

in on skiers who ski in Vermont;
 Advertise on Skimaven.com

Highly targeted audience is looking for information on Vermont skiing and associated gear, restaurants, shops, hotels, winter activities & events

Skimaven.com™ – a Vermont skiing blog – was launched by Ecopixel, LLC in January 2008. The blog site is written by longtime skier, writer and publicist Kris Surette, who lives and skis in Vermont.

TARGET AUDIENCE

Skimaven.com targets **alpine, cross-country and backcountry skiers** who live inside and outside the state. Why cover all three kinds of skiing? Because the Skimaven and her husband change their skis often, as many people do, alternating between downhill runs at a resorts, classic and skate x-c skiing at places like Trapp’s and Craftsbury, and backcountry skiing in the Green Mountains.

The blog has a particular focus on skiing in Vermont and Web analytics shows that it is viewed by skiers from inside the state and outside the state. **Visitors come from many Vermont towns, including Burlington and Montpelier, and metro areas that include: New York City, Boston, Ottawa, Montreal, Washington, DC, Philadelphia and Toronto.**

Skimaven.com visitors are:

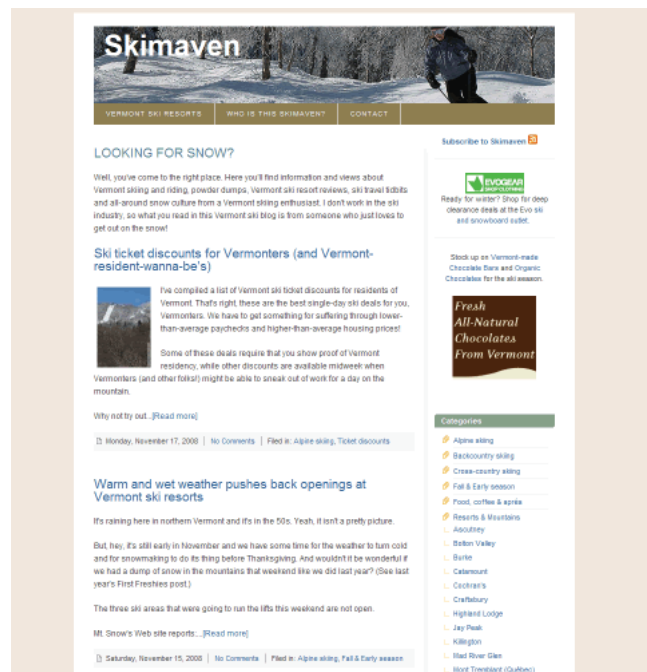
Planning their ski trips. Ski trip reports and resort reviews are heavily viewed on Skimaven.com.

Searching for deals. Posts about ski ticket deals, discount days, loyalty cards and pass deals are very popular.

Shopping for ski equipment. Ski swap posts rank high so visitors are cycling through their equipment—they’re searching for deals on new gear!

Looking for first-hand info on ski conditions. Readers want to hear about and see photos of big powder dumps!

Getting the skinny on ski towns. Skimaven.com posts often include information about cafés, après ski spots, shops and events in and around Vermont ski resorts.



Ads are placed on the following pages, listed in order of page popularity:

- Blog post pages (ad would appear on page no matter what post you are reading)
- Homepage
- Vermont Ski Resorts page
- About Skimaven page

These standard IAB ad sizes are available on Skimaven.com:

- 468 x 60 pixels - Premier Full Banner—Located on top of each post, just under the Skimaven.com header
- 468 x 60 - Full Banner—Just below the first content element on the page
- 120 x 240 - Vertical Banner—At top of right sidebar
- 120 x 90 - Button 1—In upper right sidebar
- 120 x 60 - Button 2—In upper right sidebar

DETAILS

- Ad placements **start at only \$59!** for Button 2
- Best positioning is first come, first served.
- Static or animated ads accepted.
- Traffic reports provided.
- Prepayment required.
- Ad creation available at half of Ecopixel's normal rate.
- Skimaven.com reserves the right to refuse ads or landing pages that are not in keeping with its readership.

Skimaven.com has enjoyed increasing traffic levels as more skiers find out about this skiing resource through search engine results, referrals from other sites, social networking and online visibility efforts.

Skimaven.com is supported by online advertising and social networking which brings in visitors from Twitter, Facebook, Flickr and assorted blogs and discussion boards on the Web.

[Contact Kris at kris.advertising@ecopixel.com](mailto:kris.advertising@ecopixel.com) or 802/878-0380 for more details.

Skimaven.com™ is produced by Ecopixel, LLC,
Essex Junction, Vermont. www.ecopixel.com
The Web site is 110% carbon offset through Ecopixel's
Eco-Positive Hosting™
www.skimaven.com
