



Fax / Phone: 250-562-5613
Email: info@pgrhl.ca
Web: www.pgrhl.ca

The following information is current to October 23, 2002

The PGRHL would like to invite you to explore a powerful new advertising medium for reaching a large and diverse segment of the population of Prince George and surrounding areas.

The PGRHL Web site, located at www.pgrhl.ca, is a highly successful Web site that has been in operation for a year. The site has met with tremendous success, as evidenced by viewer responses to the site and by the volume of visitors who reach the site monthly during the operational season.

We encourage you to take the time to view the site and see for yourself. We are proud to say that we believe this to be the best amateur hockey site in all of North America.

The PGRHL Web site is an excellent medium for advertising. The information presented in this handout will demonstrate why it is the right choice for your advertising dollars.

League Statistics

The PGRHL is a recreational hockey league. This means that the players come from a wide and diverse demographic background. The players are business owners and workers throughout Prince George and surrounding areas. This represents a wide and diverse range of potential customers for the advertising client.

- ✓ Over 40 years in operation
- ✓ Over 800 active members
- ✓ Over 300 active support members
- ✓ Large and diverse fan base

Site Statistics

The following statistics are based on internal monitoring of site activities during the peak season, which runs from September through March of every year.

- ✓ 15,000 page views per week on average
- ✓ 1200 pages viewed per day on average

This is more activity than is seen on the Web sites of some of the most popular hockey teams in the Prince George area. What this means to the advertiser is:

- ✓ Large and targeted audience
- ✓ High site through-traffic
- ✓ High level of exposure

How it Works

Advertising on the Web is not the same as advertising through other media. In many ways, advertising online is a far more accurate means of reaching target audiences. Through built-in reporting methods, the advertiser is able to determine exactly how many people saw their ad and when those ads were shown.

Advertising on the PGRHL Web Site

The basic Web page ad consists of a digital ad that is stored in our database. The ad is put into rotation on the site and will be selected at random for display on the pages that are requested by the site's visitors. Every time an ad is shown, or clicked on, logs are generated. The information contained in these logs is used to generate client reports and invoices at month end.

PGRHL Client Services

The PGRHL is dedicated to serving their advertising clients well. The following is a synopsis of what you can expect from the PGRHL when you choose to advertise on our Web site:

1. Freedom to set your own spending limits on a monthly basis. For example, if you only wish to spend \$150.00 per month, your ads will stop displaying when your limit is met and they will start again at the beginning of next month. Our site will do its best to spread your ad throughout the month to avoid your limit being reached too early.
2. Ability to set time limits per ad. Clients will have the ability to make an ad time sensitive. For instance, if an ad is focused on the advertisement of a time-sensitive sale, the client can specify a start date and an end date for showing the ad.
3. Personalized customer services. PGRHL customers can expect very personalized services through Allen Hines, the administrator for the PGRHL. What this means is that you will not be treated as a number. The league recognizes that client needs are unique and will work with the client to ensure their satisfaction.

How Ad Costs are Calculated

The PGRHL Web site has a built-in advertising component that randomly selects ads for display on the pages that Web site users request. Ad costs are accurately reported via an integrated ad system within the PGRHL Web site. Ad customers are given monthly invoices that detail the charges. The following factors determine ad costs:

1. Number of times an ad is shown. No cost is incurred unless the ad is displayed.
2. Number of times your ad is clicked on, if you have supplied a link for the ad.
3. Current display and click rates.
4. Client specified spending limits.
5. Any applicable discounts

Banner Ad Size and Costs

The banner ad comes in only one size. The advantage of the banner ad is that it will appear alone at either the top of the Web page, thereby increasing exposure for the ad client. Costs for the banner ad are as follows:

Ad type	Size in pixels
Banner	60h x 470w



Banner ad example shown at actual size of 60h x 470w pixels

Note: Please contact the league administrator for further details regarding pricing and ad development costs.

Panel Ad Sizes and Costs

Panel ads come in three different height sizes. All panel ads are set at a standard 125-pixel width to allow for seamless integration into the PGRHL site structure.

Ad Type	Size in pixels
Panel Type 1	50h x 125w
Panel Type 2	100h x 125w
Panel Type 3	200h x 125w



Panel Ad type 3



Panel Ad type 2



Panel Ad Type 1

Note: Please contact the league administrator for further details regarding pricing and ad development costs.

There is no extra cost for including a link with your ad, though an additional fee will be charged every time your ad is clicked on from within the PGRHL site. The reports that the client receives details how many times their ad was clicked on.

Ad development costs vary according to the client's needs. A basic ad is an ad with no dynamic components whatsoever, nor any moving images. Flash-based ads, rotating gifs, and dynamic ads will cost more to develop and will be assessed on a per-client basis.

There is a one time advertising account set-up fee of \$25.00.

If you have any questions, or require any additional information, please contact the league administrator at:

Allen Hines, administrator

Prince George Recreational Hockey League

Quesnel Recreational Hockey League

Prince George Gentleman's League

Phone or Fax: 250-562-5613.

Email: info@pgrhl.ca

Thank you!