

# 2015 media kit

**keep surf cams free**  
and local ↗



**surfguru.com<sup>©</sup>**

**SurfGuru.com** has provided surfing and action sports enthusiasts a home on the web since 1996.

The core of **SurfGuru.com** has always been our surf cams and reports, but that's not all we do. When we get out of the water (or when there's no waves), we go to the places where surfers and action sports enthusiasts hang out to party or play.

**SurfGuru.com** is more than an Internet portal, we're a savvy promotional team and multi-media production house. We can design a brand or product campaign for you, create the video and audio, and then hit events and entertainment venues popular with the action sports crowd as well as our full range of online opportunities.

✓ Florida based  
✓ Florida owned  
Florida surf for locals



**surfguru.com**®

# stats & demographics

**165,000** visits  
**70,000** uniques  
**575,000** page views  
**3.5** pages per visit  
**3.5** minutes time on site

**68%** male  
**67%** college educated  
**54%** income \$50,000+  
**52%** no kids

**age:**

<18	18%
18-24	12%
25-34	16%
35-44	22%
45-54	18%
55-64	10%
65+	4%



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# standard banner ads

The screenshot shows the surf guru website with a news article titled "Tori Moore from Port Orange Florida Shows off her Old School Surfin' Style". The article includes a photo of Tori Moore and text about her surfing career. Several ad placements are visible: a "Medium Rectangle 300x250" ad, a "user photos" gallery, and a "surf guru now does droid" ad for the Android market. The website header includes the surf guru logo, navigation links, and a "Leaderboard 728x90" ad.

The screenshot shows the surf guru website with a music scene article titled "The East Coast and Florida Music Scene". The article includes photos and text about local music events and bands. Several ad placements are visible: a "Wide Skyscraper 160x600" ad, a "Vertical Rectangle 120x240" ad, and a "Leaderboard 728x90" ad. The website header includes the surf guru logo, navigation links, and a "Leaderboard 728x90" ad.



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**Leaderboard - 728x90**  
**Medium Rectangle - 300x250**  
**Wide Skyscraper - 160x600**  
**Vertical Rectangle - 120x240**

# live cam pre-roll ads

Live cams continue to be the core of **SurfGuru.com**.

The cam pre-roll is 10-15 second video the user must watch before the live stream is brought up there by creating a captive audience tuned directly into your product or brand.



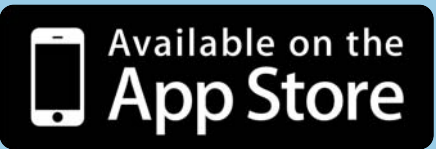
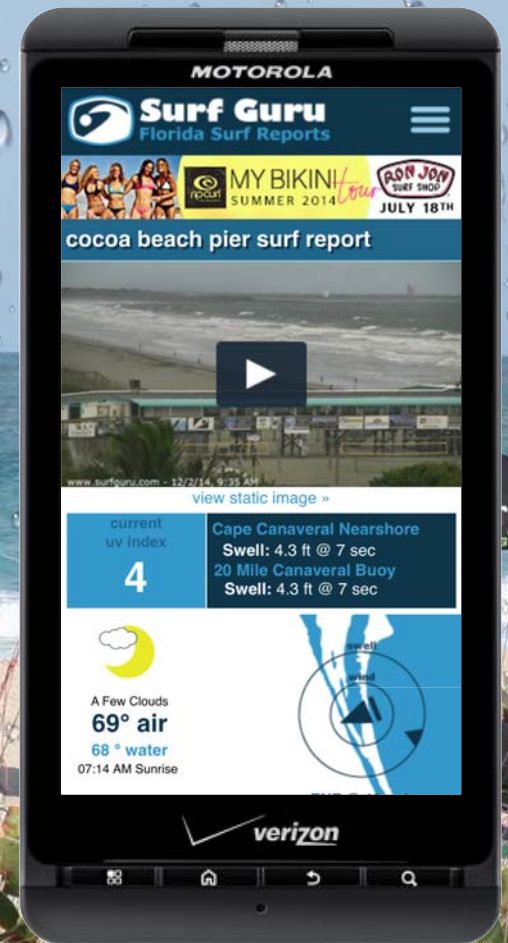
The screenshot shows the SurfGuru.com website interface. At the top, there's a navigation bar with links for home, reports, cams, forecast, wave model, news, fishing, music, food, photos, video, forums, and links. A banner for Rancho Santana is visible. The main content area features a video player titled "Cam Pre Roll 640x360" with a play button and a progress bar. To the right, there are promotional banners for the 2014 US Open of Surfing and the SurfGuru iPhone app. Below the video player, there's a "cocoa beach surf report" section with a "3-4 ft" wave height indicator, a weather forecast showing "76° air" and "70° water", and a "user photos" gallery.



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# mobile advertising

Go beyond the PC and promote your product, brand, or upcoming event anywhere there is a connection to the internet. **SurfGuru.com** has made the investments that make it possible to reach your customer or audience wherever they are. Advertising ranges from simple mobile banner ads to streaming live broadcasts from your venue.



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# live events & webcasts

**SurfGuru.com** goes beyond the Internet to reach our audience. We are known for creating a buzz whenever the Surf Guru van arrives and sets up.

Live Webcast remotes promote your product, brand, or venue not only online, but with those attending the event by providing raffles, giveaways, and an all around good time. Your product, brand, or venue will also be promoting with commercials during our live webcasts.



**surfguru.com**®

Did you know **SurfGuru.com** produces daily audio just like a radio station? Our daily surf report not only informs our users of surf conditions, but also exposes them to new music and promotes your product, brand, or upcoming events just like a radio station.

Not only is it heard by a captive audience waiting for a glimpse from our cams, but it is also a podcast distributed by iTunes and other popular RSS methods.



# audio advertising



A screenshot of the SurfGuru.com website. The main content area shows a video player with a play button and a red circle around the 'audio surf report' text. Below the video player, there is a 'cocoa beach surf report' section with a wave height of '3-4ft' and a forecast for 'Swami [12/01 8AM] Today building surf waist+ENE winds 15++'. To the right, there is a weather widget showing '75° air' and '69° water'. The website has a blue and white color scheme with various navigation and information elements.



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# contests & promotions

**SurfGuru.com** can analyze your advertising needs and design a true multidimensional campaign around those needs using all our available resources and media outlets online and on the streets. No project is too small or too big.



**surfguru.com**®



# newsletter advertising

**SurfGuru.com** maintains our own e-mail database for use in distributing information related to our website and updating our users about surf conditions and upcoming events. If interested, we can insert a text or banner advertisement to promote your product, brand, or upcoming event.



**surfguru.com**®

**start advertising**

**Email: [info@surfguru.com](mailto:info@surfguru.com)**

**Phone: 321.591.4919**

**5955 S HWY A1A**

**melbourne beach, FL 32951**



**surfguru.com<sup>®</sup>**



## 2015 Surf Guru Rate Card

### Banner Ad Units

All Banner Ads require a minimum purchase of 30,000 impressions per month with a 2 month minimum campaign run. Weekly ad rates available upon request.

Leaderboard	728x90	\$14 CPM
Wide Skyscraper	160x600	\$14 CPM
Vertical Rectangle	120x240	\$10 CPM
Medium Rectangle	300x250	\$16 CPM
Mobile Banner	320x50	\$35 CPM

### Other Ad Units

Video Pre-Roll	500x350	\$50 CPM
Mobile Pre-Roll	300x250	\$50 CPM
Pushdown	970x415 Expanded	\$50 CPM
Report Sponsor	120x15	\$10 CPM
Text Ads		\$5 CPM
Newsletter	Text or Image	\$15 CPM

### Audio Ad Units

Audio Plug	10 seconds	\$10 CPM
Audio Commercial	30 seconds	\$10 CPM

### Live Webcast & Event Coverage

All webcast and live event coverage requires a 3 hour minimum purchase.

Standard Live Webcast	1 hour	\$75.00
Premier Live Webcast	1 hour	\$125.00

### Event Promotion

All event promotions require a 2 week minimum purchase.

Standard Event Promotion		
Premier Event Promotion		



## 2015 Surf Guru Rate Card

Creative Production Rates		
<b>Banner Ads</b>		
Static Banner Ad		\$45.00
Animated Banner Ad		\$65.00
<b>Video Pre-Roll Ad</b>		
Animated Pre-Roll		\$75.00
Video Pre-Roll		\$95.00
<b>Graphic Design</b>		
Graphic Design	1 hour	\$45.00
Graphic Creation	1 hour	\$65.00
<b>Video Production</b>		
Video Editing	1 hour	\$65.00
Video Production	1 hour	\$85.00
<b>Audio Production</b>		
Audio Editing	1 hour	\$35.00
Audio Production	1 hour	\$45.00
<b>Photography</b>		
Event Photography	25 photos	\$75.00
On-Site Photography	25 photos	\$85.00
<b>Copy Production</b>		
Copy Production	500 words	\$55.00
Event/On-Site Copy Production	500 words	\$85.00
<b>Web Production</b>		
Basic Website		\$500.00
Social Media Setup		\$95.00
Social Media Management	1 month	\$185.00