



2017/8 MEDIA KIT

NYSnowmobileWebMap.com, Snowmobiling NY phone app and GPS map overlays

Last season we added a mix of trail conditions options for riders to check in the web map or grab as an in-app purchase for out near the trails. Our popular app switched to FREE last year, and as expected, downloads exploded to over 24,000.

We added Getaway Guides, to further promote ten counties across the state. We plan to add three more for this season. We have a few “killer” options coming for the app, that will stay under wraps until Big East Powersports show. One received 80% vote from riders, the other we didn’t even put to vote, we know 100% of riders want it!

These enhancements have YOU in mind, all designed to increase use of the website, map and app and make it easy for riders to find you. ***ACT NOW to hold your spot from last season or take advantage of other package options.***

Summary of Your Brand Exposure

Ad Display Level (max no.)	Website Homepage Ad	Getaway Guide Landing Page Ad	Specific County Guide Page Ad	Phone App Page Ad	Trail Condi- tions Page Ad	Business List- ings Pages Banner Ad
Gold (5)	X rotating, top					
Silver (25)						
Getaway Guide (13)	X rotating, side	X rotating, top	X Stationary ad, .pdf download	X rotating		
Gear (10)	X rotating, side	X rotating, side		X rotating		
Guide Business (5)	X rotating, side	X rotating, side	X Stationary ad, .pdf download			
Trail Conditions (10)					X stationary	
Business Listing Banner (10)						X rotating
Deluxe Sponsor (unlimited)	X rotating, side					

Ad Display Level (max no.)	Web Map Ad	Trail App Splash Ad	Email Blasts
Gold (5)		X rotating	X name, link
Silver (25)		X rotating	X name, link
Webmap Wel- come (25)	X rotating		
Trail Conditions (10)	X rotating		

All sponsors are Deluxe level sponsors automatically and receive:

- Rotating ad on homepage
- Web map ad with 250 char description, photo, address, phone, URL and Facebook link
- Top of page listing priority with photo and description on all category pages
- Pin location with name, phone and description in the trail app



2017/8 MEDIA KIT

NYSnowmobileWebMap.com, Snowmobiling NY phone app and GPS map overlays

Package Details and Annual Cost

Basic Listing, \$95

Web map ad with 250 character description, photo (100 pixel), address, phone, URL, and Facebook link.

Basic Listings run in rotation *below* Deluxe Listings on the Business Listing pages (Lodging, Dining, and more).

Pin location, phone and description in phone app, your info displays without reception.

Deluxe Listing, \$150

All exposure of Basic Listing (in box to the left).

AND

Rotational ad on website homepage.

Priority listing with photo and description on Business Listing Pages.

Gold Package, \$1000

Top Banner Ad on homepage and Full Screen Ad in phone app.

The Top Banner ad rotates with 4 other ads. The Full Screen Ad with up to 29 other ads.

Deluxe Business Listing. (Interactive webmap and phone app listing provided to NYS businesses only, as these ads are location/map based).

This exclusive package is limited to 5 advertisers.

Silver Package, \$500

Full Screen Ad in phone app, shared with up to 29 other ads.

Deluxe Business Listing. (Interactive webmap and phone app listing provided to NYS businesses only, as these ads are location/map based).

Limited to 25 businesses.

Getaway Guide Package, \$350

Top Banner Ad on Getaway Guides page (rotating) and in the online guide and downloadable PDF (fixed ad).

Rotating ad on homepage.

Rotating ad on phone app page.

Deluxe Business Listing.

Advertiser is welcome to submit own copy and photos.

Limited to 13 Tourism Bureaus or Chambers!

Getaway Gear, \$250

Fixed side banner ad on Getaway Guides page.

Rotating ad on homepage.

Rotating ad on phone app page.

Deluxe Business Listing.

Limited to 10 businesses.

Getaway Guide Business, \$200

Limited to 5 businesses located in each of the Getaway Destinations.

Rotating Side Banner Ad on the Getaway Guides page

Fixed ad in the downloadable PDF Getaway Guide.

Rotating ad on home page. Deluxe Business Listing included.

Welcome Webmap Package, \$250

Large Display Ad appearing over the popular interactive webmap.

Deluxe Business Listing.

Limited to 25 businesses.

Trail Conditions Package, \$200

Display Ad opens when new Trail Condition features are viewed in web map and trail app (with reception).

Deluxe Business Listing.

Limited to 10 businesses.

Top Banner Listing Package, \$250

Rotating top banner display ad.

The banner ad runs above each category of Business Listings (Lodging, Dining & more). Deluxe Business Listing included.

Limited to 10 businesses.

Ad Dimensions

Top Banner Ads

1060 w x 160 h pixels

Side Banner & Mobile Ads

600 w x 500 h pixels

Phone App Screen Ads

640 w x 1135 h pixels

Extra charge for ad design