

Rate Card 2010



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Why advertise on www.huntinafrica.com?

Well, it's simple; HuntInAfrica.com is the Nr1 online resource for finding hunting outfitters or guide services. More people look for hunting opportunities on www.huntinafrica.com than any other website which focuses only on hunting in Africa. Hunters stay longer, come back more often and view more hunting destinations.

Montly Website Data

Hits: 450 000 to 600 000
Unique Visitors: 10 000 to 20 000
Impressions: 30 000 to 50 000
Nr1 in Search Engines for "Hunt in Africa"
Over 12 000 Newsletter subscribers
Average visitor spends over 12 min per visit

Advertising Options and Prices

Video: R99 per 100 views
Top banner: R99 CPM or R2000 per year
Right banner: R49 CPM or R1000 per year
Outfitter Description page: R2500 per year
All of above on top position: R4500 per year

What do you get?

By advertising on this site, you don't only reach thousands of hunters, but share in the monthly exposure through advertisements in printed media, Internet environment, search engines and through our representation on major trade shows. You will be part of something bigger than you could hope for as an individual, and enjoy spill-over visitors that view other pages offering similar options. In fact, many of our subscribers that have their own sites have reported greater success from Hunt in Africa. Customer Contact Form submission forms gets emailed directly to you and a page counter shows you how many people viewed your page. You can interact with potential clients in our forums and post articles, videos and photos for more exposure.

Web sites that enjoy top positions do so because of shrewd marketing and clever design. HuntInAfrica.com employs proprietary search technology and expensive campaigns to achieve top ranking and make each listing searchable. Reach hunters who do not attend hunting shows and get greater annual traffic than all of the largest international hunting shows combined

*A web page on Hunt in Africa offers you the most cost effective way of reaching your specific target market.
Our visitors want to hunt in Africa. We will get you hunters!*

Video Banner 468x60 Outfitter summary & description Banner 125x125

The screenshot displays the website's interface. At the top, there is a navigation bar with 'WHERE TO HUNT' (Hunting Destinations) and 'HOW TO HUNT' (Hunting Information). A video player shows a leopard in a savanna setting. Below the video is a search bar with a 'SUBMIT' button and a 'Privacy Policy' link. A 'General Enquiry' form is on the right, with fields for Name, Country (dropdown), Telephone, Email, and Message. A listing for 'VICTOR HUNTING SAFARIS AFRICA' is shown, including a description of Msolosolo Safaris and accommodation details. A 'Bonlatz' logo is visible in the bottom right corner.