

PRODUCTS

ABC

Online Media



2025

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Websites

Target Audience

Products

Summary

Team

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WEBSITES

ARUBA

Altijd het laatste nieuws



BONAIRE

Altijd het laatste nieuws



CURAÇAO

Altijd het laatste nieuws



AWOR

independent journalism and
impartiality

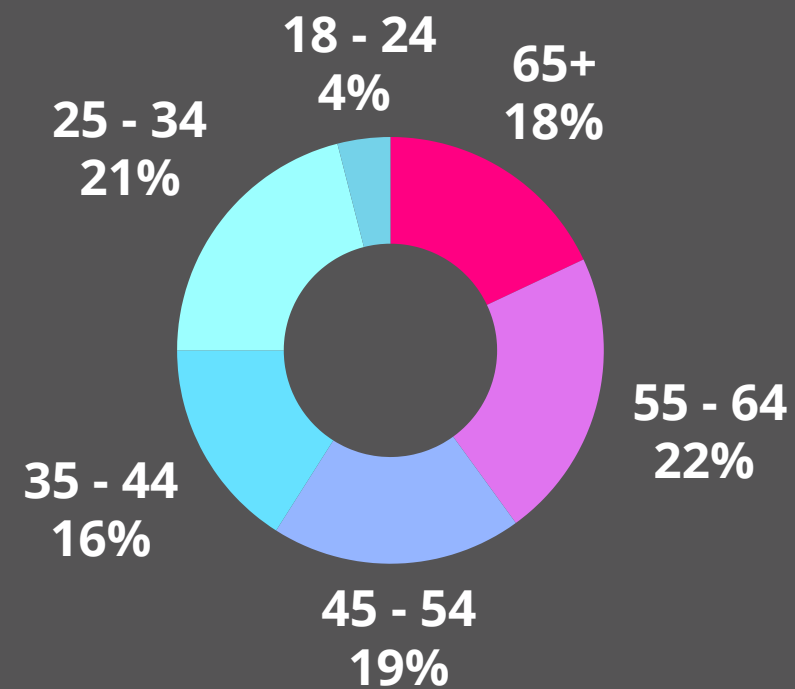


reporter
bes

TARGET DEMOGRAPHIC



READERS' AGE



MONTHLY READERSHIP FIGURES



AVERAGE 2024

ARUBA.NU	14.766
BONAIRE.NU	121.004
CURACAO.NU	189.684
BES-REPORTER.COM	8.888
AWOR.NU	4.192



DEMOGRAPHY

50%

READ THE WEBSITES OF
THE NETHERLANDS

4%

READING WEBSITES FROM
THE UNITED STATES

42%

READ THE WEBSITES
FROM THE CARIBBEAN

4%

READ WEBSITES FROM
DIFFERENT REGIONS

SOCIAL MEDIA



FACEBOOK



INSTAGRAM



X

SOCIAL MEDIA FOLLOWERS

FACEBOOK PROFILE

Aruba.com

Bonaire.com

Curacao.nu

The Bes-Reporter.com

Awor.nu

X

INSTAGRAM

FOLLOWERS

12.152

34.016

46.262

7.824

5.651

4.834

8.195

PRODUCTS

 Company in the picture

 Advertorial

 Advertisement

 Vacancies

 Banners



All prices stated are per website, per placement, and exclude A.B.B.

If you are interested in multiple placements and/or websites, we would be pleased to extend an offer to you.

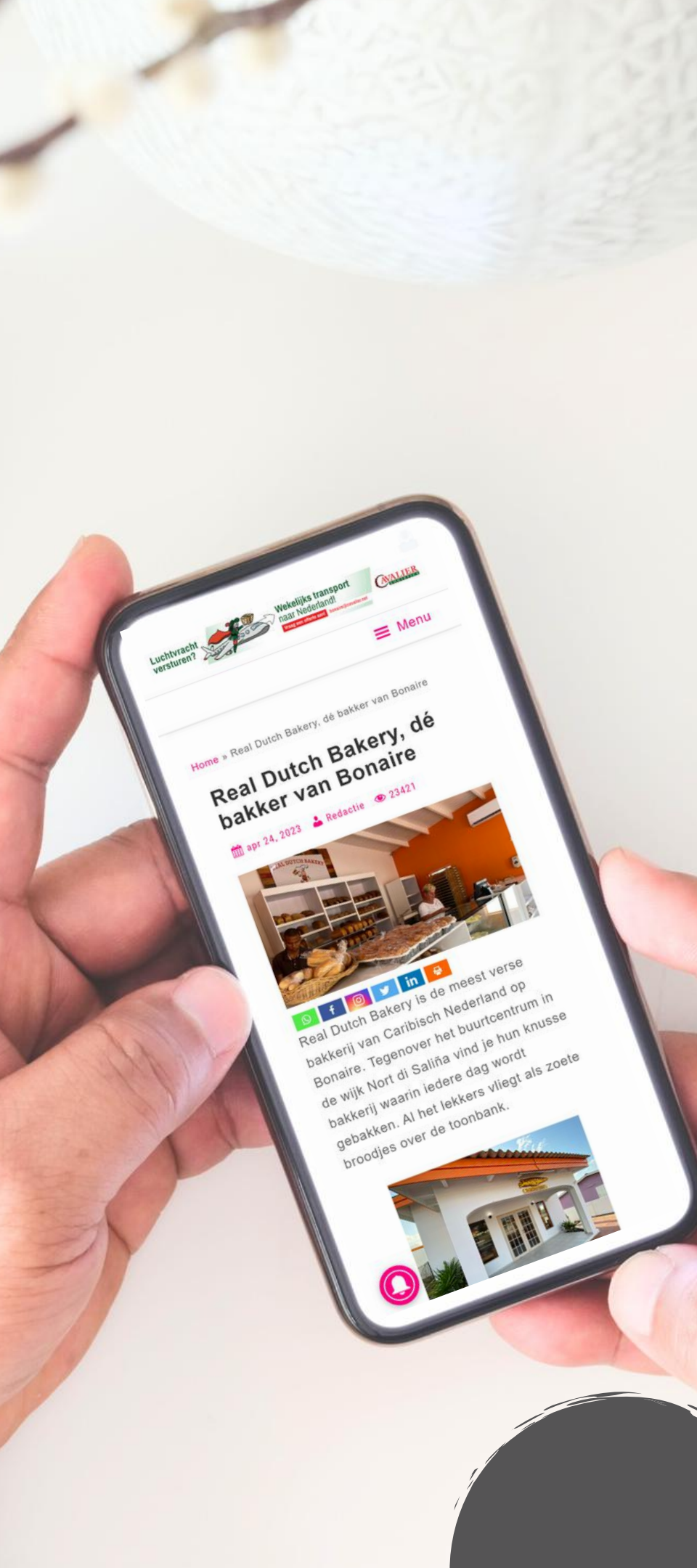


COMPANY IN THE PICTURE

\$625 per year



- Page tailored exclusively for your organization
- Text optimized for search engines (SEO)
- Enhanced visibility of your own website
- Images of your company/product
- Company logo
- Contact information, including hyperlinks
- Promotion across our social media platforms
- Placement on custom-crafted Theme pages
- On the homepage, 'Company Featured'
- 12 months online
- Changes are free of charge



ADVERTORIAL

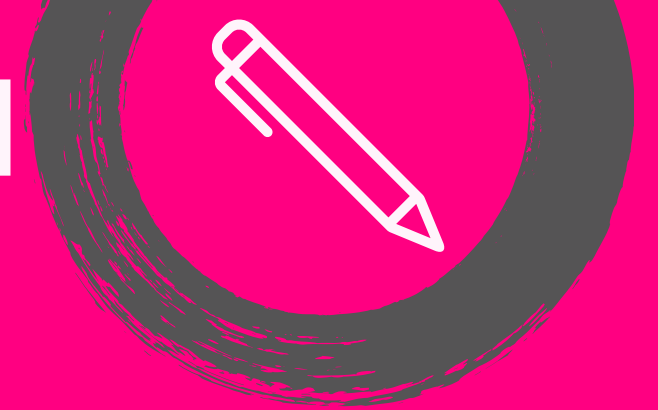
\$399 for each placement



- Article crafted exclusively for your organization
- Text optimized for search engines (SEO)
- Enhanced visibility of your own website
- Images of your company/product
- Company logo
- Contact information, including hyperlinks
- Posted within our daily news.
- Promotion on the day of placement across our social media platforms.
- Three months online
- No restrictions on the number of words and images.



ADVERTORIAL WITH REPETITION



\$525,-

- Article crafted exclusively for your organization
- Text optimized for search engines (SEO)
- Enhanced visibility of your own website
- Images of your company/product
- Company logo
- Contact information, including hyperlinks
- Posted within our daily news.
- Promotion on the day of placement across our social media platforms.
- Three months online
- No restrictions on the number of words and images.
- Repetition scheduled within two weeks.

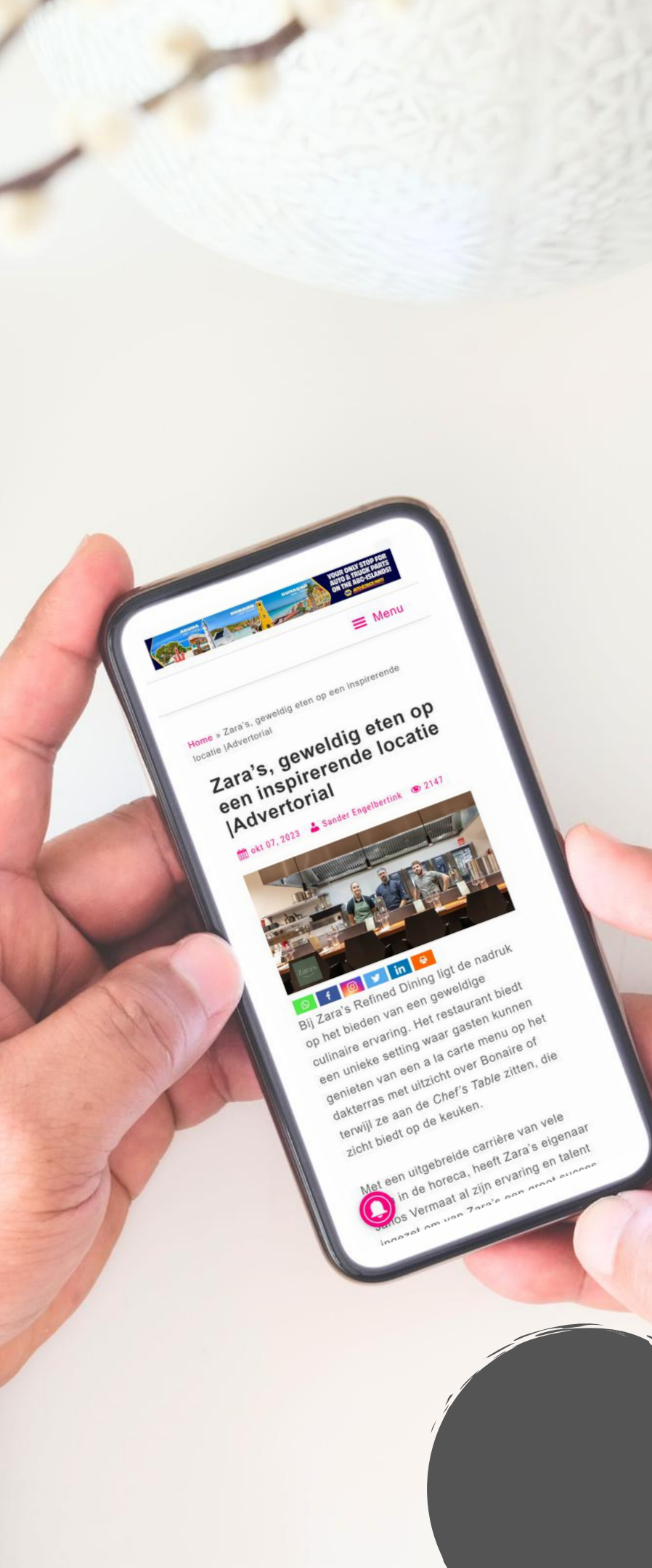


SELF-SUPPLIED ADVERTORIAL

\$275 for each placement



- Submit your original text, images, and links
- Enhanced visibility of your own website
- Images of your company/product
- Company logo
- Contact information, including hyperlinks
- Posted within our daily news
- Promotion on the day of placement across our social media platforms
- Maximum three months online
- Unlimited links, words, and photos



ADVERTISEMENT



PLACEMENT

Placement with a single repetition
(within seven days)

A single placement

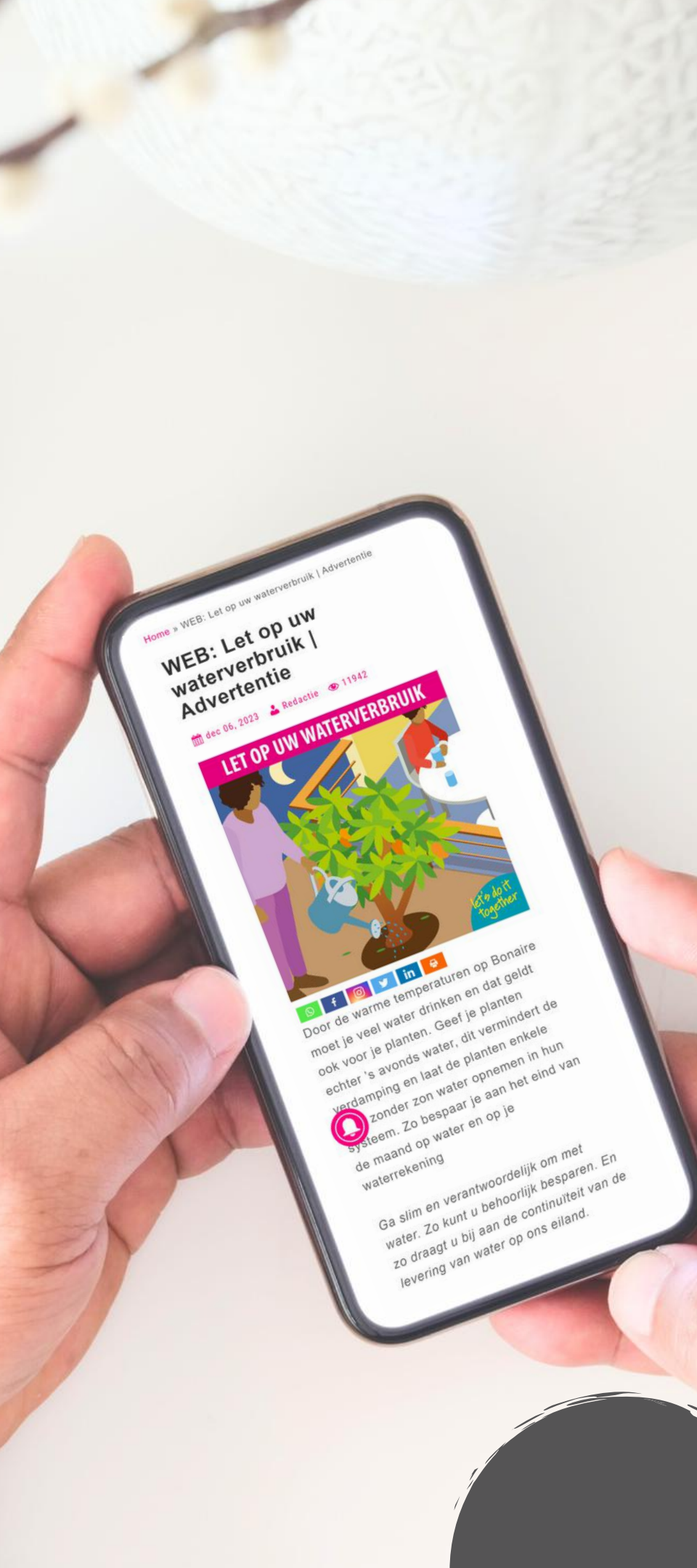
- 200 words, 2 images, and 2 links
- Submit your advertisement
- Posted within our daily news
- Promotion on the day of placement across our social media platforms
- 4 weeks online
- Have text written \$70.00
- Customization available upon request

PRICE

\$175,-



\$135,-



VACANCIES

PLACEMENT

Placement with a single repetition
(within two months)

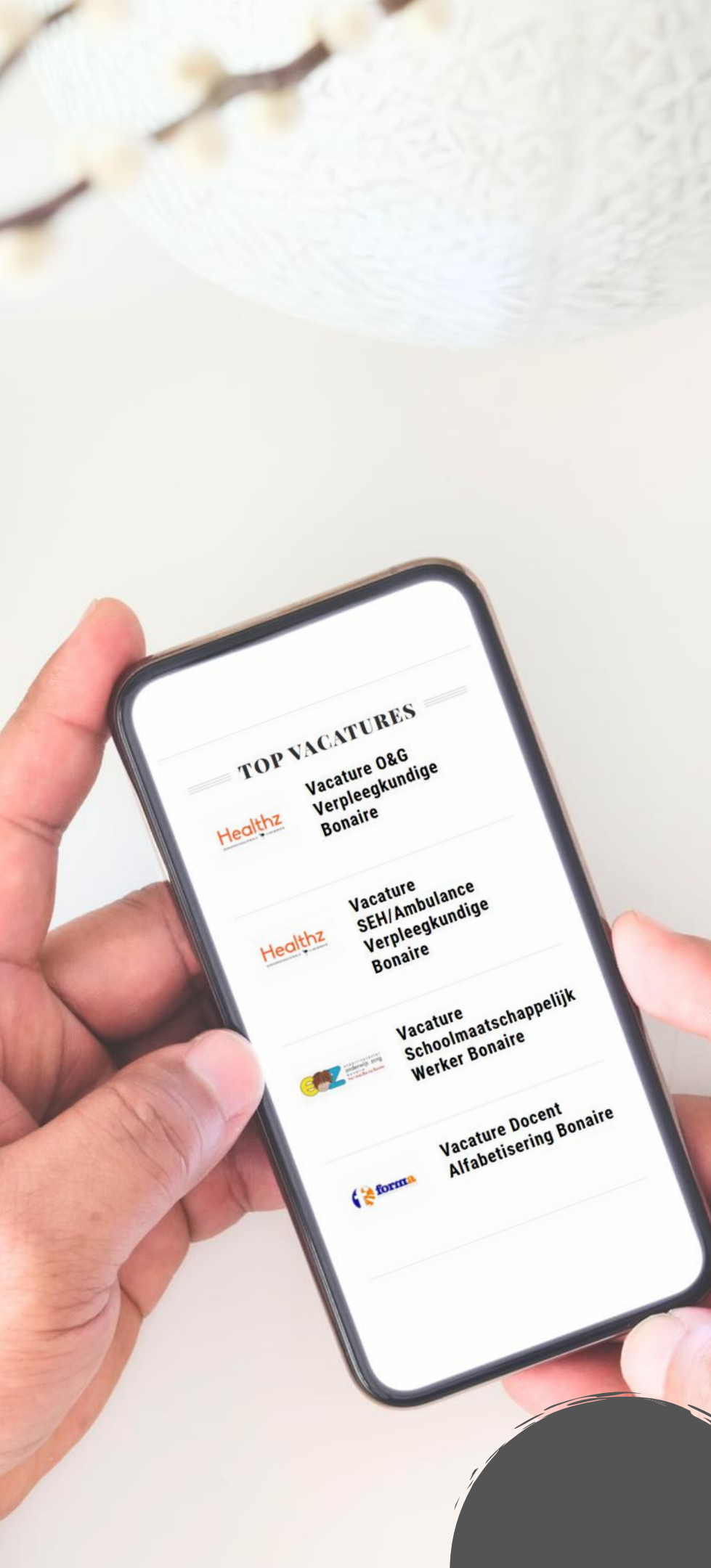
A single placement

- Posted in the vacancies section promptly following the announcement.
- Prominently displayed on the homepage are the 'Top Vacancies
- Promotion on our Facebook platform
- Promotion of job vacancies on our Instagram account
- 4 weeks online

PRICE

\$175,-

\$135,-



VACANCIES AT ABC



Your job opening on:
Aruba.nu, Bonaire.nu, and Curacao.nu

PLACEMENT

PRICE

Placement with a single repetition
(within two months)

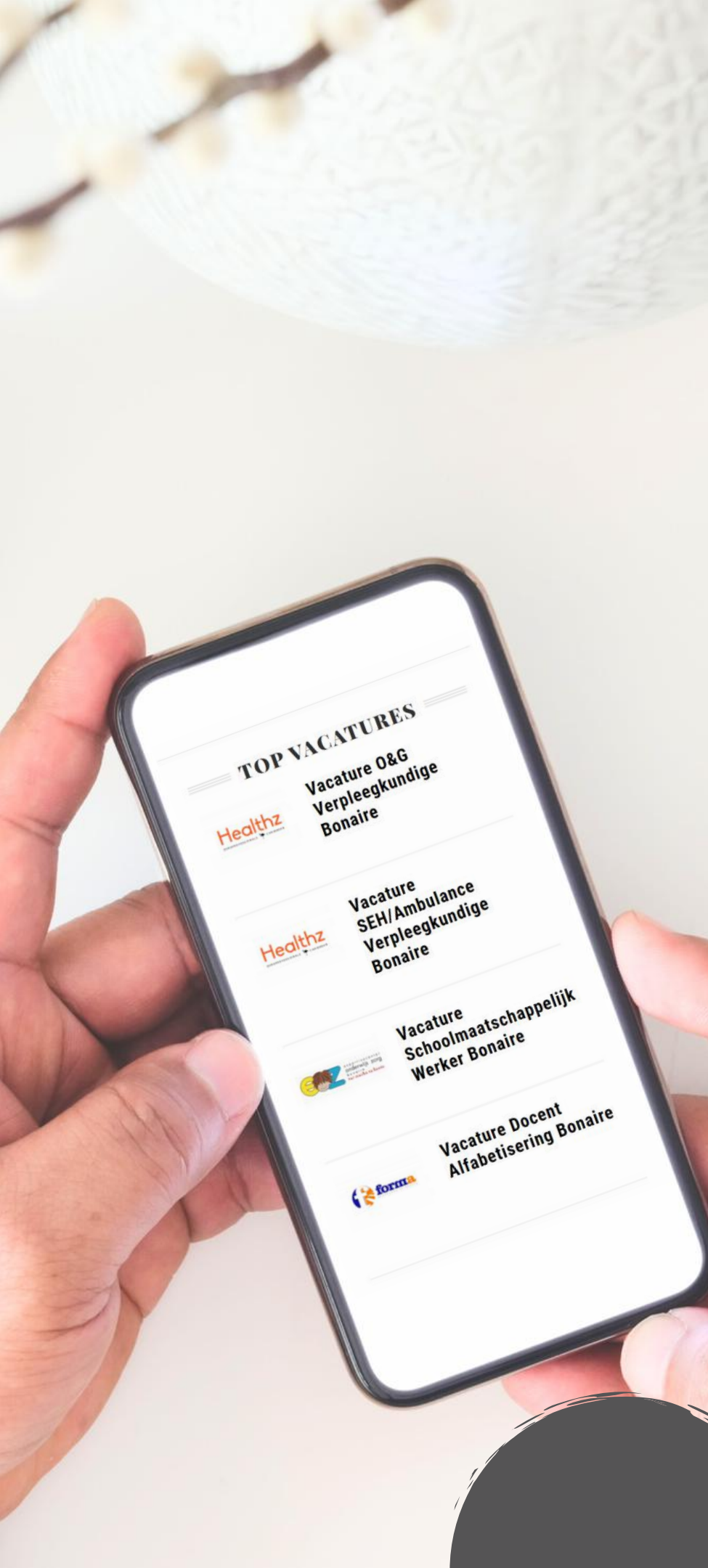
\$475,-



A single placement

\$375,-

- Posted in the vacancies section promptly following the announcement.
- Prominently displayed on the homepage are the 'Top Vacancies.'
- Promotion on our Facebook platform
- Promotion of job vacancies on our Instagram account
- 4 weeks online



VACANCIES ABC AND BES



Your job opening on:
Aruba.nu, Bonaire.nu, Curacao.nu on Bes-Reporter.com

PLACEMENT

PRICE

Placement with a single repetition
(within two months)

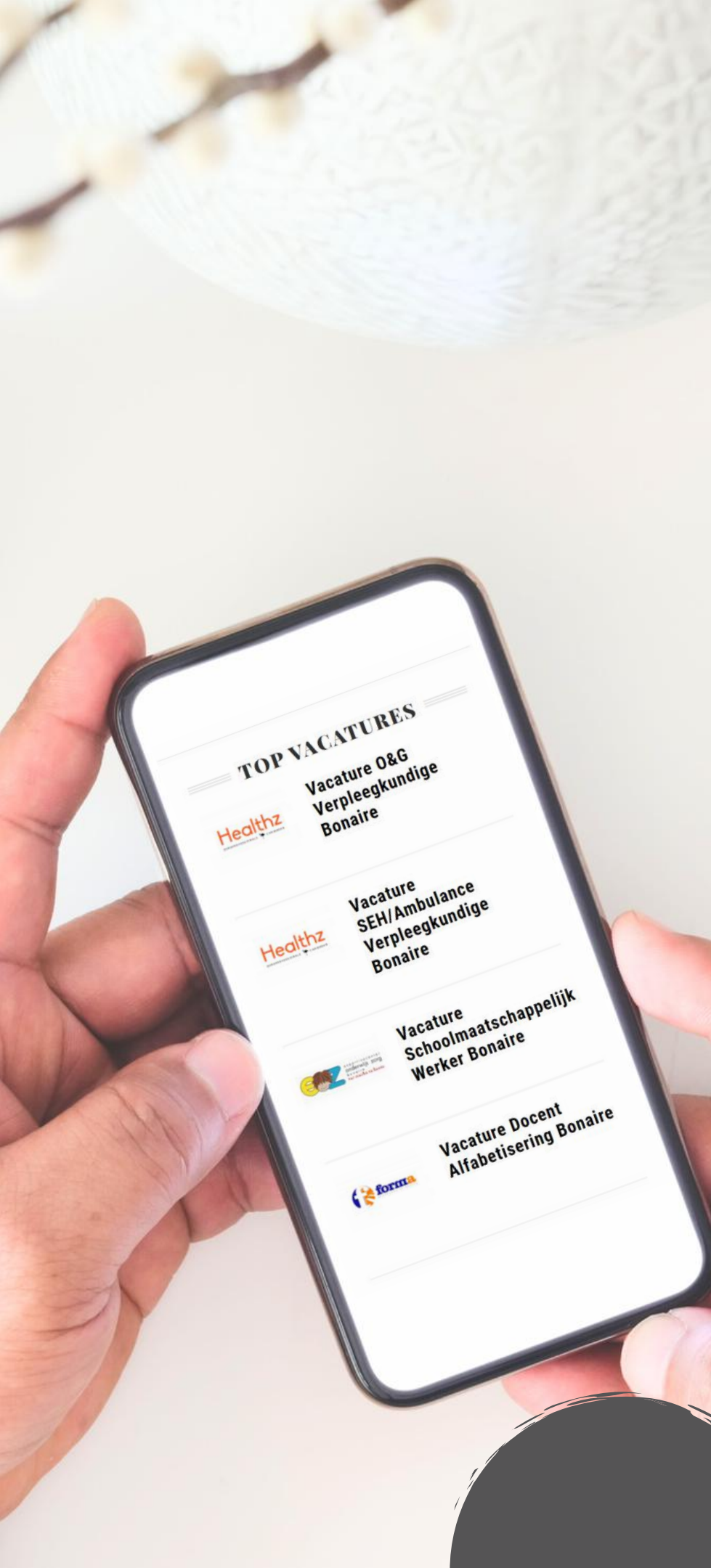
\$575,-



A single placement

\$475,-

- Posted in the vacancies section promptly following the announcement.
- Prominently displayed on the homepage are the 'Top Vacancies.'
- Promotion on our Facebook platform
- Promotion of job vacancies on our Instagram account
- 4 weeks online



VACANCIES: FIVE WEBSITES



Your job opening on:

Aruba.nu, Bonaire.nu, Curacao.nu, Bes-Reporter.com, and Awor.nu

PLACEMENT

PRICE

Placement with a single repetition
(within two months)

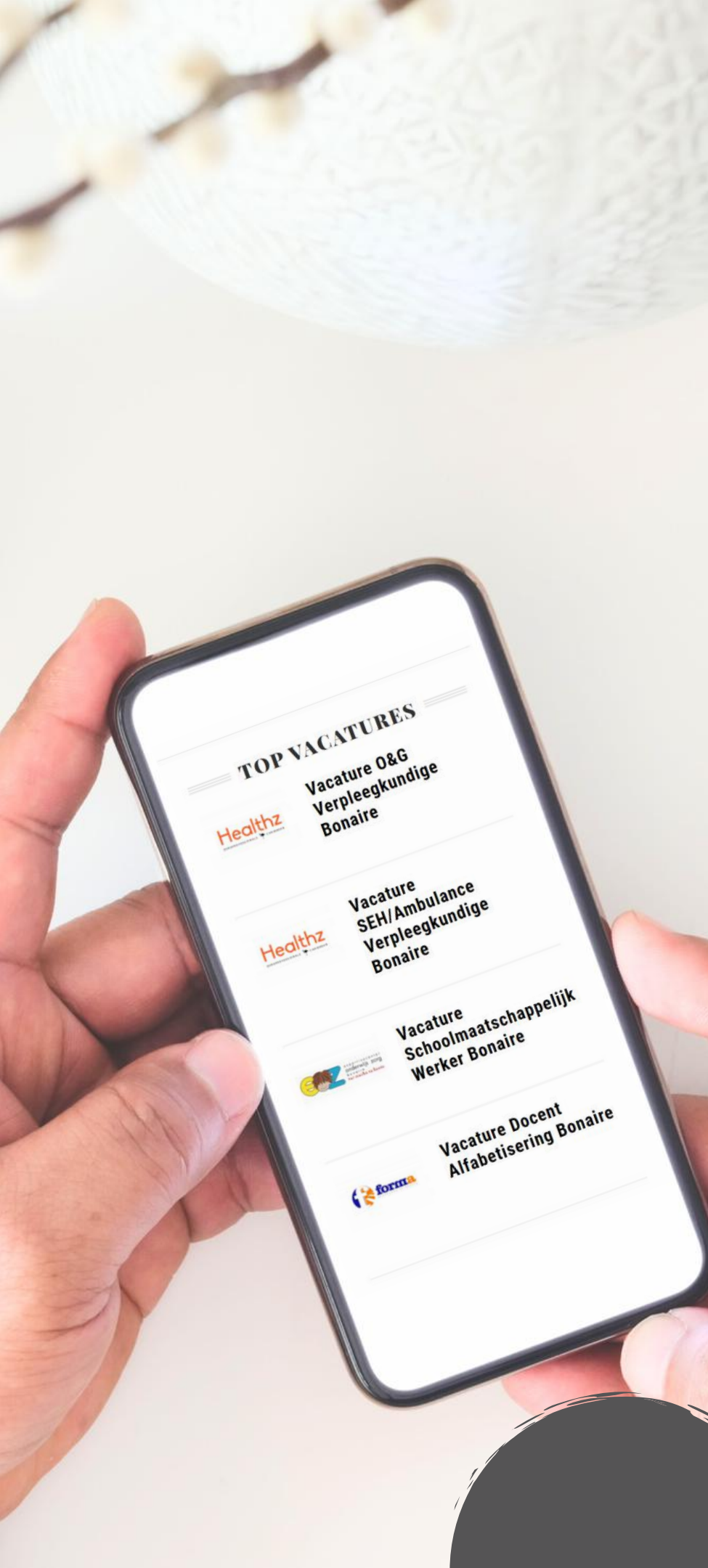
\$685,-



A single placement

\$575,-

- Posted in the vacancies section promptly following the announcement.
- Prominently displayed on the homepage are the 'Top Vacancies'
- Promotion on our Facebook platform
- Promotion of job vacancies on our Instagram account.
- 4 weeks online



PRE PAID CARD



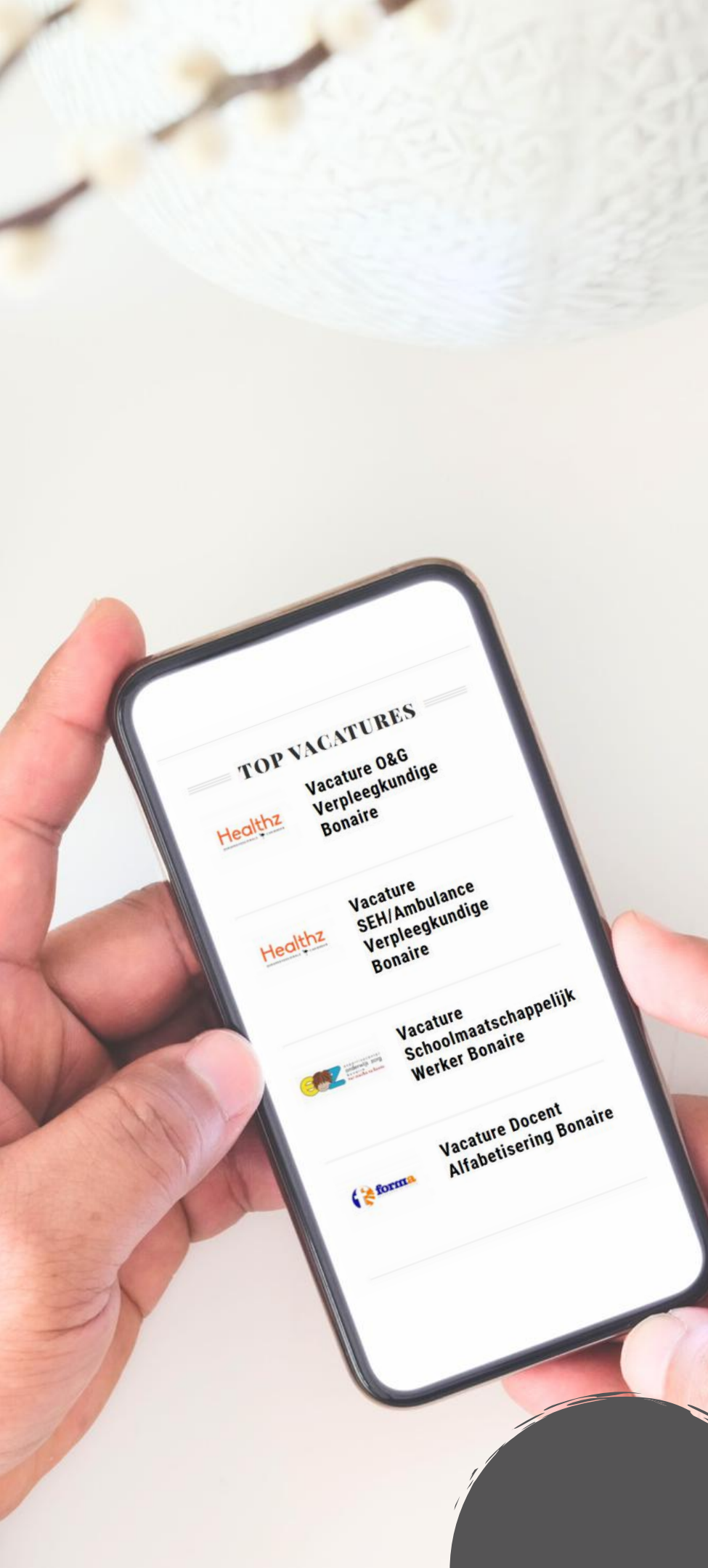
PLACEMENT

DISCOUNT

10 Vacancies and/or Adevrtisements
15 Vacancies and/or Adevrtisements
20 Vacancies and/or Adevrtisements

10%
15%
20%

- Adaptable implementation
- The Pre paid card remains valid for a duration of 12 months.
- Increased purchases yield greater discounts
- Also available for vacancies/advertisements with repetition and the other ABC vacancy packages



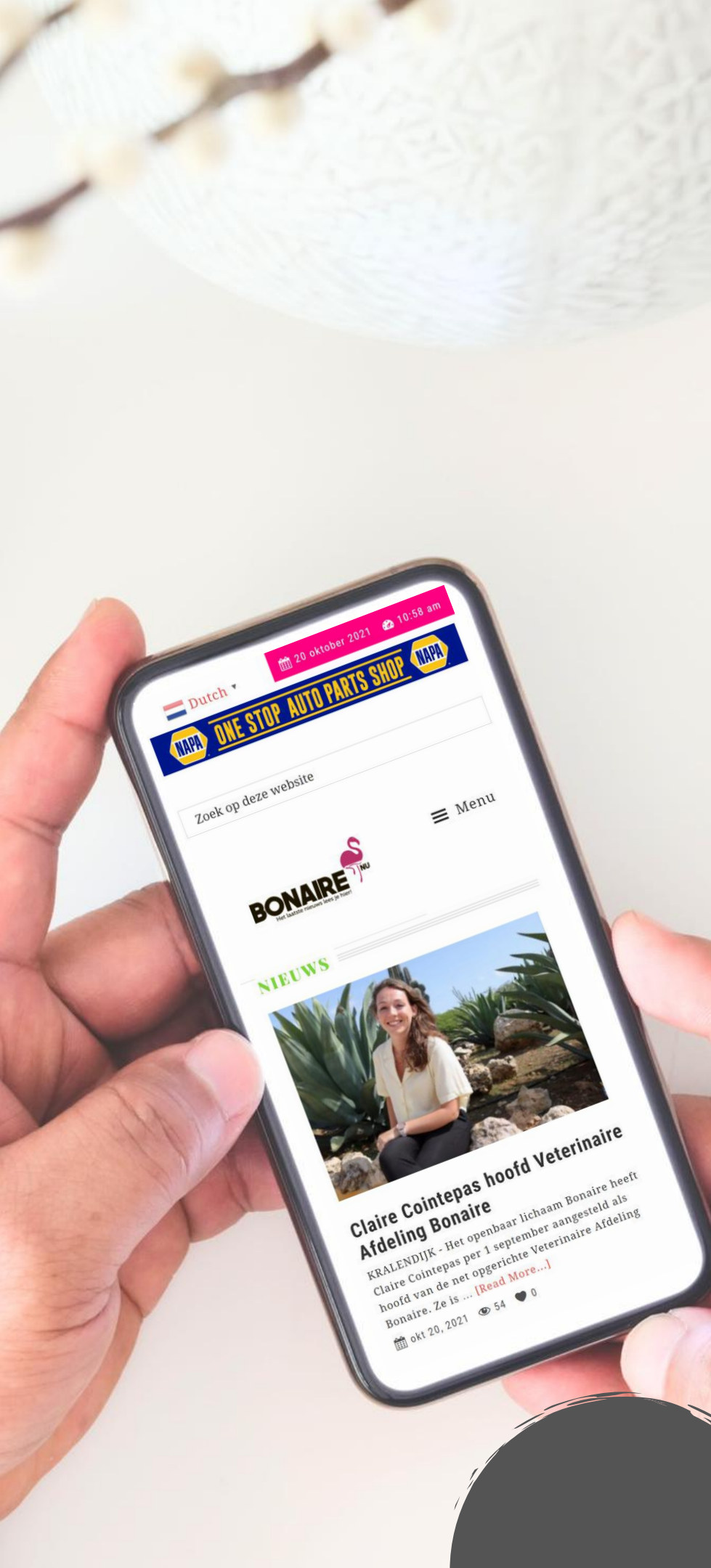


VACANCY ADDITIONS



Enhance the visibility of your existing job vacancy (\$135) by re-promoting it through one of the following methods:

	PRICE
Amidst the news	\$150,-
Repetition (within two months)	\$85,-
<ul style="list-style-type: none">• Published in the news• Repetition; reposted in the job openings section• Promotion on the day of placement across our social media platforms	



BANNERS

Starting at \$175 per month

Per website

PLACE

In Article 1200 by 628 pixels

Leader Board 1280 x 158 pixels

In Line 1200 x 250 pixels

Newsletter 1200 x 250 pixels

PRICE

\$415,-

\$310,-

\$261,-

\$175,-

DURATION

3 months

6 months

12 months

DISCOUNT

5%

10%

20%

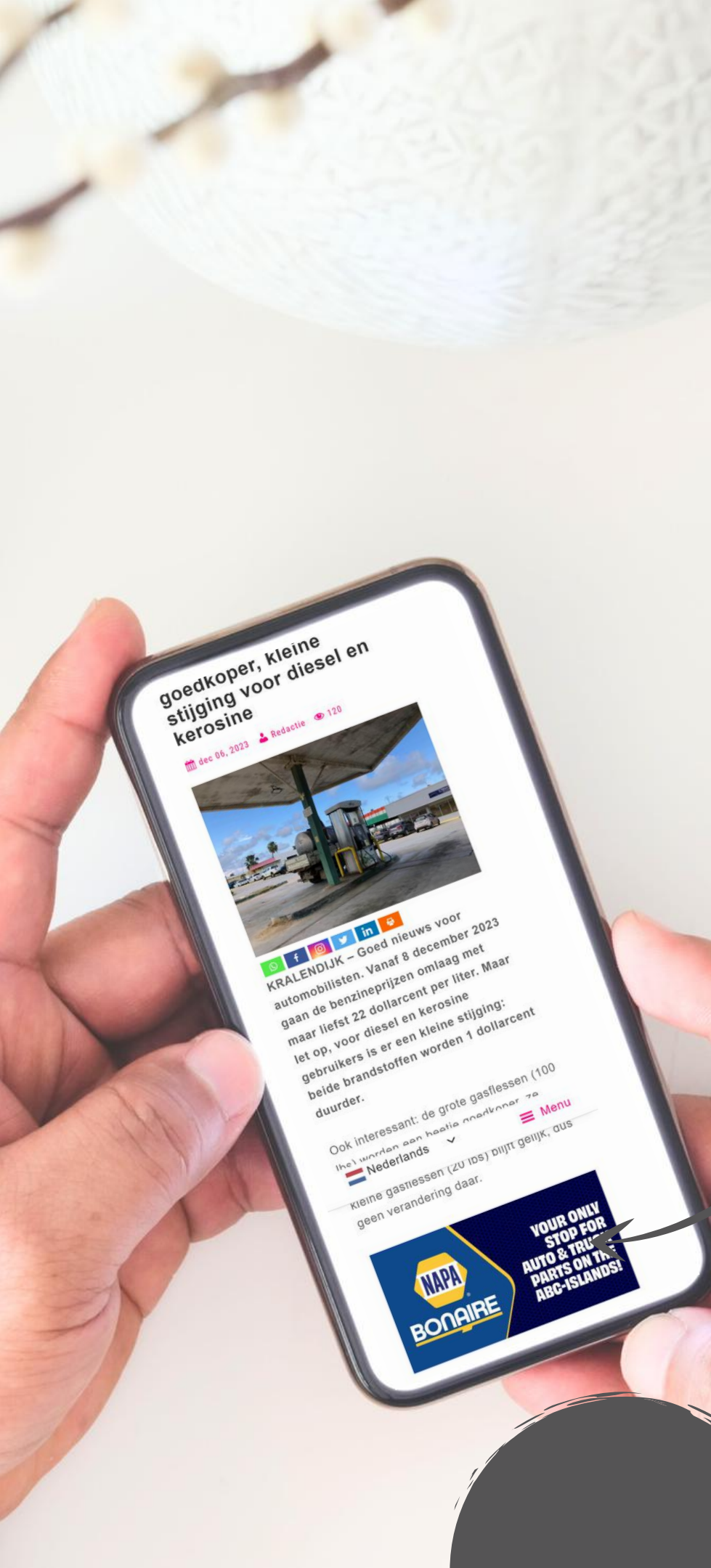
SUPPORTED FILE FORMATS

JPEG PNG

GIF

Maximum 200 KB

Multiple banners for each banner space



IN THE ARTICLE

\$415 per month

Per website

- 1200 x 628 pixels
- In the section dedicated to press releases
- Extra large
- Easily discernible on mobile devices, including phones and tablets
- Extensive variety
- Statistics are available upon request.
- Banner design: \$100 (optional)



PLACEMENT DURATION

3 months
6 months
12 months

DISCOUNT

5%
10%
20%

Multiple banners for each banner space

LEADERBOARD

\$310 per month

Per website

- 1280 x 158 pixels
- At the uppermost section of the homepage
- Among the various sections on the homepage
- Easily discernible on mobile devices, including phones and tablets
- Extensive variety
- Statistics are available upon request
- Banner design: \$100 (optional)

PLACEMENT DURATION

3 months

6 months

12 months

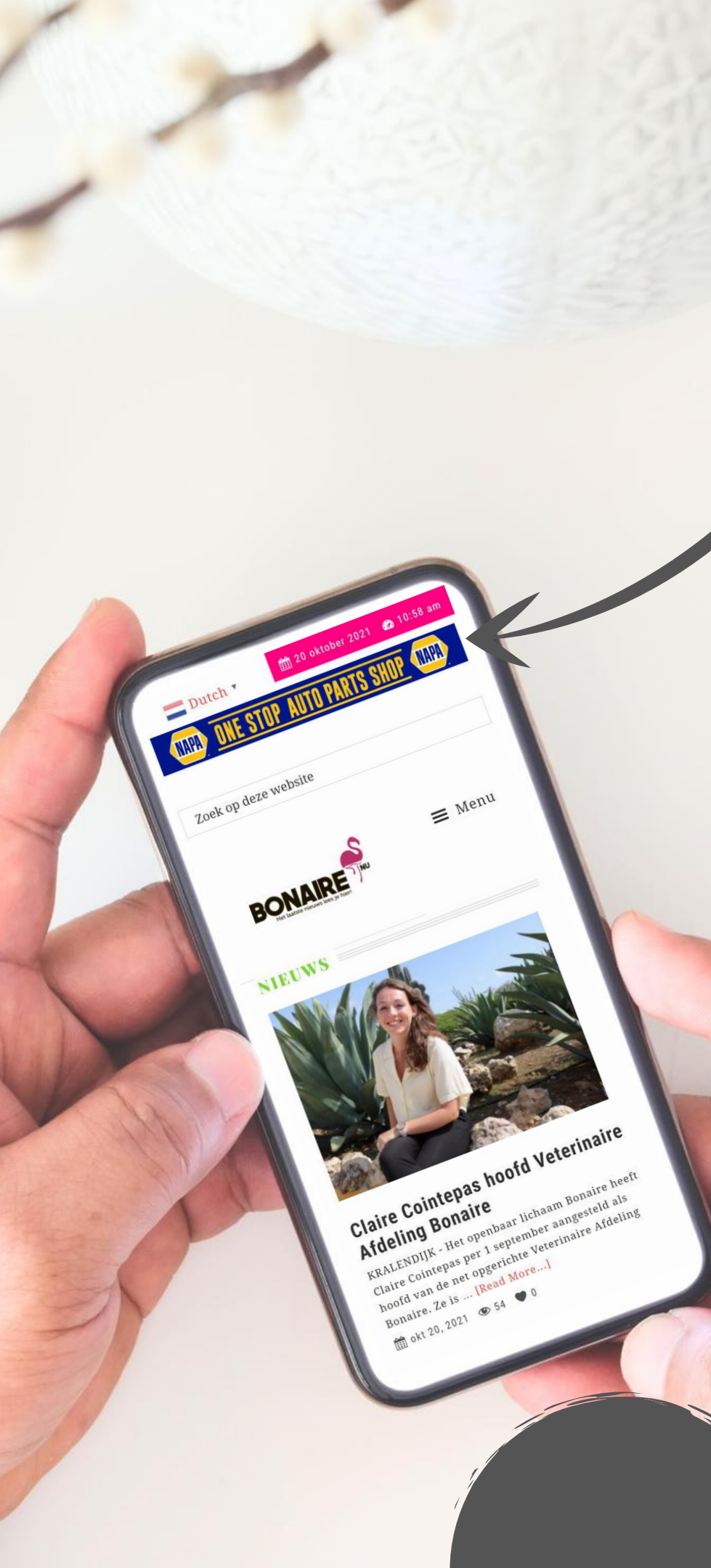
DISCOUNT

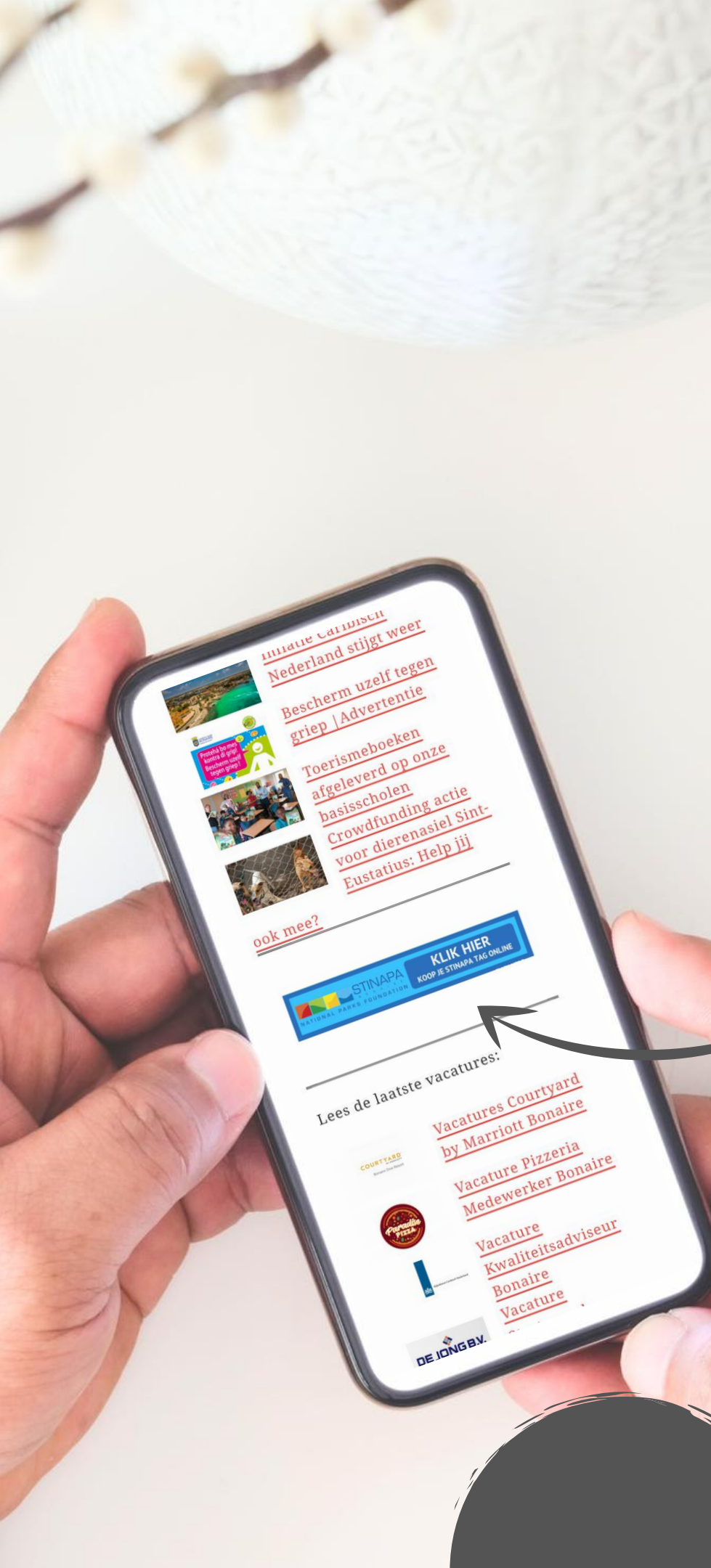
5%

10%

20%

Multiple banners for each banner space





IN LINE

\$261 per month

Per website

- 1200 x 250 pixels
- Between the two most frequently read sections
- Easily discernible on mobile devices, including phones and tablets
- Extensive variety
- Statistics are available upon request
- Banner design: \$100 (optional)

PLACEMENT DURATION

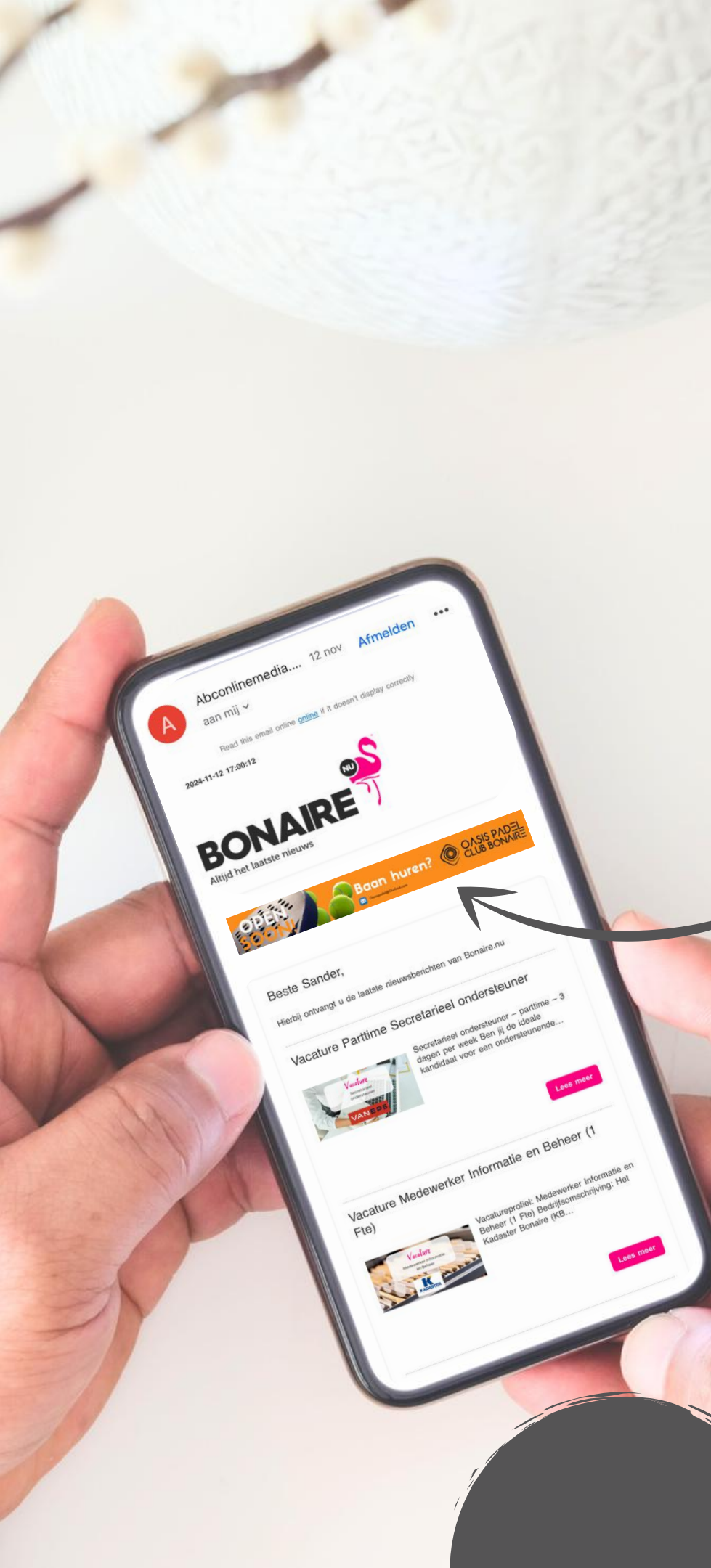
3 months
6 months
12 months

DISCOUNT

5%
10%
20%

Multiple banners for each banner space





NEWSLETTER

\$175 per month

Per website



- 1200 x 250 pixels
- At the forefront of our daily newsletter
- Directly within the email to the recipient
- Extensive variety
- Banner design: \$100 (optional)

PLACEMENT DURATION

3 months
6 months
12 months

DISCOUNT

5%
10%
20%

Multiple banners for each banner space

Product Overview

Product	Price
Company in the Picture	\$625,-
Advertorial	\$399,-
Advertorial with repetition (two placements)	\$525,-
Self-Submitted Advertorial	\$275,-
Advertisement (single placement)	\$135,-
Advertisement with repetition (two placements)	\$175,-
Writing text for an advertisement (200 words)	\$70,-

Product Overview

Vacancies	Price
Vacancy (single placement)	\$135,-
Vacancy with duplication (two placements)	\$175,-
Vacancy ABC (one placement)	\$375,-
Vacancy ABC with duplication (two placements)	\$475,-
Vacancy ABC + BES (one placement)	\$475,-
Vacancy ABC + BES with duplication (two placements)	\$575,-

Vacancies	Price
Vacancy for five websites (one placement)	\$575,-
Vacancy 5 websites with duplication (two placements)	\$685,-
Additional re-placement	\$85,-
Vacancy in between the news	\$150,-

Product Overview

Banners	Price
In Article Banner 1 Month	\$415,-
In Article Banner 3 Months	\$1.182,75
In Article Banner 6 Months	\$2.241,-
In Article Banner One Year	\$3.984,-

Banners	Price
Leader Board Banner 1 Month	\$310,-
Leader Board Banner 3 Months	\$883,50
Leader Board Banner 6 Months	\$1.674,-
Leader Board Banner One Year	\$ 2.976,-

DURATION

DISCOUNT

3 months	5%
6 months	10%
12 months	20%

SUPPORTED FILE FORMATS

JPG PNG GIF

Maximum 200 KB

Multiple banners for each banner space. Prices per website exclude ABB.

Product Overview

Banners	Price
In-Line Banner 1 Month	\$261,-
In-line Banner 3 Months	\$743,85
In-Line Banner 6 Months	\$1.409,40
In-Line Banner One Year	\$2.505,60

Banners	Price
Newsletter Banner 1 Month	\$175,-
Newsletter Banner 3 Months	\$498,75
Newsletter Banner 6 Months	\$945,-
Newsletter Banner One Year	\$1.680,-

DURATION

DISCOUNT

3 months	5%
6 months	10%
12 months	20%

SUPPORTED FILE FORMATS

JPG PNG GIF

Maximum 200 KB

Multiple banners for each banner space. Prices per website exclude

APP

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