

“SHOW DON'T TELL”



WalesOnline.co.uk Traffic

Monthly Visitors - 882,299

Page Views - 4,473,950

(Source: Omniture - Jan 2011)

Video Plays - 71,584

(Source: KYTE - Jan 2011)

Pre-roll Advertising

Reach thousands of users with pre-roll advertising - a video advert that appears before someone watches one of the 70+ editorial video clips we make every month.

From as little as £20 per 1,000 views, you have the option to cover all categories on WalesOnline.co.uk from news, sports, lifestyle and business as well as any period or region you would like to target.

Pre-roll advertising is measurable as people must watch your advert before viewing the video content they wish to view.

Video Advertorials

Got something to say? Need to influence your market?

Get your message across in your own words.

We provide the expertise and the audience,

you provide the message.

Any campaign or event that might be taking place can be covered by Media Wales Media Services.

We can provide a small online banner on the WalesOnline.co.uk homepage, directing users to a brief story of the event/campaign along with a video feature.

For more information and advice please contact **Iestyn Page** on **029 2024 4275** or email **iestyn.page@mediawales.co.uk**

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BRING YOUR BRAND TO LIFE

Five reasons to use Video Advertising

- **78%** feel that online video ads provide as much or more of an opportunity to learn about a product or service than television.
- **64%** of respondents have taken action after seeing an online video. (ezinearticles.com)
- Easily demonstrate complex products and services.
- Explain your business in a quick and simple way.
- Engage, educate and entertain your visitors - videos increase visitor dwell time.

Media Wales can supply highly professional video production for a range of uses. Promotional and marketing video, web video, training modules, case studies, testimonials, PR and events being typical areas we work in.

Using us to produce your video gives added options to use the video content on Walesonline.co.uk, such as video advertising features (advertorials), or pre-roll adverts that run before our popular sports and editorial content.

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Video Services



BRING YOUR BRAND TO LIFE

Our services include:

- ▶ On-location filming including light and sound
- ▶ Use of our state-of-the-art green screen facility
- ▶ Scripting and layout advice
- ▶ Licensed music tracks
- ▶ Professional voice-over
- ▶ All editing services
- ▶ Professional presenters
- ▶ Opportunity for video to be used effectively through social media channels
- ▶ Advice and direction from our experienced broadcast professionals
- ▶ Full copyright of the footage (along with master copy of the production)

All this from just **£595**

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