



### ***2009-2010 Advertising Rate Card***

#### **CurlingZone Network Advertising Rates:**

Our Advertising rates are based upon current market standards for a website with the large volume of web usage and exposure that CurlingZone and its affiliate network of sites receives. Please note that rates listed on this rate card are valid until August 31<sup>st</sup>, 2010.

Aside from our regular advertising opportunities below, we offer our advertisers other complimentary services from time to time during the curling season as value added bonuses, including ads in our weekly online curling newsletter, and on our interactive gameday scoreboard. All advertisers that purchase any of our specialty “hard coded” ads will be welcome to add a 468x60 ad to our interactive gameday scoreboard at no additional charge for the duration of their campaign.

#### **Regular impressions:**

**\$6 CPM:** unlimited pool, can be displayed anywhere on the CurlingZone.com network of websites —Your ad will be seen on all chat forum pages, scores/results pages, photo gallery pages, as well as commentary, news, stats, player, team and interviews sections. As well, your ad will also be placed in rotation on our interactive gameday scoreboard, which is used by CurlingZone, the World Curling Tour, the Ontario Curling Tour, the United States Curling Association, and assorted Season of Champions and high profile International curling events.

**Special “Hard Coded” category advertising-(additional advertising options) –note: except for transitional page ad, all ads quoted are a standard 728 x 90 pixel ad size, unless arranged with CurlingZone.com personnel. (we do have other ad sizes/placements available upon request)**

#### **CurlingZone Landing (transitional) Page:**

Title Ad Sponsor: (special campaign—1:1 ratio guaranteed): \$4000.00/month

As this is the first page many of our loyal viewers see, it is the most visited single page on the CurlingZone.com website. We are hesitant to offer up a lot of advertising on this page, but would be willing to entertain a special campaign on a “case by case” basis. The ad size on this page is not pre-set, and we have some flexibility as to the size/style of the ad. The transitional page can contain animated sequences or flash sequences of no longer than 30 seconds and would be seen by viewers before a first visit to any CurlingZone page, including the homepage.

#### **2008/09 CurlingZone network usage statistics:**

The CurlingZone network as the most active online portal devoted exclusively to curling in the world. The CurlingZone network has served over 34 million page views (stats from 07/01/2008 to 07/01/2009), targeting over 2.2 million visitors from around Canada, and Internationally.