

Winterhighland

<http://winterhighland.info>

THE UK ICE CONDITIONS SERVER

Advertising & Sponsorship 2008 // Winter Climbing

Winterhighland, Scotland's premier Snow and Mountain Sports website relaunched its ever popular UK Ice Conditions Server for the 2006 winter season, making it an even more attractive platform to promote your business direct to the thousands of climbers who check the reports throughout the season. Enhancements included:

- New search/display options allowing reports to be searched by area, date climbed and date posted.
- New digital photo albums, allows climbers to upload photos of climbing conditions to the Server.
- Climbers may also upload short video clips to the UK Ice Conditions Server.

UK Ice Conditions Server // Sponsorship

Sponsorship of the UK Ice Conditions Server is available for **£1000** for the 2008 Winter Season. Benefits of sponsorship of the Ice Conditions Server include:

- Re-branding of the pages as "your business" Ice Conditions Server.
- 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.
- "your business" Ice Conditions Server branding carried in page browser titles.
- Winterhighland will be distributing at least 10,000 promotional cards to points where climbers visit.

Sponsorship and Data Feeds

Maximise the power of sponsorship by incorporating the UK Ice Conditions Server within your companies own site. Please contact us to discuss development costs for a unique and enhanced sponsorship opportunity.

UK Ice Conditions Server // 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'.

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.com/advertising> for further information, specifications and terms & conditions.