



Saskatchewan Motorcycle Association Advertising Prices & Options 2008



Saskatchewan Motorcycle Association

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SMA Statistics & Information

<http://www.saskma.com>

Thank you for your interest in advertising with SMA! You're in the right place if you want to target the Saskatchewan motorcyclist.

We've been building the best comprehensive motorcycle resource for the Saskatchewan community since the spring of 2005. SMA is very well liked by Google and other search engines and we're getting more and more visitors every single day from around Saskatchewan & beyond.

Take a look at the website statistics below. They should give you a sense of how effective your campaign with us will be in reaching the Saskatchewan Motorcycling Consumer.

You have 30 days to try us out! If you are not completely satisfied within the first 30 days of your advertising purchase, we will refund the remaining cost of your campaign!

2007 Year Stats (Up 59% from 2006!)

	Total (World)	All Canada	Only Saskatchewan	Your Yearly Marketing Potential to Reach Saskatchewan Consumers
Total Hits	4,142,619	3,245,064	2,318,923	858,001
Total Page (Ad) Views	1,154,183	904,114	823,749	304,787
Average Page (Ad) Views/Day	3,759	2,945	2,868	1,061
Total Visitors	312,201	244,558	176,462	65,291
Average Visitors/Day	1,016	796	488	415
Unique Visitors	71,623	56,105	40,924	15,142

Peak Season Stats (This Example is from Jul 15 - Aug15, 2007)

	Total (World)	All Canada	Only Saskatchewan	Your Monthly Marketing Potential to Reach Saskatchewan Consumers
Total Hits	373,209	292,348	208,912	72,039
Total Page (Ad) Views	103,980	81,452	74,212	24,745
Average Page (Ad) Views/Day	4,774	3,740	3,643	1,348
Total Visitors	28,126	22,032	15,897	5,301
Average Visitors/Day	1,290	1,011	620	527
Unique Visitors	6,453	5,054	3,687	1,229

Offseason Stats (This Example is from Nov 13 - Dec 12, 2007)

	Total (World)	All Canada	Only Saskatchewan	Your Monthly Marketing Potential to Reach Saskatchewan Consumers
Total Hits	321,133	251,555	179,761	55,142
Total Page (Ad) Views	89,472	70,086	63,857	20,208
Average Page (Ad) Views/Day	3,646	2,856	2,782	1,029
Total Visitors	24,202	18,958	13,679	4,329
Average Visitors/Day	986	772	473	402
Unique Visitors	5,552	4,349	3,172	1,004

2008 Price List

Our Rates are so low that you can reach 1000 potential Saskatchewan customers for as low as \$0.38!!!

Banner Advertising By Time

Your banner could be subject to less (or more views) based on how many banners are running on the site at any given time

Time Frame	Regular Cost	Daily Cost	Added Value
Week	\$ 8.00	\$ 1.14	
Month	\$ 20.00	\$ 0.65	Save 40%
Quarter	\$ 40.00	\$ 0.44	Save 60%
6 Months	\$ 60.00	\$ 0.33	Save 70%! Includes two rotating banners
Year	\$ 80.00	\$ 0.22	Save 80%! Includes three rotating banners.

Banner Advertising By Impression

You only pay when your banner is actually loaded on the website

# of Impressions	Cost Per 1000 Impressions	Total Cost	Daily Cost	Added Value
5000	\$ 3.00	\$ 15.00	\$ 0.88	
10000	\$ 2.50	\$ 25.00	\$ 0.76	Save 15% Runs approx 33 days
30000	\$ 2.33	\$ 70.00	\$ 0.70	Save 30% Runs approx 100 days
75000	\$ 1.33	\$ 100.00	\$ 0.40	Save 55% Runs approx 250 days
150000	\$ 0.83	\$ 125.00	\$ 0.25	Save 70%! Runs approx 500 days, Includes 2 rotating banners at any given time
200000	\$ 0.75	\$ 150.00	\$ 0.22	Save 75%! Runs approx 700 days, Includes 3 rotating banners at any given time
200000+	\$ 0.70			Save 80%+! Includes 4 rotating banners at any given time

Saskatchewan Motorcycle Directory

Expand your basic listing to include added information to attract customers

Added Information	Regular Cost (Year)	Daily Cost	Added Value
Website Address	\$ 5.00	\$ 0.01	Bring users to your own website
Business Description	\$ 10.00	\$ 0.03	You can enter any information about your business here
Logo	\$ 5.00	\$ 0.01	Leverage the business/brand recognition you have built up with your logo
Email Address	\$ 5.00	\$ 0.01	Give customers an opportunity to email you via SMA
Additional Emails	\$ 5.00	\$ 0.01	Direct Email Traffic (Sales, Service, Parts etc)

SMA Sponsor Section Access

An exclusive area of the site will be created on your behalf with your Business Name where you can list information and advertisements (10 articles are included free with any SMA Sponsor Purchase)

Timeframe	Per additional 10 Articles	Regular Cost	Daily cost	Added Value
1 Month	\$ 10.00	\$ 25.00	\$ 0.82	
Quarterly	\$ 24.00	\$ 70.00	\$ 0.77	Save 7%
Bi-Annually	\$ 38.00	\$ 130.00	\$ 0.71	Save 13%
Yearly	\$ 61.00	\$ 240.00	\$ 0.66	Save 20%

Frontpage Access

Put your articles on the frontpage of SMA for greater visibility!

(Must have SMA Sponsor Section Access Plan)

Timeframe	Regular Cost	Daily Cost	Added Value
Onetime	\$ 2.50		
1 Month	\$ 5.00	\$ 0.17	
Quarterly	\$ 12.00	\$ 0.13	Saves you 20%
Bi-Annually	\$ 19.00	\$ 0.10	Saves you 32%
Yearly	\$ 30.00	\$ 0.08	Saves you 50%!

Note: Prices in effect for the 2008 Calendar Year. We provide charity pricing as well, contact us for details.

2008 Advertising Bundles

Yearly Bundles

Annual Basic Plan		\$ 300.00	
	Details	Regular Price	
Banner Advertising	Includes three rotating banners	\$	80.00
Sponsor Section Access	10 Article Max (at one time)	\$	240.00
		Total Price	\$ 320.00
		Package Discount	6%
		Your Price	\$ 300.00

Annual Silver Plan		\$ 325.00	
	Details	Regular Price	
Banner Advertising	Includes four rotating banners	\$	80.00
Sponsor Section Access	10 Article Max (at one time)	\$	240.00
Frontpage Articles	1 Frontpage item at a time	\$	30.00
Saskatchewan Motorcycle Directory	Unlimited Directory Access	\$	30.00
		Total Price	\$ 380.00
		Package Discount	14%
		Your Price	\$ 325.00

Annual Premium All Inclusive Plan		\$ 375.00	
	Details	Regular Price	
Banner Advertising	Unlimited Rotating Banners	\$	80.00
Sponsor Section Access	25 Article Max (at one time)	\$	331.50
Frontpage Articles	2 Frontpage Items at a time	\$	38.00
Saskatchewan Motorcycle Directory	Unlimited Directory Access	\$	30.00
Any new features SMA implements	Included for free during your plans term	\$	-
		Total Price	\$ 479.50
		Package Discount	22%
		Your Price	\$ 375.00

Peak Season Bundles (6 mths. Apr 1 - Sept 30)

Peak Season Basic		\$ 160.00	
	Details	Regular Price	
Banner Advertising	Includes three rotating banners	\$	60.00
Sponsor Section Access	10 Article Max (at one time)	\$	130.00
		Total Price	\$ 190.00
		Package Discount	8%
		Your Price	\$ 175.00

Peak Season Silver		\$ 190.00	
	Details	Regular Price	
Banner Advertising	Includes four rotating banners	\$	60.00
Sponsor Section Access	10 Article Max (at one time)	\$	130.00
Frontpage Articles	1 Frontpage item at a time	\$	19.00
Saskatchewan Motorcycle Directory	Unlimited Directory Access	\$	30.00
		Total Price	\$ 239.00
		Package Discount	16%
		Your Price	\$ 200.00

Peak Season Premium All Inclusive		\$ 250.00	
	Details	Regular Price	
Banner Advertising	Unlimited Rotating Banners	\$	60.00
Sponsor Section Access	25 Article Max (at one time)	\$	187.00
Frontpage Articles	2 Frontpage Items at a time	\$	38.00
Saskatchewan Motorcycle Directory	Unlimited Directory Access	\$	30.00
Any new features SMA implements	Included for free during your plans term	\$	-
		Total Price	\$ 315.00
		Package Discount	21%
		Your Price	\$ 250.00