

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 with 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 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 labeled "HOMEPAGE PREMIUM BANNER 728 x 90". Below the banner, there are tabs for "New", "Active", "Exposed", "By Category", and "By Location". A list of categories is displayed, including "ALL CATEGORIES (197797)", "BUY AND SELL (89467)", "REAL ESTATE (44380)", and "CARS / AUTOMOTIVES (24041)". Each category has a list of sub-items.

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 labeled "BILLBOARD AD 728 x 90". Below this, there is a "Featured Item/Member" section with a "NO CASHOUT!" advertisement. The main content area is dominated by a large yellow banner labeled "RUN-OF-SITE BANNER 728 x 90". Below the banner, there is a search bar with the text "What are you looking for?" and buttons for "Search This Category" and "Display More Filters". The page title is "Accessories / Parts for Cars / SUVs / Trucks / Vans". Below the title, there is a "Select Item to View" section with a "Save Ads" button and a pagination control showing "1 of 50". A yellow banner at the bottom of the main content area reads "Place your advertisement at the top through Paid Listing".

	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