While almost all residents of Bermuda read The Royal Gazette online on a regular basis, 76 percent of those engage on weekly basis are between the ages of 25 and 34. More than 10,800 readers have opted into the RG Daily E-Mailer and hundreds more for the RG MAGS monthly e-newsletter. Our priority is to work with customers to reimagine new content and brand messaging services through our digital spaces, including websites, e-mail and social publishing channels.

RG News reaches 99% of residents aged 18+

RG Online reaches 91% male & 92% female with readers in the age bracket of 35-44 averaging 92%
Digital readers of The Royal Gazette can access content through desktop, mobile browser and the new Royal Gazette APP. On average the desktop site receives more than 350,000 monthly visitors with over four million monthly pages views. The mobile sites have monthly averages of over 150,000 visitors and almost 800,000 page views. In addition to subscribers and daily web search of our content, The Royal Gazette generates significant traffic from our Daily Mailer and RG Mags newsletters, as well as our Instagram, Twitter and Facebook followers.

THE ROYAL GAZETTE ONLINE:
OUR SECTIONS

NEWS
This section attracts readers interested in:
Politics, Court, Crime, Tourism, Education, Health, Environment, Labour, Overseas

BUSINESS
This section attracts readers interested in:

SPORTS
This section attracts readers interested in:
Football, Cricket, Sailing, Athletics, Swimming, Running/Triathlon, Tennis, Squash, Basketball, Golf, Olympics, Rugby, Boxing, Cycling

LIFESTYLE
This section attracts readers interested in:
Women, Community Profiles, Home, Arts & Entertainment, Body & Soul, Travel, Young Observer, Religion, Weekender

OPINION
This section attracts readers interested in joining discussions surrounding:
Editorials, Letters to the Editor and the Political Cartoons

CLASSIFIEDS
This section attracts readers interested in advertising listings:
Celebrations, General, Legal Notices, Real Estate and Action Listings

JOBS
This section attracts readers seeking:
Local employment opportunities

OBITUARIES
This section attracts readers seeking:
Obituaries, Condolences and memorials
Buy Section
On Homepage/News/Business
Size: 300x250px
Average Monthly Available Impressions 630,000

Buy In Story
By Page Story
Size: 300x250px
Average Monthly Available Impressions 580,000

Buy Run of Site
Size: 300x250px
Average Monthly Available Impressions 1.3 Million
(Excludes Home Page)

Purchase Options
$10-$16 CPM

<table>
<thead>
<tr>
<th>Position</th>
<th>Creative ad size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Section</td>
<td>300x250px</td>
</tr>
<tr>
<td>In Story</td>
<td>300x250px</td>
</tr>
<tr>
<td>Site</td>
<td>300x250px</td>
</tr>
</tbody>
</table>
Purchase Options - Section, Story, Site

Cost per Thousand (CPM)

<table>
<thead>
<tr>
<th>Position</th>
<th>Creative ad size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Above Masthead</td>
<td>990x100px</td>
</tr>
<tr>
<td>Above Page</td>
<td>468x60px</td>
</tr>
<tr>
<td>Right Rail 1</td>
<td>300x250px</td>
</tr>
<tr>
<td>Right Rail 2</td>
<td>300x250px</td>
</tr>
<tr>
<td>Centre Top</td>
<td>630x100</td>
</tr>
</tbody>
</table>

$10-$16 CPM
Purchase Options - Above Masthead, In Story

<table>
<thead>
<tr>
<th>Position</th>
<th>Creative ad size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile Above Masthead</td>
<td>320x60px</td>
</tr>
<tr>
<td>Mobile In Story</td>
<td>320x100px/320x60px</td>
</tr>
</tbody>
</table>

$14-$20 CPM

Above Masthead
- Mobile Site wide
  Size: 320x60px
  870,000 Impressions

In Story
Mobile Site wide
Size: 320x100px/320x60px
### Desktop SkyBox 1, Right Rail 3, SkyBox 2

**Run of Site Placement**

- **SkyBox 1**
  - Homepage, Section, Article
  - Size: 300x250px

- **Right Rail 3**
  - Homepage, Section, Article
  - Size: 300x100px

- **SkyBox 2**
  - Homepage, Section, Article
  - Size: 300x250px

### Purchase Options - Inventory Site Wide

<table>
<thead>
<tr>
<th>Position</th>
<th>Creative ad size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sky Box 1</td>
<td>300x250px</td>
</tr>
<tr>
<td>Sky Box 2</td>
<td>300x250px</td>
</tr>
<tr>
<td>Right Rail 3</td>
<td>300x100px</td>
</tr>
</tbody>
</table>

**Cost per Thousand (CPM)**

- $6-$10
Young lands regular role on Oprah show
Jonathan Bell
Published Jan 18, 2018 at 12:01 am (Updated Jan 18, 2018 at 8:21 am)
4 Comments

Bermudian actor Liana Young with fellow actor Kadesam Hardison — known for playing Dwayne Wayne in A Different World (Photograph supplied)

Bermudian actor Liana Young has won a role as a series regular on the latest show on the Oprah Winfrey Network. "It's what every actor works for and it's tremendous," she said. I can't get over it.

The deal means Ms Young will appear on every episode of Love is ... which follows the struggle of a couple to forge careers in the movie industry in Hollywood.

The show is scheduled to debut this summer on OWN, which reaches millions of viewers.

The drama stars Michael Ealy and Sanaa Lathan.

Me Young said it was "everything I used to dream about sitting in the edge of the island, looking out to the ocean and dreaming".

Me Young added that, as her role is set in the future, designers can have "fun" with the design of her clothes.

She said: "My wardrobe is going to be off the hook."

Discover your world.

What you Need to know
1. For a smooth experience with our commenting system we recommend that you use Internet

Cost per Thousand (CPM)

Position | Creative ad size
--- | ---
Inside Article | 300x250px
Article Bottom | 600x140px

Purchase Options - Inventory Site Wide

$5-$10 CPM
Other Desktop Inventory

Homepage Takeover
Size: 1,600x800px
$3,500/day

PopUp
Size: 640x360px
Minimum 25,000 Impressions
$3,500/day

Newsrack & App
Size: TBD
$250/month

Purchase Options

Position

Quotes Provided Upon Request

<table>
<thead>
<tr>
<th>Position</th>
<th>Creative ad size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homepage Takeover</td>
<td>1,600x800px</td>
</tr>
<tr>
<td>*PopUp</td>
<td>640x360px</td>
</tr>
<tr>
<td>Newsrack &amp; App - Inside Article</td>
<td>TBD</td>
</tr>
</tbody>
</table>

*Limit 1 per period of time.
Welcome to your rgmags.com newsletter

We hope you have a prosperous 2010! Whether you’re looking for something to do on NYE or thinking about going green we hope you find what you’re looking for in this monthly e-newsletter.

NYE at The Loren
With The Big Chill, as headliners, our readers are hoping to deliver an unforgettable experience that local readers will enjoy.

My Toronto
 hometown. Sara Graham goes back to the city she spent 20 years in and shares her and new favo... Read more on rgmags.com

Viggo 2017
Get to know our team members behind 'The Royal Gazette' & rgmags.com as we get into the holiday spirit by wishing our 12 days of Christmas gift exchange.

So Much Imagination!
It’s been going on for over half a century. Get your ticket today.

Other Inventory
Newsletters

RG Mags
Header Banner Ad
Size: 600x100px

10,800 Distribution

<table>
<thead>
<tr>
<th>Duration</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monthly</td>
<td>$1000.00</td>
</tr>
<tr>
<td>3-6 Months</td>
<td>$650.00</td>
</tr>
<tr>
<td>9-12 Months</td>
<td>$500</td>
</tr>
</tbody>
</table>

Daily E-Mailer
Banner ad x 2 Spots
Size: 726x75px (1)

10,800 Distribution
(Daily Newsletter once a day every 9am)

<table>
<thead>
<tr>
<th>Duration</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monthly</td>
<td>$1,650.00</td>
</tr>
<tr>
<td>3 Days (min.)</td>
<td>$350.00</td>
</tr>
<tr>
<td>3 x Rate</td>
<td>$1,200.00</td>
</tr>
<tr>
<td>9-12 x Rate</td>
<td>$1,000.00</td>
</tr>
</tbody>
</table>

Daily Headlines

The Royal Gazette

Calls for ‘Sir Clyde’ gain traction

When it comes to securing a foothold for Clyde Best, top footballers Shaquill Goatier and veteran pro Randy Horton are on the same team: make it happen. The death of the month of Cyril Regis...

Size: 468x60px (2)
Other Inventory Video and Pre-Roll

Video

Minimum Inventory Required
(video size subject to review)

| CPM | $12-$16 |

Pre-Roll

Size: 300x250px

| 1-5  | $2,200/month |
| 6-12 | $1,500/month  |

(appears on all RG videos only, international by request)
Online Desktop and Mobile Rates

**Business Builder CPM - Run of Site Premium Positions**

<table>
<thead>
<tr>
<th>Position</th>
<th>Creative ad size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Above Masthead</td>
<td>990x100px</td>
</tr>
<tr>
<td>Above Page</td>
<td>468x60px</td>
</tr>
<tr>
<td>Right Rail 1</td>
<td>300x250px</td>
</tr>
<tr>
<td>Right Rail 2</td>
<td>300x250px</td>
</tr>
<tr>
<td>Centre Top</td>
<td>630x100</td>
</tr>
</tbody>
</table>

**CPM Run of Site* - Base on Available Inventory**

<table>
<thead>
<tr>
<th>Position</th>
<th>Creative ad size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Above Masthead</td>
<td>990x100px</td>
</tr>
<tr>
<td>Above Page</td>
<td>468x60px</td>
</tr>
<tr>
<td>Right Rail 1</td>
<td>300x250px</td>
</tr>
<tr>
<td>Right Rail 2</td>
<td>300x250px</td>
</tr>
<tr>
<td>Right Rail 3</td>
<td>300x100px</td>
</tr>
<tr>
<td>Skybox(es)</td>
<td>300x250px</td>
</tr>
<tr>
<td>Inside Article</td>
<td>300x250px</td>
</tr>
<tr>
<td>Article Bottom</td>
<td>600x140px</td>
</tr>
<tr>
<td>Tower</td>
<td>120x600px</td>
</tr>
</tbody>
</table>

*Must provide minimum 4 pieces of creative.

**Mobile CPM**

<table>
<thead>
<tr>
<th>Position</th>
<th>Creative ad size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile Above Masthead</td>
<td>320x60px</td>
</tr>
<tr>
<td>Mobile Content</td>
<td>320x100px/320x60px</td>
</tr>
</tbody>
</table>

**Graphic Design Rates**

<table>
<thead>
<tr>
<th>Advert Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flat Fee (includes 1 revision)</td>
<td>$35</td>
</tr>
</tbody>
</table>

**The Royal Gazette Generated over 50 million page views in 2018**

We use Google DFP Premium to manage digital ads.

**Ad Specifications**

**General Ad Requirements**

- RG accepts files in the any of the following formats:
  - **Static Adverts**: JPG, PNG
  - **Animated Adverts**: GIF and HTML 5
- Maximum file size is 150kb
- Creative with a white background must have a minimum 1-pixel border to differentiate ad from editorial content. RG reserves the right to give 24 hours’ notice prior to holding a campaign if the specifications are not met.
- RG reserves the right to add the word “advertisement” above any ad that may be construed as possible editorial.
- All ads should be coded so that “click-thrus” launch a new browser window using target=_blank.
- Up to 3 additional loads of up to 50K each may be initiated after a user clicks on the ad.
- We do not allow expanding ads.
- We accept third-party vendors, upon our approval.

**Animated Ad Specifications**

- 30-second maximum for any animation.
- Flash animations are not supported by Apple products: iPad, iPod, iPhone.
- RG no longer accepts Flash, HTML 5 only.
Terms & Conditions

- News site advertising cannot be directly competitive and/or disparaging to www.theroyalgazette.com.
- News site advertising cannot promote specific features of their online coverage and/or site in their ads on www.theroyalgazette.com.
- All public policy, advocacy, political or candidate advertising must include a “Paid for by ___” label on all frames of the ad. It must be clear who placed the ad.
- All advertising content must be clearly differentiated from editorial content RG reserves the right to reject any ads that are disparaging to RG or have potential for user confusion.
- If an advertisement is deemed by the Publisher to be an editorial style advertisement, the Publisher reserves the right to insert above or be low such advertisement the word “Advertisement”. The use of regular news typefaces or facsimile type styles which may mislead readers into interpreting an advertisement to be news content is not permitted.
- The advertiser assumes full and complete responsibility and liability for the content of all advertising copy submitted, and published pursuant to this Agreement, and shall indemnify and save the Publisher harmless against any demands, claims or liability arising from the publication of said advertising copy. The advertiser shall reimburse the Publisher in settlement of claims or in satisfaction of judgments obtained by reason of the publication of such advertising copy together with all expenses incurred in connection therewith, including, but not limited to legal fees and cost of litigation.

Deadlines

- All ads must be delivered to the Publisher a minimum of three working days before the campaign is to run. We will review all ads to make sure they comply with our requirements. Ads that do not meet the RG requirements will be returned to the advertiser for correction, which may result in a delay of the campaign.
- All advertisements are required to be delivered in electronic format via disk, email or to the FTP Site.

Payment and Rate Terms

- All contract rate advertisers with a contract rate will have the value of all online advertising accumulated to earn annual volume rate discounts for their newspaper advertising.
- The Publisher reserves the right to increase the advertising and other rates at any time with the minimum notice period of one month. The advertiser reserves the right to cancel an existing agreement at any date upon which the higher rates are made effective by the publisher. The Publisher reserves the right to back rate and re-rate any unfulfilled agreement.
- All advertising will be paid at time of placement, unless the advertiser has credit terms with The Royal Gazette Limited.
- Advertisers wishing credit terms must make application through the Accounts Department of The Royal Gazette Limited before credit may be extended.
- Credit cards may be used for the purchase of all advertising services if an advertiser does not have an account. Visa and MasterCard are accepted. Please contact our accounts payable department (ap@royalgazette.bm) for other payment methods.
- Accounts shall be paid within 30 days. Accounts which are overdue may be subject to an interest charge and/or administrative charges.
- Advertisements cancelled by the advertiser less than two full working days prior to publication, may be subject to 50% of space charge.

The Royal Gazette reserves the right to reject any ads for the following reasons:

- General Advertisements that contain fraudulent, deceptive or misleading statements or illustrations.
- Attacks of a personal nature.
- Advertisements that are overly competitive or that refer abusively to the goods or services of others.
- Offensive to Good Taste – Indecent, vulgar, suggestive or other advertising that, in the opinion of The Royal Gazette, may be offensive to good taste.
- Discrimination advertisements that fail to comply with the express requirements of Bermuda laws.
- Investments advertisements that do not comply with applicable Bermuda laws and regulations.
- Political advertisements that do not identify the paid sponsor in every frame of the ad will not be accepted.
- Tobacco Advertisements for cigarettes and other tobacco products.
- Occult Pursuits advertisements for fortune telling, dream interpretations and individual horoscopes except when ordered for entertainment sections or guides or when the emphasis is on amusement rather than serious interpretation.
- Endangered Species advertisements offering furs or products made from the furs or hides of animals included on government endangered species lists.
- Online Gaming advertisements promoting online gaming or wagering sites.

For all inquiries, please contact your Advertising Solution Specialist.

ADVERTISING INQUIRIES

Advertising Solution Manager
Carlene Spencer-Darrell
Phone 278-0111
E-mail carlene@rg.bm

Advertising Solution Specialists
Sales Team
295-5881
sales@royalgazette.com

Classified Team
295-5881
classified@royalgazette.com

Shawn-Naé Cann
278-0117
sncann@rg.bm

Marguerita Carter
272-2008
mcarter@rg.bm

Stephanie Lovell
278-8331
slovell@rg.bm
The Royal Gazette Online Rate

The Advertiser agrees to the conditions set out below and on the reverse side of this Agreement.

<table>
<thead>
<tr>
<th>Rate $:</th>
<th>Size:</th>
<th>Placement:</th>
</tr>
</thead>
</table>

Animation: □ Yes (limited to 30 sec.) □ No

Contract Commencement Date: ____________________________

This Contract shall be fully completed before: ____________________________

(a) Not anything herein to the contrary, The Royal Gazette reserves the right to increase the rate firstly herein mentioned for the said advertising at any time and from time to time during the Agreement on notice to the Advertiser, in which event the advertiser may elect to cancel the Agreement on a pro-rata basis by notice in writing to The Royal Gazette Limited, such notice to be received prior to the date upon which the higher rate is effective, and such cancellation to take effect on the date the higher rate was to take effect.

(b) All locations are subject to rotation with other ads unless otherwise agreed.

(c) All creative must be delivered (1) working day before insertion.

(d) Ad can be changed once per week with this limitation.

(e) A URL web link is to be provided when an advert is required to link to an external location.

The Royal Gazette will not be held liable for any errors or corrections to the media kit and reserves the right to make adjustments accordingly.

The items specified in this contract represent an exclusive offering agreement between The Royal Gazette Ltd. and the client. When signed below by officers representing both parties, the agreement shall be considered effective.

Company Authorised Signature: ____________________________

Business Title: ____________________________

Print Name: ____________________________ Date: ____________________________

For Office Use Only

Advertising Representative: ____________________________ Date: ____________________________

Advertising Agency: ____________________________ Date: ____________________________

Marketing & Sales Manager: ____________________________ Date: ____________________________

Account Number: ____________________________ Accounts Approval: ____________________________

Account Ref. Number: ____________________________ Date: ____________________________
Firm Name: ________________________________ Campaign Name: ________________________________

Purchase Order: ___________________________ Account: ___________________________ Booking Number: ___________________________

Run of Site (ROS) [ ]

Standard Sections
[ ] Lifestyle [ ] Opinion [ ] Classifieds [ ] Jobs [ ] Special Sections [ ] Search [ ] Follow it Live

Standard Banners:
[ ] Home [ ] Business [ ] News [ ] Section Page [ ] Sports [ ] Lifestyle
[ ] Classifieds [ ] Jobs [ ] Obituaries [ ] Opinion [ ] Search [ ] Article Pages

Advert Options (size in pixels WxH)
[ ] Above Masthead (990x100) [ ] Rt Rail 3 (300x100) [ ] Centre Bottom (600x140) [ ] Mobile Head (320x60)
[ ] Above Page (468x60) [ ] Rt Rail 4 (300x100) [ ] Inside Article (300x250) [ ] Mobile Content (320x60)
[ ] Rt Rail 1 (300x250) [ ] Rt Rail 5 (300x100) [ ] Article Bottom (600x140) [ ]
[ ] Rt Rail 2 (300x250) [ ] Rt Rail 6 (300x100) [ ] Tower (120x600) [ ]
[ ] Skybox 1 (300x250) [ ] Rt Rail 7 (300x100) [ ] PopUp (640x360) [ ]
[ ] Skybox 2 (300x250) [ ] Centre Top (630x100) [ ] HP Takeover (1600x800) [ ]

Animation [ ] Yes – Maximum size is 150kb and animation limited to 30 secs [ ] No

Link URL (Required for GIF/JPG): ________________________________

Start Date (dd/mm/yyyy): ________________________________ End Date (dd/mm/yyyy): ________________________________

All locations are subject to rotation with other ads.

Additional Information: ________________________________

Terms and Conditions

All creative must be delivered a minimum of three (3) business days before insertion. A banner may be changed one time per week. The items specified in this contract represent an exclusive offering agreement between The Royal Gazette Ltd. and the client. When signed below by officers representing both parties, the agreement shall be considered effective.

Company-Authorised Representative

Print Name: ________________________________ Price: ________________________________

Signed: ________________________________ Date: ________________________________

Contact Email: ________________________________

For Office Use Only

Check for availability: ________________________________ Received Ad: ________________________________

Confirm Pricing with Customer ________________________________ Check Ad ________________________________ Confirm Credit Info ________________________________ URN ________________________________