



Your guide to **antigua.**

Get *inspired.*

## GET LISTED ON ANTIGUANICE.COM

Antiguanice.com is the leading destination and entertainment website in and about Antigua and Barbuda. The website focuses on everything from accommodation, tours, shopping and things to do, to a restaurant guide, real estate and very comprehensive and regularly updated News, Specials and What's On listings pages.

In addition to the website, Antiguanice produces a weekly **What's On Newsletter**, a monthly **Real Estate Newsletter**, and 18-times-per-year **Yachting Insider Newsletter**, as well as maintaining active **Facebook** and **Twitter** pages to promote our advertisers.

### Summary of Statistics on Antiguanice.com

We work diligently across the Internet, sending e-newsletters and utilizing social media to reach our audience and ensure your business gets great exposure.

Yearly – website unique visitors – 540,000 persons—this includes nearly 1,500 people per day who return an average of 1.2 times per day

Total page views per year – 2.4 million (an average of more than 6,600 per day)

Facebook fans – 8,200+

Active mailing list recipients – 7,000+

### Country splits:

Website – 80% USA/UK/Canada/Italy and the rest of the world – 20% Antigua

Facebook – 66% Overseas, 34% Antigua and Barbuda

Newsletter – 60% overseas, 40% Antigua and Barbuda

### Search Engine Performance:

Google is incredibly important to Antiguanice.com—in fact 80% of our traffic comes from Google and other search engines. Go to Google and type in phrases about Antigua, for example Antigua restaurants, shopping, real estate, accommodation, things to do, tours, yachting, maps, and you will see that Antiguanice is always on the first page of Google, often in the top 1-5 positions. We continue to concentrate on our Search Engine Positioning to ensure that people looking for any information about Antigua will land on our website.

**Antiguanice.com Rates** – all rates are shown in EC dollars, and are inclusive of ABST

Page Advertising	1 year	6 months	3 months
Page fee	\$850	\$550	\$350
Initial Set-Up Fee (one off cost)	\$350 - no matter length of term		

Page fee includes 12 Traffic Builder Add Ons for News, Specials, and What's On per year; usage of add ons is limited to one per day. To include more Traffic Builders, please see our additional rates on our Rate Card.

The Initial Set-Up Fee includes creation of your page (including writing and selection and placement of photos, if necessary), adding the page to all the relevant categories and placing your business on the maps, and adding metatags and search information.

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All content that is added to the website is reviewed and used to generate the newsletters and social media updates, and will be used where appropriate and timely. However, inclusion of these items is not guaranteed. If you would prefer to guarantee coverage or have additional coverage and banner ads, please contact our Sales Representatives.

### How to Get Listed

We are flexible and fast in terms of creating your ad, which can be done in the following ways:

1. You can send us your ad copy and photos plus logo (all photo or graphic files must be jpg or pdf format)
2. You can direct us to a digital brochure, website or Facebook page to take the information.
3. We can meet with you, talk to you about the business and then prepare the information from that meeting.