



**VORB.ORG.NZ**



Vorb, New Zealand's most popular cycling website, won "Best Sports & Recreation Website" at the 2006, 2007, 2008 and 2009 People's Choice Netguide Awards. It is the destination for avid cyclists and contains forums, events, news, videos, photos and products. Target an active audience with high household incomes.

## AUDIENCE STATISTICS

**Page Impressions**  
424,481 (per month)

**Unique Browsers**  
46,426 (per month)

**Average Daily Unique Browsers**  
1,548

## AVAILABLE INVENTORY

### Website

Big Banner 760 x 120  
Skyscraper 160 x 600  
Rectangle 300 x 250

### Newsletter

Big Banner Advertising  
23,320 Subscribers (weekly)

Source: Google Analytics April 2012



## VORB 2010 ADVERTISING PACKAGES

### VORB - ADVERTISING DISPLAY

1

**This is ideal to generate brand exposure across all sites and the Vorb community:**

- Big Banner - 760 x 120. File Size: 35kb Cost: \$20+GST per 1,000 Page Impressions.
- Skyscraper - 160 x 600. File Size: 35kb Cost: \$20+GST per 1,000 Page Impressions.
- Rectangle - 300 x 250. File Size: 35kb Cost: \$20+GST per 1,000 Page Impressions.

**Page Impressions per week: 204,858.**

**Unique Browsers per week: 12,743.**

### VORB - SUPPORTERS TILE

2

**This is ideal for advertisers wishing to get excellent brand exposure to a large targeted audience:**

- Linked rotating tile featuring your logo on every page of the cycling section of the Vorb website.
- Promotion of your products / services via (supplied) press releases on the Vorb homepage and weekly newsletter.
- High Priority listing in Directory Section of the Vorb website.
- Linked text link to your website on every page of the Vorb website and weekly newsletter.
- 12 month annual plan which runs from Feb 1st 2010 to Jan 31st 2011.

**Cost: \$250+GST per month.**

### VORB - PRODUCT FEED

3

**This is ideal for advertisers with online stores who wish to directly target their products to the Vorb audience:**

- Automated display of all of your online store products in the Stores section of Vorb website.
- Automated display of your online store products at random on some pages of Vorb website.
- Display of related products during Vorb user searches.
- Display of a featured product in every weekly Vorb newsletter (10,000+ recipients).
- Promotion of your products / services via (supplied) press releases on the Vorb homepage and weekly newsletter.
- High Priority listing in Directory Section of the Vorb website.
- Linked text link to your website on every page of the Vorb website and weekly newsletter.
- Unlimited click throughs to your products.
- Automated monthly reports.
- 12 month annual plan which runs from Feb 1st 2010 to Jan 31st 2011.

**From \$250+GST per month**

**Sign up and receive Vorb Supporters Tile at no extra cost.**



## VORB 2010 ADVERTISING PACKAGES

### VORB - EVENT PROMOTION

4

**This is ideal for event promoters with who wish to directly target the Vorb audience.**

- An emphasised Event Listing in the Events Section of the Vorb website.
- A listing in the Featured Events section on the Homepage for 1 month.
- A listing in the Featured Events section on the Events Section for 2 months.
- Promotion of your event via (supplied) press releases on the Vorb homepage and weekly newsletter.

**Cost: \$250+GST per event (bulk event listings by negotiation).**

### VORB - NEWSLETTER

5

**This goes weekly to the Vorb community. Ideal if you want to reach the cycling community.**

- Big Banner - 760 x 120. File size: 35kb

**Cost: \$400+GST per newsletter.**

**Weekly Subscribers: 23,320.**

### VORB - TESTIMONIAL

“ Ground Effect have been advertising with Vorb since the giddy post Y2K days where web advertising was seen as the next big thing. We were all for supporting Vorb and it's followers but weren't necessarily holding out for a big sales return. Move forward 5 years and The Goose has Landed. Vorb is now our largest referring site - giving us a measurable return on monthly sales and far exceeding the advertising spend to sales ratio that we receive from traditional print advertising. Bring on world domination! ”

**Laurence Mote - Ground Effect**