

Media Kit 2018

Photo Credit Sam Mills

WEB ADVERTISING

COST EFFECTIVE

- Attention grabbing ads are an effective way to boost your company's profit.

INCREASE REVENUE

Online advertising has experienced a steady growth because it works.

POSTIVE GROWTH TREND

Kayaking, canoeing, and SUP have exploded in popularity in recent years.

AN INDESPENSIBLE SOURCE OF INFORMATION

Get maximum exposure for your company through web banner advertisement.



Why Advertise on PaddlingCalifornia.com?

When it comes to online marketing, PaddlingCalifornia.com, offers your company the opportunity to earn higher revenues and reach your target audience through quality web banner ad placements.

Use web banner ads to let consumers know about your business: coupons, specials, new products and services being offered.

Take advantage of this special offer to advertise your products and services to the worldwide online marketplace through web banner advertising.

This is a more cost-effective, target-specific, and efficient way to increase your company's revenue compared to more traditional forms of marketing.

Advertising on PaddlingCalifornia.com is an effective way to reach thousands of prospective new customers.

We reach readers ranging from those just getting interested in paddle sports to experts. This lets you get in front of people who are still forming their brand preferences.

PaddlingCalifornia.com 2017 Visitor Stats

Month	Unique visitors	Number of visits	Pages
Jan 2017	25445	71212	98910
Feb 2017	28429	69577	100117
Mar 2017	25524	70158	98548
Apr 2017	26988	70868	101531
May 2017	32015	79991	119724
Jun 2017	37889	86613	134424
Jul 2017	41469	95360	147763
Aug 2017	32352	83303	120978
Sep 2017	24146	71655	100238
Oct 2017	18884	66420	87983
Nov 2017	15308	59832	74893
Dec 2017	13730	59777	75031
Total	322179	884766	1260140

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GET MAXIMUM EXPOSURE

- We offer banner advertising on PaddlingCalifornia.com for a 6 month duration.
- Ad space availability is on a first-come, first-served basis. Rates are subject to change without notice.
- Ad positioning on the page is at the discretion of PaddlingCalifornia.com.
- Custom advertising packages suited to your needs are available.



Ad Rate and Packages

Package A

Featured Lake Page 250 x 250 (or under) Size Display Ad

Package A Includes: Displays one ad placed on one (1) Featured Lake Page, on the left side panel under "Want More Visibility? Advertise".

Rate: \$50 For a Duration of 6 months

Ad Change

Once your display ad has been placed, revisions can be made at \$15.00 per change.

Art file provided by Client.

Advertise Your Company With Eye-Catching Web Banners!

Design Ad

Advertiser will supply the text, photographs and their companies' logo. If you do not have the artwork for your logo, or photographs, we will copy your companies' logo off of your web site and use images off from your web site.

Package includes: 1 design concept and 1 revision. Additional revisions/layout is an additional charge at \$15 each.

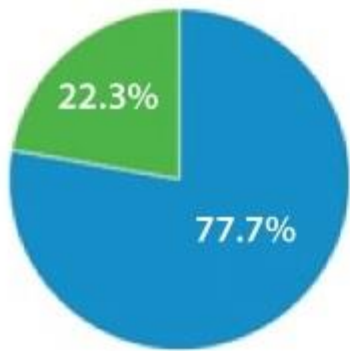
Rate: \$50

Ad space availability is on a first-come, first, served basis.

Ad and payment must be received 10 days prior to ad start date.

Pricing is subject to change without notice.

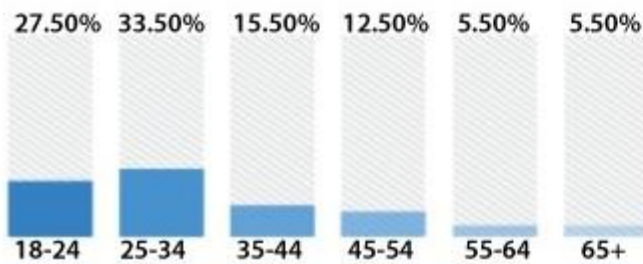
■ New Visitor ■ Returning Visitor



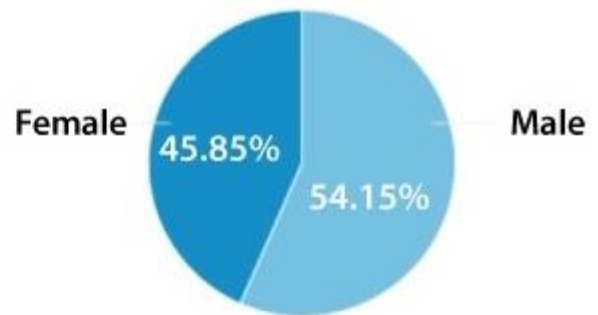
Interest Category

- 5.49% Sports / Individual Sport / Running & Walking
- 3.94% Computers & Electronics/ Consumer Electronics / Electronic Accessories
- 3.05% Sports / Individual Sports / Cycling
- 2.96% Food & Drinks / Cooking & Recipes / Soups & Stews
- 2.45% Travel / Tourist Destinations / Historical Sites & Buildings

Age Profile



Gender Profile



Statistics for PaddlingCalifornia.com

- 96.98% United States Viewers
- 49% Desktop
- 34.50% Mobile
- 16.46% Tablet



Increase the Presence of Your Business

Terms and Conditions

Ad placement on PaddlingCalifornia.com is on a first-come, first-served basis.

Payment in full, a signed advertising agreement and ad artwork needs to be received 10 days before your ad start date.

Once your /ad has been placed, changes can be made at \$15.00 per change.

Amendments to the web advertising agreement need to be agreed to and signed by both parties.

Pricing is subject to change without notice.

No refund of any portion of the payment will be returned once the check has been deposited. A \$35.00 fee will be charged for any returned check fees.

Client can request PaddlingCalifornia.com to remove their ad at any time, but Client will forfeit their entire payment.

Advertiser may sign up for web ads for a 6 month duration. The ad will be placed in a random order.