

# 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.

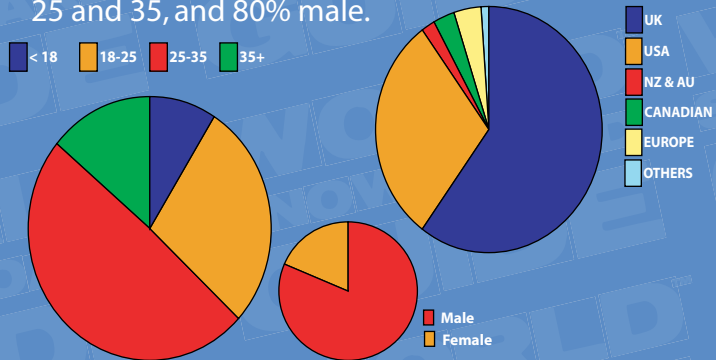
**Use the online campaign manager to choose when, where and what you want to advertise**

## 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 right lists various resorts, and a 'Popular Resorts' list is provided at the bottom right.

## 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**