

A large, semi-transparent graphic of a globe is centered in the background. The globe is rendered with several curved, overlapping bands in shades of blue, creating a sense of motion and depth. In the lower-left quadrant of the globe, there is a small, dark silhouette of a person riding a surfboard on a wave.

Surfing Atlas Media Kit 2008



**surfing
atlas.com**
surf the globe

spot page

The screenshot shows a detailed spot page for Margaret River. It includes a map of the coastline with a highlighted spot, a text box with details like 'Margaret Reef 400m', 'Breaks: Barflies, Bull's Head, Whitefish, Peaches & Cream', and 'Per 1-2hr. 400m swell'. A 'neubreed' advertisement is prominently displayed at the bottom of the spot details.

map sponsorship

Through participation in the map sponsorship scheme, you immediately generate awareness of your business by displaying your company name, logo, location, product & services brief and a link to your website on Surfing Atlas. Every instance when a surfer views your location, your business is exhibited on the selected map and is bound to attract new customers in a cost efficient manner.

Through the sponsorship of multiple locations in one area you can further enhance your business' visibility, ensuring that both tourists and locals alike know the road to your door.

flash ad

(250 x 300 pixels)

A prime advertising position for your business on the Surfing Atlas homepage and other premium high traffic locations including the user registration and contact pages. The flash ad banner will instantaneously expose your business to the global surfing community, giving your brand a unique position at the heart of Surfing Atlas.

home page

The screenshot shows the Surfing Atlas homepage. A callout box points to a 'flash ad' area at the top right, measuring 250 x 300 pixels. Another callout box points to a 'spotlight tile' area in the middle section, measuring 120 x 90 pixels. The page features a search bar, navigation tabs, and various content blocks including a world map, a 'neubreed' advertisement, and a row of five small image tiles.

spotlight tile

(120 x 90 pixels)

A cost-effective means of promoting your brand on Surfing Atlas. Share a prime advertising position with a select number of surfing industry and community based organisations. Additional options for more targeted campaigns are available in the form of spotlight placement on the selected country, division, subdivision or spot of your choice.

leaderboard

(468 x 60 pixels)

Your corporate identity will be viewed as the central focus of the Surfing Atlas country, division, subdivision or spot pages - whatever better suits your needs - for the duration of your sponsorship. Locals and tourists alike will be able to click through to your website or portal of choice.

country page

The screenshot shows a country page for Australia. A callout box points to a 'country page' area, measuring 468 x 60 pixels. The page includes a search bar, navigation tabs, a map of Australia, and several content blocks such as 'Log Likelihood', 'Log Likelihood', 'Log Likelihood', and 'Log Likelihood'. A 'neubreed' advertisement is also visible.



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surfing
atlas.com
surf the globe

Flash ad

(250 x 300 pixels)

Homepage and other premium locations on the site

\$2,000 per month

Map sponsorship

\$1 per day for a minimum of 90 days

Spotlight title

(120 x 90 pixels)

Homepage **\$600 per month**

Country page **\$400 per month**

Division page **\$250 per month**

Subdivision page **\$150 per month**

Spot page **\$70 per month**

Leaderboard

(468 x 60 pixels)

Country, division, subdivision and linked spot pages

\$1,000 per month

Division, subdivision and linked spot pages

\$750 per month

Subdivision and linked spot pages

\$500 per month

Spot page

\$350 per month

*All banner advertising includes unlimited clicks

All prices are in Australian dollars and exclude GST

**Put your business on the surfingatlas map
from \$1 per day!**



A percentage of profits from all Surfing Atlas advertising goes to surfing related and environmental focused organisations around the world

Certain locations may attract a higher fee

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