



Advertising & Sponsorship // Touring & Backcountry

Winterhighland, Scotland's premier Snow and Mountain Sports website launched a new Touring & Backcountry Server back in 2006. This new enhanced dedicated service allows Winterhighland's touring and backcountry enthusiasts to share routes, information on snow/weather conditions and photos by means of a purpose built reporting system:

- Search/display reports by geographic area, date of trip and date posted.
- Digital photo albums, allows registered Winterhighland members to upload digital photos of snow conditions direct to the Winterhighland Servers.
- New for Winter 2009 registered Winterhighland members are also be able to upload short video clips with their reports and attach 'route topos' to their reports built up from GPS data.

Touring & Backcountry // Sponsorship

Sponsorship of the our Touring & Backcountry section is available for **£1000** for the 2009 Winter Season. Benefits of sponsorship include:

- Your logo incorporated along with link to your website within the page header and the top portion of the right hand column of pages available to promote your business
- OR-- Leader Board large format banner at top of page.
- Winterhighland will be distributing at least 10,000 promotional cards for the 2009 season.

Sponsorship and Data Feeds

Maximise the power of sponsorship by incorporating the Backcountry Reports within your company's own site. Please contact us to discuss development costs for a unique and enhanced sponsorship opportunity.

Touring & Backcountry // Geographically Targeted Text Adverts

New for the 2008 Winter season Winterhighland offers a great way for small mountain sports related businesses to target potential customers by geographic area across Winterhighland's various 'report servers' including the UK Ice Conditions Server, Touring and Backcountry Reports and also the Public Snow Reports.

Mountain Area	Standard Rate	Maximum No. of Adverts
Northern Cairngorms	£50	5
Southern Cairngorms	£50	2
West Highlands	£50	5
Other Areas/Run of Servers	£50	3

To ensure maximum exposure our Report Server text adverts will be displayed in two formats:

1. As a text based banner advert on the section index pages for the UK Ice Conditions Server, the Touring & Backcountry Reports and Public Snow Reports.
2. Text advert at the foot of each report targeted by geographic mountain area.

Text adverts may also be targeted at a specific section e.g. The UK Ice Conditions Server, this will provide a more targeted campaign but may reduce the overall OTS (Opportunities to See) for your campaign.

Please visit <http://winterhighland.info/advertising> for further information, specifications and terms & conditions.