



## Why Advertise/Sponsor WakeUtah?

There are many other online publications with which you could sponsor/advertise with, so why choose WakeUtah? WakeUtah has proven over the past few years to be the ultimate resource for everything Wakeboarding in Utah. Don't take our word for it, go to any of the major search engines, search for Utah combined with the word wakeboard, wakeboards, or wakeboarding and you will find WakeUtah in at least in the top 5 results if not the top result. There is no other site on the web that can give you more exposure to the Utah Wakeboarding scene than WakeUtah.

### Available Sponsorships

Below is a list of sponsorship opportunities offered by WakeUtah, however will be open to creating a custom sponsorship opportunity that fits both our business needs. All advertising rates are in US dollars. Rates are subject to change without notice.

## Gold Sponsorship (\$500/month sale price of \$350/month)

Only 4 Gold Sponsorships will be available!

For those advertisers that want to make the strongest possible impression, WakeUtah offers a unique opportunity to place their name and logo, along with a link to their website, on every page on the WakeUtah website.

A WakeUtah Gold Sponsor will have their ad image placed in a special promotional column on the right side of each page on WakeUtah.

Gold Sponsorships are available for a minimum of four months. Commitments of at least 12 months include a discount of 10%. Gold Sponsorships will also be allowed to add a banner ad that will be in rotation at the top of every page. The monthly fee for Gold Sponsorship will be \$350.

### Gold Sponsorship Content Links (\$50 per month)

An additional feature offered to retail shops that purchase a Gold Sponsorship is the option to have specific content from our site linked to anywhere on their. For example in an article on the site talked about the best wakeboard rope, we would link the words 'wakeboard rope' to your sites wakeboard rope section. Why is this valuable? Relevant Keyword Content Linking is one of the best ways to improve your sites search engine rankings. This option is an additional \$50 and is only available to Gold Sponsors.

## Silver Sponsorship (\$350/month sale price of \$200/month)

This is similar to the Gold Sponsorship with the same ad size on the right of the page, but ad position is shared/rotated with another Silver Sponsorship advertiser. Therefore, your name and logo will show up on half of all WakeUtah pages providing branding and click-through benefits at an affordable price!

Silver Sponsorships are available for a minimum of four months. Commitments of 12 months include a discount of 10%.

Content Links are not available with the Silver Sponsorship. The monthly fee for Silver Sponsorship is \$200.

## Bronze Sponsorship (\$200/month sale price of \$100/month)

This is similar to the Gold and Silver Sponsorships with the same ad size, but ad position is shared with three other Bronze Sponsorship advertisers. Therefore, your name and logo will show up on 1/4 of all WakeUtah pages providing branding and click-through benefits at an affordable price!

Bronze Sponsorships are available for a minimum of four months. Commitments of 12 months include a discount of 10%.

Content Links are not available with the Bronze Sponsorship. The monthly fee for Bronze Sponsorship is \$100.

## Banner Image Dimensions & Formats

WakeUtah accepts GIF, JPG, & PNG formatted images. Right Side bar image (Gold/Silver/Bronze) will be restricted to a 140 pixels by 60 pixels box, and the image file must be no larger than 20k. The top rotating banner ad that is only available to gold sponsors will be restricted to a 468 pixels by 60 pixels box, and the image file must be no larger than 30k. Please feel free to contact us if you need assistance creating for ad images.

## Contest Sponsorship

Periodically WakeUtah will put on contests to give WakeUtah visitors a chance win some great prizes. There is no better way to get visitors involved than by offering them free wakeboarding equipment and gear. WakeUtah offers you the opportunity to familiarize WakeUtah's visitors with your products by encouraging you to provide equipment for these contests. In exchange, WakeUtah promotes the your name and product in connection with the contest, in press releases and includes your name and products on the relevant WakeUtah contest pages.

## SWAG

WakeUtah is more than happy to pass out SWAG or demo/promote products from any of our sponsors; at any event a member of the WakeUtah team is attending.