

# ADVERTISING RATE CARD



## COMPANY PROFILE

clubaxs.com [kluhb ak-ses] is an on-line guest list service powered by a large network of promoters that have been dedicated to providing clubbers with free access to the hottest venues and parties while keeping them informed of up-to-the minute events since 2003.

It all began when a couple of Montreal club promoters, got together and started pooling their resources to provide their customers with access to a variety of clubs.; but occasionally, some would ask to visit venues not in our repertoire. Customer satisfaction being foremost on our minds, we always managed to accommodate their wishes when it dawned on us how great it would be to have a one-stop-shop online for all entertainment services at all the clubs. Just imagine a central point on the Internet where the clubber would choose where to party, quickly fill out a form and then simply go! We're pleased to say we've made it today's reality and this is no longer just a dream!

We've successfully sent over 2 million clubbers to more than 150 of Montreal's best clubs and after-hours, and we're still just getting started! clubaxs.com was launched in November 2008 as part of the companies' plans to open new offices in other major metropolitan cities including New York, Miami, Los Angeles, Las Vegas and Paris by 2010.

## PROMO SERVICES

**GUESTLIST SERVICE** 3\$ / admitted person

- Give our members the option to opt-in to your event's guestlist

**TICKET PRINTING** 0.15\$ / ticket

- printed and numbered in the "ticket-master" format
- minimum order: 500 tickets

**CALENDAR POSTING** free w/ guestlist service

- event listing in the calendar with flyer and "guestlist" or "buy tickets" links in the most high traffic areas of the site

**EVENT PLANNING** meeting required for quote

- from birthday parties to corporate gatherings, we've got it covered!

## DEMOGRAPHICS & STATISTICS

**HITS** ~ 10 million+ /month

**PAGE VIEWS** ~ 3 million+ /month

**UNIQUE VISITORS** ~80,000+ /month

**NEWSLETTER** ~ 75,000 subscribers

**AGE RANGE** 18-45

**MALES** 47% **FEMALES** 53%

**CANADA** 95.61% **US** 2.01% **OTHER** 2.38%

**REFERRING DOMAINS** 1335

**KEYWORDS** 4110

**AD BUDGET** 3,500\$ / month

## WEB CAMPAIGNS

**LEADER BOARD WEB BANNER**

728x90

25\$ / 1,000 impressions  
minimum order: 20,000 impressions



**BIG BOX WEB BANNER**

300x250

20\$ / 1,000 impressions  
minimum order: 20,000 impressions



**STATIC BANNER DESIGN**

75\$ / banner

**ANIMATED BANNER DESIGN**

150\$ / banner

\* Advertiser has the responsibility of providing the web banner, as well as sending any updates  
\*\* Web banners in the \*.GIF format only can be displayed in the newsletters sent via e-mail blast due to e-mail software limitations.

**FEATURED NEWS ARTICLE**

200\$ / 5 days  
home page positioning + news feed

**FEATURED PROMOTIONAL VIDEO**

1000\$ / 5 days  
exclusive home page positioning

## E-MAIL CAMPAIGNS

**NEWSLETTER BIG BOX**

300x250

90\$ / 75,000 impressions  
exclusive banner

**NEWSLETTER LEADER BOARD**

728x90

200\$ / 75,000 impressions  
exclusive banner

**FEATURED NEWSLETTER ARTICLE**

200\$ / 75,000 deliveries  
random positioning

**FEATURED MAIL BLAST**

1,500\$ / 75,000 deliveries  
exclusive mail-out of your campaign