

Build traffic & loyalty easily and affordably. No one offers more content in more ways!

Snow, Skate, or Surf, Action Sports Interactive offers the best in cost effective content specifically designed to boost traffic and customer retention.

Used stand-alone or combined with other campaigns, our **unique content** and data services **draw customers to your site**, and make them come back more frequently. We provide your site with information your audience wants to check on daily – the latest snow reports, surf reports, lift ticket prices, trail maps – the details they need, and need often.

From simple services such as SnowBox – our easy to use snow report service, to inTouch – a highly effective **opt-in marketing** program, you can combine the content your audience wants to see daily with your marketing message and brand.

Call Today for a Free Customized Demo!
Call (216) 244-2287



Our Content Programs

- Turnkey or Highly Customizable
- Web, Email, or Mobile Programs
- Content for Every Need



Affordable
Effective
Unique

Content Programs

Services to Match Every Need – And Budget

Choosing the Right Service	Paid Yearly	Paid Monthly*	Available Content		Requires Programming	Customizable	Provided As
			Snow Reports	Everything			
SnowBox / SurfBox Add snow or surf reports to your site instantly	\$249	\$25	◆		No	Low	Web Page Snippet
Add-a-Guide Turnkey content program for professional sites.	From \$1,000	From \$100	◆	◆	No	Medium	Custom Web Pages
EasyFeed Custom data feeds for larger sites.	From \$1,000	From \$100	◆	◆	Yes	High	XML Data Feed
inTouch Opt-in email snow report & marketing system.		From \$1,750	◆		No	Medium	Hosted Email Service

*12 month minimum on all monthly programs. Requires automatic credit card billing.

Why Use Content?

- **Boost Traffic** – quite simply, adding content will increase traffic to your site
- **Increase Search Engine Rankings** – by adding content with relevant terms, you'll increase organic search engine rankings on major search engines
- **Build Relationships** – use content to become more involved with your customers, helping build real relationships
- **Increase Frequency** – content gives customers a reason to visit your site more often, and they will!
- **Get Saturation** – when consumers come back to your site more often, they'll be exposed to your messages more often

Why ActionSports Interactive?

- **More Content** – snow, skate, surf, wake and more, we offer more content
- **More Options** – simple, turnkey, or highly customized, we provide services that fit every need
- **Unique Programs** – from EasyFeed to inTouch, special programs not offered elsewhere
- **Constant Updates** – our content is updated constantly, all year long
- **Easy and Affordable** – there is no easier or better way to build traffic affordably!

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Samples, Examples, and More Information:

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SnowBox / SurfBox

The affordable way for small businesses to gain more traffic



**Add SnowBox to ANY
Web Page in Minutes!**

Alpine / Snowboard	New	Base
Arapahoe Basin	1"	48-50"
Aspen	0	0"
Aspen Highlands	0	0"

**Resort List
New Snow
Base Snow
Surface
Comments**

**Provides Simple, Automatically Updated
Snow Reports for the Areas of Your Choice**

If customers come into your store or visit your web site, its pretty likely that they ski, surf, or snowboard. Why not bring them back to your site on a daily basis! With SnowBox or SurfBox, you can place a "box" on any page on your web sites displaying updated local conditions.

How it Works

Once you've signed up, we'll send instructions and code to add to any web page on your site. Simply copy and paste the code, and you're up and running in as little as 5 minutes!

What's Included

- **Simple Snow or Surf Reports** – display simple reports for the local spots of your choice
- **Installs in Minutes** – add snow reports to any web page on your site in minutes, without programming
- **Totally Automated** – reports are updated automatically, no need to make changes once you've installed
- **Builds Traffic** – gives your customers a reason to visit your site more often, or even every day!

Pricing

\$249 yearly, or \$25 monthly* per web site

Call Us to See a Live Example!

Add-a-Guide Content Service

The easy and effective way to build your brand while building traffic

Your Existing Web Site

Our Content Added to Your Pages

You Choose the Content We Build it Into Your Site

Alpine / Snowboard		New	Base
Arapahoe Basin		1"	49-50"
Aspen		0	0"
Aspen Highlands		0	0"

Lift Tickets		Full Day	Adult	Junior	Senior
Aspen		\$46	\$39	\$15	\$15
Aspen Highlands		\$15	\$15	\$15	\$15

Mountain

Summit: 9,637 Ft / 2.9
 Base: 6,835 Ft / 2.1
 Vertical: 1,802 Ft / 549
 Acres: 2,400 Ac / 963
 Annual Snow: 450" / 1,143cm
 Snowmaking: 90%

Terrain

● 25%
 ■ 40%
 ◆ 35%

Designed for larger sites, Add-a-Guide provides content with more depth than SnowBox, but without the hassle of programming or technical integration. Simply choose from our huge list of "guides" you can add to your site, and we'll create, brand, and host custom web pages that integrate into your current web site, marketing campaign, or stand-alone micro-site. **Also available for wireless sites!**

No programming is necessary, and you get the benefit of **more page views** and much **higher repeat visitation** from your market.

What's Included

- **Choice of Content** – from snow reports to ski club information
- **Customization** – pages built to match your current web site or campaign
- **Integration** – web pages added to your site without programming
- **Maintenance** – updated data is automatically provided

Pricing

Starts at around \$1,000 yearly or \$100 monthly

Call Us for a Free Live Demo!

Available Content

Ski Resort Guides	Snow Reports	Maps & Images	Winter Sports Guides	Skateboarding Guides	Surfing Guides
<ul style="list-style-type: none"> ○ Alpine ○ Nordic ○ Backcountry ○ Snowboard 	<ul style="list-style-type: none"> ○ Alpine ○ Nordic ○ Snowboard ○ Weather 	<ul style="list-style-type: none"> ○ Trail maps ○ Terrain park Maps ○ Snow Cams ○ Location Maps 	<ul style="list-style-type: none"> ○ Retailers ○ Gear ○ Events ○ Ski Clubs ○ Racing 	<ul style="list-style-type: none"> ○ Schools ○ Camps ○ Film / Video ○ Lodging ○ Travel 	<ul style="list-style-type: none"> ○ Skate Parks ○ Retailers ○ Gear ○ Events

Or, call us for custom solutions. We'll get whatever content you need.

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Samples, Examples, and More Information:

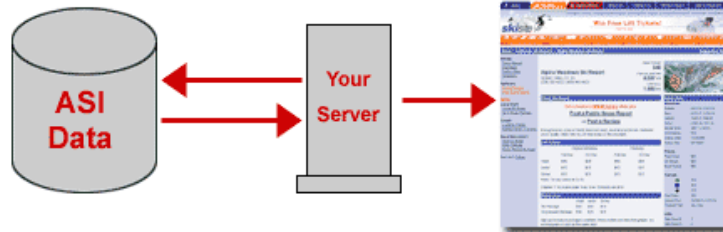
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EasyFeed Content Service

Helping you create highly effective marketing and a world-class presence



Your Server Accesses Our Data
Create and Serve Your Own Custom Page or Application

Mountain
 Summit: 8,837 Ft / 2,833 M
 Base: 6,835 Ft / 2,083 M
 Vertical: 1,802 Ft / 540 M
 Acres: 2,400 Ac / 971 Ha
 Annual Snow: 460" / 1,143cm
 Snowmaking: 90%

Lift Tickets

	Full Day	1/2 Day
Adult	\$46	\$39
Junior	\$15	\$15
Senior	\$15	\$15

Alpine / Snowboard

	New	Base
Arapahoe Basin	1"	48-50"
Aspen	0	0"
Aspen Highlands	0	0"

Terrain

- 25%
- 40%
- 35%

Access Anything!

- Snow Reports
- Trail Maps
- Ski Clubs
- Retailers
- Much More

While Add-a-Guide provides a turnkey solution, EasyFeed gives you direct access to our content repository through an XML based API. Simply stated, you get full access and full control of data, enabling you to grab just the information you need to build action sports applications. You're not subject to the design limitations of Add-a-Guide, and have the ability to build unique combinations of content to suit the needs of your audience.

Need a raw list of ski resort names in Colorado to display on your web site? Or perhaps just the trail map for Vail? With EasyFeed, you can request information such as this in real time, gaining exact control over how its presented or used on your web site, or within your marketing programs.

For example, you could build your own backcountry ski areas section on your web site, or build a custom section about resorts in Italy during the Olympics. The possibilities are endless, as is the potential for increased traffic and a stronger bond with your audience

What's Included

- Full API Access – access any and all content in our repository
- Maintenance – updated data is automatically provided
- Unlimited Possibilities – dream up any application or campaign!

Pricing

Starts at around \$1,000 yearly or \$100 monthly

Call Us for a Free Live Demo!

Available Content

Ski Resort Info

- o Alpine
- o Nordic
- o Backcountry
- o Snowboard

Snow Reports

- o Alpine
- o Nordic
- o Snowboard
- o Weather

Maps & Images

- o Trail maps
- o Terrain park Maps
- o Snow Cams
- o Location Maps

Winter Sports Info

- o Retailers
- o Gear
- o Events
- o Ski Clubs
- o Racing

- o Schools
- o Camps
- o Film / Video
- o Lodging
- o Travel

Skateboarding

- o Skate Parks
- o Retailers
- o Gear
- o Events

Surfing

- o Surf Spots
- o Retailers
- o Gear
- o Events

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inTouch Snow Report Email Service

Creating a loyal following by serving your customers

Branded to Match Your Site



Local Snow Reports Area

Custom Areas: Add Anything!

Reach out to your core market each morning by sending them local snow reports along with information about store events or promotions in a customized daily email!

In short, *inTouch* sends an email each morning to opt-in subscribers you collect from your web site or load from lists you've collected. *inTouch* provides your customers information relevant to their sport – every day! Along with the report, you have the chance to tell them about products, events, contests, and more – continuously – **building a much stronger** relationship with them in the process. Instead of using seldom read newsletters, reach them every day with information relevant to the use of the products you sell!

What's Included

- **Choice of Content** – send snow reports, promotions, etc
- **List Building** – builds an opt-in subscriber list from your site
- **List Import / Export** – manages list information easily
- **Bounce Management** – automatically handles bounces and unsubscribe requests
- **Customizable** – designed to exactly match your branding or current campaigns
- **Fully Automated** – email sent every day with no work on your end

Pricing

Setup Fee: Around \$1,750

Charge Per Email: Around \$0.005 per email