

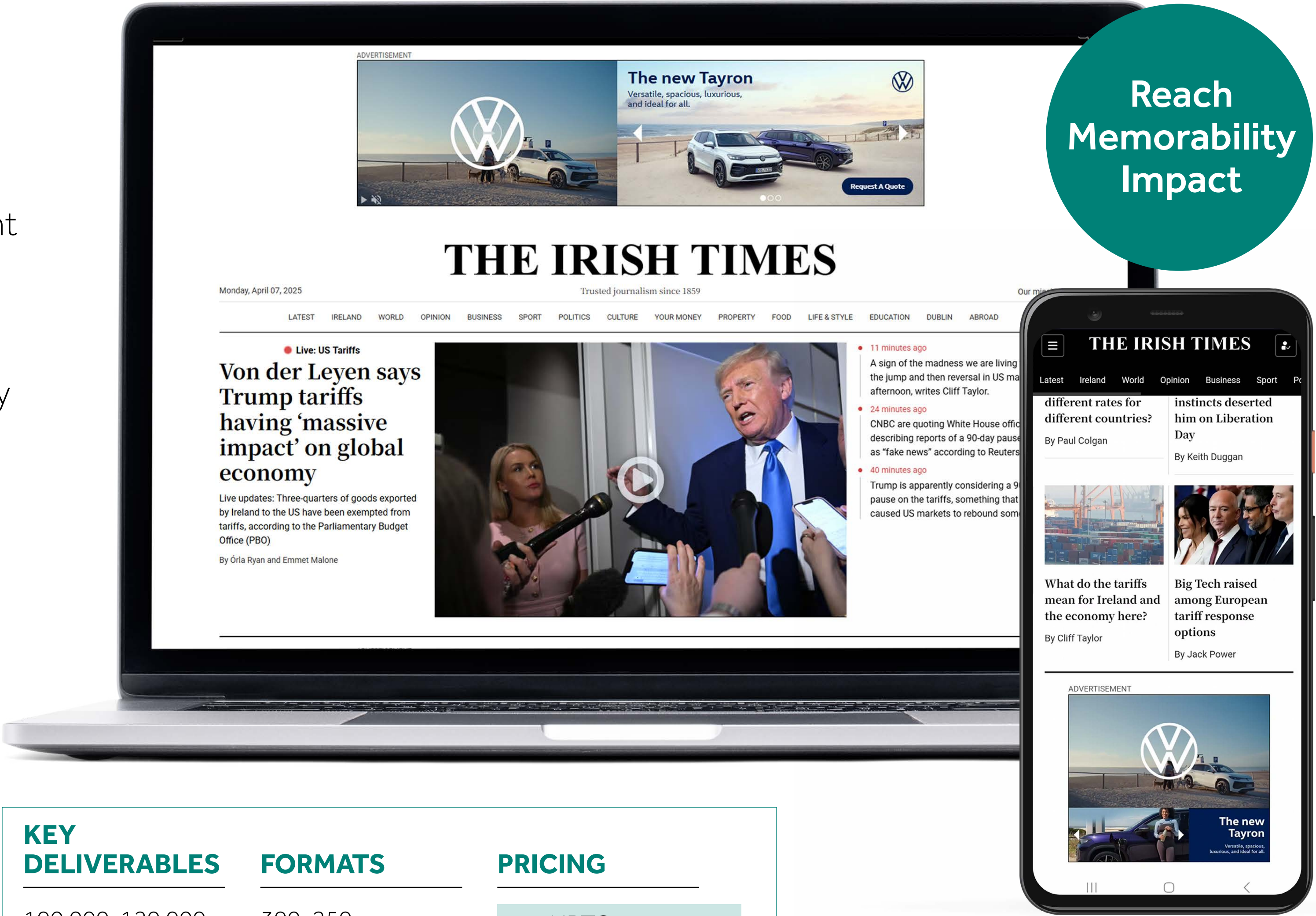
MAXIMUM IMPACT

with **HOMEPAGE TAKEOVERS**

Homepage takeovers provide advertisers with prominent visibility at the main entry point of Irishtimes.com, allowing them to capture attention and engage a broad audience of loyal readers. This format creates a lasting impact, enhancing brand awareness and fostering loyalty among both new and existing readers.

Why use Homepage Takeovers as part of your brand strategy?

- ▶ **Increased Visibility**- since the homepage is typically one of the most visited parts of a website, this means a higher chance for the brand to be seen by a broad audience, ensuring reach at scale.
- ▶ **Memorability**- The bold, prominent nature of Homepage Takeovers creates a lasting visual impression. This helps brands stay top-of-mind for visitors, which can enhance brand recall and overall awareness.
- ▶ **Limited-time or special campaigns**- Homepage Takeovers allow a brand to promote time-sensitive offers, new products, or limited-edition releases. The sense of urgency combined with prime placement helps create excitement around the campaign.
- ▶ **Builds Brand Authority**- Being featured on the homepage of Irishtimes.com elevates a brand's perceived authority and credibility. Visitors are likely to view the brand as more established or important, which can positively impact brand perception.



Reach
Memorability
Impact

KEY DELIVERABLES	FORMATS	PRICING
100,000-120,000 Unique Users p/day	300x250, 970x250,	1 x HPTO €3,000 2 x HPTO €5,800
300,000- 350,000 Ad Impressions* p/day	Specifications can be supplied upon request	3 x HPTO €8,000 5 x HPTO €10,000
* Please note, where ad impression goals are not met, a ROS audience line will be implemented to ensure full delivery of impression goal.		

For more information, or to book, please contact your Irish Times Account Manager.