

Jamaicans.com: Out of Many One People Online

Launched in December 1995, Jamaicans.com is one of the largest Jamaican websites online. It reaches millions of users from all over the globe. Ranking No.1 in many user polls on Jamaican websites like Top 5 Jamaica, it has also won numerous awards and special recognitions. It offers site visitors: travel information, destination guide, weekly Jamaican news, monthly articles, poems, interviews, reviews, personalized "jamaicans.com" e-mail addresses, discussion forums, chat, alumni directory, restaurant directory, news announcements, community calendar and much more.

Why Advertise on Jamaicans.com?

Jamaicans.com is the best site on which to target Jamaicans worldwide:

- The largest and first Jamaican portal on the Web
- Excellent demographics
- Flexibility on ad campaign, budget and creative details
- Very Low ad rates

To receive additional advertising information contact us at info@jamaicans.com.

"Your site has much useful information on the culinary arts of Jamaica. As a restaurateur in New Mexico (Jamaican Grill) you have made it possible to create house specials that are just wonderful and greatly received by my clients. Keep up the good work and thanks again. Peace."

Leighton DaCosta
Albuquerque, NM USA

Market Share/Traffic as of March 2009

- Over 30,000 registered users
- Over 4.7 million page views per month
- 26 million hits per month
- Over 7000 articles
- Over 20,000 newsletter members
- Displayed in the top 5 on every major search engine

Awards

2006

- [BlackWebAwards.com](#)
Best Caribbean Site
- [BlackWebAwards.com](#)
Best Local/Community Site – International

2005

- Top5 Jamaica

2003

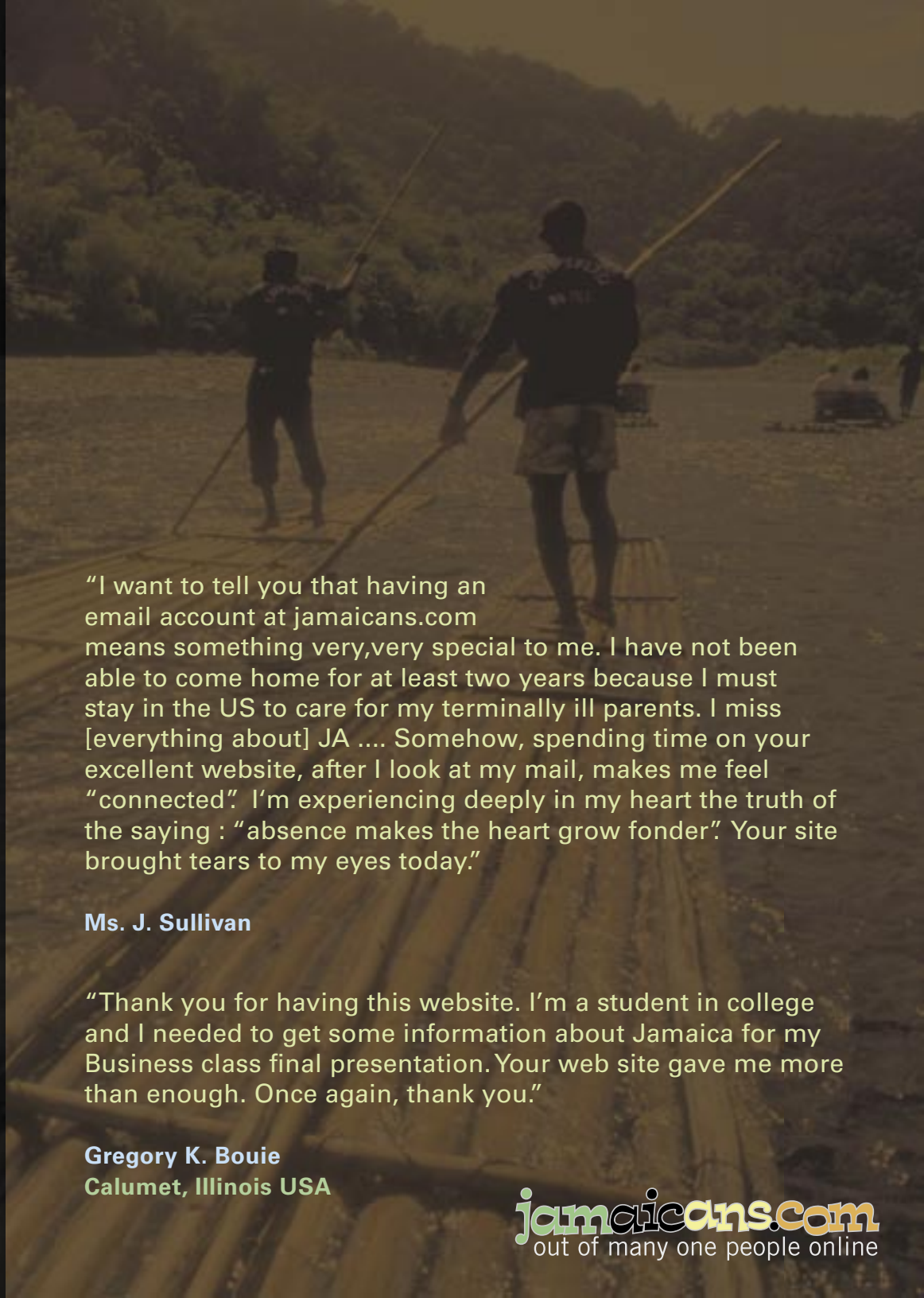
- [Surfer's Choice Award](#)
First Place Winner

2002

- [Surfer's Choice Award](#)
First Place Winner

2000

- [Surfer's Choice Award](#)
First Place Winner



"I want to tell you that having an email account at [jamaicans.com](#) means something very,very special to me. I have not been able to come home for at least two years because I must stay in the US to care for my terminally ill parents. I miss [everything about] JA Somehow, spending time on your excellent website, after I look at my mail, makes me feel "connected". I'm experiencing deeply in my heart the truth of the saying : "absence makes the heart grow fonder". Your site brought tears to my eyes today."

Ms. J. Sullivan

"Thank you for having this website. I'm a student in college and I needed to get some information about Jamaica for my Business class final presentation. Your web site gave me more than enough. Once again, thank you."

Gregory K. Bouie
Calumet, Illinois USA

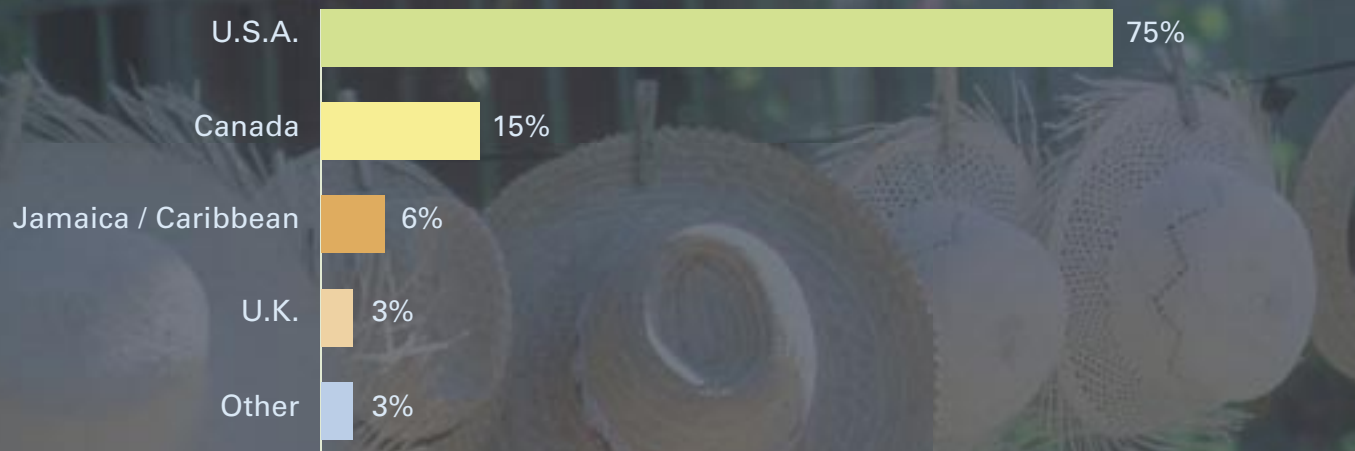
jamaicans.com
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Demographics

Jamaicans.com audience is a prime target:

Mature	75% are over the age of 28
Educated	69% of those 18+ gave attended college
Professional	78% of adult visitors have professional, managerial or computer-related jobs
High Purchasing Power	A median individual income of \$55K
Travel	90% travel at least once a year
Online Purchase	85% of the visitors in the past year

Audience Distribution



Our visitors are purchasing travel packages, Caribbean products, long distance and cash remittal services.

With such a broad audience, we have the ability to deliver your target audience!!

“Words aren’t enough to describe how pleased and proud mi feel fi si mi bredda an sista dem from yawd an farin a express demself pon disya medium. Respect to whoever is responsible for inventing a home away from home especially for Jamaicans who want to keep abreast of the runnings. This site is truly AMAZING!!!!”

Owen G. Walker
Regina, SK CANADA

Advertising

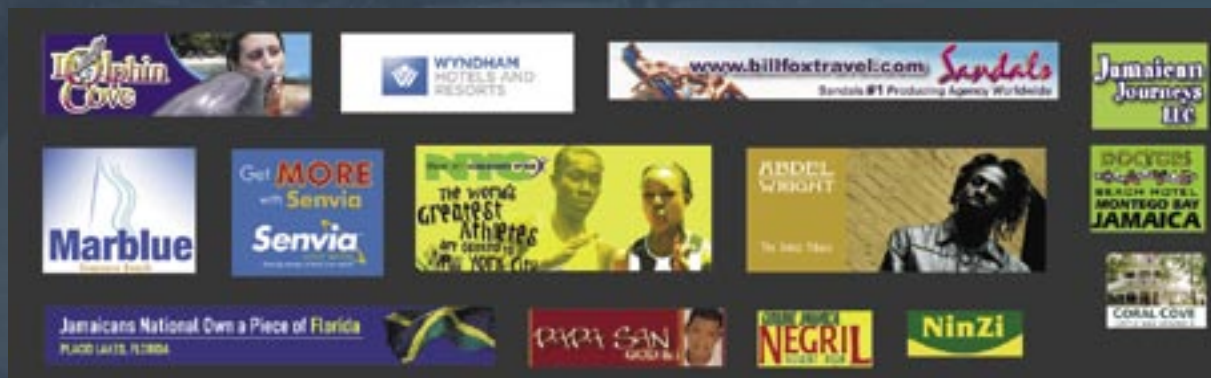
Ad Rates

Different clients have different needs and varying budgets. We believe in offering you the biggest bang for your advertising dollars. When compared to other websites in the category, our rates are the lowest.

We have other pricing strategies that offer those interested in heavy branding campaigns. Depending on the impact you wish to make on Jamaicans.com's audience, we will assist you in crafting a marketing plan that will maximize your investment.

Please visit www.jamaicans.com/advertise for the latest rates.

Past Advertisers



Previous advertisers include:

Air Jamaica
American Airlines
American Express
British Airways
Doctor Cave Beach
Grace Kennedy
Historical Museum of South Florida
IBM
JumpTV
Moneygram
Motorola
Negril Resorts Association
Netspeak
One Choice
Rebook Melrose Games
Ringmomma.com
Sandals
Servia
Ship to Jamaica
Shopzilla
Spirit Airline
VP Records
Western Union
Wyndham Hotels and Resorts

Advertising Packages

Jamaicans.com has a variety of advertising packages to meet your marketing needs. The main goal of our sponsorship program is to incorporate the sponsor's message throughout Jamaicans.com. Please **contact us** if you are interested in any of the packages below. If you need a website please see our site design services at www.simbis.com.

Ad Size	Placement Description
120 x 90	Below the site menu on the left of each content page and rotated across the site.
180 x 150	At the top right of each content page and rotated across the site
468 x 60	At the top right of each content page and rotated across the site
120 x 240	Below the site menu on the left of each content page and rotated across the site
300 x 250	Toward the bottom of all pages across the site
120 x 600	At the top right of each content page and rotated across the site
720 x 90	At the top of each page and rotated across the site
720 X 300 Pop-Under	Rotated across the site
Email Advertising	See E-mail Advertising for more details.
Full Web Page	In our travel/hotel directory

Advertising Period

All ads placed on Jamaicans.com are based on a 3-month, 6-month and 12-month contractual period.

All advertisements **MUST BE PREPAID** before advertising will appear on Jamaicans.com, with a check arriving no later than 7 days

"My family is planning a trip to Montego Bay in December and this site helped give us an idea of what to expect. We are very excited and 'counting the days'. Thanks! I really liked the SPEAK JAMAICAN pages and the stories about CHRISTINE in Canada were fun to read."

Kelly O
Osgoode, ON Canada

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Advertising Packages

Ad Placement

The diagram below illustrates the location of each ad on a Jamaicans.com webpage.

The screenshot shows the homepage of Jamaicans.com with several ad placements marked by orange lines and dimensions:

- Top banner:** A dark banner with the text "Does your website have people yawning" and a small image of a person yawning. Dimensions: 468 x 60 and 720 x 90.
- Left sidebar:** A vertical green bar at the bottom left. Dimensions: 120 x 90 and 120 x 240.
- Top right:** A small advertisement featuring a colorful parrot. Dimensions: 180 x 150.
- Center right:** A vertical advertisement featuring a person yawning. Dimensions: 300 x 250.
- Bottom right:** A vertical advertisement featuring a person yawning. Dimensions: 120 x 600 and 300 x 250.

"This site is wonderful. I have it book marked both at home and at work. I recently grabbed some information for a student who was doing an article on Jamaica for her presentation. I got a wealth of information for her from this site. I thoroughly enjoy the humor. I visit on a regular basis. Keep it up!"

Merlene Whittingham
Ft. Hood, TX USA

"Thank you so much for all of the information. I couldn't have finished my paper without you! By the way, some articles made me double over in laughter. God Bless."

Marilyn H. Tucker
Washington, DC USA

Advertising Packages

Sponsorship Rates for All HMTL E-Mail Newsletters

Ad Size	Placement Description
120 x 90	First position
120 x 600	Second position and below

E-Mail Newsletter Types

Name	No. of Subscribers	Publishing Schedule
Jamaica Weekly News	20 000	Weekly
Jamaicans.com Announcement List	20 000	First week of the month
Jamaicans.com Travel Update	5 000	First week of the month

"My 11-year-old son needed to do a school report on Jamaica, and found your site to be VERY helpful! Thank you so much for the Jamaica for Kids section! God Bless you and your hard work on this web site."

M. Star

"Your Alumni notifications service has put me in contact with lost but not forgotten friends. Thank you very much for a wonderful service. Thank you so much for all of the information."

Andrea McDonald-Black
USA

"I would like to express my appreciation to those responsible for developing and maintaining this site. I've been here almost every day since discovering it, for the simple reason that it evokes in me a lot of memories of my beloved Jamaica. It's an excellent site, with great links. Thanks a million for building it."

Nadia Reid
Ottawa, ON Canada

Advertising Packages

Preferred Format and File Specifications for Banner Ads

Banner Size	Non-rich Media (GIF, JPEG)	Rich Media		
		Max Initial Load	Additional Max Load after a cursor move or click on banner	Max. No. of Loops
120 x 90	8 Kb	8 Kb	20 Kb	4
120 x 240	15 Kb	15 Kb	30 Kb	4
180 x 150	15 Kb	15 Kb	30 Kb	4
468 x 60	15 Kb	15 Kb	45 Kb	4
728 x 90	15 Kb	20 Kb	Max. of 3 additional loads 50 Kb each load	4
120 x 600	15 Kb	20 Kb	Max. of 3 additional loads 50 Kb each load	4
300 x 250	25 Kb	25 Kb	Max. of 3 additional loads 60 Kb each load	4
720 x 300 (Pop Under)	20 Kb	30 Kb	Max. of 3 additional loads 85 Kb each load	4

"Am I the only Jamaican in Australia?!? Thank God for this website!"

Ansel Clarke
Manly, NSW Australia

Custom Advertising

Tailor-made sponsorship programs can be created cost effectively and can incorporate a number of elements such as:

- mini-sites
(one page site)
- contests or
- promotions

For more information contact us.

"I found this site very informative and helpful. I truly enjoyed it and now I am even more thrilled to visit Jamaica this summer than I was before!"

Mary Le
Louisville, KY USA

Contact Us

To receive additional advertising information or our media kit, please contact us at info@jamaicans.com.

Contact Information

E-Mail: info@jamaicans.com

Telephone: +1 954.430.8736 or +1 954.536.8811

Website: www.jamaicans.com

Mailing Address

18459 Pines Blvd # 173
Hollywood, Florida
33029
USA

"Every time I come in here, it always makes me feel good and proud to be Jamaican!!! Though I may not have been born there, I represent my Jamaican heritage to the FULLEST and I always try to learn more!!!! Now that I found this address I can keep up with stuff happening in Jamaica without having a huge phone bill!"

Candace Pinnock
Uniondale, NY USA

"God knows how long I have been looking for a worthwhile Jamaican site to visit. It gets lonely sometimes when you're trying so hard to find a Jamaican on line. I have enjoyed visiting this site and I will continue to do so. Nuff respect!!!"

Ann
Bronx, New York USA

"I found this website by chance and I must say it is fantastic!!! It is informative, while hilarious. I've forwarded the site to a bunch of friends so they can share in the jokes. It's nice to see something like this that is really for Jamaicans, obviously by fun-loving Jamaicans and not only for potential tourists. Great job!!!!"

Claudine Chen-Young
Washington, DC USA

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