



## **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).





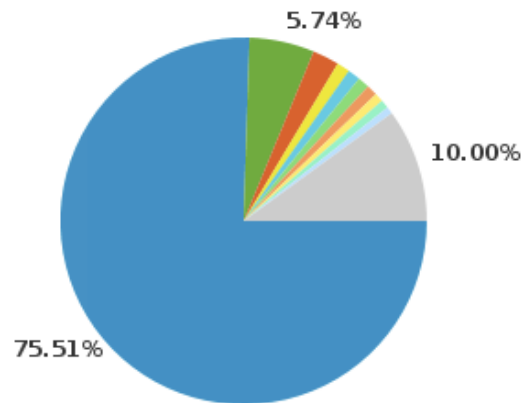
# Kuwait Paper Dump

## Quarterly Site Statistics [Q4 2010]

Statistic	Numbers
Visits	60,250 (+31%)
Page Views	188,100 (+28%)
Average Page / Visit	3.12
Average Time Spent / Visitor	2 min 38 sec
PDF Documents Downloaded	9,627
Facebook Fans	805
Twitter Followers	1,450

### Geographic Information

1.	Kuwait
2.	United States
3.	United Kingdom
4.	India
5.	Saudi Arabia
6.	United Arab Emirates
7.	Egypt
8.	Germany
9.	Canada
10.	(not set)





# Kuwait Paper Dump Advertising

## Achieve Your Advertising Goals

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

- 75.5% of our visitors are from Kuwait
- 44% of our visitors are aged 25 – 34 (professionals)
- 36% of our visitors are aged 18 – 24 (young adults)
- 57% of our visitors are female and 43% 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 100 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). A banner must have a height of minimum 160 pixels and maximum of 240 pixels.

Advertisements can be in any image format. Flash files are acceptable if hosted by the advertiser.

The screenshot displays the Kuwait Paper Dump website interface. At the top, there is a navigation bar with links for HOME, CATEGORIES, ARCHIVES, CONTRIBUTE, and COMMENTS. A search bar is located on the right. Below the navigation bar, the 'Latest Dumps' section features two featured advertisements: 'Light Options Restaurant' and 'Nissan Al-Babtain'. The 'Light Options Restaurant' ad includes a location map, telephone number (97797052), and a 'View' button. The 'Nissan Al-Babtain' ad includes a telephone number (1804888) and a 'View' button. Below these are four smaller advertisements: 'Wash 'n Drive', 'Fatayer Kangaroo', 'Bayan Dental Clinic', and 'Afrah Al Messilah'. Further down, there are four more advertisements: 'Corn Dogs', 'NBK Photography C...', 'Chocopolis', and '2nd Redbull Flugt...'. A 'LOAD MORE' button is positioned below the grid. On the right side of the page, there are two green banner spots with white text: 'Booked Until 17 April 2011' and 'Booked Until 20 Oct 2011'. Below these, a white box with a black border contains the text 'Ad Space Available'. At the bottom of the page, there is a footer with four columns of links: 'Information About Special Thanks Contact Us Search', 'Connect Twitter Facebook YouTube', 'Subscribe RSS Feed RSS Comments E-mail Updates', and 'Tag Cloud beef cheese chicken chocolate desserts fish fries Home Delivery InfoConnect juices kabab meat Menu pizza rice salads sandwiches steak Take-Away turkey'.



# Kuwait Paper Dump Premium Services

## Social Media

Kuwait Paper Dump hosts a strong following on social media sites with over 1450 followers on Twitter and over 800 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 50 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, Cartridges, Be at the front!  
[www.kuwaitpaperdump.com](http://www.kuwaitpaperdump.com)

JARIR BOOKSTORE مكتبة جرير  
Be the First to Get the Latest Technology

كن أول من يحصل على أحدث تكنولوجيا

Free مجاناً  
On All Notebooks

Notebook Bag\* + 1GB Flash Drive\*

DELL Inspiron 1525 Intel Core Duo T2200, 1.75 GHz, 1 GB RAM, 160 GB Hard Disk, 15.4", Windows Vista Home Basic, Shared Wireless LAN Cards, Remote Control. KD 229

Pavillion DV6801 Intel Core Duo T2200, 1.75 GHz, 1 GB 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](mailto: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 100
Extra Banner (Same spot rotation)	KD 50
Social Media (5 message / channel / day)	KD 25
PDF Downloads Advertisements	KD 50



**Thank you!**

<http://www.kuwaitpaperdump.com>

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

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