

## **Advertising on Queensland Mountain Bike - [www.qldmtb.com.au](http://www.qldmtb.com.au)**

QLDMTB.COM.AU is a new and free online resource for all things MTB for Queensland.

QLDMTB.COM.AU offers a comprehensive event calendar (covering all events including those from private promoters), as well as provides an up to date library for club contact and trail whereabouts information. The site also acts as a 'hub' for other popular MTB websites who feature Queensland content. The site aims to be the 'base' for entry, venue and results information for key events such as the 'Sunshine' or 'Seqmtb' series / state championships and several others.

QLDMTB.COM.AU is gaining recognition through the Queensland MTB Club network, many of whom have become 'partners', with the website. Along with the Club's recognition, QLDMTB.COM.AU has a rapidly growing database of 'likes' via social media platform Facebook – well over 1300 'likes' and growing! All new content will be linked to social media via a Facebook plugin, installed into the website's software.

As well as the social media campaign, print advertising consisting of in-store banners and stickers (for example) will be dispersed amongst Queensland's bicycle dealer network, and at key MTB events throughout the season.

A Google campaign has also already begun, and will drive MTB users to the site, from the first page of Google results relating to Events, Clubs, Trails and generic MTB information searches.

QLDMTB.COM.AU will promote ALL of Queensland's MTB events, and offers it's advertising for companies or individuals wishing to further promote an event or product through a more visual home page advert.

## **Website launched - Dec 2012**

## Common Questions:

### **Does your website make a profit?**

No. This website is entirely designed for the benefit of the Queensland MTB Community. Income received from the following advertising options is put directly into the site's development, so it can continually evolve to the highest standards, with the most up-to-date information. Qldmtb.com.au will also use its funds to assist clubs in the marketing / promotion and certain logistics of MTB events.

### **When can I advertise on QLDMTB?**

Advertising slots are available now, and will be sold on a first-come-first-served basis. You can request a start date at any point after your advert has been paid for, but must fall on the 1<sup>st</sup> of the month and run for a minimum of 30days.

### **Who can advertise on QLDMTB?**

Any organisation that carries out business in cycling or cycling related activities and or is promoting MTB events in Queensland.

### **How long will my advert run for?**

Advertisements are offered in 1-month or 3-month (Quarterly) slots. There is a maximum of 10 advertising slots available on QLDMTB - (4 positions, all ads on rotation). Billing starts from the 1<sup>st</sup> of the month, and runs to the end of the 1 or 3 calendar month period.

### **How much do I pay for advertising?**

Advertisements cost \$100 per month, or \$250 for 3 months. Prices include GST.

### **How do I pay for advertising?**

You will be invoiced via email directly from our trading company - RLC Sport Pty Ltd. Prices below include gst. You can pay via Credit Card (2% surcharge) or direct deposit once an invoice is generated.

### **How do I contact you to place an ad?**

Please email us with your company name and the advert artwork. (JPG, GIF or PNG files recommended)  
Please also email us the link your advert should go to if clicked upon.

### **Can QLDMTB design my ad for me?**

Yes – for just \$75 (+gst) our designers can do their magic. Register your interest with us, and we can send you all the details / requirements via email.

## Advert specifications:

### Size

150 wide x 200 high (pixels). 50% of total impressions on each position purchased.

(10 adverts, on rotation - Tiered down right side of page)

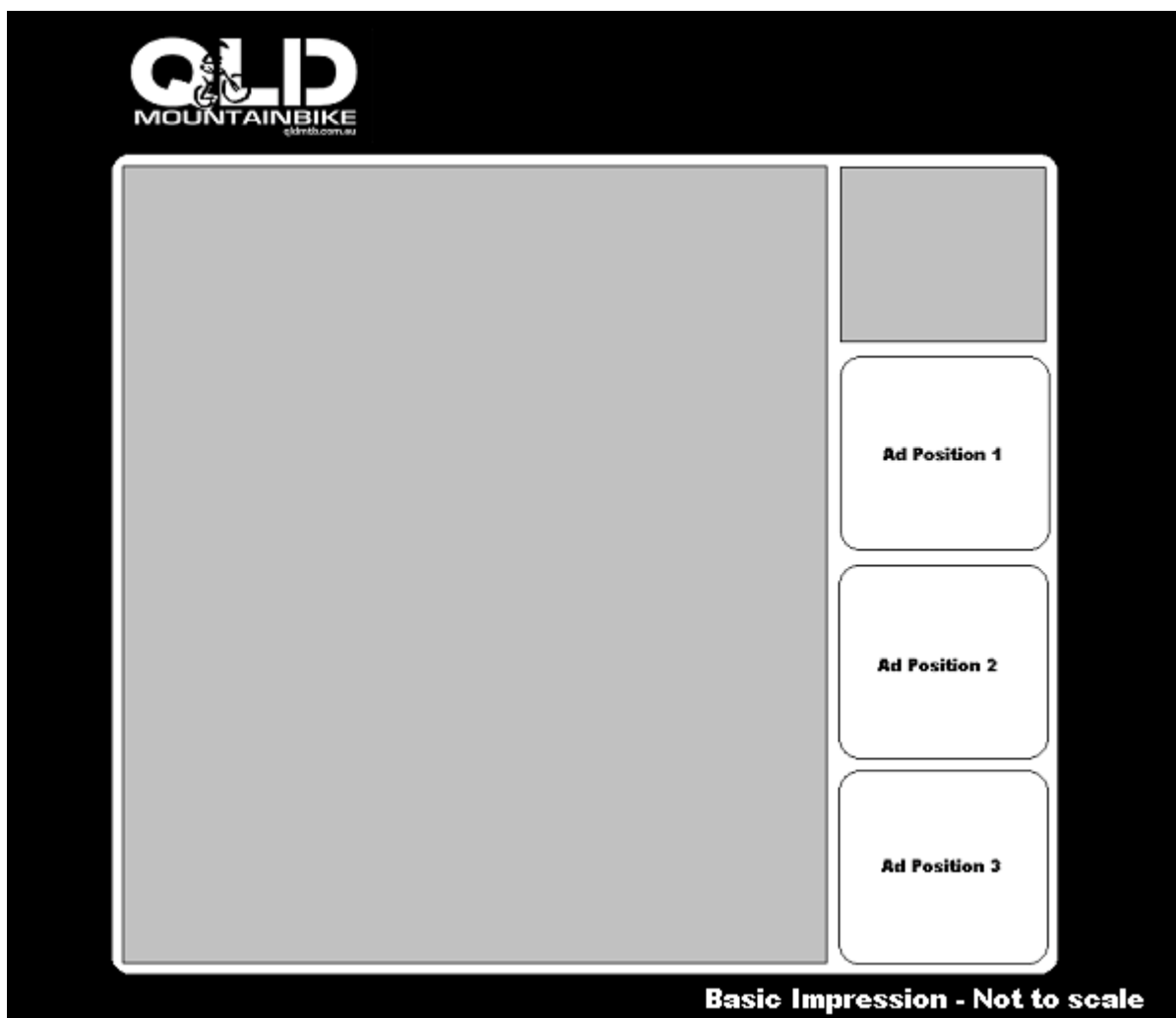
Any vacant positions will be filled at the discretion of RLC Sport Pty Ltd.

See image below for basic impression on advert positions.

### Cost

**\$100 Per month or \$250 Per quarter.** Inclusive of GST

Payment must be received in advance. Adverts can be changed (artwork only) during the scheduled timeframe by email request to: [info@qldmtb.com.au](mailto:info@qldmtb.com.au)



Not actual image of site