

# 2007/8 WEB ADVERTISING RATES

# WORLD SNOWBOARD GUIDE

Incredible value, change your advert at any time, check your stats 24x7.

[WWW.WORLDSNOWBOARDGUIDE.COM/ACCESS](http://WWW.WORLDSNOWBOARDGUIDE.COM/ACCESS)

## RATES

Advertise from just £5 a month or £25 for a full year!

### ENTIRE YEAR

**ALL PAGES** Shown on all available pages  
**10 PAGES** Shown on 10 pages of your choice  
**SINGLE PAGE** you choose your page

	Small textAd	Banner	Skyscraper
ALL PAGES	£120	£150	£160
10 PAGES	£70	£75	£80
SINGLE PAGE	£25	£35	£40

### PEAK SEASON PER MONTH (NOV-FEB)

**ALL PAGES** Shown on all available pages  
**10 PAGES** Shown on 10 pages of your choice  
**SINGLE PAGE** you choose your page

ALL PAGES	£40	£45	£50
10 PAGES	£20	£25	£25
SINGLE PAGE	£10	£15	£15

### CLOSED SEASON PER MONTH (MARCH-OCT)

**ALL PAGES** Shown on all available pages  
**10 PAGES** Shown on 10 pages of your choice  
**SINGLE PAGE** you choose your page

ALL PAGES	£20	£30	£30
10 PAGES	£10	£20	£20
SINGLE PAGE	£5	£10	£10

We support the following advertising options

## IMAGES

**BANNER ADVERT** An image 468x60 pixels  
**BUTTON ADVERT** An image 125x125 pixels  
**SKYSCRAPER ADVERT** An image 125x600 pixels

## TEXT ADS

**LARGE TEXT ADVERT** Text 468x60 pixels  
**SMALL TEXT ADVERT** Text 125x125 pixels

Adverts are pooled and rotated in order, limited slots available to ensure your advert gets maximum exposure.

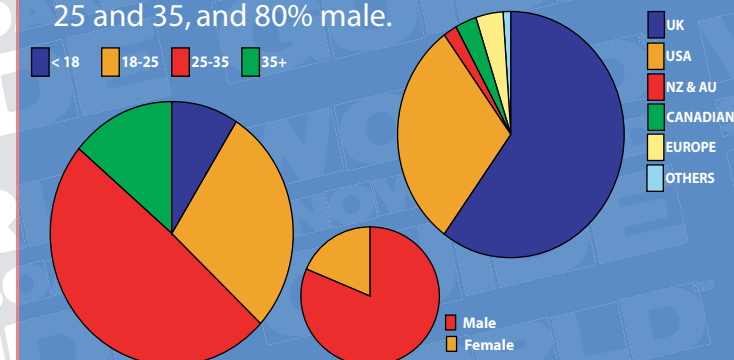
Use the online campaign manager to choose when, where and what you want to advertise

## WEBSITE TRAFFIC

**Peak periods:** November- March  
**Unique visitors:** 15-40,000 per month  
**Visits :** 60-300,000 per month  
**Page views :** 100-500,000 per month

## VISITOR INFORMATION

Almost 50% of our registered users are between 25 and 35, and 80% male.



The screenshot shows the website interface with a top navigation bar (HOME, RESORTS, NEWS, BUY, ARTICLES, COMMUNITY, ABOUT) and a sub-menu for RESORTS (AUSTRIA, CANADA, CHILE, FRANCE, ITALY, JAPAN, NZ, OZ, SWITZERLAND, USA). The main content area features a large image of a snowy mountain range with the text 'snowboarding Austria'. Below this is a search bar and a section titled 'The 11th edition is now available'. A map of Austria highlights the Kaprun resort area, with a callout box stating 'TOP LIFT: 3020m', 'RESORT BASE: 800m', and 'RESORT SIZE: 59 pistes/130km'. A sidebar on the left lists 'MYWSG' and 'Bookmarks'. The right sidebar contains a list of resorts and an 'Image Gallery' section.

## IN THE PRESS

**TOP 100 WEBSITE, The Times, March 2007**

"News, views, resort guides, events features — all a boarder's needs covered."

"the best snowboard guidebook money can buy"  
**Document Snowboard Magazine, January 2006**

"easy to use and comprehensive"

**Transworld Snowboarding Magazine Feb 2007**