

# Bowsite.com

*The #1 Bowhunting Website since 1996*



2012 Media Kit

## How much traffic does Bowsite.com get?

In our peak months (August– January) Bowsite.com averages 22,000-26,000 visitors per day on weekdays. During the off-season we average 18,000-22,000 daily. We received over 2.3 million absolutely unique visitors in calendar year 2011 and over 7 million total visitors. We averaged 2.9 million page views per month and the average session length spent is over 5 minutes. *These stats are provided by [Google Analytics](#) and based on 2011 results. All stats are verifiable to any prospective sponsor by request.*

Month	Unique Visitors	Page Views	Total Visitors	Ave. Time Spent
JAN	181,728	3,075,088	617,628	5:46
FEB	165,153	2,886,231	573,687	5:55
MAR	166,548	3,088,032	590,685	5:24
APR	147,531	2,603,869	513,978	4:59
MAY	143,671	2,399,677	483,682	4:47
JUN	148,547	2,314,214	490,251	4:56
JUL	171,928	2,337,895	525,085	4:50
AUG	217,628	3,128,419	644,582	5:17
SEP	230,598	3,245,924	656,213	5:24
OCT	272,747	3,505,798	739,793	5:15
NOV	278,126	3,241,112	711,332	4:48
DEC	210,422	2,719,231	590,948	4:59
<b>TOTAL</b>	<b>2,334,627</b>	<b>34,545,490</b>	<b>7,137,864</b>	<b>5:11</b>

## Digital Media is Less Expensive and More Effective than TV, Print, Radio...

There's a reason web advertising is on Fire. It is a far greater value, typically a fraction of the cost for magazines and TV Ads. It also provides guaranteed ad delivery. While TV shows quote available households, and magazines tout circulation numbers (Both will only tell you the *maximum potential* your Ad can reach) we guarantee all of your Ads are delivered to a screen. But Bowsite.com gives you more benefits than just Ad Delivery:

- **Target Specific Traffic ( example: target only elk hunters, or hunters from Wisconsin)**
- **Custom Management page delivers Real-Time Ad results**
- **Create multiple campaigns and then see which message is generating the most Buzz!**
- **Upload New Ads at any time with your own custom Ad portal**
- **Facebook Integration (optional)**



### Number One with all Big-Game Hunters

Because Bowsite.com has so much activity from hard-core traveling Bowhunters, we have also become the top destination for Rifle hunters too! You'll reach a wide audience for hunts, optics, clothing, gear and crossovers looking to start Bowhunting too!

## 2012 Sponsor Packages and Pricing

Package	Price \$	Banner on Homepage	Sponsor Listing	Flash?	Banners Home Page (HP) Targeted (T)	Banner in Big Game Sections	Logo on every page
<b>Outfitter</b>	<b>\$675 Annually</b>	yes	yes		+100,000 (HP)	Yes 1 pertinent sections	
<b>Silver</b>	<b>\$1500 Annually</b>	yes	yes		+100,000 (HP)	Yes 1 pertinent sections	
<b>Gold 250</b>	<b>\$2900 Annually</b>	Yes	yes		250,000 (T) +100,000 (HP)	Yes 2 pertinent sections	
<b>Gold 500</b>	<b>\$3,900 Annually</b>	yes	yes	yes	500,000 (T) +100,000 (HP)	Yes 2 pertinent sections	
<b>Gold 1 Million</b>	<b>6,500 Annually</b>	yes	yes	yes	1,000,000 (T) +100,000 (HP)	Yes 3 pertinent sections	
<b>Gold 2 Million</b>	<b>\$10,500 Annually</b>	yes	yes	yes	2,000,000 (T) +100,000 (HP)	Yes 3 pertinent sections	
<b>Skyscraper</b>	<b>\$4,750 Annually</b>	yes	yes	Yes	In rotation for one year (max 20) +100,000 (HP)	Yes 2 pertinent sections	
<b>Platinum</b> <i>1 per Market Segment</i>	<b>\$15,500 Annually</b>	yes	yes	Yes	No limit—Ads displays all Year	Yes all pertinent sections	Yes

### Which Package is Best for You?

**Outfitter**—Only available to outfitters, low cost and lots of value make this one of our top sellers.

**Silver**—perfect for manufacturers, booking agents, and companies looking to interact on our forums.

**Gold**—Display banners perfect for established companies and those looking to target specific markets.

**SkyScraper**—Large banner on Homepage Only. Great for Branding and cost effective too! Sold by calendar year.

**Platinum**—The Ultimate. Complete saturation, tens of millions of Ad views annually, Feature Content, and more. Perfect for market leaders and recognized brands. Only one available per category. Official Bowsite Sponsor!



## Ad Sizes and Options

250 x 250px  
Media Ad

80x80px Badge

728x90px Leaderboard

240 x 400px  
SkyScrapper

### Ad Sizes Available for:

- Platinum Level ●
- Gold Level ●
- Silver Level ●
- SkyScrapper Level ●

## Getting Started is Easy!

We make it easy to get online by doing **Everything** from Ad creation to Ad management and walking you through every step of the process. And it doesn't matter what level package you buy. Here's all it takes to get started:

- 1. Contact us and let us know what you are interested in. Our sales representative will call, or email you to answer any questions.**
- 2. We create your first Ad free of charge with your input and direction.**
- 3. Your Bowsite.com Ad campaign can be online that very same day.**

**Email—**[sales@bowsitemail.com](mailto:sales@bowsitemail.com)  
**Phone** Charlie Rehor, Bowsite Sales Manager  
**508-446-5747**



**New for 2012—DeerBuilder.com** is a new site both standalone, and within Bowsite.com dedicated to Food Plots and Habitat Management for Whitetail Deer!