



Advertising & Sponsorship 2009// Snow Reports

Every day of the season Winterhighland reaches the life blood of the nation's Snowsports industry. The skiers and boarders, first timers through to seasoned experts alike, thus making Winterhighland the perfect medium for reaching your next customers. Our server served up 4.4 million pages during the 2008 season.

Our snow reporting service uniquely provides both the latest official reports updated direct from the mountains alongside Winterhighland's own independently compiled snow editorials and Pix from the Slopes. Together with the General Situation overview they provide comprehensive and impartial information from independent reporters with an intimate knowledge of Scotland's five Snowsport areas.

Scottish Snow Reports // Sponsorship

Sponsorship of Winterhighland's Snow Reports includes the five area reports and the General Situation report. The later provides an overview of mountain conditions across the Scottish Highlands including the weather situation and forecast thus making the General Situation many peoples first port of call on Winterhighland whether they are looking for on-piste, backcountry or winter climbing conditions.

Sponsorship of the Snow Report section of Winterhighland is available for **£5000** 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.
- Re-branding of reports to suit your brand, for example "your product" National Snow Report.
- Agreed promotional branding carried in page browser titles.
- A minimum of 10,000 promotional cards which will carry your branding/logo on the Snow Reports section, these will be distributed to various locations where winter sports enthusiasts visit.

Scottish Snow Reports // Commercial Radio Opportunities

Several Scottish Radio Stations carry snow reports during the season and several more have expressed a potential willingness to carry such Snow Reports if sponsored. Winterhighland can help arrange coordinated radio and on-line sponsorship to create a very powerful cross media marketing campaign. Joint research by RAB and IAB has shown that Radio and Web Advertising are highly effective at reinforcing each other.

Scottish Snow Reports // Banner Adverts

Banner Format	Text Blurb	1st Rotation	Extra Rotation
Standard Banner (486x60px)	256 characters	£125	£60
Large Banner (520x100px)	-	£155	£75

- Each banner advert rotation calculated to give a minimum OTS (Opportunities to See) of 10,000 based on Winterhighland's 2003 to 2005 page views - this would have given approximately 20,000 views in 2008!
- Standard banner advert rotations run from 1st December (or receipt of payment and approval of artwork) till 31st May 2009 unless otherwise agreed.
- Banners on our Snow Reports are displayed twice, firstly 'above the fold' and again at the foot of the page for both the standard and large formats. The Standard Banner may be accompanied by a 256 character text blurb.

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