

Fairways2play Ltd Clubhouse Advertising Rate Card

Audience Figures 2009	July	August	September
Monthly unique vistors	13,000	26,000	39,000
Monthly page impressions	52,000	104,000	156,000
	October	November	December
Monthly unique vistors	52,000	65,000	78,000
Monthly page impressions	208,000	260,000	312,000

	Vol Pi's	Duration	£ per '000	Actual Cost £
MPU 300x300				
13,000 users	52,000	1 month	8.00	416.00
26,000	104,000	2 months	6.00	624.00
39,000	156,000	3 months	5.00	780.00
52,000	208,000	4 months	4.00	832.00
65,000	260,000	5 months	3.75	975.00
78,000	312,000	6 months	3.50	1092.00

Leaderboard 728x90				
13,000 users	52,000	1 month	10.00	520.00
26,000	104,000	2 months	9.00	936.00
39,000	156,000	3 months	8.00	1248.00
52,000	208,000	4 months	7.00	1456.00
65,000	260,000	5 months	6.00	1560.00
78,000	312,000	6 months	5.50	1716.00

Leaderboard 468x60 (F2P)						
13,000 users	52,000	1 month	£	12.00	£	624.00
26,000	104,000	2 months	£	10.00	£	1,040.00
39,000	156,000	3 months	£	9.00	£	1,404.00
52,000	208,000	4 months	£	8.00	£	1,664.00
65,000	260,000	5 months	£	7.00	£	1,820.00
78,000	312,000	6 months	£	6.00	£	1,872.00

	Vol Pi's	Duration	£ per 1,000	Actual Cost £
Button				
13,000 users	52,000	1 month	6.00	312.00
26,000	104,000	2 months	5.00	520.00
39,000	156,000	3 months	4.50	702.00
52,000	208,000	4 months	4.00	832.00
65,000	260,000	5 months	3.50	910.00
78,000	312,000	6 months	3.00	936.00

Banner 468x60				
13,000 users	52,000	1 month	8.00	416.00
26,000	104,000	2 months	6.00	624.00
39,000	156,000	3 months	5.00	780.00
52,000	208,000	4 months	4.00	832.00
65,000	260,000	5 months	3.75	975.00
78,000	312,000	6 months	3.50	1092.00

Scyscraper 200x60						
13,000 users	52,000	1 month	£	8.00	£	416.00
26,000	104,000	2 months	£	6.00	£	624.00
39,000	156,000	3 months	£	5.00	£	780.00
52,000	208,000	4 months	£	4.00	£	832.00
65,000	260,000	5 months	£	3.75	£	975.00
78,000	312,000	6 months	£	3.50	£	1,092.00

Rates are valid at time of publication 1st May 2009. Rates are liable to change, but advertising contracts agreed at the published rates will not be affected by changes made within the contract period.

If you would like to advertise your products or services on our site, please contact Raelle on 07826 794530 or at raelle@fairways2play.co.uk