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MEDIA KIT

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2016



**Coastalwatch** is Australia's most comprehensive surf website, with over 90 surf cameras around Australia streaming live vision. With live coverage of Australia's favourite beaches, complete with local surf reports and expert surf forecasts.

**Check the surf** and more with Australia's largest surfing audience. In a World where consumers expect everything live or on demand, Coastalwatch connects surfers instantly to surfing like no other platform in Australia.

**Coastalwatch provides** a unique opportunity for advertisers to target their customers on a local, regional or national level.



## WEBSITE STATISTICS

### COASTALWATCH

Page Impressions: **3,600,000**

Unique Browsers: **521,000**

Time on site: **2:41**

Daily Active Users: **41,000**

### COASTALWATCH PLUS

(Membership audience)

Page Impressions: **755,000**

Unique Browsers: **17,480**

Time on site: **4:40**

(Jan 2015 – Google Analytics)

### GEOGRAPHICS

NSW	51%	WA	5%
QLD	33%	SA	1%
VIC	9%		

### AUDIENCE

**95%** - Australian residents

**40%** - Mobile or Tablet

**90%** - Interested in Fishing,  
Boating & Camping

**28%** - Work in Construction,  
Trade, Engineering or Mining

**80%** - have an income over \$50K

**78% Male 22% Female**

### AGE DEMO

**13%** 44+

**18%** 35-44

**25%** 25-34

**34%** 18-24

**10%** <18

### EMAIL NEWSLETTER

**55,000** subscribers

**45%** open rate





## NATIVE ADVERTISING

We understand that no one brand is the same and no one campaign is the same. That's what drives our special projects. They are bespoke built to deliver unique experiences for brands with unique objectives with real measurable results. Big Audience + Great Creative execution. That's our strength. We have the biggest audience, and a unique set of skilled people. There's no other company like us in Australia.

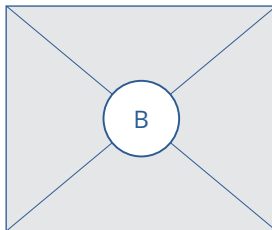
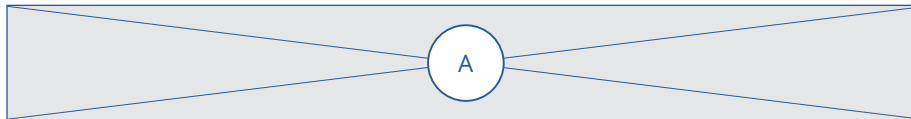
We offer 5 types of 'Native Advertising' on Coastalwatch and our social media channels:

1. Sponsored Post
2. Sponsored Video Post
3. Brand Video Post
4. Sponsored News Post
5. Social Media Post

## ADVERTISING SPECS AND PRODUCTION INFORMATION

	Dimensions (px)	Format	Animation	Maximum Filesize
LEADERBOARD	728 x 90	JPG, GIF, HTML5	Yes (15 sec animation)	40kb
MEDIUM RECTANGLE	300 x 250	JPG, GIF, HTML5	Yes (15 sec animation)	40kb
BACKGROUND SKIN	1920 x 1200	JPG	No (static only)	150kb
EDITORIAL IMAGE	800 x 450	JPG	No (static only)	150kb
VIDEO PRE-ROLL	4:3 or 16:9	FLV, MPEG, MOV, AVI	15 secs or 30 secs	2 Mbps bitrate

AD DIMENSIONS SHOWN ARE THE RIGHT PROPORTIONS BUT NOT TO SCALE



A - LEADERBOARD 728 x 90

B - MEDIUM RECTANGLE 300 x 250

**DELIVERY:** Creative should be provided for testing at least three working days prior to campaign commencement. If you are using a third party dynamic solutions four working days is required for testing. An accompanying static image file also needs to be supplied as a back up for all rich media advertisements.

## ADVERTISING RATES



### **Directional Media**

- Leaderboard – \$30/cpm
- MREC – \$40/cpm

### **Rich Media**

- Expandable – \$60/cpm
- Page Take Over – \$4,000/day
- OTP – \$60/cpm
- Splash Screen – \$4,500/day

### **Permanent Button**

- \$2,000/day

### **Camera Sponsorship**

- \$1,000/day

### **Video**

- Pre-roll – \$60/cpm

### **Surf Cam Target**

- 25% loading

### **EDM - Monthly**

- Database – \$3,500 MREC

### **Solus Email**

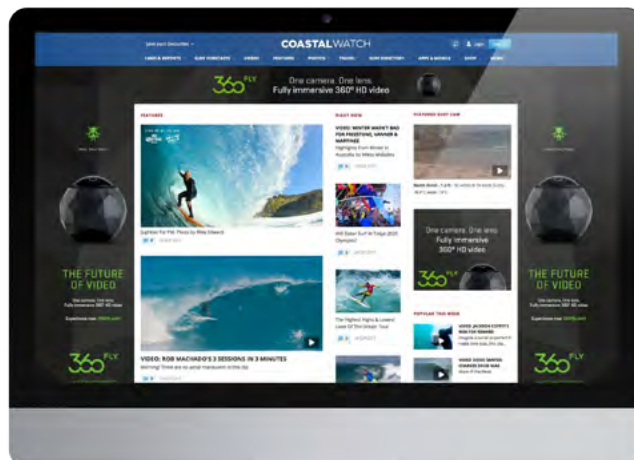
- Database – \$7,000

## PAGE BACKGROUND SKIN

The Background Skin is a high-impact and high-reach custom ad placement. The Background Skin arches side to side between the site's header section and content pane. Integrating nicely with the top Leaderboard.

- Less than 150kb
- The aforementioned branding must be located within the standard gutter space (125 width on either side of the page content)
- Background image skin must be a static .jpg, animation is not allowed.
- This product is only supported on desktop devices.

\* For a better understanding, please visit [www.3cmg.com.au/ad-specs](http://www.3cmg.com.au/ad-specs) for examples and download the PSD template "Background Skin Slicing Template." This template shows the area to be filled with artwork and helps to prepare your creative.



## CONTACTS



### **NATIONAL SALES MANAGER**

Doug Lees

02 9965 7311

0405 100 044

[doug.lees@coastalwatch.com](mailto:doug.lees@coastalwatch.com)

### **NSW SALES MANAGER**

Warren Randell

0411 818 471

[warren.randell@coastalwatch.com](mailto:warren.randell@coastalwatch.com)

### **CAMPAIGN MANAGER**

Miles Finlay

02 9965 7365

[mfinlay@coastalwatch.com](mailto:mfinlay@coastalwatch.com)

