Website Advertising

About ResultsVault:

ResultsVault is Australia's leading competition and participant management service and has been operating since 1999. ResultsVault strives to provide only the best quality services to grassroots sporting organisations and it's that dedication to high standards which has seen growth of the service throughout Australia and increasingly overseas.

ResultsVault Cricket:

ResultsVault Cricket is one of Australia's most popular cricket websites (Hitwise ranked cricket.resultsvault.com as the number one cricket website during Feb 2005). ResultsVault manages the results and statistics for over 130,000 cricketers from over 1400 clubs in Australia and overseas which means every week cricketers, supporters, parents and cricket administrators are checking the site regularly.

ResultsVault Football:

ResultsVault Football was piloted across Australia during the 2005 winter season and has been taken up by the Football Federation Victoria for use during 2006 across all of their 400 affiliated clubs. Football in Australia will be going through an enormous growth period in the next couple of years and advertising on ResultsVault Football is a great opportunity to tap into this growing audience.

SportzVault/CricketVault:

Over 400 clubs also use a SportzVault/CricketVault club website allows a sporting club to build there own website including creating their own pages, publishing photos and adding news and events. These club websites have been configured to allow ads from the ResultsVault ad server to be displayed and allows advertisers access to many hundreds of individual websites.

ResultsVault Sites Combined Statistics* http://cricket.resultsvault.com http://football.resultsvault.com http://www.cricketvault.com http://www.sportzvault.com	
Unique Visitors	101,603
User Sessions	245,870
Page Impressions	4,005,843
Ave. Session Duration	12:09 min
* Monthly statistics from Nov 2005	

User Demographic
* Majority of visitors play sport
* 33% of site users are in junior sport 10-18 yrs
Of the Adult user population
* 89% Male
* 40% aged between 24-35 yrs old
* 35% aged between 18-24 yrs old
* 82% in full/part time employment
* Sourced from Australian Sports Commission

Website Advertising

Advertising rates

Advert Position	Dimensions	CPM($)
Front Page Left	160 x 160	$5.00
Front Page Left (Skyscraper)	160 x 600	$8.00
Front Page Right	234 x 60	$3.50
Display Page Top	234 x 60	$4.00
Display Page Bottom	468 x 30	$2.50
CricketVault/SportzVault Button	160 x 60	$2.00

Notes:
- All prices are $AU and GST inclusive.
- Minimum advertising spend per application of $250 is required
- CPM = Cost per thousand page impressions
- All dimensions are in pixels
- If required adverts can be placed on just ResultsVault Cricket or ResultsVault Football
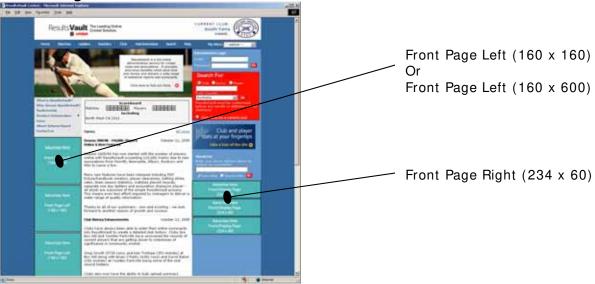- Also available placement and editorial in ResultsVault newsletter which is emailed to registered users.
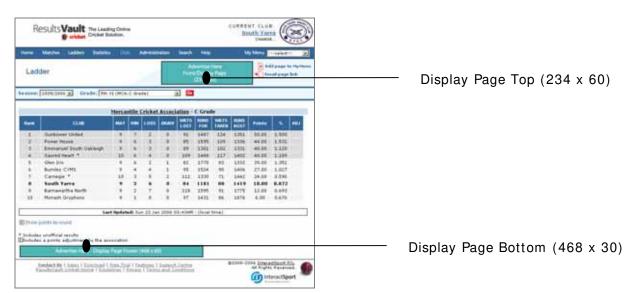
Contact

Interact Sport Pty Ltd
13 Duerdin Street, Clayton 3168 Victoria Australia
Phone: +61 3 9558 6560   Fax: +61 3 9558 6237
sales@interactsport.com
http://www.interactsport.com
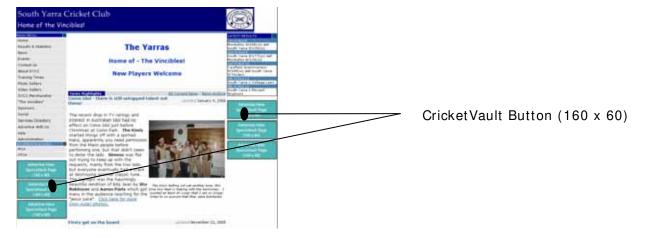
Website Advertising

Advertising Positions

Front Page Left (160 x 160)
Or
Front Page Left (160 x 600)

Front Page Right (234 x 60)

Display Page Top (234 x 60)

Display Page Bottom (468 x 30)

CricketVault Button (160 x 60)

Advertising FAQ's

How does web advertising work?

We display your ad on our site where it can be seen by our site's visitors. If someone is interested in your product or service, they click on the ad and are transferred automatically to your site where you can tell them more, and hopefully, get them to make a purchase. We sell you advertising space on our site on the basis of how many times your ad is seen, a measurement called CPM.

What does CPM mean?

CPM refers to "cost per thousand" and is used by the advertising industry to describe how many people have viewed the ad ("page views" they call it), or received an "impression" by seeing the ad.

What does "click-through" mean?

When someone is interested in your ad, they click on it, and are transported to your website. Every time someone clicks on your ad, it is called a "click-through," and the "click-through rate" is expressed either in percent or clicks per thousand.

How do you decide where my ad shows up?

Our ad-serving software allows us to evenly spread your ad "deliveries" throughout the month, and mix them with ads from our other advertisers to maximize the potential click through rate

What kind of click-through rate should I expect?

Ours is a fairly targeted site, attracting people who are interested in cricket or sport in general. You can expect a 1% to 2% click-through rate, or higher if your ad is very compelling. It all depends on your ad's message and catchiness. We often see banners that run at 3% and sometimes even higher.

Can my ads only be displayed to users from a particular geographic region?

Yes, we can setup your ad delivery such that only users from a particular country see your ad.

Can my ads only be displayed to users from a sport?

Yes, we can setup your ad delivery such that only users from ResultsVault Cricket or ResultsVault Football see the ad.

Can I advertise my adult content site?

No.

Can you serve Flash animation ads or animated gifs?

Yes.

Advertising Order Form:

Name of Advertiser_____

Contact Name_____

Contact Email_____

ResultsVault site:

☐ ResultsVault Cricket: http://cricket.resultsvault.com

☐ ResultsVault Football: http://football.resultsvault.com

☐ Both

Start Date: _____

Advert Title Tag: _____

Advert Position	Rate/CPM	Num CPM	Total $AUD
Front Page Left (160 x 160)	$5.00	_____	$ _____
Front Page Left (Skyscraper 160 x 600)	$8.00	_____	$ _____
Front Page Right (234 x 60)	$3.50	_____	$ _____
Display Page Top (234 x 60)	$4.00	_____	$ _____
Display Page Bottom (468 x 30)	$2.50	_____	$ _____
CricketVault/SportzVault Button (160 x 60)	$2.00	_____	$ _____

Other _____ $ _____

Total Cost ($AUD) (Minimum spend per application $250) $_____

☐ Please email an invoice to the above email address

All graphics and files must be supplied by the advertiser and should be emailed to sales@resultsvault.com on the submission of this application. ResultsVault reserves to right to reject any graphics that may be inappropriate or not up to the required standard.

Signed _____

InteractSport
The leading edge in Sports

Payment Options

1. Cheque

Please print and complete page 1, enclose cheque ($AUD - payable to **ResultsVault**) and mail to the address at the bottom of this page.

2. Credit card – by mail/fax

Please print and complete pages 1 and 2, and mail/fax to the address/number at the bottom of this page.

Credit Card Type: ☐ VISA

☐ MASTERCARD

Name on Card _____

Credit Card Number _____

Expiry Date (mm/yyyy) _____

Amount ($AUD) _____

Signed_____

3. Request an emailed invoice (Credit cards by phone, bPay, Post billPay)

Please print and complete previous page, and tick the box *Please email an invoice to the above email address*. Mail/fax to the address/number at the bottom of this page.

An invoice will be emailed to the email address specified as the *Contact email* on previous page. The invoice will include details of extra payment options to allow payment to be made via credit card (by phone), bPay or Post billPay.

Mail Address
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