

Who is Sulit.com.ph?

Sulit.com.ph is the most visited classified ads (buy and sell) website by Filipinos all over the world. The website has been online since September 2006 and from then it became the fastest growing online destinations in the Philippines Today.

Why Sulit.com.ph?

Sulit.com.ph has established its remarkable strength in the internet owing to its high rankings in the internet search engines. Sulit.com.ph can bring your products or services in front of actual users, searching from the different search engines, looking for products and services plus the millions of users directly browsing and searching the website.

Majority of Sulit.com.ph's visitors are buyers, who are looking to buy a product or service. The buying or purchasing conversion rate of our visitors is very high compared to other content websites. Our traffic has more probability to convert into sales.

What is inside Sulit.com.ph?

1. Classified Ads
 - a. Buy and Sell
 - b. Real Estate
 - c. Cars/Automotives
 - d. Business / Earning opportunities
 - e. Business Products and Services
 - f. Jobs

2. Other activities:
 - a. Forums
 - b. Newsletter
 - c. Sulit Currencies
 - d. Trivia

CODE RED**R - REACH**

50 Million monthly Pageviews
6 Million Monthly Uniques
470,000 Members

Gender:

55% - Male
45% - Female

Location:

52% - Philippines
14% - U.S
34% - Other countries

Age:

25% - 18-24 years old
24% - 25-29 years old
18% - 30-34 years old

Employment Status:

39% - Employed
32% - Self-employed
7% - Full time student

E- ENGAGE

1. Members- Sulit.com.ph has over 470,000 members who post ads, participate in forums, trivia and other online and offline activities.
2. Forums- Thousands of forum posts monitored daily covering a wide range of topics.
3. Newsletters- All members receive and read regular newsletters about new services from Sulit.com.ph and offerings from advertisers
4. Sulit currencies- Digital currencies that members use for different activities in Sulit.com.ph
5. Trivia – Member can submit or answer online trivia question

D - DELIVER

BANNER ADVERTISING - HOMEPAGE

The screenshot shows the homepage of Sulit.com.ph. At the top, there is a navigation bar with links for Categories, Bookmark, Twitter, Tell a Friend, Saved (0), History (0), Register, OpenID Login, and Login. Below this is the Sulit.com.ph logo and the tagline "Free Ads ba? Sulit na!". A secondary navigation bar includes Home, Forum, Post A Free Ad, Sulit Badge!, Help Center, Paid Banner Ads, and 20736 users online. A search bar is present with the text "What are you looking for?" and a dropdown menu for "Select Category". On the left side, there are several promotional buttons: "FREE SIGN-UP!", "POST A FREE AD", "Post Unlimited Free Advertisements", "Create and Customize Your Free Website", and "Communicate with Members and Visitors". A "Premium Ads" section features a large "ADVERTISE" button. The main content area is dominated by a large yellow banner with the text "HOMEPAGE PREMIUM BANNER 728 x 90". Below the banner, there are filters for "New", "Active", "Exposed", "By Category", and "By Location". Three columns of category listings are shown: "ALL CATEGORIES (197797)", "BUY AND SELL (89467)", "REAL ESTATE (44380)", and "CARS / AUTOMOTIVES (24041)". Each column lists various sub-categories with green circular icons.

BANNER ADVERTISING- INSIDE PAGES AND RUN-OF-SITE

The screenshot shows an inside page on Sulit.com.ph. The top navigation bar includes Categories, Bookmark, Twitter, Tell a Friend, bigbucks, Member Menu, Saved (0), History (0), AP, and Logout. The Sulit.com.ph logo and tagline are visible. The secondary navigation bar shows Home, Forum, Post A Free Ad, Sulit Badge!, Help Center, Paid Banner Ads, and 19462 users online. A search bar is present. On the left side, there are buttons for "POST A FREE AD" and "MANAGE MY ADS". A "Premium Ads" section features a large yellow banner with the text "BILLBOARD AD 200 x 120". Below this, there is a "Featured Item/Member" section with a thumbnail for "NO CASHOUT!". The main content area features a large yellow banner with the text "RUN-OF-SITE BANNER 728 x 90". Below the banner, there is a location filter for "Entire Philippines" and a breadcrumb trail: "Home > All Categories > Cars / Automotives > Accessories / Parts for Cars / SUVs / Trucks / Vans". A search bar is present with the text "What are you looking for?" and buttons for "Search This Category" and "Display More Filters". Below the search bar, there is a heading for "Accessories / Parts for Cars / SUVs / Trucks / Vans". A "Select Item to View" section indicates that only the first 1000 items are displayed out of 6117. A "Select All" button and a "Save Ads" button are visible. A pagination control shows "[1][2][3][4][5] next >> 1 of 50". A yellow banner with the text "Place your advertisement at the top through Paid Listing" is present. Below this, there is a "Priority Listing" section with a thumbnail for "TINT ALARM AND H.I.D MONTH OF AUGUST PROMOUIII" and a price of "P. 1,999.00".

	HOMEPAGE BANNER AD	RUN-OF-SITE BANNER AD	BILLBOARD AD
LOCATION	Homepage only	Inside Pages and Run-of-site	Run of Site
AD SIZE (in Pixels)	728 x 90	728 X 90	200 x 120
FILE TYPE	JPG/GIF/PNG	JPG/GIF/PNG	JPG/GIF/PNG
MAX FILE SIZE	75 KB	75 KB	30 KB
CPM RATE	Php 275	Php 225	Php 175

** additional 20% for Geo-targeting

Frequently Asked Questions (FAQ)

1. What is CPM?

CPM means the “Cost per 1,000 Impressions”

2. What is Impressions?

Impressions are the number of times your banner is displayed which are also known as ad views

3. How do know how much I should pay?

Banner Ad Campaigns are charged based on the number of impressions bought. For example you want to buy 100,000 impressions of the run of site Banner ad which has the cost of Php 225 per cpm, then you need to pay Php 22,500 (100,000 impressions / 1,000 impressions (CPM) /Php 225 cost per cpm).

4. Is the cost inclusive of 12% VAT

The rate displayed on our site is EXCLUSIVE of 12%. We will add another 12% to your cost. Given the example in item no. 3, Php 22,500 plus 12% will be Php 25,209.60.

5. How would I know how many impression I should buy

The number of impressions depends on the objective of your campaign and who is your target market. Given the readership of Sulit.com.ph, the ideal number of impressions for a one month campaign is 200,000 impressions. However, our minimum buy is 100,000 impressions.

6. What is a Homepage Banner ad?

A homepage banner ad is the leaderboard ad (728 x 90 pixels) that you will only see in the Homepage of Sulit.com.ph. If you will place a Homepage Banner Ad, it will not be displayed or seen in the other pages of the site

7. What is a Run-of-site Banner ad?

A Run-of-site is the leaderboard ad (728 x 90 pixels) beside the Sulit.com.ph logo. This ad will appear in all the pages of the site EXCEPT the homepage

8. What is the Billboard ad?

The Billboard ad (200 x 120 pixels) is the ad that is displayed in the left column side of the page. It will appear in the homepage and in all other pages of the site.

9. What is rotating Banner ads?

Rotating Banner is exactly two or more banners appearing in turns (at different page loads), not at the same time, at a particular place (e.g. at page top)

10. How long will my ad run?

The default for all advertising campaign is to run for 1 month (ad views/impressions are spread in the duration of 1 month). However, the advertiser has the option to change the spread duration from 1-30 days.

11. How can I track the exposure of my banner advertiser

All our advertisers are sent a performance report after their advertising campaign is over or upon request. The report are sent thru the client's email.

12. How soon will my advertising campaign start? Is it possible to set the start of my advertising campaign at a later date?

Your advertising campaign can start as soon as we verify your payment. It is also possible to set it at any day date within 30 days from the payment verification.

We would require the you submit to us the materials for your advertising campaign atleast 3 days before the start date of the campaign.

13. How will we submit our campaign material (Banner ads)?

All campaign materials should come from the advertiser. It could be sent to us thru email or cd. If in case the client needs help in producing the materials, then we could refer a third party supplier who could do it for a client. Third party supplier would be charging the client accordingly.

14. Is it possible to limit the number of times my advertisement is displayed for every user?

Yes, You are allowed to set a limit for the number of times your advertisement is displayed for every user per specified duration. The default is no limit. The available duration is per minute, per hour, per day, per week or per month (i.e 10 times per day or 3 times per month etc.)

15. Do you accept animated images for Banner advertising

Yes. We accept animated flash and animated GIF. We may do other rich media executions but subject to our approval and additional cost.

16. Can we do targeted online advertising?

Yes. You may do Geo targeting. It is displaying. Geo targeting is the method of determining the physical location of our user thru their ISP. If for example, your target market is only the Philippine users of our site, then we would set your ad in a such a way that only users in the Philippines would see it. We would do the same if your target market are those from mainland U.S.

We could also do targeting by categories. If for example, you want your ad to come out only in the Buy and Sell category of Sulit, then we would set your ad to come out only in the said category.

The above targeting will entail additional cost for advertiser. A minimum of 20% add on cost will be implemented depending on how targeted you want your ad to be.

17. What will happen if there is no enough visitors/traffic to display my advertisement?

If there is no enough traffic generated to reach the maximum impressions set for your online ad, then the expected duration of your advertisement will be extended until all your purchased impressions will be used with no additional cost from your end. All advertisements are guaranteed of purchased impressions and the advertisement will remain active until all impressions are served.

18. How do we pay for our online advertisements?

Payments can be made thru cash, check our thru your paypal account. Cash and Check payments can be picked up from your office or deposited to our bank accounts. You may call our office to get the full instructions.