

FISH&FLY

THE WORLD OF FISHING



FISHANDFLY.COM – FISHINGMAGIC.COM – THEFLYFISHINGFORUM.COM – SALMONATLAS.COM – WHERETOFISH.CO.UK – TROUTATLAS.COM – FLYFORUMS.CO.UK

Fish&Fly Websites £ Rate Card

2011

The Fish&Fly websites are the biggest and fastest growing online communities for anglers of any discipline in the UK, Europe and North America.

With over 460,000 visitors a month to date, we can immediately deliver your sales messages to both new and seasoned fishermen who are keen to learn about the latest equipment, venues, suppliers and ideas.

We offer a number of flexible ways and price points to suit all budgets for you to promote your products and services to this high-spending community.

2011 Advertising Packages

A) Commercial Packages

GOLD

1. Publishing of up to three Advertorials (Sales Promotions) per month featuring one of our own profile anglers or direct from your Press Office.
2. Publishing of up to three Product Announcements per month by way of your own Press Releases, these could be Video if available.
3. Full suite of Leaderboard, Skyscraper, Box and Rectangle Banner Adverts guaranteeing a total of 200,000 impressions per month.
4. Weekly coverage in our Newsletter.
5. Coverage in our monthly Ezine.
6. Trade Member package listed below.

Period	Cost	Payment
1 Month	£475	Payment in advance
3 Months	£1211	Payment in advance
6 Months	£2280	10% Discount for pre-payment of total amount. Alternatively monthly direct debit/standing order.
12 Months	£4275	10% Discount for pre-payment of total amount. Alternatively monthly direct debit/standing order.

SILVER

1. Publishing of up to two Advertorials (Sales Promotions) per month featuring one of our own profile anglers or direct from your Press Office.
2. Publishing of up to two Product Announcements per month by way of your own Press Releases, these could be Video if available.
3. Choice of Skyscraper OR Box Banner Advert plus a Rectangle Banner Advert guaranteeing a total of 100,000 impressions per month.
4. Monthly coverage in our Newsletter.
5. Reduced rate for add-ons (extra Banners, Editorials, etc).
6. Trade Member package listed below.

Period	Cost	Payment
1 Month	£275	Payment in advance.
3 Months	£700	Payment in advance.
6 Months	£1320	10% Discount for pre-payment of total amount. Alternatively monthly direct debit/standing order.
12 Months	£2475	10% Discount for pre-payment of total amount. Alternatively monthly direct debit/standing order.

BRONZE

1. A Rectangle Banner Advert guaranteeing 50,000 impressions per month.
2. Publishing of one Advertorial (Sales Promotion) per month featuring one of our own profile anglers or direct from your Press Office.
3. Publishing of one Product Announcement by way of your own Press Release, this could be Video if available.
4. Trade Member package listed below.

Period	Cost	Payment
1 Month	£175	Payment in advance.
3 Months	£450	Payment in advance.
6 Months	£840	10% Discount for pre-payment of total amount. Alternatively monthly direct debit/standing order.
12 Months	£1575	10% Discount for pre-payment of total amount. Alternatively monthly direct debit/standing order.

TRADE MEMBER

1. A Featured Listing in the Forums including a 50 word space for information about your brand/business/products, etc. This will be accessible from both the main Homepage and direct from our Members Forums also.
2. The use of our Forum Classified Ads section to promote products and services.
3. A Trade Signature/Link for all Forum postings to give more exposure over all Forums.
4. An enlarged Private Messages box.

Period	Cost	Payment
1 Month	£35	Payment in advance.
3 Months	£90	Payment in advance.
6 Months	£168	10% Discount for pre-payment of total amount. Alternatively monthly direct debit/standing order.
12 Months	£315	10% Discount for pre-payment of total amount. Alternatively monthly direct debit/standing order.

B) Display Advertising

Banner Advertising	Size (pixels)	Price per 50,000 Impressions per Month
Leaderboard	728x90	£200
Large Box	300x250	£150
Skyscraper	120x600	£150
Rectangle	300x75	£75

Acceptable file types for banners are jpg, gif and png. Flash (swf) is also acceptable. Max file size recommended – 100kb.

Banners can be displayed on any or all sites as per client's instructions.

We can design Banners starting from £50, price dependant on complexity.

C) Advertorial

E.g. Fishery, Product, Service, Accommodation or Travel Promotions

Template-driven Advertorial that showcases specific products or services with a direct link(s) to the business's website. Shown on the Homepage and News section of the Forums

£100 per promotion.

D) Newsletters and Mail Shots to our Databases

Advertorial in Newsletter from £100

Solus Mail Shots from £250

E) Bespoke Packages

Pricing on request.

Our Bespoke Packages are ideal for special projects and campaigns and can include for example; high-quality Ezine and Video content plus Sponsorship of Competitions and areas like the Sign-Up Form, Key Website Pages or Features plus Data Capture Exercises.

*****All the above prices exclude VAT, which will be added where applicable*****

CONTACT

Will Barnard: sales@fishandfly.com for any further assistance or enquiries.

Or Telephone: +44 (0)7581 357071

Head Office:

Fish and Fly Ltd,
PO Box 1079,
Worth, Crawley,
RH10 4WH,
UK.

Tel: +44 (0)1293 888828

Email: sales@fishandfly.com