
Surfcam.ca – Your Eyes on the Water

Media Kit

2015



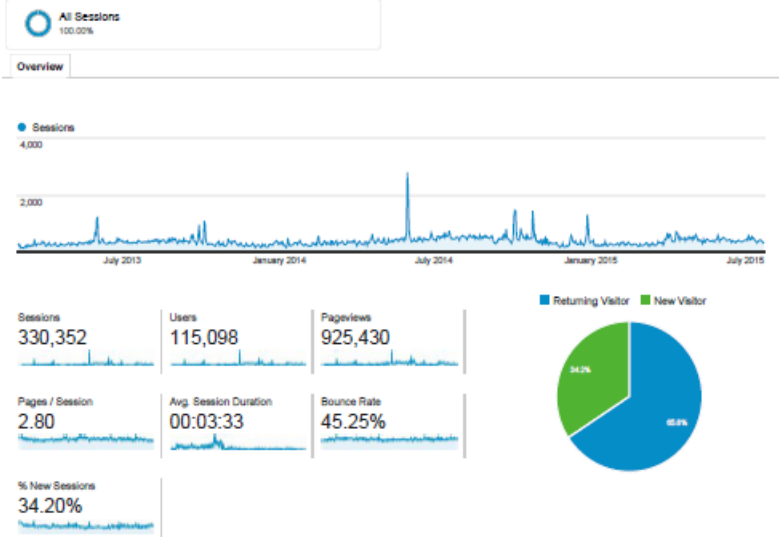
We are “Your Eyes on the Water” and more with Canada’s largest surfing audience. In today’s world, where consumers expect everything to be up-to-date or on-demand **Surfcam.ca** connects surfers and tourists alike to everything surfing like no other platform in Canada.

Surfcam.ca is Canada’s most comprehensive surf camera website, with over 6 surf cameras around Tofino and Ucluelet, BC (Featured on websites like **Surflin** and **Magic Seaweed**) along with multiple featured surf cameras and coastal cameras from regions around the Pacific Northwest. With live coverage of Canada’s favorite beaches along with the PNW, complete with daily surf reports and forecasts from our partners at **Surflin** and **Magic Seaweed**.

SurfCam.ca provides a unique opportunity for advertisers to target their customers on a local, regional, national and international level.

Audience Overview

Mar 1, 2013 - Jul 23, 2015



Country	Sessions	% Sessions
1. Canada	298,655	90.41%
2. United States	15,936	4.82%
3. Germany	3,459	1.05%
4. United Kingdom	2,180	0.66%
5. India	1,027	0.31%
6. (not set)	834	0.25%
7. Australia	799	0.24%
8. Mexico	607	0.18%
9. Brazil	586	0.18%
10. Switzerland	513	0.16%

Website Statistics

SurfCam.ca

Page Impressions: 925,430

Unique Users: 115,098

Time on site: 3:33

Of all Surfcam.ca users:

90.41% are Canadian

9.59% are from around the world

Geographics (Top 10)

Vancouver: 13.36%

Port Alberni: 9.84%

Tofino: 7.48%

Nanaimo: 6.46%

Courteney: 6.24%

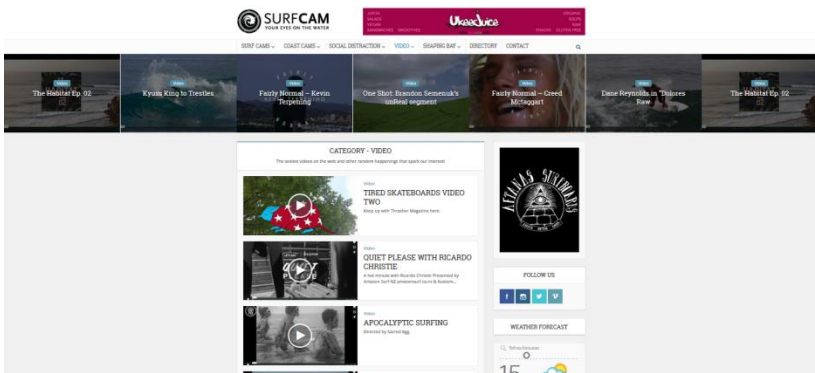
Victoria: 5.98%

Ucluelet: 4.74%

Calgary: 3.97%

Duncan: 3.23%

Parksville: 2.52%

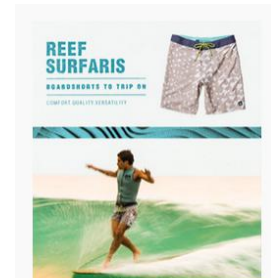


Website Ad Dimensions (Not to Scale)

Large Side Banner – 300pixels X 400pixels

(JPEG, PNG, GIF)

(**Not to Scale**)



Small Side Banner – 300pixels X 250pixels

(JPEG, PNG, GIF)

(**Not to Scale**)



Leaderboard Ad #1 – 728pixels X 90pixels



(JPEG, PNG, GIF)

Leaderboard Ad #2 – 760pixels X 120pixels

(JPEG, PNG, GIF)



Small Rotating Banner – 370pixels X 120pixels

(JPEG, PNG, GIF)



Ad Pricing

Camera Ad Box:

- Value: ***Contact: Brendan@surfcam.ca for pricing***

Page Ad Box

- Value: ***Contact: Brendan@surfcam.ca for pricing**

Rotating Small Banner Ad Box

- Value: ***Contact: Brendan@surfcam.ca for pricing***

Rotating Big Banner Ad Box's **(Get 2 ads at top and bottom of website)**

- Value: ***Contact Brendan@surfcam.ca for pricing**

Business Directory:

- Option #2: ***Contact: Brendan@surfcam.ca for pricing***
- Includes Option #1 along with address
- Phone number and logo or picture.



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Ucluelet, B.C.
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CAEL COOK PHOTOGRAPHY

CONTACT

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Instagram - @brendan_muehlenberg / @surfcamcanada

Twitter: @surfcam_ca

Facebook – Surfcam.ca