



# Pitchcare Website - Rates and Data 2012

## About us

**Pitchcare.com** is the leading interactive website for anyone involved in the sports and amenity turfcare industry.

With over 42,000 members the website offers a host of advertising and promotional opportunities to manufacturers and suppliers.

In addition, our online shop, used machinery section and auction room offer sales opportunities to companies and individuals.

Pitchcare offer the following promotional opportunities:

## Premium Banner

Massive animated banner (400 x 100 pixels) shown on every page throughout the Pitchcare site with the exception of the shop and training sections. Available in blocks of one week (Monday - Sunday). Ideal for product launches, special offers, demo days, exhibitions etc.

Seen by over 55,000 members every month

**Initial week: £250**

**Subsequent weeks: £200**

## Large Banner

Large banner (100 x 100 pixels) shown on every page throughout the Pitchcare site with the exception of the shop and training pages (for 12 months/24/7). Includes free Buyers Guide entry and home page entry for all press releases.



**Animated: £300 per month or £3000 pre-paid for 12 month period**

**Static: £250 per month or £2500 pre-paid for 12 month period**

Fixed position available at premium rate - please ask for details.

## Small Banner

As above with half size banner (100 x 50 pixels).

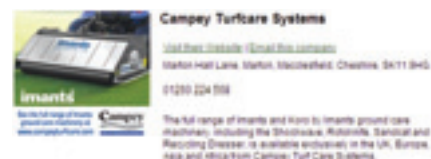


**Animated: £175 per month or £1750 pre-paid for 12 month period**

**Static: £150 per month or £1500 pre-paid for 12 month period**

## Buyers Guide

153 x 163 pixel entry in classification of your choice + random view on home page. New classifications can be added as required.



**NEW LAYOUT** - now includes full contact details, hyper links and brief description of products and services offered.

**£300 per year - Additional classifications £100 per year**

## Used Machinery

Up to 50 machines over a 12 months period - **£1000 (av. £20 per machine).**

Up to 100 machines over a 12 months period - **£1500 (av. £15 per machine).**

Up to 200 machines over a 12 months period - **£2400 (av. £12 per machine).**

A banner in the Used Machinery section with link to the advertiser's website (for a period of 12 months) - **£800 (or £400 if taken out with one of the above packages).**

Online shop • Message board • Chat room • Training and Education • Latest industry news  
 Monthly diaries - **PLUS:** Technical features, legislation updates, and articles covering  
 all sports and amenity turfcare disciplines

**THE LEADING INTERACTIVE WEBSITE FOR GROUNDSMEN AND GREENKEEPERS**

## Newsletter sponsorship



Currently mailed to c25,000 opted in members each month. Includes top right banner plus 150 words of text and an image, all with hyper links.

**£500 per mailing**

## Bespoke newsletter



Mailed to c25,000 opted in members of the Pitchcare database.

**One only - £1250.**

**Booked multiples at £675**

i.e. three booked for year = total cost of £2600

In addition, bespoke newsletters can be targeted by type, postcode etc.

**For this service we charge just £100 per 1000 members targeted - with a minimum cost of £200**

In certain circumstances we would need to make a design charge, for example, if collating information from a website.

## Jobs section



The Jobs section attracts the largest online audience within the turfcare industry, regularly registering in the region of 15,000 hits each month.

Details can be personally uploaded or we are happy to assist you; charges are as follows and include text and logo:

**Up to 14 days - £100**

**Up to 28 days - £175**

**Up to 35 days - £200**

For an additional charge of £25 the position can be featured on the home page for the duration.

In addition, those seeking employment can post their CV and requirements free of charge.

## Training section



Pitchcare works with a network of training providers throughout the UK, through which we offer individuals and groups the full range of Lantra Awards and NPTC courses, including pesticide application, safe use of machinery (mowers, tractors, chainsaws, brushcutters and other forestry equipment), Health & Safety and First Aid.

A listing in the Training Partners section costs just **£50 for 12 months**. The full Training Partners package includes a listing with links, a banner, sponsorship of a Training e-newsletter, plus an advert and editorial in the Pitchcare Magazine for **£100 per month**.

## Online shop

The Pitchcare Store offers companies the perfect platform to increase sales and effectively market products to a huge database of members and loyal customers.

If you are interested in featuring your product in the Pitchcare Store, contact Dan Hughes on 01902 440258. email: [dan@pitchcare.com](mailto:dan@pitchcare.com)

## Website design

Our web team has helped many industry companies create an online presence that really works hard for them. If you want a new site, or just an update, you will find our service hard to beat.

We have built sites for companies and associations large and small including Scotts UK Professional, Terrain Aeration, the BAGCC, North Staffs Irrigation, Osprey Water Management and the TGA.

In addition, we are happy to build sites from outside our industry and our competitive rates have attracted Astro Soccer Sixes, Legends in Sport and Bacchus Racing amongst others.

A 5 page site, with 'home' 'products' 'services' 'about us' and 'contact us' costs - **£1000 - One-off charge**

10 page site - **£2000 - One-off charge**

**Additional costs:**

Web hosting: **£15 per month**

Domain names: **.co.uk - £20 per 2 years**

**.com .net .org - £20 per year**

## Website statistics

With over 42,000 members, Pitchcare is the largest online resource for sports and amenity turfcare professionals anywhere in the world.

Monthly statistics, supplied by Google Analytics, are both consistent and staggering with page views regularly around 450,000\* each month. That's over 5 million a year!

Advertisers benefit from targeting our full online audience plus an email database of c25,000 industry related subscribers.

\* Monthly web stats available



### Advertising & Production:

**Pitchcare Magazine**, 3 Kingsbere Lane, Shaftesbury, Dorset SP7 8RR  
Tel: 01952 898 516 or 01747 855 335 Email: [peter@pitchcare.com](mailto:peter@pitchcare.com)

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