

YACHT RACING . biz – Advertising Rate Card – January 2012

HOME
UPS
EVENTS
ABOUT
FACEBOOK CHART
ADVERTISING
EMAIL UPDATES
CONTACT

A

Official Watch of

Home
Classes
Countries
Events
Media
Sectors
Sponsorship
Video

B

The World's Oldest Sporting Trophy.
 The World's 8th Biggest Economy.
 Sponsorship Opportunity?

RSS FEED FOR THIS SECTION

AMERICA'S CUP

AMERICA'S CUP, CHINA, USA
NEW PERSONNEL AT CHINESE AMERICA'S CUP TEAM.

AMERICA'S CUP, MARKETING, SOCIAL MEDIA, VOLOVO OCEAN RACE

FACEBOOK TOP 30 – OMAN SAIL AND AMERICA'S CUP SURGE.

AMERICA'S CUP, CHINA, SPONSORSHIP, TRAVEL & TOURISM

WANG CHAOYONG TALKS ABOUT THE AMERICA'S CUP AND START UP'S.

AMERICA'S CUP WORLD SERIES, TRAVEL & TOURISM, USA

AMERICA'S CUP STADIUM SAILING COMES TO SAN DIEGO.

AMERICA'S CUP, CHINA, MARKETING, SPONSORSHIP, USA

AMERICA'S CUP NEWS IN BRIEF – THE WEEK THAT WAS.

AMERICA'S CUP WORLD SERIES, MARKETING, TRAVEL & TOURISM, UNITED KINGDOM

PLYMOUTH BETS ON AMERICA'S CUP TO REINVENT WATERFRONT.

AMERICA'S CUP WORLD SERIES, TRAVEL & TOURISM, USA

NEWPORT ANNOUNCED AS 'AMERICA'S CUP LITE' VENUE.

AMERICA'S CUP WORLD SERIES, TELEVISION, USA

YOUTUBE JOINS THE AMERICA'S CUP TV REVOLUTION

AMERICA'S CUP WORLD SERIES, EUROPE, TELEVISION

AMERICA'S CUP TV REVOLUTION : MUST TRY HARDER.

AMERICA'S CUP WORLD SERIES, AMERICA'S CUP, CHINA, SPONSORSHIP

CHINA TEAM AMERICA'S CUP SPONSOR'S RIGHT ON ACEA MESSAGE.

Keep Updated

Subscribe via Email

Twitter

Facebook

C

ONE WORLD CHAMPIONSHIP, ONE GLOBAL SAILING AUDIENCE. CONNECT WITH BRAND WITH OUR FANAL.

D

Who Do You Know?

Promotions

E

SEO/SEA Toolbox

Pros

- Historical data for 50,000,00 Domains
- Analyse your competitors
- Find new keywords
- Comprehensive API
- Analyse link sources

Older Entries »

ADVERTISING RATES – Per Month.

	A 460x60	B 600x200	C 125x125	D 300x250	E 120x600	Category Buy Out
Run Of Site	3000 €	1,250 €	593 €	2,270 €	1,225 €	POA
Home Page	-	POA	100 €	300 €	200 €	900 €
All Non-Special	-	-	38 €	150 €	100 €	400 €
America's Cup	-	200 €	100 €	350 €	350 €	1000 €
World Match Racing Tour	-	150 €	45 €	180 €	75 €	585 €
Volvo Ocean Race	-	150 €	45 €	180 €	75 €	585 €
Extreme Sailing Series	-	150 €	45 €	180 €	75 €	585 €
Sponsorship	-	100 €	75 €	300 €	250 €	600 €
Apparel	-	100 €	75 €	300 €	250 €	600 €
Automotive	-	100 €	45 €	180 €	100 €	585 €
Financial Services	-	100 €	75 €	300 €	250 €	600 €
Travel & Tourism	-	100 €	75 €	300 €	250 €	600 €
Watches	-	100 €	75 €	300 €	250 €	600 €

AUDIENCE SUMMARY

The audience of yachtacing.biz is highly qualified and targeted. YachtRacing.Biz is read on a daily basis by the key decision makers and purchasers in the yacht racing and sailing industry. The site also reaches; professional sailors, rights holders, sponsorship & PR agencies, suppliers to the industry and media. Average unique visitors per month – 6,000+

News and features are distributed via email (500+ subscriptions), RSS, Twitter (2,900 followers – Klout Score 47) & Facebook (650 likes) as well as being syndicated on LinkedIn Groups (500+ members) and other sports and business websites.

Geographic Breakdown Read in 135 Countries including : UK 30%, USA 21%, France 5%, Australia 4.3%, Spain 3.6%, Portugal 3.2%, Germany 2.4%, New Zealand 2.45%, Sweden 2.35%, China 0.6%.

MATERIALS AND DEADLINES

All ads must be supplied in digital format. E-mail digital artwork to: Advertising Coordinator, editor@yachtsponsorship.com, by the materials deadline date listed. Complete, sign and this insertion order to editor@yachtsponsorship.com

Acceptable:	PDF file as TIF, eps or JPG
Include:	Fonts, file names and hard copy, composite file (for position only) pdf, tif, eps
Disks Support:	Windows Formatted/CD ROM
Desktop File Formats:	Adobe Illustrator, Adobe Photoshop
Ads Submitted on Disk:	Include all art, fonts, file name(s), colour proofs and pms colour (if applicable)
Mailing Address:	Studio 202, 30 Red Lion Street, Richmond, Surrey, UK, TW9 1TW

AD INSERTION ORDER

Please fill out this form and send editor@Yachtsponsorship.com

All sections must be completed. The document must be signed.

ADVERTISER INFORMATION

Company Name: _____

Contact Name: _____

Position: _____

Address: _____

Phone: _____

Email Address: _____

Authorized Signature: _____

TERMS & CONDITIONS

POSITION REQUESTS: Every effort will be made to grant advertisers the position desired; however, placement is no guaranteed nor is advertising accepted subject to position. Placement guarantees will apply for Premium Positions.

YACHTRACING.BIZ ADVERTISING GUIDELINES

1. YACHTRACING.BIZ must approve all advertisements and reserves the right to refuse any advertisement for any cause.
2. YACHTRACING.BIZ will not accept advertising unless the advertiser is prepared to validate any claims, issues or statements made in the advertisement about a product, material, system, method or service.
3. YACHTRACING.BIZ will not accept advertising that contains derogatory, disparaging or inflammatory comments about the advertiser's competitors or about the competitor's products or organizations.
4. The advertiser acknowledges that an advertisement in a Pilote Media publication does not constitute, and shall not be interpreted, as an endorsement by Pilote Media of the advertiser, or of the advertiser's organization, product, material, system, method or service.
5. It is understood that advertisers shall not use the YACHTRACING.BIZ name or image in their commercial activities in any manner that would directly or indirectly indicate YACHTRACING.BIZ endorsement of the advertiser or the advertiser's product, system or services, unless there is a contractual agreement with Pilote Media.
6. YACHTRACING.BIZ does not accept advertising that is discriminatory based on race, religion, colour, national origin, sex, age or disability.

ACCEPTANCE OF CONTRACTS

1. No rebate will be allowed for errors in submitted advertisements.
2. The advertiser and/or the advertiser's agency agree to indemnify the publisher against all expenses of any nature arising from the unauthorized use of names or pictures and copyright infringement in their advertisements.
3. No contracts will be accepted for more than 12 months in advance.
4. An order may be cancelled by YACHTRACING.BIZ if the agent(s) fail to pay accounts when due, and the difference between rates billed and rates earned on space used shall become due and payable immediately.
5. Cancellation policy: Client must cancel in writing, including reason for cancellation. Written notice must be received at the Richmond office BEFORE the insertion order deadline of upcoming issue. Fax or e-mail is acceptable
6. YACHTRACING.BIZ is not bound by any condition or instruction, whether verbal or written, if it is in conflict with the publisher's established policies.
7. Contracts MUST SPECIFY a definite schedule of insertions, issues and size.
8. All advertising rates and conditions are subject to change without notice.