



MEDIA CHANNELS CATALOG



WHY USE OUR MEDIA CHANNELS?

- ▶ Exclusive Expat Community
- ▶ Monitored Posts
- ▶ High Quality of Content
- ▶ Exclusive Rights to Advertise
- ▶ International Management
- ▶ Marketing Support for Campaign





OUR MEDIA CHANNELS ARE:

JCLAO.COM
HOMEPAGE

FACEBOOK PAGE
@JCLAO.COM

EXPAT LAOS
Facebook Private Group

JCLAO.COM HOMEPAGE



STATISTICS

Average 20,790 users / sessions

Average Pageview / session 1.46

Visitors 68% Male / 32% Female

We publish everything Lao!

Our website carries news snippets and articles from South East Asia, ranging from government regulations and policies to activities and events happening around town in Vientiane. We are one of the most visited websites in Lao PDR.

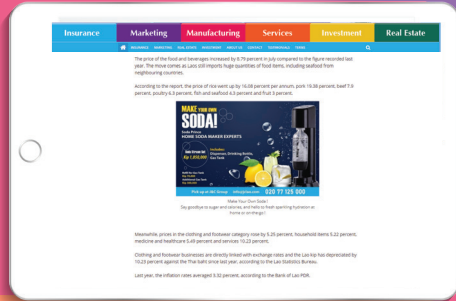
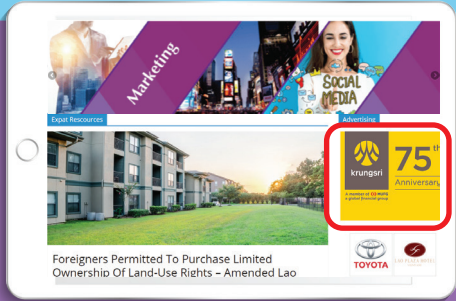
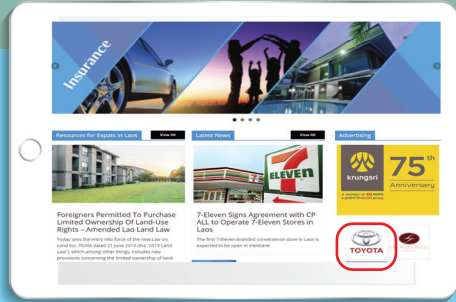
AGE GROUP

18-24	16,83%
25-34	33,50%
35-44	21,04%
45-54	12,74%
55-64	9,70%
65+	6,20%

AUDIENCE COUNTRIES

Laos	54%
United States	15%
Thailand	5%
Australia	3%
Singapore	2%
Other	21%

JCLAO.COM
HOMEPAGE



WE OFFER 2 TYPES OF BANNERS AND IN-ARTICLE ADVERT

Item/Price

1 months

3 months

6 months

Small Banner
rotated position

\$150

\$400

\$750

Big Banner
only 1 advert in time

\$300

\$800

\$1500

In-Article Banner:

news article
the service life of the article is 3-5 days

\$100 per issue

feature article
the service life of the article is over 6 months

\$300 per issue

Sponsored Article
provided by the client

\$300 per issue

FACEBOOK PAGE @JCLAO.COM



Average monthly
reach over 152,000



Followers: 25,637



Likes: 25,420

AUDIENCE

COUNTRIES:

Laos 78%

Thailand 6%

Vietnam 3%

USA 2%

Australia 1%

France 1%

Cambodia 1%

FACEBOOK PAGE
@JCLAO.COM

OUR PACKAGES

01

STANDARD 1 POST

\$100

includes \$10 boosting budget for 3 days

02

ADVANCED

\$130

includes \$30 boosting budget for 5 days

03

EVENT CREATION

\$200 event creation

includes \$15 event boosting for maximum 14 days

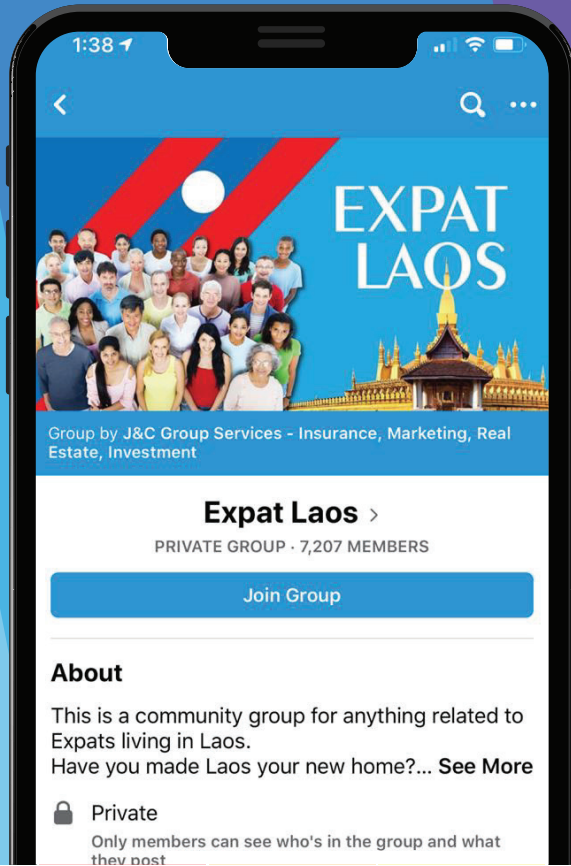
04

PINNED POST

\$100 / day

EXPAT LAOS

Facebook Private Group



THE MOST dedicated Expat Group in Lao PDR!

- All applicants are screened prior to being accepted as group members.
- All content is monitored to ensure low spam, high quality and engaging content that is relevant and beneficial to our online community
- We do not allow unregulated advertising in this group to ensure that your paid post gets maximum coverage, visibility and engagement

EXPAT LAOS

Facebook Private Group

SOME STATISTICS

STATISTICS

Acceptance Rate	59%
Daily Active Users (Average)	1900
Total Active Users	5000
Members	7158

PRICE

Sponsored Post - \$300

DEMOGRAPHICS

Age	Women	Men
13-17	0.3%	0.3%
18-24	4.1%	5%
25-34	15.6%	19.1%
35-44	11.1%	16.2%
45-54	5.2%	10.4%
55-64	2%	5.5%
65+	1.3%	3.6%

WHERE ARE OUR FANS FROM

Laos	91%
United States	12%
Thailand	12%
France	10%
Australia	8%
Vietnam	7%
United Kingdom	5%
Cambodia	4%
Germany	3%
Philippines	3%

PRICE TABLE

JCLAO.COM HOMEPAGE

Item/Price	1 months	3 months	6 months
Small Banner rotated position	\$150	\$400	\$750
Big Banner only 1 advert in time	\$300	\$800	\$1500
In-Article Banner: news article	the service life of the article is 3-5 days		\$100 per issue
feature article	the service life of the article is over 6 months		\$300 per issue
Sponsored Article:	provided by the client		\$300 per issue

FACEBOOK PAGE @JCLAO.COM

- 01 STANDARD 1 POST
\$100
includes \$10 boosting budget for 3 days
- 02 ADVANCED
\$130
includes \$30 boosting budget for 5 days
- 03 EVENT CREATION
\$200 event creation
includes \$15 event boosting for maximum 14 days
- 04 PINNED POST
\$100 / day

EXPAT LAOS FACEBOOK PRIVATE GROUP

PRICE
Sponsored Post - \$300

CAMPAIGNS

3 months



Small Banner (Homepage) + 3 standard posts (Facebook page)

~~\$ 700~~

\$ 560

Big Banner (Homepage) + 3 advanced posts (Facebook page)

~~\$ 1,190~~

\$ 950

6 months



Small Banner (Homepage) + 6 standard posts (Facebook page)

~~\$ 1,350~~

\$ 950

Big Banner (Homepage) + 6 advanced posts (Facebook page)

~~\$ 2,280~~

\$ 1590



WHO WE ARE

J&C Services was founded in the year 2008, over the years it has grown into J&C Group with several business departments with over 100 employees today.

Currently, the J&C Group has the following business departments: Marketing, Insurance, Real Estate, Investment, Hospitality and Manufacturing.

Through our businesses, we engage deeply with the expat community of Lao PDR - and through us, you will be able to reach them too!



We look forward to being your Media Partners

Contact us at:
marketing@jclao.com
+856 20 91 126 010

End user prices, payable prior to advertising.

Agency discount 15%.

J&C Group reserves the right to refuse to publish any advertisement for any reason.