

Forum Advertising rates for 2011

Thank you for your interest in advertising on the Bob Dunsire Bagpipe Forums.

Our 2010 traffic statistics on the forum pages averaged 8 million hits per month! That is 8 million page loads per month; your advertising reaches approximately 15,000 members across the globe.

Advertising fees vary depending on where you want your banner to be seen. There are currently 4 Ad locations for the forums and 1 Ad location for the directory. These ad locations are shown on the following pages.

In previous years the banner fees were paid in full for a full year, all advertisers were set to have their renewal on April 1<sup>st</sup> of the each advertising year. For this year we are permitting payments for as little as 3 months at a time. Ads will automatically expire at the end of your paid term. You will be emailed a reminder to renew your advertising prior to the ad expiring.

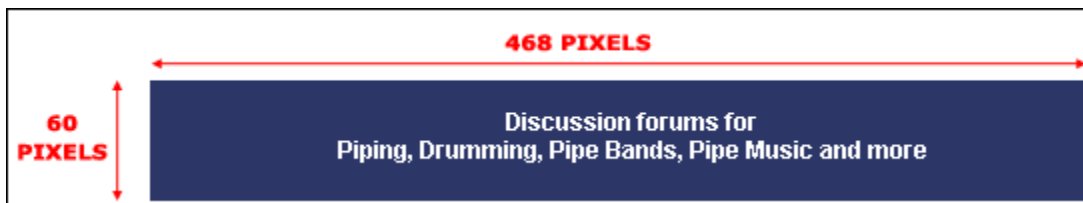
Advertiser and banner profiles are created when payment is made and banner image is sent to **sponsors@bobdunsire.com**

Payment can be made by check or PayPal in US funds, our PayPal account is **sponsors@bobdunsire.com**

For check payments, please send your payment (**in US funds**) to:

**Dunsire Sponsors**  
**c/o Mike Greene**  
**PO Box 2614**  
**Friday Harbor, WA 98250**

The format and size requirement for the banner is **468x60** pixels and roughly **40k** or smaller in size; all banners must be in **GIF** format. Animated banners are fine, be aware that the more animation layers you create the larger your banner will be, max allowable banner size will be limited to roughly **50k**.



Banner fees are as follows:

Ad Level	Ad Rank	Total Banners	Ad Zone	Monthly Fee	Annual Fee
Platinum	1	10	ad_navbar_below	\$100.00	\$1,200.00
Gold	2	10	ad_showthread_firstpost	\$75.00	\$900.00
Silver	3	15	ad_footer_start	\$55.00	\$660.00
Bronze	3	15	ad_forumdisplay_afterthreads	\$45.00	\$540.00
BPWD1	1	25	bpwd_top	\$15.00	\$180.00

- Ad Level ..... Short descriptive name in banner box shown on forum
- Ad Rank ..... Ad exposure based on location in forum
- Total Banners ..... Number of advertiser slots for Ad Zone
- Ad Zone ..... Location in forum where ad is shown (see following page)
- Monthly Fee ..... Monthly breakdown of advertising
- Annual Fee ..... Annual Fee for Advertising (all fees are paid annually, in advance)



## AD\_FOOTER\_START

Third highest exposure location on forums, always present at bottom of forums.

The screenshot shows a forum interface. At the top, there is a 'Read Only Archive' section with a dropdown arrow and two links: 'Mark Forums Read' and 'View Forum Leaders'. Below this is a 'What's Going On?' section with a dropdown arrow, showing 'Currently Active Users: 1 (1 members and 0 guests)' and 'Bob Dunsire Baggpipe Forums Statistics'. There are three status icons: 'Forum Contains New Posts', 'Forum Contains No New Posts', and 'Forum is Closed for Posting'. A 'Log Out' link is visible on the right. A 'Silver Sponsor' box contains the text 'ad\_footer\_start'. Below the sponsor box, it says 'All times are GMT. The time now is 08:02 PM.' At the bottom, there is a navigation bar with a dropdown menu set to '-- BDF Classic' and links for 'Contact Us', 'Bob Dunsire Baggpipe Forums', 'Archive', and 'Top'.

## AD\_FORUMDISPLAY\_AFTERTHEADS

Fourth highest exposure location on forums, shown at bottom of forum threads (topics).

The screenshot shows a forum thread page. At the top left, there is a 'New Thread' button. Below it is a table titled 'Threads in Forum : FYI'. The table has columns for 'Thread / Thread Starter', 'Rating', 'Last Post', 'Replies', and 'Views'. There are two rows of data. Below the table, there is another 'New Thread' button. A 'Bronze Sponsor' box contains the text 'ad\_forumdisplay\_afterthreads'. At the bottom, there is a 'Display Options' section.

Thread / Thread Starter	Rating	Last Post	Replies	Views
[redacted] Mike Greene		01-05-2009 03:33 AM by Mike Greene	0	16
[redacted] Mike Greene		01-12-2009 03:38 AM by admin	3	22


## BPWD\_TOP

Displays banner at the top of every Bag Pipe Web Directory Page.

***Competition Bands  
Grade 1 & Grade 2***

Link categories on this page:  
[Past World Champions](#)  
[Grade 1](#)  
[Grade 2](#)

Additional Pipe Band link pages:  
[Grade 3](#)      [Other Bands](#)  
[Grade 4](#)      [Other Bands - USA](#)  
[Juvenile](#)      [Other Bands - not GHB](#)

Please support our sponsors: 

**bpwd\_top**

