

2012 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
60,000 monthly uniques
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

Medium Rectangle - 300x250

Wide Skyscraper - 160x600

Vertical Rectangle - 120x240

The screenshot shows the surf guru website with several banner ad placements:

- Leaderboard (728x90):** Located at the top right of the page, above the navigation menu.
- Wide Skyscraper (160x600):** Located on the right side of the page, next to the main content area.
- Vertical Rectangle (120x240):** Located on the left side of the page, below the 'surf cams' section.

The website content includes a navigation menu with links for home, reports, cams, forecast, wave model, news, fishing, music, food, photos, video, community, and links. The main content area features a 'The East Coast and Florida Music Scene' section with several articles, each accompanied by a small image and a brief description. The 'surf cams' section lists various camera locations across Florida, categorized by region (north, central, south).



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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 Source For East Coast Florida Surf Reports and Florida Surf Cams

Surf Guru Newsletter

surf guru

50th Anniversary
RON JON SURF SHOP

Florida Surf Reports

Home Reports & Cams Surf Forecast News Forums Music Food Photos Videos Blogs Fishing Links

guru mobile consume podcast share rate

Cocoa Beach Pier SurfCam & Cocoa Beach Surf Report

ON AIR

Webcast When Flashing

surf cams

All Guru Surf Cams

florida

- New Smyrna Beach
- Cocoa Beach Pier
- Downtown Cocoa Beach
- Cocoa Rich 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
- Hermosa Beach

party cams

- Main Street Pub
- Milliken's Reef
- Rusty's Port Canaveral
- Sandbar Cocoa Beach

cam SPONSORS

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CLICK HERE FOR MORE INFO

Cam Pre Roll
480x350

can't see the Cocoa Beach Pier Surf Cam? click here

cocoa beach surf conditions and audio surf report

view details

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

The Scoop:

77° air
71° water
SSE
10 - MPH

event calendar

- 06/03 Another Hiram's!
- Now
- + surfing!
- + your 2 c
- + 20 seco

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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.

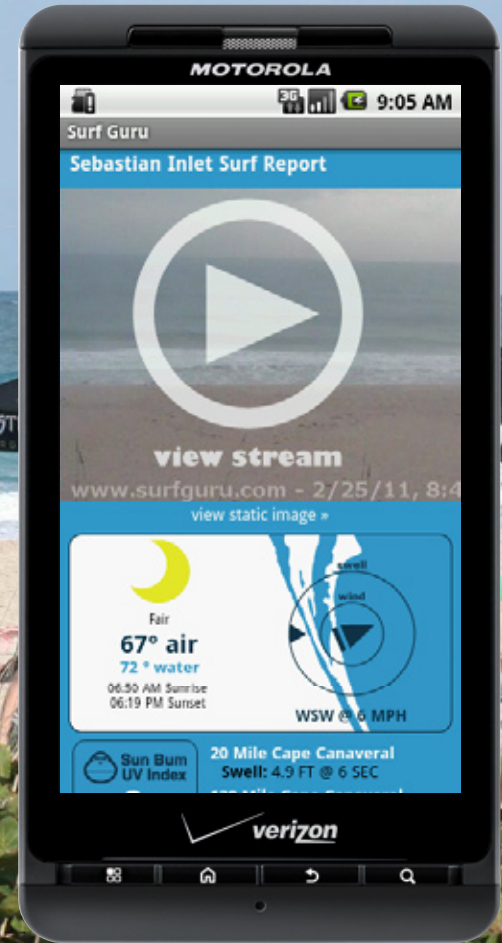


The screenshot shows the SurfGuru.com website interface. At the top, there are navigation tabs for "photog galleries", "videos", "user photos", and "bikini photos". Below these are two photo thumbnails: "NSSA Weekend at Sebastian Inlet" (dated 04/19) and "Central Costa Rica Surfing Photo" (dated 03/31). 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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Mobile Advertising

Go beyond the PC and promote your product, brand, or upcoming event anywhere. **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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Text Ads

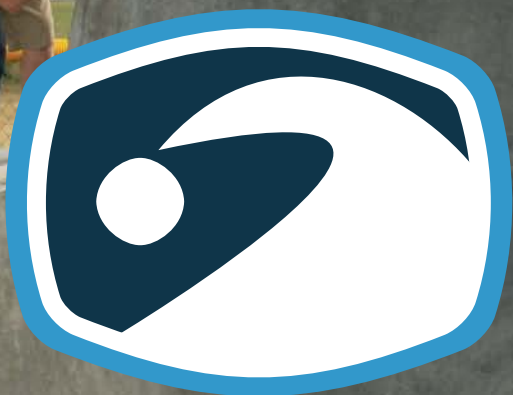
Promote your product, brand, or upcoming event with simple text ads on **SurfGuru.com**. This simple format can sometimes be overlooked and can provide better click through rates than traditional banner ads. **SurfGuru.com** can also provide "clean" text links embedded within our site on specific keyword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



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Start Advertising ...

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