



# The Mountain Action Network

Leaders in Mountain Sports Marketing

## Email Programs

Updated May 2009

### Email Marketing Targeting Active Skiers, Riders – and Ski Clubs / Groups

Reaching tens of thousands of targeted email addresses, our programs deliver your message to exact audiences with a history of cost effective results.

- **Ultra Targeted** – Segmented to reach exact local markets and customers
- **Results Measured** – Real-time click tracking included
- **Proven History** – Opt-in lists with years of credibility and proven results
- **Customizable / Turnkey** – High visibility ads, or completely custom email blasts
- **Value Driven** – Affordable rates pegged to results

**\*\* Book Early and Save \*\***

Book now and lock in today's lower subscriber numbers at reduced rates before space is booked and subscriber numbers increase during the season. Call for details.

Popular Spots Sell Quickly  
Reserve Space Today!

Call (216) 244-2287



### Programs at a Glance

#### Choosing the Right Advertising

◆ Great Fit    ■ Good Fit    ● Poor Fit

#### Choose Your Target Market

| Email Service                        | Distribution | Frequency  | Geography     | Skiers | Snowboarders | Groups |
|--------------------------------------|--------------|--|---------------|--------|--------------|--------|
| Snow Report – RealConditions.com     | 12,000+      | Daily (in season)<br>Twice (pre-season special editions) | North America | ◆      | ◆            | ■      |
| Newsletter – Mountain Action Network | 25,000+      | Weekly (in season)<br>Monthly (summer)                   | North America | ◆      | ◆            | ■      |
| Newsletter – Mountain Sports Club    | 12,000+      | Bi Monthly (in season)<br>Monthly (summer)               | North America | ◆      | ◆            | ■      |
| Dedicated Custom Blast – Consumer    | 25,000+      | 3 / month  | North America | ◆      | ◆            | ■      |
| Dedicated Custom Blast – Ski Clubs   | ~ 1,000      | 1 / month  | North America | ■      | ■            | ◆      |

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#### Samples, Examples, and More Information:

**West:** John Siewierski (303) 554-0222 [jsiewierski@gmail.com](mailto:jsiewierski@gmail.com)  
**East:** Greg Gantzer (216) 244-2287 [info@skisite.com](mailto:info@skisite.com)

## Snow Report – RealConditions.com

**Hits the cream of the crop DAILY – frequent skiers and riders who travel**

Our daily snow report email reaches the cream of the crop: frequent skiers and riders that travel and buy gear often. Emails sent to thousands each and every morning during the ski season and include that day's local snow report, customized for the area in which the subscriber lives. Rates shown below are CPM based (rate per thousand emails sent), and are based on the number of total subscribers.

|   |      |      |     |        |                    |
|---|------|------|-----|--------|--------------------|
| <b>A: Title Sponsor – run once from \$360, 30 days from \$2,880*</b><br>Coveted top-of-email spot gets attention! and reaches the core audience of frequent<br>*** Ask about our special full season sponsorship – includes unique benefits *** | 1x   | 7x   | 30x | Season |                    |
|   | \$30 | \$15 | \$8 | Call   | Ad Size: 575 x 120 |
| <b>B: Deal of the Day – Retail – run once from \$108, 30 days from \$1,440*</b><br>Special spot dedicated to retail specials uniquely trains the audience to look for that day's deal on gear.  | 1x   | 7x   | 30x | Season |                    |
|   | \$9  | \$6  | \$4 | Call   | Ad Size: 275 x 90  |
| <b>C: Deal of the Day – Lodging / Travel – run once from \$108, 30 days from \$1,440*</b><br>Special spot dedicated to lodging and travel specials uniquely trains the audience to look for that day's unique offers.                           | 1x   | 7x   | 30x | Season |                    |
|   | \$9  | \$6  | \$4 | Call   | Ad Size: 275 x 90  |

\*pricing based on 12,000 recipients



**Title Sponsor**  
**News / Info**  
**Deal of the Day**  
**Snow Reports**

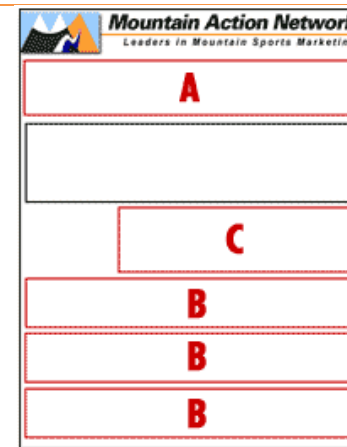
## Newsletter – Mountain Action Network

**Provides the largest possible audience of enthusiasts**

Provided weekly during the season and monthly in the off season, the Mountain Action Network newsletter provides news and highlights deals and offers to a wide audience. Rates shown below are CPM based (rate per thousand emails sent), and are based on the number of total subscribers.

|  |      |      |      |        |                    |
|--|------|------|------|--------|--------------------|
| <b>A – Top Sponsor / Advertorial – run once from \$1000, four times from \$1500*</b><br>Large, highlighted top of email area can include a headline, copy, image, and drop page, and can be presented in advertorial style to entice readership. | 1x   | 2x   | 4x   | Season |                    |
|  | \$40 | \$25 | \$15 | Call   | Ad Size: 580 x 100 |
| <b>B – Body Sponsor / Advertorial – run once from \$375, four times from \$700*</b><br>Mid email area can use images, or a combination of images and text to appear as a news article. Drop page also included.                                  | 1x   | 2x   | 4x   | Season |                    |
|  | \$15 | \$10 | \$7  | Call   | Ad Size: 580 x 100 |
| <b>C – Featured Deals Links – run once from \$100, four times \$200*</b><br>Special highlight area focuses on weekly deals. Ads are single line HTML links within the section.   | 1x   | 2x   | 4x   | Season |                    |
|  | \$4  | \$3  | \$2  | Call   | Ad Size: HTML Link |

\*pricing based on 25,000 recipients



**Top Sponsor**  
**News / Info**  
**Featured Links**  
**Body Sponsor**

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## Newsletter – Mountain Sports Club

### Reaches core market hungry for offers

Provided twice monthly during the season and monthly in the off season, the Mountain Sports Club newsletter announces deals and special offers to an audience of active skiers, snowboarders, and mountain vacationers who are value conscious. Rates shown below are CPM based (rate per thousand emails sent), and are based on the number of total subscribers.

|  |      |      |      |                    |
|--|------|------|------|--------------------|
| <b>A – Top Sponsor – <i>run once from \$480, four times from \$720*</i></b>  | 1x   | 2x   | 4x   | Season             |
| Large, highlighted top of email area can include a headline, copy, image, and drop page, and can be presented in advertorial style to entice readership. | \$40 | \$25 | \$15 | Call               |
|  |      |      |      | Ad Size: 480 x 140 |
| <b>B – Body Spotlight – <i>run once from \$180, four times from \$336*</i></b>   | 1x   | 2x   | 4x   | Season             |
| Mid email area can use images, or a combination of images and text to appear as a news article. Drop page also included.                                 | \$15 | \$10 | \$7  | Call               |
|  |      |      |      | Ad Size: 480 x 100 |
| <b>C – Side Button – <i>run once from \$120, four times from \$288*</i></b>  | 1x   | 2x   | 4x   | Season             |
| Side button offers highlighted placement in the right column of the newsletter.  | \$10 | \$8  | \$6  | Call               |
|  |      |      |      | Ad Size: 145 x 90  |

\*pricing based on 12,000 recipients



## Custom / Dedicated Email Blasts

### Send a completely custom email to the audience of your choice

Send a dedicated email containing only your message, including copy, graphics, links – whatever you'd like. Dedicated emails are highly effective at getting reader attention, and use subject lines and templates prefaced with our branding to encourage high open and read rates.

|   |            |            |
|---|------------|------------|
| <b>Consumer – <i>from \$800*</i></b>                                    | 1x         | 2x         |
| Uses our extensive list of frequent skiers and snowboarders             | \$40 / CPM | \$30 / CPM |
| <b>Ski Clubs – <i>from \$499</i></b>                                    | 1x         | 2x         |
| Reaches ski clubs and key club contacts for most clubs in North America | \$499      | \$399      |

\*pricing based on 20,000 recipients

### Requirements:

- Sending Format: Multipart Email
- Max HTML Email Width: 580 pixels
- Max Graphic Size: 50k
- No Rich Media
- Setup Fees: Included\*

Setup includes final construction of email template using client provided copy, cut, sized and optimized images, and HTML. Creative services beyond this scope are available at an additional charge of \$95/hr.

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