



MEDIA KIT 2006

Long range swell & wind
forecasts for WA

PROFILE...

- **Ocean Outlook** is one of WA's most popular and fastest growing Ocean Weather sites, providing unique 5 day swell & wind forecasts for a majority of the state.
- **Ocean Outlook's** forecasts are well respected amongst the surf, dive, fishing and marine Industry, and have been relied upon for professional surfing events such as the Salomon Masters at Margaret River.

SITE STATISTICS (WA):

- Monthly Page views: **400,000**
- Monthly Visits: **126,000**
- Monthly Unique Visits: **50,000**
- Avg Daily visitors: **4,500**

BENEFITS:

- Reach a **Highly Targeted** audience:
 - Surfers
 - Fishermen
 - SCUBA Divers
 - Windsurfers
 - Boaters/Yachtsmen
- **Geographical targeting** options

- **Measurable response:** All our advertising options are measurable using site tracking software (click thru's, banner views etc).
- **Value for money** compared to other forms of advertising.

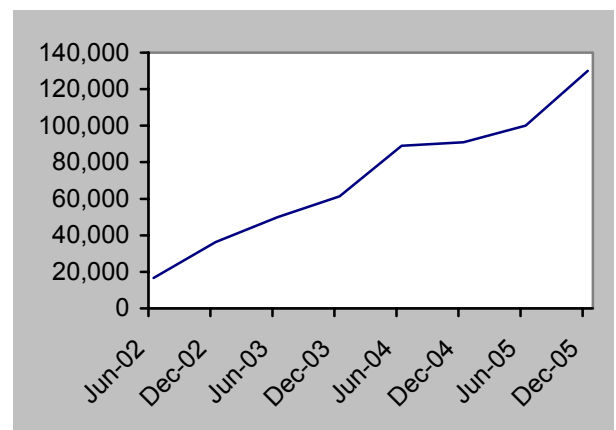
TESTIMONIAL:

"Advertising on Ocean Outlook was an effective way to get the iNSEARCH name 'out there' to surfers in every corner of WA. We were kept up-to-date about the number of hits being swung through to our site and these hits translated to real sales. Ocean Outlook enabled us to match our surf trips with a real surfing market"

- Paul Edmiston
(iNSEARCH Travel)

GROWTH:

Monthly visits since June 2002



Website Advertising Options...

The screenshot shows the Ocean Outlook website interface. At the top, there is a banner advertisement for 'underground' located at Plaza Aracde, Hay Street Mall, Perth, Western Australia. Below the banner, there is a forecast for Perth - Mandurah, including a bar chart of swell heights and a table of swell and wind data. On the right side of the page, there is a skyscraper advertisement for 'BOARDS' featuring a graphic of a surfer and the word 'BOARDS' in large yellow letters. A red circle highlights the banner and skyscraper ads, and a red arrow points to the skyscraper ad.

➤ **Banner Advert**
(468 x 60 pixels, 20kb max)

➤ **Skyscraper Advert**
(120 x 420 pixels, 30kb max)

Website Advertising Rates...

Page	Visits/Month	Cost/Month
Main Pages		
- Home	81,000	\$150
Forecast Pages		
- Perth-Mandurah	120,000	\$240
- Margaret River	30,000	\$85
- Geraldton	12,000	\$40
- Albany/Denmark	13,000	\$40
- Gnaraloo	4,400	\$15
- Esperance	5,700	\$20

Terms & Conditions:

- Rates are based on per month.
- All prices are in Australian Dollars and do not include GST.
- Rates do not include artwork
- Advertising artwork can be arranged with our design staff.
- Artwork may be animated or static gif, flash or DHTML.
- Payment to be made prior to advertising commencement
- Positions are limited and can't be guaranteed until payment has been made.
- Maximum of 3 advertisers rotating on the one advertising position.

For More Info please contact:

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