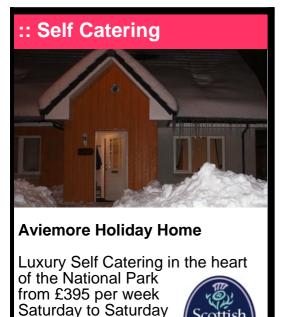
The Directory

New for Winter 2014: The Directory is Winterhighland's unique, highly targeted, low cost and exclusive promotional opportunity for businesses directly serving the needs of those heading for the Scottish Mountains.



Directory Advert Specifications

Advert Width: 240px

Photo/Logo:
 Displayed at 240px by 150px.

(Uploaded image should be a minimum of 480 x 300px to give a crisp image on new high density displays).

- Bold Title Text: 24 characters
- Description Text:
 140 characters with VisitScotland badge or 180 characters without.
- Image, bold title text and 'More' provide clickable links.
- Unlimited updates via Winterhighland.

Only £129 for introductory season.

Directory Groupings on Winterhighland

A single advert from each of the 4 groups are displayed side by side on the relevant snow report and webcam pages, with the appropriate header from below. As a bonus all Directory adverts are rotated on the General Situation and Front Page.

Hotel
Guest House

at Avonglen.

► More

B&B's Self Catering Bunkhouse Camping Gear Retail Gear Rental Snowsports School Apres / Eating Out Local Services

Adverts per Group by Geographic Area:

CairnGorm Mountain Glencoe / Nevis Range Glenshee / Lecht 6 adverts 5 adverts 4 adverts

Each Directory Advert is projected to receive 75,000 to 100,000 impressions based on recent seasons.

The value of your Directory advert is protected as Winterhighland will not exceed the above numbers of adverts for the 2014 season. Advert impressions are not capped. Directory Adverts run 1st Nov till 31st October.

Further info contact Jamie Riley. E-mail: jamie.riley@winterhighland.info