

2009 media kit



surfguru.com[®]

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 true 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.



145,000 monthly visits

510,000 monthly page views

3.5 pages per visit

4 average minutes time on site



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Traditional Banner Ads

Leaderboard - 728x90

Wide Skyscraper - 160x600

Vertical Rectangle - 120x240



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Leaderboard 728x90

East Coast Surfing Hall of Fame and Museum

Legendary Surfer Gary Propper Combines Music & Surfing

Webcast When Flashing Story by Ingrid Matta / Photo Gary Propper

surf cams

All Guru Surf Cams

florida

- New Smyrna Beach
- Cocoa Beach Pier
- Downtown Cocoa Beach
- Cocoa Bch Skate Park
- 2nd Light - Tables
- Satellite Beach
- Indialantic Boardwalk
- Melbourne Beach
- Spanish House
- Sebastian Inlet
- Sebastian Inlet Jetty
- Other Reports & Cams

costa rica

- Playa Esterillos

other cams

- Sandbar Cocoa Beach
- Rusty's Park Casaveral
- Filthy McNasty's Pub

Most surfers tend to remember that last song on the radio, CD or IPOD when they head out to the lineup. It's just one of those nuances of surfing: that last song—good or bad—favorite or loathsome—that keeps the sport or the art so special to all of us who do it. And most real surfers simply love music. It's the rhythm, the melody, like a ride; like a good day on the water, with its unique shade of fun, color, and personality. And there are the memories...

So, combine a legendary surfer with a rhythm all his own, and blend it with a passion for music and even entertainment in general, and you find Brevard's 60's surf guru and former "poolboy" himself, Gary Propper. "I was walking along Cocoa Beach and watching the launches; I met Dick Catrri and Jack 'Murph the Surf' Murphy," is how Propper describes his introduction to a sport, an art that forever define his being. Regarding music and surfing, he intrinsically responds, "All artists relate to music and how they feel toward their individual art form (surfing or sports as well as music and such)."

A verifiable champion, having won countless accolades, Propper has taken his love, his art, of surfing and blended it into an entertainment industry that simply, and quite appropriately, gets the best wave of the set. Managing entertainers like Gallagher and Carrot Top, and helping them succeed, is the champion in Propper. "I like the fact that no matter where you are from, if you dedicate yourself, you can be a champion," he says.

Propper has merged with business partners William Stasak and Jack Link to do full production of all-music and video. "I am basically a talent buyer and they are in the technical and production team and we work well together," he says. Busy putting together a concert series with the bands the partners manage, Propper is proud of the work he's doing. The bands he's currently promoting are Dub City Tribe and Vintage Thursday, and both can be heard and seen Thursday through Sunday at the Hilton on Cocoa Beach, the Crown Plaza in Indialantic, or Fishlips at the Port. "I feel both bands appeal to all ages and they are the most professional and prolific in the area. Their original music is some of the best anywhere," Propper says. "Most of the music I buy and sell is upbeat with a positive theme."

Maybe it's because he named his son after Sebastian Inlet (favorite surf spot), or that he's a surf legend, a nose riding champion and soul rider of waves, that helps Propper keep that balance of passion and practicalism. While the essence of surfing gets more and more commercialized every day, Gary Propper epitomizes the 60s surfers of today who embrace the simplicity that makes the sport/art what it truly is: Hand-shaped boards, free spirits, lesser known surfing pros, secret spots, surfing when it's choppy and essentially lousy but still surfing, and, of course, music.

**Vertical Rectangle
120x240**

**Wide Skyscraper
160x600**

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Music Guru 9/5/2008
FASHIONABLY LOUD Sandbar Sports Grill

Surf News 9/3/2008
NKF Cocoa Beach

19¢ give us your 1¢
What's Next for Surf Guru??

Guru Fishing 9/8/2008
September Sessions

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Surf Report Page Traditional Banner Ads

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3:1 Rectangle - 300x100
Report Sponsor - 240x50



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ON AIR

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- Spanish House
- Sebastian Inlet
- Sebastian Inlet Jetty
- Other Reports & Cams

costa rica

- Paya Estacion
- Hermosa Beach

party cams

- High Street Pier
- Hilton's Reef
- Rusty's Port Canaveral
- Sandbar Cocoa Beach

NSRA Weekend at Sebastian Inlet (04/15)

Central Costa Rica Surfing Photo (03/31)

Lif Spring Swell (03/15)

Local's head South to Nicaragua (02/13)

+ more

+ view live stream

can't see the Cocoa beach Pier Surf Cam? [click here](#)

CAM SPONSORS

Medium Rectangle
300x250

3:1 Rectangle
300x100

cocoa beach surf conditions and audio surf report + view details

Waves: SE winds swell weekend waist to bigger sets, More surf coming next week.....

The Scoop: More surf coming get ready...Swami

77° air

71° water

SSE

10 - MPH

Mostly Cloudy

event calendar

06/03 Another Concert @ Hiram's! Get Your Tickets Now

+ surfing forum posts

+ your 2 cents worth

+ 20 second interviews

cocoa beach tides and current buoy data + view details

20 Mile Cape Canaveral
Swell Wave: 2 FT @ 6 SEC

120 Mile Cape Canaveral
Swell Wave: 3 FT @ 4 SEC

report sponsor

Report Sponsor

240x50

05:25 AM -0.03 feet Low Tide
09:26 AM Sunrise
11:32 AM 3.69 feet High Tide
05:47 PM -0.33 feet Low Tide
08:13 PM Sunset

cocoa beach weather and surf forecast + view details

Swami says... THE PRESSURE GRADIENT BETWEEN

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Cam Pre Roll Ad

Live cams continue to be the core of **SurfGuru.com**. Recently, we have expanded our offering to popular entertainment venues.

The cam pre-roll is displayed for 10 seconds before the live stream is brought up there by creating a captive audience tuned into your product or brand.



The screenshot shows the SurfGuru.com website. At the top, it says "The Source For East Coast Florida Surf Reports and Florida Surf Cams" and "Surf Guru Newsletter". The main header features the "surf guru" logo, a "50th Anniversary RON JON SURF SHOP" banner, and navigation links: Home, Reports & Cams, Surf Forecast, News, Forums, Music, Food, Photos, Videos, Blogs, Fishing, Links. Below the header, there's a "guru mobile" section with social media icons and a "page rating: 3.9". The main content area is titled "Cocoa Beach Pier SurfCam & Cocoa Beach Surf Report" and includes tabs for "photog galleries", "videos", "user photos", and "bikini photos". A "Webcast When Flashing" section shows a "Cam Pre Roll" video player with the text "Cam Pre Roll 480x350". To the right of the video player is a vertical "CAM SPONSORS" banner for "PAC SUN" with the text "Get \$2 in PacL SHOP N". Below the video player is a "cocoa beach surf conditions and audio surf report" section with a weather forecast showing "77° air" and "71° water". At the bottom right, there's an "event cr" section with "06/03 Anct Hiram's! G Now" and "surfing" options.

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Audio Advertising

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.



The screenshot shows the SurfGuru.com website interface. At the top, there are navigation tabs for "photog galleries", "videos", "user photos", and "bikini photos". Below these are two photo thumbnails: "NSSA Weekend at Sebastian Inlet" (dated 04/19) and "Central Costa Rica Surfing Photo" (dated 03/31). The main content area features a large video player for the "Cocoa Beach Pier Surf Cam" with a "Click to start control" button and a "Start Control" button. Below the video player is a text link: "can't see the Cocoa Beach Pier Surf Cam? [click here](#)". At the bottom of the page, there is a section for "cocoa beach surf conditions and audio surf report" with a video player showing "Waves: SE winds swell weekend waist to bigger sets, More surf coming next week.....".

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Text Ads

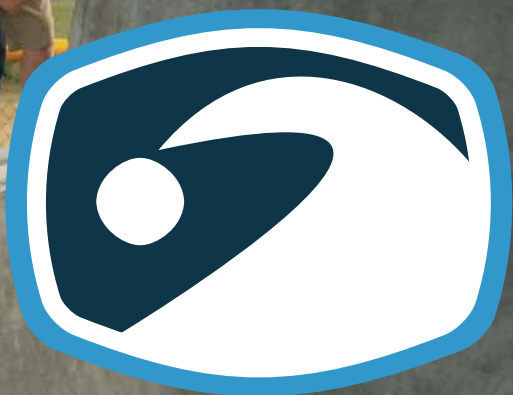
Promote your product, brand, or upcoming event with simple text ads on **SurfGuru.com**. This simple format can sometimes be overlooked and can provide better click through rates than traditional banner ads. **SurfGuru.com** can also provide "clean" text links embedded within our site on specific keyword pages for SEO purposes.



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.



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Contests & Promotion Integration

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.



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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.



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