

BigSalty

“Big Forecasts, Bigsalty.co.uk”

Media Kit 2013

Advertise online with ease

This is a media pack for an easy and effective advertising platform that will allow you to get the best return on investment for your online advertising spend. By advertising with Bigsalty you will reach a national and regional audience of highly enthusiastic and active waters sports enthusiasts.

About Bigsalty

Bigsalty is a leading UK based online weather service. We provide our users with:

- 7 day wind/ swell forecasts with animated charts for over 400 locations in the UK and Ireland.
- Current wind and weather readings for over 300 locations across the UK and Ireland.
- Hour by hour swell buoy readings for all major offshore swell buoys around the UK.
- Tide data with graphical charts.
- Forecasting tools, email alerts, forecast searches, local knowledge and location information.

We are unique

We package our powerful suite of data within the Bigsalty brand and serve with a set of forecasting tools that provide a truly unique user experience. This has given Bigsalty a strong niche and a highly loyal and active website user base. We believe in a high level of engagement with our users and are constantly investing in new services to make sure advertisers get the best value possible from our 94% based UK traffic.

We are growing fast

- Traffic on Bigsalty is growing by 50% year on year.
- Visitor traffic averaged at 42,000 visitors per month (74,000 page views) for the year July 2012- July 2013 with a peak of 55,000 visitors per month in June (90,000 page views).
- Substantial investment in development planned for 2013-2014 will ensure your campaign will grow in line with our forecasted growth.

Reach your target audience

To reach your target audience, choose between the **National Reach** or **Regional Reach** campaign options outlined below. Both offer flexibility and advantages for your unique business model.

Our National Reach campaign options

By choosing our **National Reach** campaign you open channels to communicate with our entire UK user base. Your message will receive the full attention of the captive Bigsalty audience in every corner of the country.

National Reach campaign benefits

- The **National Reach** campaign gives you full access to a receptive and pro-active national audience.
- Your advert placements appear on every page of the website.
- You can choose between two tariff options. The **Super Package** or the **Easy Access Package**.
- Our monthly tariffs mean added value for you. For example, we guarantee you a minimum of 50,000 page views per month & anything above this is our shout. Averaging at 75,000 page views per month, our page load count already gives you 25% extra return on a CPM basis!
- Our campaigns use only large banners to give you maximum space for your message.

Ensuring you get full banner visibility

We have thought hard about ensuring your advert receives the full visibility that your campaigns deserves and have designed the layout of our pages with the goal in mind of getting maximum eyeballs for your advert.

The **Super Package** offers increased banner prominence. The **Easy Access Package** benefits from our cleverly designed pages.

The Bigsalty user must scan the entire depth of our pages to make key decisions for the week ahead meaning more eyeballs, more exposure and greater return on investment for your campaign.

Choosing your 'National Reach' tariff

	SUPER PACKAGE	EASY ACCESS PACKAGE
Features	- Highest visibility banners - Multiple advert size inventory - Your banner on every page	- High visibility banners. - 25% off Super campaign tariff - Your banner on every page
Positioning	- Top tier website page positioning within slots [a], [b] and [d]. See figure 1(a) & (b).	- Middle tier website page positioning within slots [c], [e] and [f]. See figure 1(a) & (b).
Banner sizes	- 728x90 Leaderboard - 300x250 MPU	- 300x250 MPU
Page views	Guaranteed 50,000 page views pm	Guaranteed 50,000 page views pm
Price	£200 per month (£4 CPM)	£150 per month (£3 CPM)

The National Reach campaign banner placements



Figure 1(a)
Banner placements from top left to bottom right respectively: [a], [b] and [c].

Banners [a], [b] and [d] (below) form the placements for the **National Reach Super Package**.



Figure 1(b)
Banner placements from top right down: [d], [e] and [f].

Banners [e], [f] and [c] (above) form the placements for the **National Reach Easy Access Package**.

Our Regional Reach campaign option

Target an audience within a specific geographic region using our **Regional Reach** campaign to deliver your message to specific water sports locations. This is your region, your customers and this is how you claim them.

Regional Reach campaign benefits

- Target an audience on a location by location basis.
- Achieve exclusivity for your region. We guarantee that you are the only regional advertiser for your chosen Block of locations. Claim your niche and secure valued loyalty.
- Associate your brand with our highly prized suite of location based weather pages containing: forecasts, location guides, photos, statistics, current weather, tide data & more.
- Your banners will display in high visibility positions between today and tomorrow's forecast.
- Our sliding tariffs mean added value for you. For every extra set of regions you claim we give you 25% off.

Block out competitors with the Block System

Grab 5 locations of your choice to make up your Block - your marketing vanguard. We only require that each of the locations within a Block are within the same region or adjacent regions.

How do we define a region? This is one of the Bigsalty regions on the forecast page or simply a recognised UK county. Either will do.

Every additional Block of locations you claim increases your reach and your control over your location centric network of consumers. And we also give you 25% off the tariff for every additional Block to help you on your way.

The Regional Reach tariff

Features	<ul style="list-style-type: none"> - Each Block your secure gives you marketing dominance over 5 locations. - You ensure exclusivity for your banner on all location specific pages within the Regional Reach banner space. - Enjoy quality exposure on our highly valued suite of location specific pages. - A sliding tariff on each additional block of locations you secure.
Positioning	- Banners are embedded within the page flow <i>see figure 2(a)</i>
Banner sizes	<ul style="list-style-type: none"> - 538x90 custom banner or - 468x60 standard size banner.
Page views	<ul style="list-style-type: none"> - Exclusivity for your locations for the entire month - Access to page view statistics
Price	<ul style="list-style-type: none"> - £85 per month - 25% off each additional block

The Regional Reach campaign banner placements



Figure 2(a) Banner placements for the **Regional Reach** campaign.

Your banner is guaranteed exclusivity within the embedded banner position.



Figure 2(b) Banner placements for the **Regional Reach** campaign.

Your banner gets exclusivity over all the location related pages.

The key benefits of advertising on Bigsalty

All our marketing campaigns are superbly effective and provide you with the following advantages:

- **A strategic vehicle for delivering your message.** Deliver your message to a dedicated and active water sports audience at a regional and national level.
- **Reach the full watersports community.** Bigsalty weather users have a diverse interest in watersports and enjoy windsurfing, kitesurfing, surfing, sailing, stand up paddle boarding, kayaking, snorkelling and diving.
- **Achieve direct access to your target market.** Weather is of critical importance to all water sports enthusiasts and most importantly your target market.
- **Receive more eyeballs for your banners and greater exposure.** Users visit Bigsalty daily and even hourly to help make decisions that effect actions they take during the week ahead.
- **Experience positive reinforcement for your brand.** Checking the weather is considered a highly enjoyable and exciting activity and the pages on Bigsalty have all been designed with a positive user experience in mind.
- **Expand your reach.** Reach a user base that includes inland water sports enthusiasts as well as sea based near-shore users.
- **Quality website content attracts quality customers.** We are proud of our website content. It is consistently great and attracts what we consider the right type of people: people who walk the walk. Reduce your wasted eyeballs and experience the quality user concentrate produced by Bigsalty Weather.
- **Receive full access to your campaign statistics.** We use the accredited 3rd party Google Doubleclick for Publishers (DFP) advert serving software so you can closely monitor campaign performance.
- **We operate with reassuring transparency.** Receive on request access to our Google Analytics statistics.
- **You get a flexible banner inventory.** Choose from an advert inventory that can include any of the following formats: .gif / .jpg / .png or .swf format (Flash) / HTML5. Change your adverts indefinitely during your campaign billing period. Keep your message dynamic and fresh!
- **We provide you with a custom advert building service.** We provide a professional advert building service at a highly competitive rate making your life easier and more cost effective.
- **Enjoy working with a dedicated and enthusiastic team.** At Bigsalty we are a highly active and dedicated group of individuals. This gives us an edge in relating to your target audience and means you'll probably only ever hear us say 'yes!'.

In addition to the pre-built advertising campaign options described above we also run custom advertising campaigns on request.

Going the extra mile

We are passionate about providing an exceptional service to each website visitor and advertiser to build productive long term relationships. We will review with you every month where we can leverage our unique service to add weight to your marketing campaign.

Every month during your campaign we will launch new services and forecasting products to create buzz and drive fresh blood to Bigsalty for the benefit of your marketing campaign. Rolling traffic figures presented to you will reassure you that our initiatives are making progress in assisting you to reach your future customer base.

You will directly benefit as an early bird advertiser from this growth and investment.

Starting your campaign

Choose between the **National Reach Campaign** or **Regional Reach Campaign** based on the reach of your business and your anticipated customer base. If you go for the **National Reach Campaign**, you then choose between two tariffs: the **Super Package** or the **Easy Access Package**. Then simply contact us using the details below and we can then answer any further questions you have before getting your campaign moving.

Remember that we can also take care of building your banners should you need further help. This will typically cost £40 for animated gif banners or £100 for Flash banners.

Contact us

Contact: James Cox

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