

rate card 2012/13

Over the past 3 Seasons Winterhighland has served between 5.6 and 8million pages, with 217,582 unique visitors in 2011/12 (figures from Google Analytics).

Leaderboard (720px by 90px) // Available on every page

- **Run of Site //** £400 seasonal @ 100,000 page impressions (CPM £4)
£120 monthly @ 20,000 page impressions (CPM £6)
- **Geographic Targeting //** £250 seasonal @ 50,000 page impressions (CPM £5)

Medium Rectangle (300px by 250px)

Available on the Front Page, General Situation, and the area report pages for CairnGorm, Glencoe, Glenshee, Nevis Range and the Lecht.

- **Run of Site //** £600 seasonal @ 100,000 page impressions (CPM £6)
- **Geographic Targeting //** £350 seasonal @ 50,000 page impressions (CPM £7)
- **Front Page Buyout //** £250 per week for exclusive front page buyout.

Sky Scraper (160px by 600px)

Run of site across our forum index pages, public report pages and image index pages.

- **Seasonal //** £400 @ 100,000 page impressions (CPM £4)
- **Monthly //** £100 @ 20,000 page impressions (CPM £5)

Rectangle (180px by 150px) // Webcam Pages

Winterhighland's expanding webcam network provides a great promotional platform. Several per webcam page available for only £50 for the season.

The BIG One // High Impact Advertising package for £800

- 2 weeks exclusive front page Medium Rectangle advert.
- 150,000 Medium Rectangle Impressions **OR**
100,000 Medium Rectangle Impressions plus, 100,000 Skyscraper or Leaderboard Impressions.