

TrailSwag 2012 Media Kit

TrailSwag.ca was established in December 2010 to encompass outdoor exploration such as hiking, camping, cycling and paddling in Ontario. With an increasing number of people coming to the area to vacation, break the tedium of 9 to 5, improve physical health, enjoy nature and explore the natural surroundings, Trail Swag was created to reflect what Ontario has to offer.

We post a minimum of ten blog posts per week and have a Canadian store listings and swag page which encourages a returning daily readership. Trail Swag has covered many local events such as the Peterborough Cycling Summit and the Milton Trailblazing Mountain Bike Festival in far greater detail than would be expected of the local newspapers and media. In 2011 Trail Swag has attended and reported on existing and new stores as well as events in Barrie, Cobourg, Haliburton, Montreal, Oshawa, Ottawa, Peterborough, and Toronto. By supporting our website with your ads, Trail Swag will create positive exposure for your business.

There are big plans for 2012 with increasing event coverage, interviews and gear reviews.

Trail Swag has over 10,000 Average Monthly page views. Our marketing program consists of three different types of display ads which rotate on each page view:

Top Banner (728X90)	Appears at the top of every page	\$120/month
Skyscraper (120X600)	Appears along the right hand side of every page	\$80/month
Vertical Banner (120X240)	Appears along the right hand side of every page	\$40/month

Our site is interested in establishing new strategic partnerships. Feel free to contact Trail Swag in regards to sponsorships, contests and cross-promotions to compliment our mutual marketing plans.