



Media Information 2009



# Contents

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**MediaDrive Overview**

**Why online advertising?**

**Campaign Optimisation**

**Audience Segments**

**Sample Websites**

**Creative Formats**

**Additional Marketing Solutions**

**Ratecard**

**Contact**



# Overview

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- Mediadrive is a specialist online media company targeting UK golfers across a selected portfolio of websites
- We deliver over 4,000,000 ad impressions to over 250,000 UK golfers, monthly
- Advertisers can reach a network of quality golfing websites through a single point of contact
- Grouped together, these websites create a significant segment of a high value target group
- MediaDrive's targeted media provides reach to new audiences not covered by traditional golf media or mainstream golf related websites



# Why Online Advertising?

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Higher user interaction than traditional media

Click through rates and conversions are recorded

Real-time feedback to advertisers on audience participation

Optimisation of ad delivery creates effective campaigns

Measurable and accountable return on investment



# Campaign Optimisation

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## Achieving Successful Performance

MediaDrive analyses the performance of your campaign to ensure we give you every chance of success. We are able to track ad clicks or conversions which allows us to maximise the performance across our portfolio of publishers

## Choice of Single Site or a Selection of Sites

Advertisers can choose which sites they wish to appear on. Performance can be analysed so ongoing campaigns can be targeted towards the best performing publishers

## Click Based Campaigns

Clicks can be tracked and ad delivery can be increased or decreased towards the best performing creatives



# Audience Segments

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# Website Samples

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## Golf Club Members – 55,000 UU

Golf Clubs Websites (85 clubs - 600 uniques' per club)

[www.mortonhallgc.co.uk](http://www.mortonhallgc.co.uk)

[www.cradoc.co.uk](http://www.cradoc.co.uk)

[www.knebworthgolfclub.com](http://www.knebworthgolfclub.com)

[www.wbgc.co.uk](http://www.wbgc.co.uk)

## Game Improvement Players – 40,000 UU

Game Improvement and Information Websites

[www.myswingzone.com](http://www.myswingzone.com)

[www.golfshake.com](http://www.golfshake.com)

[www.golfwrx.com](http://www.golfwrx.com)

[www.oobgolf.com](http://www.oobgolf.com)

## Holiday and Travelling Golfers – 70,000 UU

Course Location and Destination

[www.uk-golfguide.com](http://www.uk-golfguide.com)

[www.golf-finder.net](http://www.golf-finder.net)

[www.theinternetgolfclub.com](http://www.theinternetgolfclub.com)

## Nomadic Golfers – 25,000 UU

Tee Booking Sites

[www.teeofftimes.co.uk](http://www.teeofftimes.co.uk)

[www.openclubcompetitions.co.uk](http://www.openclubcompetitions.co.uk)



# Standard Creative formats

MediaDrive serves Internet Advertising Bureau recommended creative sizes.

Our publishers endeavour to position their ad placements above the fold ensuring each campaign has the best possible chance of success.

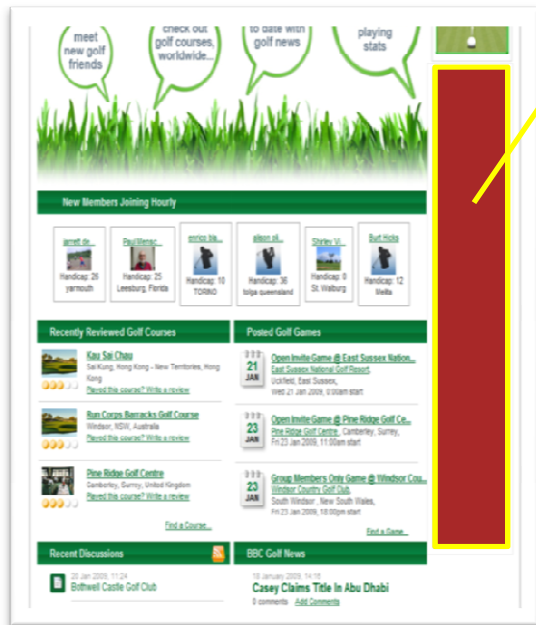
The most prevalent size is the 468x60 which appears at the top of the home page of most publishers.



\*All sizes are in pixels



# Standard formats cont.



Skyscraper  
120x600



Creatives formats include JPG, GIF, SWF, HTML  
Rich media inc expandable banners  
Standard file size: up to 30KB



# Additional Marketing Solutions

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## Sponsorship

Sponsorship of specific sections such as travel, equipment, courses. These packages can be tailored to include tenancy banners, logos added to site placements, competitions or giveaways

## Homepage Takeover

Have the entire home page dedicated to your brand including all advertising positions. Ideal for new product launches and high impact campaigns. The homepage takeover can also include specific creative content added to the publishers site

## Advertorials

Microsites and advertorials are available allowing you to go beyond the banner and add content to the site to get your message across. We can host these predesigned webpages which can include discussion forums, owners clubs etc.

## Video/pre Roll Advertising

Have your video ads played as pre or post roll within the video sections of our sites. Video advertising is a growing opportunity amongst the publishers we work with allowing advertisers to create a branded video advertisement.



# Additional Marketing Solutions

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## Newsletter Advertising

Advertise display or text adverts in our publishers newsletters. Ideal for the promotion of specific offers as the advertising can contain text and images. Suggested formats also include competitions for readers and special discounts for recipients.

## Competitions

Competitions can also be created in conjunction with the website. Our publishers are willing to run competitions within their site content giving added value to users experience.

## Email Targeting

Target opt-in recipients via our email database of 90,000 subscribers. Emails can be designed by the advertisers and distributed via MediaDrive. Demographic and geographic targeting can also be applied



# Contact

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