



A Division of Ski Solutions Ltd

ADVERTISING OPPORTUNITIES

2011/12

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www.ifyouski.com/footer/advertise.aspx

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Reaching affluent UK skiers and snowboarders through a trusted brand

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Various ways to promote your product with ifyouski.com

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WHY ADVERTISE WITH IFYOUISKI?

Company Profile:

ifyouski.com, founded in 1999 by former members of the British Ski Team, is the original UK ski holiday website "built by skiers for skiers".

ifyouski.com is a division of **Ski Solutions Ltd**, the UK's leading ski travel agency.

ifyouski.com has consistently been one of the **top 5 snowsports websites** in the UK as recognized by Hitwise.

This is our demographic:

10% aged under 24
33% aged 25-34
24% aged 35-44
33% aged 45+
64% ABC1
63% graduates and home owners

This is our site traffic:

- **300,000 – 400,000** monthly unique visitors (Nov – March)
- **Up to 2 Million** page impressions per month (Nov - March)
- **55,000** newsletter recipients

ifyouski offers a great opportunity for advertisers to **reach the affluent UK skiing and snowboarding public** through a trusted and popular site.



ADVERTISING OPPORTUNITIES:

1. Information page/microsite:

This option gives you the opportunity to include a page (or up to 5 pages for a microsite) of advertorial-style content in the "Featured Resorts" section of our site, which appears in the "Ski Resorts" section of our drop down menu.

Objective: To increase your brand awareness in the UK, to direct traffic to your website, **to increase your sales.**

Example: www.ifyouski.com/ski-canada.aspx



Chalets 020 7471 7733 Hotels 020 7471 7734 Accom. Only 0844 338 0060

ifyouski.com
Ski resort information, lift passes and more

Cashback for Group Leaders

Property & resort search Search

Ski Deals Ski Holidays Accom. Only All Inclusive Ski Resorts Ski Extras

Snow & Weather

Ski Resorts > Featured Resorts > Ski Canada > Whistler

Opening Hours Manage my bookings

Featured Resorts

- Ski in Sweden
- Ski in 3
- Ski Canada
- Swiss
- The Three Valleys
- Chamonix Alps

More from Ski Canada

- Ski Canada home
- Whistler
- Family
- Peak Lake Louise Sunshine
- Thredbo
- Jacot
- Kimberley

Ski Whistler, BC, Canada,

WHISTLER CANADA

www.skiset.co.uk

ifyouski.com

The Ultimate Ski Destination - More Access. More Powder. More Value.

Whistler, Canada, is consistently rated the number one ski resort in North America. It features two spectacular mountains, epic slopes and snow conditions, a variety of glades and amazing terrain parks. Unforgettable alpine magic filters from the peaks and throughout the heart of Whistler's vibrant, pedestrian-friendly Village where visitors and locals congregate to relax, rejuvenate, dine, shop and partake in a renowned après scene.

Whistler has earned the honor of welcoming the world as Host Mountain Resort for the 2010 Olympic and Paralympic Winter Games. This winter promises to be one of the most incredible seasons to experience Coast Mountain inspiration. Take advantage of elevated energy, vast terrain and the world record-breaking PEAK 2 PEAK Gondola - come ski Whistler and feel your spirit soar.

Lock in great Whistler winter 2009 / 2010 Book Early & Save package deals by November 15, 2009 and if the price drops for the equivalent package during the winter 2009 / 2010 season, we'll match it.*

7-night packages with a 6-day lift ticket starting from £411* GBP per person.

*Conditions apply. Visit www.whistler.com for full details.

ADVERTISING OPPORTUNITIES:

2. Newsletter Integration:

We send a weekly email newsletter to our database of **55,000 skiers and snowboarders**. There are several ways that we can promote your brand in these:

a) Title Sponsorship:

This includes your logo in the title "in association with", 40 words of text, an image and enhanced position in the email.

b) Editorial Integration:

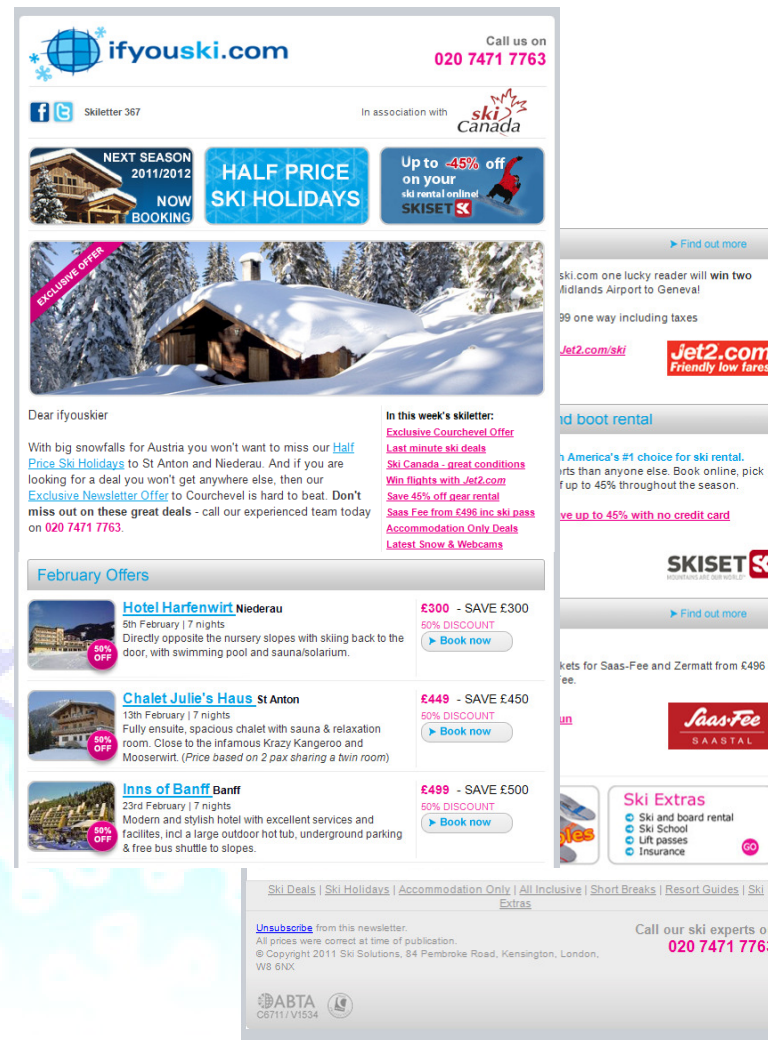
This includes an image, logo and 30 words of text.

c) Display Advertising:

We can also offer banner and skyscraper advertising in the e-newsletters

d) Standalone Email:

Only in conjunction with a competition, this option gives you the opportunity to send a colour HTML email to our 55,000 subscribers.



The screenshot shows a newsletter email from ifyouski.com. At the top, it features the ifyouski.com logo, a phone number (020 7471 7763), and social media icons for Facebook and Twitter. Below this is a banner for "NEXT SEASON 2011/2012 NOW BOOKING" with a "HALF PRICE SKI HOLIDAYS" offer and "Up to -45% off on your ski rental online! SKISET SKI". A large image of a snowy chalet is featured with an "EXCLUSIVE OFFER" tag. The main body of the email includes a "Dear ifyouskier" greeting, a "In this week's skiletter:" section with various offers like "Exclusive Courchevel Offer" and "Last minute ski deals", and a "February Offers" section listing three hotels: Hotel Harfenwirt, Chalet Julie's Haus, and Inns of Banff. Each hotel listing includes a 50% OFF badge, a price range, and a "Book now" button. The footer contains navigation links for "Ski Deals", "Ski Holidays", "Accommodation Only", etc., and a "Ski Extras" section listing "Ski and board rental", "Ski School", "Lift passes", and "Insurance".



ADVERTISING OPPORTUNITIES:

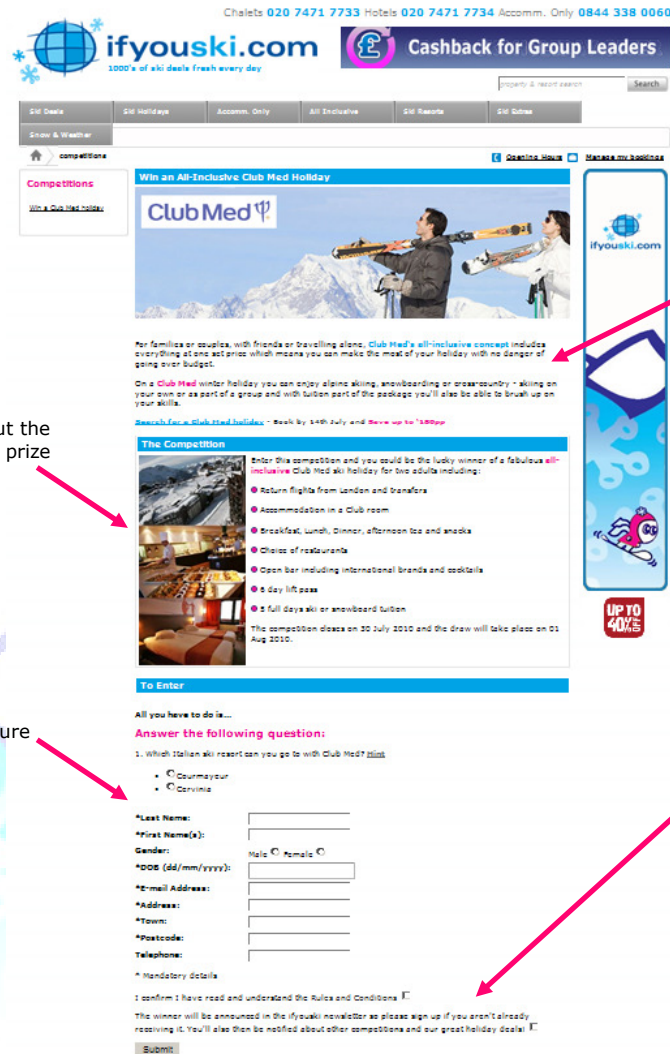
3. Online Competition:

Increase **brand awareness** through an ifyouski.com competition (prizes to be sourced by you). **Data capture** opt-in users.

Entrants are required to answer a question relating to your brand and are prompted **to go to your website** to find the answer. The duration of the competition is usually 6 weeks. We will promote the competition and your brand in the following ways:

- A tailor made competition page
- Exposure on the homepage
- Exposure in the newsletter

We can also send a **stand alone email** to our user database promoting your brand (only in conjunction with a competition).



Chalets 020 7471 7733 Hotels 020 7471 7734 Accom. Only 0844 338 0060

ifyouski.com 1000's of ski deals fresh every day

Cashback for Group Leaders

Property & Resort Search

Show & Weather

Home competitions

Destinations Home

Make a my holiday

Competition: Win a Club Med holiday

Win an All-Inclusive Club Med Holiday

Club Med

For families or couples, with friends or travelling alone, Club Med's all-inclusive concept includes everything at one set price which means you can make the most of your holiday with no danger of going over budget.

On a Club Med winter holiday you can enjoy alpine skiing, snowboarding or cross-country - skiing on your own or as part of a group and with tuition part of the package you'll also be able to brush up on your skills.

Search for Club Med holidays - Book by 14th July and Save up to 180pp

The Competition

Enter this competition and you could be the lucky winner of a fabulous all-inclusive Club Med ski holiday for two adults including:

- Return flights from London and transfers
- Accommodation in a Club room
- Breakfast, Lunch, Dinner, afternoon tea and snacks
- Choice of restaurants
- Open bar including international brands and cocktails
- 6 day lift pass
- 2 full days ski or snowboard tuition

This competition closes on 30 July 2010 and the draw will take place on 03 Aug 2010.

To Enter

All you have to do is...

Answer the following question:

1. Which Italian ski resort can you go to with Club Med? (Hint)

- Courmayeur
- Cervinia

*Last Name:

*First Name(s):

Gender: Male Female

*DOB (dd/mm/yyyy):

*E-mail Address:

*Address:

*Town:

*Postcode:

Telephone:

* Mandatory details

I confirm I have read and understand the Rules and Conditions

The winner will be announced in the ifyouski newsletter so please sign up if you aren't already receiving it. You'll also then be notified about other competitions and our great holiday deals!

General Information: text and images

Details about the competition prize

Data Capture

Question and opt-in box as well as a click to your destination and product page



ADVERTISING OPPORTUNITIES:

4. Display Advertising



Chalets 020 7471 7733 Hotels 020 7471 7734 Accom. Only 0844 338 0060

Banner: 468 x 60

1000's of ski deals fresh every day

Special Offers Ski Holidays Ski 2012 Accom. Only Short Breaks Resort Info Ski Entries Home + Win stuff Snow & Weather

Home

4* Zermatt + FREE Pass

4* Hotel Ambassador - only £559 inc FREE Lift Pass (save £317)

4* Zermatt + FREE Pass WIN a Holiday to Austria Big snowfalls in the Alps Switzerland

SKI WEEKEND SPECIAL Valid Isère Powder THIS WEEKEND NEXT WEEKEND

MPU: 300 x 250

Button 120 x 60 Discover permanently off peak prices!

Skyscraper: 120 x 600

Leaderboard: 728 x 250

Up to 40% off on your ski rental with SKISLET

Resort	Last Snowed	Price from
Sölden	10-Mar (10m)	£629
Whistler	10-Mar (27cm)	£1,029
Banff	09-Mar (17cm)	£628
Leica Louise	09-Mar (17cm)	£1,055
Rothenburg	08-Mar (13cm)	£878
Vail	08-Mar (15cm)	£1,069
Cervinia	04-Mar (20cm)	£605
Courmayeur	04-Mar (15cm)	£315
La Plagne	04-Mar (2cm)	£349
Saas Fee	04-Mar (40cm)	£365
Saas d'Oulx	04-Mar (30cm)	£364

Le Plaine Val Thonon Andorra France
 Les Arcs Verbier Austria Italy
 Les Deux Alpes Whistler Mulhouse Switzerland
 Maribor Zermatt Canada USA

Target your market: Display advertising can be targeted either to a specific IP address, or to specific pages on the website, such as a particular country or resort.

Other ad sizes available – please call for details



ADVERTISING OPPORTUNITIES:

5. Examples of other bespoke opportunities that we can offer:

- a) Homepage presence (a link or an entire box dedicated to your brand): www.ifyouski.com
- b) Title sponsorship of a channel, e.g. the snow channel: <http://www.ifyouski.com/snow.aspx>
- c) Title sponsorship of the homepage
- d) "Resort of the month" – including exposure on the homepage and in our e-newsletters
- e) Links or adverts in clients' holiday confirmation emails
- f) Editorial integration into particular pages, e.g. the gear page: www.ifyouski.com/ski-extras/gear.aspx

Please call for more details



RATE CARD:

These prices are a guide, please call for a bespoke package serving your goals and budget.

• Information Page or Microsite	£1,500 per month
• Emails – Editorial Integration	£15 per thousand
• Emails – Title Sponsorship	£30 per thousand
• Competition with data capture	£1,500
• Stand Alone Emails	£100 per thousand (only in conjunction with a competition)
• Link on homepage	£750 /month
• Button	£5 CPM
• Banners	£8 CPM
• Skyscrapers	£12 CPM
• Leaderboard	£5 CPM
• MPUs	£20 CPM

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