

Winterhighland

<http://winterhighland.info>



SCOTTISH SNOW AND MOUNTAIN SPORTS

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Advertising & Sponsorship Rate Card 2009

Banner Advert Rotations (Seasonal)

Banner Type	Snow Reports		Pix from the Slopes		Run of Site		Forums	
	First Rotation	Additional Rotations	First Rotation	Additional Rotations	First Rotation	Additional Rotations	First Rotation	Additional Rotations
Standard Banner (468px by 60px)	£125	£60	£95	£40	£95	£40	£55	£25
Large Banner (520px by 100px)	£155	£75	£120	£50	£120	£50	£70	£30

- Number of Rotations calculated to give an OTS (Opportunities to See) of 10,000 to 20,000 per rotation.
- Rotations purchased for Snow Reports & Pix from the Slopes may be 'run of reports' or geographically targeted.
- Short duration campaigns dependent on spare advertising inventory, please contact us for details.

Winterhighland Sponsorship for 2008/09

Winterhighland Section	Example Sponsor's Area	Sponsorship / Buyout	
Snow Reports (inc. GS & Public)	Branding of Snow Reports plus 768px by 120px leader board top banner. (1)	£5000 / Seasonal	
UK Ice Conditions Server	Branding of Server plus logo on header, 255px wide ad at top of Right Hand Col.	£1000 / Seasonal	
Touring & Backcountry	Branding of Reports plus logo on header, 255px wide ad at top of Right Hand Col.	£1000 / Seasonal	
Pix from the slopes + Pix LIVE!	Logo on page header, 255px wide advert on Right Hand Column.	£5000 / Seasonal	
5 Day Mountain Weather Outlook	255px wide by 45px graphic below forecast. (2)	£1000 / Seasonal -OR- £250 / Monthly -OR - £400 mountain area for season	
Front Page Sponsorship	Variable (May affect rate).	Dec/Jan/Feb/March	Oct/Nov/April
		£400/mth £125/wk	May to Sept
		£150 / Monthly	£350 for period

1. Branding/logo on Promotional Cards, a minimum of 10,000 will be printed.
2. Sponsor's Area is fixed for the Mountain Weather Forecasts and Front Page Sponsorship. For other sections the details of the Sponsor's Area and content type are examples which may be altered subject to negotiation (may incur extra sponsorship fee).

UK Ice Conditions Server / Touring & Backcountry / Public Reports

Northern Cairngorms	£50 for 12months	Text adverts at the foot of each report and as text based banners on sectional index pages for the UK Ice Conditions Server, Touring & Backcountry Reports and the Public Snow Reports.
Southern Cairngorms	£50 for 12months	
West Highlands	£50 for 12months	

Accommodation Directory (NEW for Autumn 2008)

Basic Entry	-- FREE --	Text only entry with basic off-line contact details.
Full Entry	£50	More detailed with photos plus web link and email contact.
Premium Entry (2 per Area)	£150	Premium entries are always at the top of the listing!

Premium & Full entries in the Accommodation Directory also get rotated displays elsewhere on Winterhighland to promote the Accommodation section of the site.

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