



Carper's Web Advertising Tarriff

About Us

CarpersWeb.com is a website specialising in news, articles, tips and reviews. In the first three weeks of establishing the website, we saw over 15,500 visitors hit the site and that is unique visitors NOT hits !

The site management have attracted this level of attention by forming good relationships with other carp angling sites and through general promotion.

The management will continue to promote the website to gain maximum exposure for the brand and will act as a neutral resource for carp anglers.

Summary					
Reported period	Month Jul 2008				
First visit	02 Jul 2008 - 08:55				
Last visit	22 Jul 2008 - 05:17				
	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Traffic viewed *	15745	23816 (1.51 visits/visitor)	120842 (5.07 Pages/Visit)	1712224 (71.89 Hits/Visit)	14.60 GB (642.69 KB/Visit)
Traffic not viewed *			7384	150214	1.46 GB

Advertising Opportunities

We have made it our policy to ensure that the level of advertising on the site does not get saturated.

The concept of the site is to remain neutral both in our news and articles however, in order to fund the activities of the site, the management have made the decision to give up areas of the site for advertising purposes.

The opportunities that are on offer are as follows:

Package 1 - Front Page Image Advert

On the right hand side of the front page, we have four spots allocated to 125x125 image adverts. These ads are in a very prominent location and are

seen by all visitors to CarpersWeb.com thus ensuring you get maximum exposure. The cost for a 125x125 image advert costs just £20 per month equating to £240.00 per year. This is payable annually in advance. Your ad in one of these spots means that it could be seen by as many as 186,000 unique visitors. The cost per visitor could be as little as just 0.004p per visitor which is a very inexpensive method of gaining exposure for your business or website.

Package 2 - Link Page Placement

Our links page can be found by using the Navigation Bar at the top of every page. It is available to all of our visitors and will ultimately ensure a good level of our traffic is seen at your website. The cost for a single text link is £45 per year. This is a very effective way of gaining a good level of exposure for little outlay.

Package 3 - Footer Link Placement

A footer text link will be seen by all visitors as they scroll towards the bottom of any page. The cost for a single footer text link is £65 per year.

Package 4 - Tackle & Bait Reviews

If you are a tackle or bait distributor/manufacturer, we will undertake a review of your products for free. In order to qualify for a free review, you must contact us using the following email address: advertise@carpersweb.com to discuss the product in question in more detail.

For all advertising opportunities mentioned above, please contact Barry Green in the first instance at advertise@carpersweb.com.