

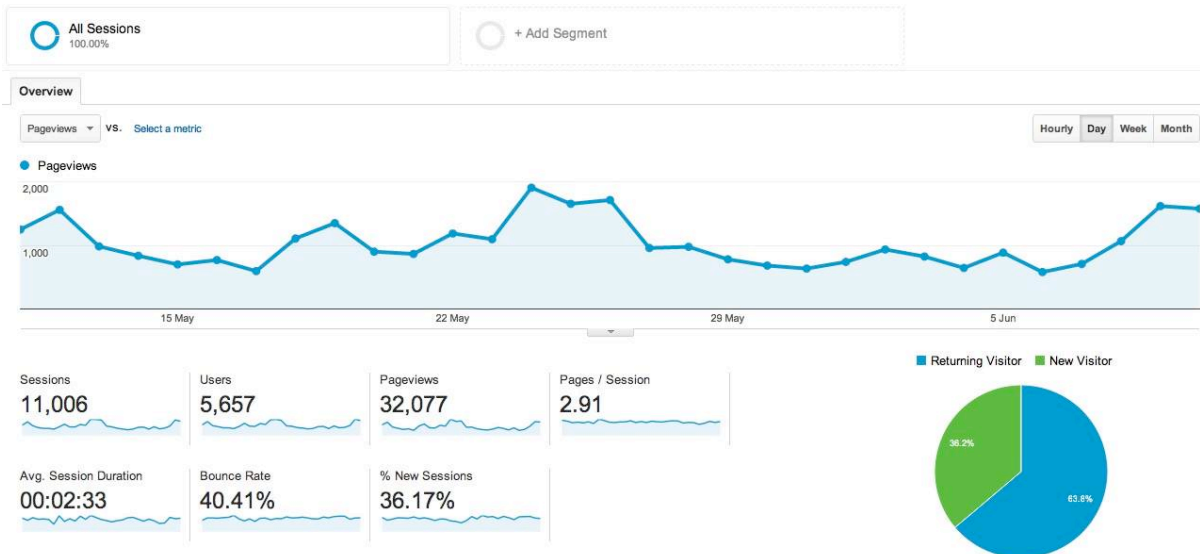
## Advertising on Queensland Mountain Bike - www.qldmtb.com.au

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

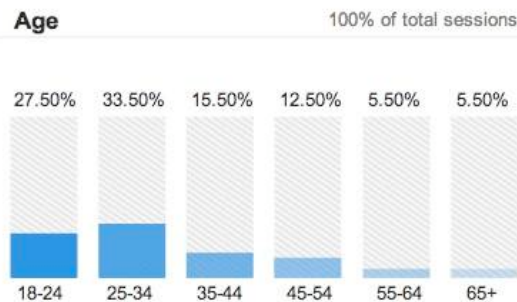
QLDMTB.COM.AU offers a comprehensive event calendar (covering all events including those from private promoters), as well as provides an up to date library for club contact and trail whereabouts information. The site also acts as a 'hub' for other popular MTB websites who feature Queensland content. The site is the 'base' for entry, venue and results information for key events such as the 'Sunshine 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 3500 'likes' and growing!

Here's a snippet of Qldmtb.com.au site visits over a 4 week period recently.



Here's a snippet of Qldmtb.com.au's site visit demographics:



## 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 monthly or quarterly basis. You can request a start date at any point after your advert has been paid for.

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

Any organisation that carries out business in cycling, cycling products 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).

### **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. Payment via 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).

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

Any vacant positions will be filled at the discretion of Queensland Mountainbike

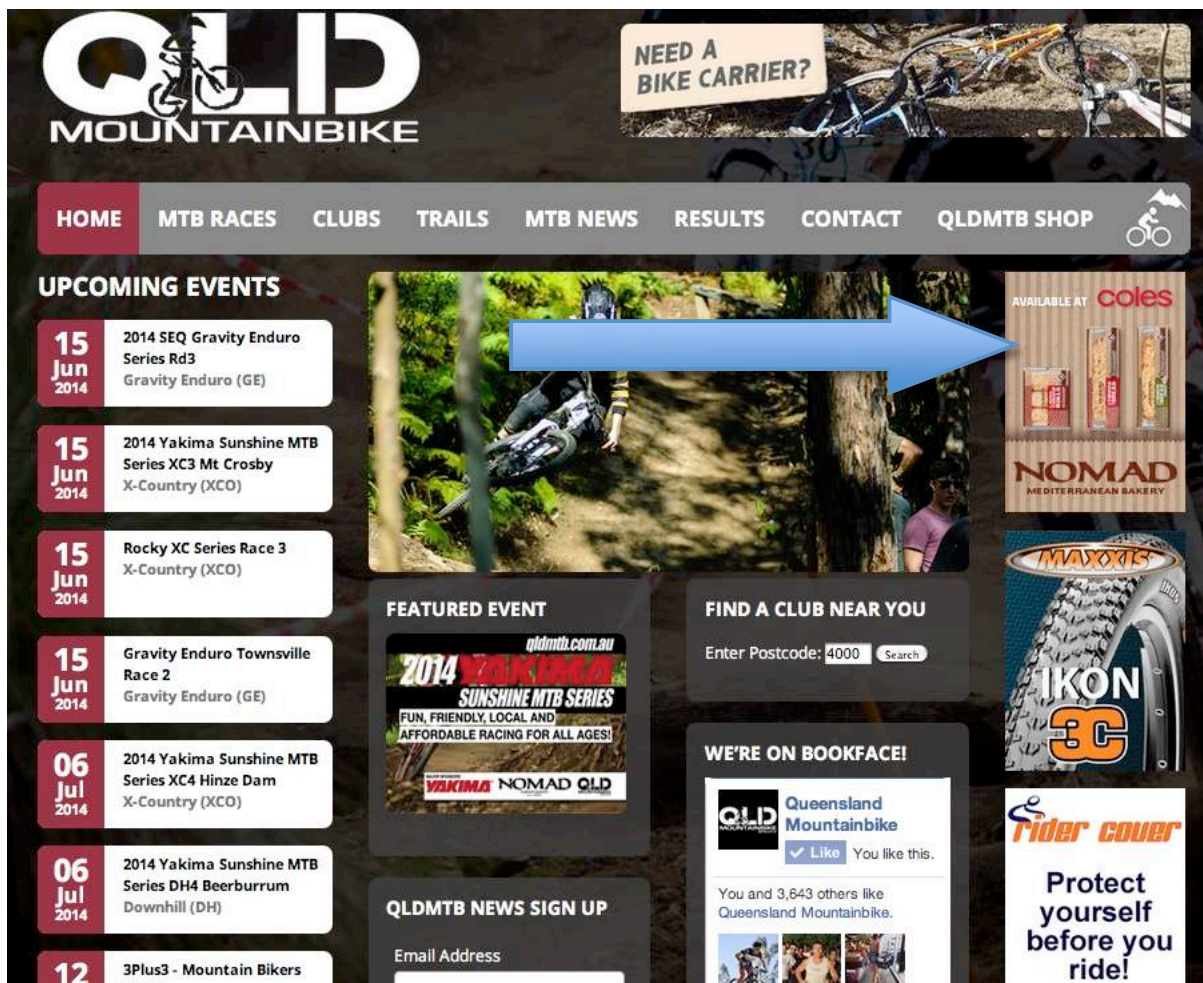
See image below for basic impression on advert positions.

### 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)

Screenshot below shows ad positions on right side.



The screenshot shows the QLD Mountainbike website layout. At the top is the logo and a navigation menu with links: HOME, MTB RACES, CLUBS, TRAILS, MTB NEWS, RESULTS, CONTACT, and QLDMTB SHOP. Below the menu is the 'UPCOMING EVENTS' section, which lists several races with dates and details. A blue arrow points to an advertisement for 'NOMAD MEDITERRANEAN BAKERY' located in the right-hand column of the page. Other sections visible include 'FEATURED EVENT' (2014 YAKIMA SUNSHINE MTB SERIES), 'FIND A CLUB NEAR YOU' (with a search bar), 'WE'RE ON BOOKFACE!' (with a Facebook share button), and 'QLDMTB NEWS SIGN UP' (with an email address field). The right-hand column also features ads for 'IKON' tires and 'Rider cover'.