

Advertise to Wellington's 'Out and About' Audience

Wotzon.com is the way to get your message to an event-hungry, predominantly Wellington (and female) audience.

The Wellington region's largest events and 'good times' website features over 700 events and 500 organisations and businesses. The site is enjoyed by approximately 45,000 viewers every month, of which 75% are based in the Wellington area.

TRAFFIC STATISTICS

For the month of November 2008 Wotzon.com received:

- **167,000 Page Impressions (PI)**
- **52,670 Visitors** viewing an average of 3.17 pages spending 2.05 minutes on the site on average
- **40,708 Unique Visits**

Source: Google Analytics November 2008



HOME PAGE ADVERTISING

Big Banner

Promo Tag

Buttons and Skyscraper

Blog Feature

Box Ad

The screenshot shows the Wotzon.com Wellington homepage. At the top, a large banner advertises a '1/2 price installation' on Solatube. Below this is a navigation bar with categories like 'Place Finder', 'Prizes & Giveaways', and 'Wotzon.com TV'. A central section features a 'Find An Event' sidebar and a main content area with a 'AUSTRALIA NOW SHOWING' movie guide. Below the movie guide are sections for 'Movie Guide Today & This Week', 'Gig Guide Events by Venue', and 'Event Picks Future Events'. A 'Blog Feature' section displays several articles with author photos and titles, such as 'LPTOWN GIRL Laura McQuillan' and 'Heather McDonald'. On the right side, there are several vertical 'Buttons and Skyscraper' ads, including 'JOIN OUR WOTZON.COM E-NEWSLETTER', 'FRINGE 09', 'WOTZON.COM MOVIE GUIDE', and 'NZI INTERNATIONAL SEVENS'. At the bottom, a 'Box Ad' for 'HOT new advertising space' is visible, along with a 'Quick Search' section listing various event categories like 'Movies (25)', 'Music (20)', and 'Dance (10)'.

AUDIENCE PROFILE



Wellington is a cosmopolitan city with a café culture. Wellington people are highly educated, well-paid and enjoy experiencing all that Wellington has to offer.

- Wellington population consists of 93,000 females
- 11% of Wellington's population earns over \$70,000 per annum
- 74% of Wellingtonians are employed full-time
- 93% of Wellington dwellings are privately owned
- Wellington graduates account for 11% of all degrees in New Zealand.

Source: Statistics New Zealand, 2006 Census.

CORE AUDIENCE AND SITE BREAKDOWN

Cosmopolitan Females (25 – 45 years old)

- Use all aspects of the site including; Events, Movie Guide, The Guides and Advertorial Guides.

see last page for rates

Sub-Audiences

Young Professionals (20 – 35 years old)

- Actively use specific parts of the site; Gig Guide, The Guides, Movie Guide particularly the interactive and out-and-about sections.

Sophisticated Highbrow (35 – 65 years old)

- Use the Guides, particularly Exhibitions, Drama/Theatre, Galleries, Cinemas, Dining, Movie and Advertorial Guides.

Students (18 – 25 years old)

- Users of the Gig Guide, the Guides, particularly Today & This Week, Future Events, Bars Pubs Clubs, Prizes and Giveaways and Movie Guides.

Family (25 – 50 years old)

- Users of the Guides, Place Finder, Movie Guides and Advertorial Guides, Mother's Day, School Holiday Guide etc.

BIG BANNER ADVERTISING

ROS 167,000 PI

The **Big Banner** is Wotzon.com's most prominent advertising position as it remains constant throughout all of the pages visited. The Big Banner can either click through to a Wotzon.com Profile or Event page or directly to a chosen website – creating a great way to expose your business, products, promotion or event.



Cost: \$30.00 CPM or alternatively, depending on availability, sold on a per week basis:

100% SOV (Share of Voice - no other advertisers rotating) = \$1,150.00

75% SOV = \$900.00

50% SOV = \$600.00 or 25% SOV = \$300.00

Specs: 760 x 120px File format: swf, gif, jpg

If purchasing 25% SOV, your banner will be rotated with 3 other banners to collect 25% of the available impressions. Alternatively, if you are purchasing 75% SOV, your banner will rotate with 1 other banner, but will receive 75% of the total impressions.

HOME PAGE ADVERTISING

14,919 PI

The **Home Page Box Ad** is a new, dynamic place to host videos/ads. Situated halfway down the Home Page the Box Ad is perfect for visually stimulating advertisements.

Cost: \$30.00 CPM

Specs: 300 x 250px

File format: swf, gif, jpg

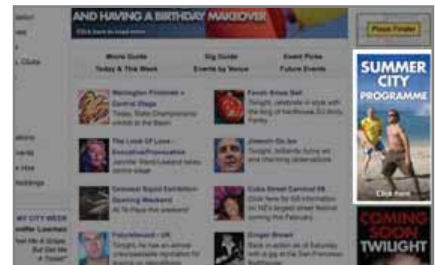


Home Page Button (Small, Medium or Large) and Skyscraper.

Traditionally these ad zones are referred to as Skyscrapers, but the buttons are smaller versions.

Cost: \$100.00 Small Button*
 \$150.00 Medium Button*
 \$200.00 Large Button*
 \$250.00 Skyscraper* *per week on Home Page

Specs: 120 x 60px Small
 120 x 90px Medium
 120 x 240px Large
 120 x 600px Skyscraper File format: gif, jpg



Featured Blogger. Simply provide Wotzon.com with product samples, tickets to events or promotions and receive a featured write up by one of the bloggers. Blogs feature in the [Blog Guide](#) and the [E-Newsletter](#). Contact us to arrange.

Competition simply provide tickets or a giveaway and Wotzon.com will promote a competition for your product, event or service. Contact us to arrange.



THE GUIDES

Wotzon.com routinely lists over 700 events and 500 organisations and businesses. These events, organisations and businesses are profiled and promoted in Guides – creating an easy way for the user to find information based on a genre of interest, for example, movies – Movie Guide, gigs – Gig Guide and so on.

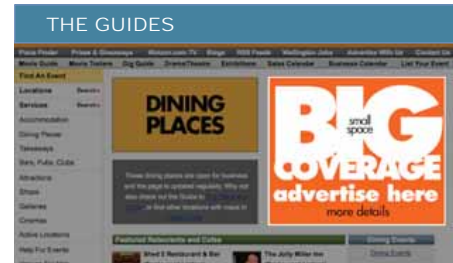
The Guides have been separated into three options:



Movie Guide, Movie Trailers and Coming Soon...



Upcoming Gigs in the Wellington region on a week by week basis...



Covering all Guides e.g. Dining Places, Accommodation etc...

The **Movie Guide** is one of Wotzon.com's most viewed Guides – targeting movie-goers and those interested in movies and film. Advertising on the Movie Guide Box Ad includes all three Guide sections; [Movie Guide](#), [Movie Trailers](#) and [Coming Soon](#).

Target Audience: Out-and-about movie lovers.

Ad Specs:	Box Ad 300 x 250px	File format: swf, gif, jpg
Cost:	\$200.00 per week	
Movie Guide Traffic:	2,660 PI	



The **Gig Guide** is Wotzon.com's most viewed Guide – creating a high traffic advertising opportunity for any organisation wishing to target Gig-goers in the Wellington region.

Target Audience: Young, adventurous, out-and-about audience.

Ad Specs:	Box Ad 300 x 250px	File format: swf, gif, jpg
Cost:	\$400.00 per week	
Gig Guide Traffic:	2,641 PI	



The **Guides Box Ad** enables the advertiser to reach a broader audience.

Guides included in this package are; Prizes and Giveaways, Active Locations, Drama/Theatre, Exhibitions, Shops, Galleries, Cinemas, Dining Places, Accommodation, Help for Events, Help for Weddings, Venues for Hire, Event Picks, Today & This Week, Future Events, Events by Venue, Bars, Pubs, Clubs and Blogs.

Does not include: Movies (Movie Guide, Movie Trailers and Coming Soon), Gig Guide, Place Finder or any other Advertorial Guides i.e. School Holiday Guide, Mothers Day Guide etc

Ad Specs:	Box Ad 300 x 250px	File format: swf, gif, jpg
Cost:	\$400.00 per week	
The Guides Traffic:	12,281 PI	



E-NEWSLETTER

Delivered into 2,200+ loyal Wotzon.com users inboxes weekly.

Featured Mention by Sheridan Bruce, Co-director of Wotzon.com. Sheridan will profile your event, product or promotion and provide a link to your page within Wotzon.com or an external website.

Included with a **Featured Mention** is a **Promo-Tag** which is placed in the relevant section to that of your promotion.

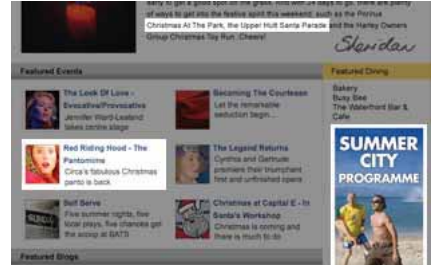
Cost: \$250.00 per week

Skyscraper – similar to that of the Home Page, the E-Newsletter can feature your Skyscraper and either link to an internal page or your website.

Cost: \$400.00 per week

Specs: 120 x 600px

File format: gif, jpg



ADVERTORIAL GUIDES

Wotzon.com routinely promotes events and seasons throughout the year in the form of a Guide i.e. School Holidays, Mother's Day, St Patrick's Day etc.

We are currently taking bookings online so check out www.wotzon.com/advertise.php or simply contact us to book a listing in the Guide.



BLOG EXPOSURE

For anyone seeking FREE additional exposure for any product, event or promotion. Wotzon.com has a broad range of people who blog about a variety of topics, such as fashion, dining, entertainment, shopping, sport, music, community events, family activities and local matters.

Traffic: The individual blogs currently receive on average 900 – 1000 page views per week.

Blog Exposure Elements:

- A constant presence on the site, as the blogs are included in the left hand navigation
- Selected mentions in weekly E-Newsletter
- Selected Editorial Banner promotion
- Ability to use quotes in your own promotional material
- Blogs can include links to your website or a Wotzon.com profile page.



Cost: Tickets and product samples in exchange for a blog entry about your event or organisation.

COMPETITION

To run a competition on Wotzon.com simply provide free tickets to an event, product, or a giveaway prize-pack and we'll promote it.

Competition Exposure Elements

- A constant presence on the site Homepage for the duration of the competition
- Selected mentions in weekly E-Newsletter



Cost: FREE, simply provide us something worth competing for!

This **Little Banner** is a dynamic high traffic spot as it sits at the bottom of all Event Pages. The Little Banner can either click through to a Wotzon.com Profile or Event Page or out to an external website.

Ad Specs:	468 x 60px
File Format:	swf, gif, jpg
Cost:	\$10.00 CPM



PROFILE PAGE

A **Wotzon.com Profile Page** provides any Wellington organisation or business exposure online. Profile Pages become ‘a site’ within the wider Wotzon.com community, showcasing the organisation. It can act as an alternative to running your own website or as a way of driving more traffic to your own website.

A Profile Page is an easy and inexpensive way to have a permanent presence in Wotzon.com. Organisations can promote their Wotzon.com address, such as www.wgtn.wotzon.com/businessname on all promotional material.

Wotzon.com lists events for free, so all your events listed can link to your Profile Page.

A Profile Page includes a Panoramic image (visual tour of the venue), copy about the organisation, images (six stills), menus for food and beverage if applicable, company branding (logo) and a link to your website, if applicable.



Cost:	Currently we’re offering a special deal where you can try the Profile Page for nine months – you only pay a small one-off set up fee (\$350.00 + gst) and, if you’re not satisfied, you’ll never need to pay another dollar.
	All prices are GST exclusive.

RATE CARD										
Ad Name	Big Banner (ROS)	Home Page Box Ad	Movies Box Ad	Gig Guide Box Ad	Guides** Box Ad	Button Small Home Page	Button Medium Home Page	Button Large Home Page	Skyscraper Home Page	Little Banner ROS Event Pages
Ad Specs (pixels)	760 x 120	300 x 250	300 x 250	300 x 250	300 x 250	120 x 60	120 x 90	120 x 240	120 x 600	468 x 60
Run of Site	\$30.00 _{CPM}									
Home Page	\$30.00 _{CPM}					\$100.00	\$150.00	\$200.00	\$250.00	
Movie Guide			\$200.00							
Movie Trailers			*							
Movie 'Coming Soon'			*							
Gig Guide				\$400.00						
All Guides**					\$400.00					
Run of Site Event Pages										\$10.00 _{CPM}

All prices exclude GST and are per week unless marked CPM.

* Included above.

** **All Guides** include; Prizes & Giveaways, Active Locations, Drama/Theatre, Exhibitions, Shops, Galleries, Cinemas, Dining Places, Accommodation, Help for Events, Help for Weddings, Venues for Hire, Event Picks, Today & This Week, Future Events, Events by Venue, Bars, Pubs, Clubs and Blogs.

Does not include; Movies (Movie Guide, Movie Trailers and Coming Soon), Gig Guide, Place Finder or any other Advertorial Guides.

TERMS AND CONDITIONS

- Impressions are based on data collected from Nielsen NetRatings and Google Analytics and are on a per month basis.
- All prices exclude GST and include agency commissions except Profile Pages which are costed at net.
- Impressions and unique browsers are estimates only and are not guaranteed.
- Any third party ad-serving costs are additional and borne by the advertiser.
- Signed bookings are to be received no later than 10 days prior to campaign commencement – if no such contact is received within that time the booking space may be re-released for sale.
- All relevant material is to be submitted to the Account Manager, or email to sheridan@wotzon.com, no later than five working days prior to campaign commencement.
- All cancellations are to be received no later than 10 working days prior to campaign commencement.

CONTACT DETAILS:

For more information and bookings please contact:

Sheridan Bruce sheridan@wotzon.com

Phone (04) 499 4948 or Fax (04) 499 4604.

Level 12, Guardian Trust House, 15 Willeston Street, PO Box 11 034, Wellington.

