

rate card 2013/14

Over the past 4 Seasons Winterhighland has served between 5.6 and 8million pages, with 253,479 unique visitors in 2012/13 (217,582 2011/13) [figures from Google Analytics].

Medium Rectangle (300px by 250px)

Our premium unit 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 //** £300 per week for exclusive front page buyout.
(Avg 25,121 views per week DJFM 2012/13. CPM £12)

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)

Sky Scraper (160px by 600px) // Forum Index Pages

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

The Winterhighland Directory // New for winter 2014

Our Directory is a unique and limited, geographically targeted promotional tool for local and small businesses whom directly serve Scotland's Snow & Mountain Sports Sector.

Includes photo or logo, plus advertiser updatable text. **Just £129** for introductory season.

Sponsorship

Please get in touch to discuss individually tailored sponsorship opportunities for the 2014 Season.