

Promote your business on isme.ie

Free for all ISME members | Available now to non-members

Why advertise on isme.ie?

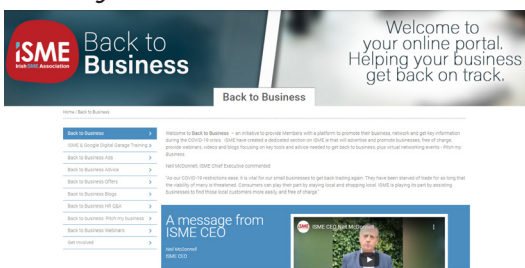
Reach SMEs and key decision makers across a range of industries in Ireland.

- Average monthly visitors at 8K, spending an average of 1.43 minutes on the site
- Web traffic has doubled since 2019
- Member engagement on the website which is measured via logins and downloads has increased by 23% since 2019
- Over 30K visits to the **Back to Business & Shop Local** sections



Back to Business

Launched in June 2020, **Back to Business** is an initiative that provides SMEs with a platform to promote their businesses, network and get key information during the COVID-19 crisis. ISME have created a dedicated section, **isme.ie/backtobusiness** that will advertise businesses, provide webinars, videos and blogs focusing on key tools and advice needed to get back to business; plus virtual networking events - *Pitch my Business*.



YouTube Video Ads

- Recommended dimensions: 1920 x 1080 (1080p)
- Minimum dimension is 426 x 240
- Max dimension is 3840 x 2160
- Aspect ratio is 16:9 (auto adds pillarboxing if 4:3)
- Accepted video formats include: .MOV, .MPEG4, MP4, AVI, .WMV, MPEGPS, .FLV, 3GPP, and Web
- Duration 1-2 minutes max.

Some tips

- Include your business logo/name
- Think about a discount/offer to encourage people to engage - a good way to track uptake or to generate leads
- Keep it simple
- Add a CTA "Call to Action"
- Include contact details
- Add link to your website/webpage

Advertising Specifications

Banner ads

- Accepted formats include: PNG, JPEG
- Dimensions: 1050 x 300
- Minimum resolution: 72
- Include link to your website /offer page

FINANCE: Big Red Cloud

Big Red Cloud is an online cloud accounting software company that offers a cloud-based accounting software to help businesses run a more profitable business. Based in Dublin, Big Red Cloud offers businesses secure and reliable online accounting software at an incredible price.



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Shop Local

Christmas may be over but the need to Shop Local is not, especially in the face of BREXIT, with extra charges appearing on orders from our nearest neighbour it's time to look even closer to home for your shopping needs. Every €10 spent locally on Irish products generates more than €40 of benefit to the local community in terms of employment. SMEs are currently under significant pressure; with COVID-19, rising insurance costs and Brexit - it's more important than ever to shop local.

Based on research carried out by IE. Domain Registry in partnership with Digital Business Ireland, in 2020 Irish consumers did more online shopping locally - 53% Irish SMEs VS international retailers. According to a 2021 .IE Tipping Point report 49% of Irish consumers say they do most of their online shopping with SMEs. BUT the same report found there is a movement back to international retailers.

Let's make sure we choose to shop local first.

To place an ad or for further information on packages please email marketing@isme.ie

In 2021 we created a B2C portal for Easter, Mother's Day and Father's Day. We are developing a B2B portal and will run both B2B and B2C campaigns throughout the year.

Members can book by filling out the form on isme.ie/get-involved-form. Non-members can email marketing@isme.ie to place an ad.

For ISME non-members

The rates for inclusion in our **Back to Business** and **Shop Local pages** are listed below. **Discounts** are available for adverts taken in both and bespoke deals are also available, simply email marketing@isme.ie.

Packages are also available for advertising in our online publication, the bISME and our annual wall planner.

RATE CARD FOR SHOP LOCAL OR BACK TO BUSINESS CAMPAIGNS			
Duration	Price	Discount	Save
1 month	€150		
2 months	€240	20%	€60
3 months	€360	20%	€90
6 months	€675	25%	€225
12 months	€1,350	25%	€450

RATE CARD FOR SHOP LOCAL AND BACK TO BUSINESS CAMPAIGNS			
Duration	Price	Discount	Save
1 month	€200		
2 months	€320	20%	€80
3 months	€480	20%	€120
6 months	€900	25%	€300
12 months	€1,800	25%	€600