

Different Types of Jacket Ads

There are the 3 types of Jacket Pages available for placing your ads. These are Guaranteed Jacket Ads, Hybrid Jacket Ads, and Floating Jacket Ads.

Guaranteed Jacket

Guaranteed Jacket Ads are placed on the first pages of the newspaper with no other ads taking precedence.

Pros: Guaranteed Jacket have high visibility as it is shown on the first page of a newspaper. The page position is fixed and always covers the newspaper's top.

Cons: The price for these ads will be higher compared to any other Jacket Pages Ad Type.

Hybrid Jacket

In the Hybrid Jacket Ad option, a one-page ad will belong to one brand and the other page carrying another brand's ad or editorial content

Pros: The price of a Hybrid Jacket Ad will be comparatively lesser than a Guaranteed Jacket Ad.

Cons: These ads are less prioritized and can be replaced if some other brands come in with a two-page Jacket Ad requirement.

Floating Jacket

Floating Jacket Ads are the most budget-friendly and cheapest out of all the Jackets Ads. Its final position can be anywhere before the front page of the newspaper.

Pros: The price of a Floating Jacket Ad is the cheapest compared to any other Jacket Ad type.

Cons: The visibility of the ad's page position will be very low. As the name indicates the position of the Floating Ad page is not fixed. The position of a Floating Jacket Ad can be published anywhere between the Guaranteed Jacket Ad and the Frontpage.

How Does Availability Work for Jacket Ads?

The page position of ads in Jacket Page Ads depends upon the availability of space during the booking. The on-site rates are for normal Jacket Pages; however, these will vary depending on the Jacket Ad Type chosen by the client. For example, extra charges will be applicable for Guaranteed Jacket Ads due to their priority.