



Kuwait Paper Dump

Media Kit

<http://www.kuwaitpaperdump.com>



Kuwait Paper Dump Profile

Concept

Have you ever thrown away a brochure, a leaflet, or a take-away menu thinking you don't need it? You then find out that you need a phone number, address, or a price that it had after you have disposed of it.

Kuwait Paper Dump provides a service where media traditionally distributed on paper is stored digitally, so that anyone can quickly and easily refer to them for information.

Business

Our mission is to reduce the need for paper by creating an online reference of information that is traditionally distributed by paper media. Kuwait Paper Dump is an environmentally oriented not-for-profit organisation.

We target young adults (18 – 24) and professionals (25 – 34) resident in Kuwait. This very much represents our audience as illustrated below:

- 81% of our visitors are from Kuwait
- 53% of our visitors are aged 25 – 34 (professionals)
- 28% of our visitors are aged 18 – 24 (young adults)
- 61% of our visitors are female and 39% Male.

* Figures are year to date (YTD)

Since its inception in 2006, Kuwait Paper Dump has sourced its content from small business owners, user contributions, and staff collections. This amounts today to over 2400 papers saved that are viewed over 60,000 times every month.



Kuwait Paper Dump In The Press

Press & Publicity

Kuwait Paper Dump is constantly featured on several websites that use its contents for reference.

Popular blogs have posted dedicated articles about Kuwait Paper Dump. Notably these include but not exclusive to Ansam518, 248am, ilSul6ana, and Project Cyan.

The Kuwait Times featured an article in the press about Kuwait Paper Dump, its history and vision for its future.

Kuwait Paper Dump implements best practices for search engine marketing and optimization:

- There are 450,000 impressions generated on Google alone every month.
- 61% of all traffic generated on the website are organic search engine queries from Kuwait.
- 20% of all traffic is generated from direct visits.
- 19% of visits from referring websites, blogs, and social networks.

Kuwait Paper Dump has a followship of over 1000 active users on Twitter, 500 on Facebook, and 1000 views on all videos uploaded to YouTube (tutorials).



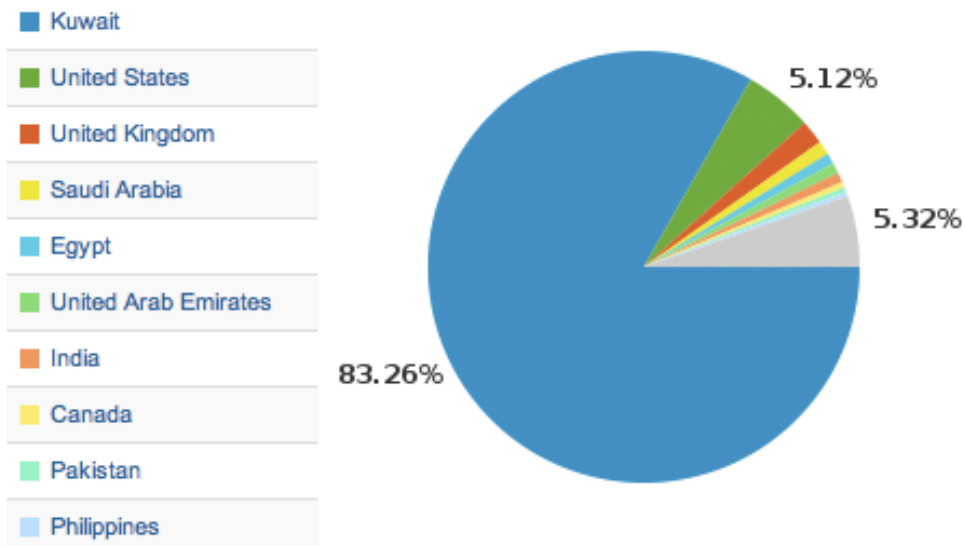


Kuwait Paper Dump

Quarterly Site Statistics [Q3 2010]

Statistic	Numbers
Visits	45,223
Page Views	158,748
Average Page / Visit	3.51
New Visits	63.63 %
Bounce Rate	52.61 %
Average Time Spent / Visitor	2 min 27 sec

Geographic Information





Kuwait Paper Dump Advertising

Achieve Your Advertising Goals

Kuwait Paper Dump offers you access to a unique & focused demographic:

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- 53% of our visitors are aged 25 – 34 (professionals)
- 28% of our visitors are aged 18 – 24 (young adults)
- 61% of our visitors are female and 39% Male.

Kuwait Paper Dump is a brand recognised for its social & environmental orientation. Sponsoring Kuwait Paper Dump will allow you to tap into this brand equity.

Available Banner Spaces

Banner spaces are available to the right side of the website, highlighted in green in the image to your right.

Banner Price

Running cost for every banner spot is 50 Kuwaiti Dinars per month. For every banner added to the banner spot, an additional KD 50 will apply.

Dimensions & Format

Banners must not exceed a size larger than 160 pixels (width) & 240 pixels (height).

Advertisements can be in any image format. Flash files are acceptable if hosted by the advertiser. Banners must not exceed 1MB (one megabyte) in size.

The screenshot displays the Kuwait Paper Dump website interface. At the top, there is a navigation menu with links for HOME, CATEGORIES, ARCHIVES, CONTRIBUTE, and COMMENTS. A search bar is located in the top right corner. Below the navigation, the 'Latest Dumps' section features two main entries: 'Chocopolis' and 'Fish Grill'. Each entry includes a thumbnail image, social media links (Facebook, Twitter, Website), and contact information (Location, Telephone). The 'Chocopolis' entry also includes a 'View' button, 'Comments 0', 'PDF', and 'Share' options. Below these entries is a grid of smaller advertisements, including 'QBMarkets.com', 'Emanway Foundation', 'QB Home Business', 'Nagket - Ramadan ...', 'Expression Instit ...', 'Lost dog', 'Ajal Cont. & Gen. ...', and 'Platinum'. To the right of the grid, there are two green rectangular boxes with white text: 'Booked Until 17 April 2011' and 'Ad Space Available'. At the bottom of the page, there is a 'LOAD MORE' button and a footer section with links for 'Information', 'Connect', 'Subscribe', and 'Tag Cloud'.



Kuwait Paper Dump Premium Services

Social Media

Kuwait Paper Dump hosts a strong following on social media sites with over 1100 followers on Twitter and over 600 fans on Facebook .

For an added KD 25 per month Advertisers have an opportunity to leverage our reach by pushing a maximum of 5 messages a day through Twitter and another 5 messages a day through Facebook.

PDF Download Advertisement

One of the most used features on Kuwait Paper Dump is the PDF feature. Users can download PDF files and store them on their local computers. There are over 3000 downloads of PDF files every month.

For KD 150 per month Advertisers can have their promotions imprinted on the downloaded PDFs front page (see image on the right). Only one advertiser will be able to take this spot. The size available is a maximum of 250px x 250px.



Kuwait
Paper Dump

Ad Space
Available

Shop Online Paper, Ink, Toner, Printing, Inkjet, Laser
www.kuwaitpaperdump.com

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كن أول من يحصل على آخر تكنولوجيا
Be the First to Get the Latest Technology

Free مجاناً
On All Notebooks

Network Bag* + 1GB Flash Disk*
حقيبة الشبكات* + قرص فلاش 1GB*

DELL Inspiron 1525
Intel Core Duo T2370
1.75 GHz, 1 GB DDR2 RAM,
160 GB Hard Disk, 15.4",
Windows Vista Home Basic,
SharePoint Connect (MSN),
Remote Control
KD 229

Pavillion DV6801
Intel Core Duo T2370
1.75 GHz, 1 GB DDR2 RAM,
160 GB Hard Disk,
15.4", Windows
Vista Home Premium,
Remote Control
KD 229

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Kuwait Paper Dump Payments & Package Selection

Scheduling & Mechanics

Landing page URL must be provided for every banner and must link to a new window.

Banners must be submitted 7 working days before a campaign to contact@kuwaitpaperdump.com.

Reporting will be provided at the end of every campaign. Ad hoc reporting will be subject to a handling fee of KD 5.

Payment

Full payment for the entire campaign period must be made 7 working days prior to a campaign via online transfer.

Account details will be provided after campaign agreements are finalised.

Package Selection

The table below summarises the sponsorship options available to you.

Item	Unit Cost / Month
Banner Spot	KD 50
Extra Banner (Same spot rotation)	KD 50
Social Media (5 message / channel / day)	KD 25
PDF Downloads Advertisements	KD 150



Thank you!

<http://www.kuwaitpaperdump.com>

<http://www.twitter.com/kuwaitpaperdump>

<http://www.facebook.com/KuwaitPaperDump>