

## Advert Rate Card

Use us,  
Tell us,  
Find us

### Total Guide to 'The clue's in the title'

Where previous websites have taken your money & run, we're all about putting the power back in your hands – giving you an unrivalled opportunity to pick & chose how to advertise & learn with us.

### How can we help your business?

Confused by how to tap in to your local audience? Wondering how to utilise the growing list of social networks, digital media & print options?

When it comes to successful advertising, we know that you can't put all your eggs in one basket. All your marketing activity needs to complement your business message consistently: tricky, especially while juggling day to day business tasks.

### About Total Sport

With 93,000 unique visits per month and an audience of 94% males aged 45-54, could your business benefit from teaming up with Total Sport?

Total Sport offers its readers unparalleled coverage of the region's three primary sports teams – Swindon Town, Swindon Robins and Swindon Wildcats.

We have the broadest range of media output in the area including editorial, photographic and video coverage, making us the perfect platform for you to engage with our audience.

With our exclusive columnists, including the Swindon and Great Britain speedway manager Alun Rossiter, Swindon Town legend Fraser Digby and former England international fast bowler Jon Lewis, we give first-hand experience of what it's like to be living in sport's fast lane at the highest level.

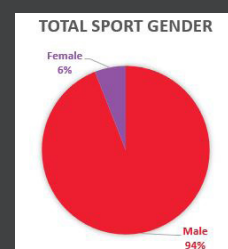
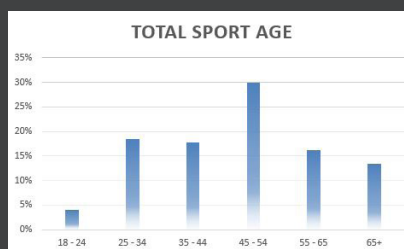
With packages including branding on exclusive interviews, videos, galleries and sport specific sponsorship, we'll be able to find a package to match your budget and campaign needs.



### Statistics

In the first quarter of 2015, Total Sport averaged **93,000 unique visits** per month creating a monthly average of **235,000 page views**.

### Demographics



### Meet the Sports Writers

Sam is an award-winning sports journalist with more than five years' experience covering Swindon Town. Having started as a trainee at the Swindon Advertiser, he became Chief Sports Writer following a period as South West Football League reporter for the Press Association. Sam is committed to providing diverse, engaging and informative coverage of the League One club.

He was named Digital Journalist of the Year at the EDF South West Awards in 2013 and was last year listed by the Press Gazette in the top 50 social media journalists in the UK.

Andy is a fully trained journalist with six years' experience working in newspapers and digital journalism.

While in his role as deputy sports editor at the Swindon Advertiser, Andy played a large part in revamping the paper's digital output and helped introduce a number of major platforms before his move to Total.

Andy is a nationally recognised speedway writer, having broken major stories including serious financial issues at Swindon Robins, offering local level coverage of the sport unrivalled anywhere in the country.

# Total Sport Opportunities

total Overall Site Sponsor

- Full Site Sponsorship ('sponsored by' logo on every page of the site)
- Large animated advert throughout all pages of the site
- Logo/skin on matchday content
- Amplification of your brand through our social media channels
- Sponsorship on all offline advertising (i.e. board advertising at STFC, Speedway, Wildcats)

total Swindon Sport

total Swindon Sport

£1,195 +VAT per month

total Club Section Sponsor

- Club Sponsorship e.g. Swindon Town, Robins, Wildcats
- Advert on homepage of the section
- Animated advert on all pages in your chosen club section
- Advert embedded within each article/feature in your chosen club section

total Swindon Sport



From £595 +VAT per month

total Sport Category Sponsor

- Sponsorship of your chosen sport category e.g. football, rugby, darts
- Advert on homepage of your chosen sport category
- Animated advert on all pages within your chosen sport category

total Swindon Sport

total Swindon Sport

From £495 +VAT per month

total Journalist Sponsor

- Logo appears on journalists' Meet the Team page
- Animated advert on Meet the Team page
- Logo appears on journalists jackets, which will be worn at all appearances

total Swindon Sport

total Swindon Sport

£95 +VAT per month

total Video or Audio Coverage Sponsor

- Logo embedded within video
- Jingle played at the start or after the audio content
- Logo/advert placed on the contents page below or above video/audio player

total Swindon Sport


total Swindon Sport

From £195 +VAT per month

total General Display Ads

- Animated advert on right-hand side of the website
- Strip ads on home page

total Swindon Sport



£295 +VAT per month

total Rider of the Month Sponsor

- Logo appears on the poll run on the website
- Logo on the announcement page
- Amplification of your brand through our social media channels

total Swindon Sport

total Swindon Sport

£195 +VAT per month

total Matchday Sponsor

- Available for Swindon Town, Robins and Wildcats
- Including adverts/logos on all content
  - Audio, video and photo galleries
  - Live blog
  - Match report
  - Man of the match poll
- All content varies for different teams

total Swindon Sport



£695 +VAT per month

total Editorial Sponsor

£295+VAT

£195+VAT

£295+VAT

• Interviews (duration up to 4 weeks)

• Webchats

• All other editorial

For more information please contact Rachael or Emily:

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