will get with The Costa Rican Times is an on-line publication that is next generation. Using the latest in web technology, our goal for advertising is to drive traffic to our advertisers and promote their businesses from a third party angle.

**Here's How:** Traditional banners, micro-site hosted content, rich media content, custom featured articles

We possess the unique ability to provide more than traditional advertising through the use of news articles. These articles provide the distinct advantage of being indexed by the major search engines for sponsor supplied key words and remain a persistent source of traffic generation.

### **Who Reads The Costa Rica News?**

Our readership is on pace to have 500,000 readers in 2012. Readers are 80% unique new users and 20% returning users.

**Web Site Statistics:** (Through September 2012)

**Average Daily Hits:** 4,000 Projected for End of 2012 – 7,000

**Average Monthly Hits:** 120,000 Projected for End of 2012 – 210,000

**Average Monthly Page Views:** 300,000 Projected for End of 2012 – 525,000

**Average Yearly Page Views:** 3,600,000 Projected for End of 2012 – 6,300,000

(See Demographic Breakdown Below)



### **Readership Profile**

#### **Gender:**

Male: 65%  
Female: 35%  
Other: 0%

#### **Age Range:**

21 and Under: 15%  
21 to 35: 36%  
35 and Over: 49%

#### **Income:**

Under \$50,000: 21%  
\$50 to \$100k: 47%  
Over \$100k: 32%

#### **Location:**

US & Canada: 65%  
Costa Rica: 30%  
Other: 5%

### **Advertising Costs through December 2012**

**Feature Article** - An article each month that the CRT team will SEO on the topic of your choice to help promote your business, this will link to your email and website - \$200 a month

**Homepage Banner** – A banner (250 by 250 pixels) – Average clicks per day is 7 to 10 - \$200 a month

### **Discounts Offered**

Sign up for 3 to 5 Months – 10% off

Sign up for 6 to 11 Months – 15% off

Sign up for 12 months or longer – 20% off



### **SEO (Search Engine Optimization) Services**

The Costa Rican Times has a professional SEO team working behind it and is able to offer the services to other businesses looking to generate more website traffic and as a direct result generating more revenue.

In the most basic terms what SEO attempts to do for your business is when someone types in words to search for your area or (your business type, for example - restaurants) your information and website, will be on the first page of the worlds most used search engine Google.com

Our team took The Costa Rican Times to the first page of Google in less than a month and has since then got it ranked in the top 3 for the term "Costa Rica News".

Search Engine Optimization is the banner under which a number of different services and activities fall.

- **Link Building:** The most important work of an SEO. Placing high value links to your website on other high ranking websites and directories in order for you to be moved up the ladder and towards the first page.
- **On Site Optimization:** Making sure that everything is correctly labeled, your tags are correct and that the website is not too confusing for search engines bots (such as Google Spiders) to find your website.
- **Related Content:** We can provide high quality articles and other content for your website that contains just the right keywords at just the right amount for SEO'ing. These can be placed on your website or on a blog to help boost your website up the rankings.

Higher positions are the key to higher traffic and stats and these of course are fundamental to customers. If you're stuck with a website hidden miles down in the rankings it is never going to see any real customers. The first page is as far as anyone looks these days so being on that page is vital, the benefits can be substantial.

#### **Free SEO Trial**

We are so sure in our team we will give you what others won't a free trial. We want to gain your trust and show you what we can do so we are offering you to be able to pick 1 or 2 keywords and we will optimize it for free for 2 weeks to show you results.

#### **Our Guarantee**

You will be on the page 1 of Google.com for up to 3 key words in the first month of using us to SEO your website or your money back

**Contact The Costa Rican Times for More Information, On Average the Cost per Keyword is Only \$100 per Month**



**Contact Information**

Our telephone lines are open: 10am – 6pm EST, Monday-Friday.

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