



## Professional Golfers Association of New Zealand

[www.pga.org.nz](http://www.pga.org.nz)

### **Online Banner Advertising**

The Professional Golfers Association of New Zealand has a website at [www.pga.org.nz](http://www.pga.org.nz), which for the 2008 year saw:

- An average of over 281 visitors per day
- 34,028 were first time visitors
- 103,000 total user sessions in 2008

Our weekly e-newsletter branded "Friends of the PGA" is sent to over 2000 subscribers. Banner placement is available beside the headline stories, right at the top of the e-newsletter.

### **Further Information:**

For all advertising and sponsorship enquiries, please contact:

Chief Executive

Duncan Simpson

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## Specifications and Costs

April 2009

**Costs:** All costs are fixed per month, unless otherwise specified  
**Resolution:** 72 dpi  
**Acceptable formats:** .gif, animated .gif, .swf

**Type:** Skyscraper  
**Position:** Right hand side of homepage  
**Width x Height:** 160 x 600  
**Max file size:** 25k  
**Placement:** Homepage only



Exclusive	Half Share	Third Share	Quarter Share
\$500	\$260	\$175	\$135

**Type:** Rectangular  
**Position:** Bottom of second column of homepage content  
**Width x Height:** 200 x 250  
**Max file size:** 20k  
**Placement:** Homepage only



Exclusive	Half Share	Third Share	Quarter Share
\$250	\$130	\$85	\$65

**Type:** Homepage news  
**Position:** Under news briefs on homepage  
**Width x Height:** 350 x 60  
**Max file size:** 10k  
**Placement:** Homepage only



Exclusive	Half Share	Third Share	Quarter Share
\$100	\$60	\$40	\$30

**Type:** Standard  
**Position:** Top of page  
**Width x Height:** 468 x 60  
**Max file size:** 20k  
**Placement:** All pages except homepage



Exclusive	Half Share	Third Share	Quarter Share
\$300	\$160	\$110	\$80

**Type:** Side banner  
**Position:** Under the side menu  
**Width x Height:** 150 x 100  
**Max file size:** 10k  
**Placement:** All pages except homepage

Exclusive	Half Share	Third Share	Quarter Share
\$100	\$60	\$40	\$30



**Type:** E-newsletter  
**Position:** To the right of the headline stories  
**Width x Height:** 250 x 200  
**Max file size:** 20k  
**Placement:** E-newsletter  
**Duration:** 4 editions

Exclusive only
\$500

