



SHUSWAP LAKE, BC

Lake Levels
Flooding

Visitor Information
Environment

shuswaplakewatch.com



ADVERTISING ON SHUSWAPLAKEWATCH.COM



Founded in 1995 by Bernhard Kramer in Sicamous, shuswaplakewatch.com is a well established non-profit web service bringing daily updated information about lake levels, water temperatures, weather, flood and weather warnings, environmental issues, research, and local events for the Shuswap Lake to our site visitor base.

Since its beginning shuswaplakewatch.com has been continuously growing in popularity. Recent trends show a strong increase in tourism related site visits, searching for general lake information, local events and services, as well as insider tips for upcoming visitations or vacation planning. Year after year we have answered hundreds of e-mail and phone inquiries in this regard. Therefore we have decided to extend our content to better serve the demand of our visitors.

A new web design is already in progress and will be available this winter. While we continue to provide lake levels and runoff information as usual, additional content will focus on local tourism, businesses, events, and services.

A consistent high visitor base with specific interest in the Shuswap Lake region makes shuswaplakewatch.com the ideal marketing platform for your tourism related business.

Sign up for our advertising option today and distance your business from the competition.

With over 5 million visitors in the past 12 months, shuswaplakewatch.com ranks among the most visited web sites for the Shuswap Lake region.

The weak economy and recent flood events have hit the Shuswap Lake region hard. Shuswaplakewatch.com is dedicated to support tourism and local businesses through the means of our web site. Our sister site, <http://www.canadaunzipped.com>, is currently under development and nearing its fully operational phase (see banner ad in our home page). Additional projects are under development to strengthen our support even further.

All shuswaplakewatch.com advertisers will receive a full 6 month FREE advertising account on <http://www.canadaunzipped.com> with beginning of January 1, 2013.



Our Visitor Base

Since its beginning shuswaplakewatch.com has continuously grown in popularity and site visitations. In the recent years the site traffic has been consistently above 1,000 visits per day. Our core visitor base are local and seasonal residents, lake property owners, and community services. Ranking on top of all major search engines for many years, other Internet users, especially tourism related, have visited our site frequently in large numbers. Years of answering inquiries and offering helpful tips to travellers and vacationers has made shuswaplakewatch.com a well-known trusted source of information for the Shuswap region.

Most site traffic is originating from within the North-American continent, concentrated in British Columbia, Alberta, Saskatchewan, and Washington State. Site visits from overseas, foremost Europe, has also been on a steady raise, which appears directly related to tourism related traffic.

We have been also receiving a large number of information requests during late fall and winter by future lake visitors planning their vacation and snowmobiling fans asking for insider tips regarding accommodations and restaurants.

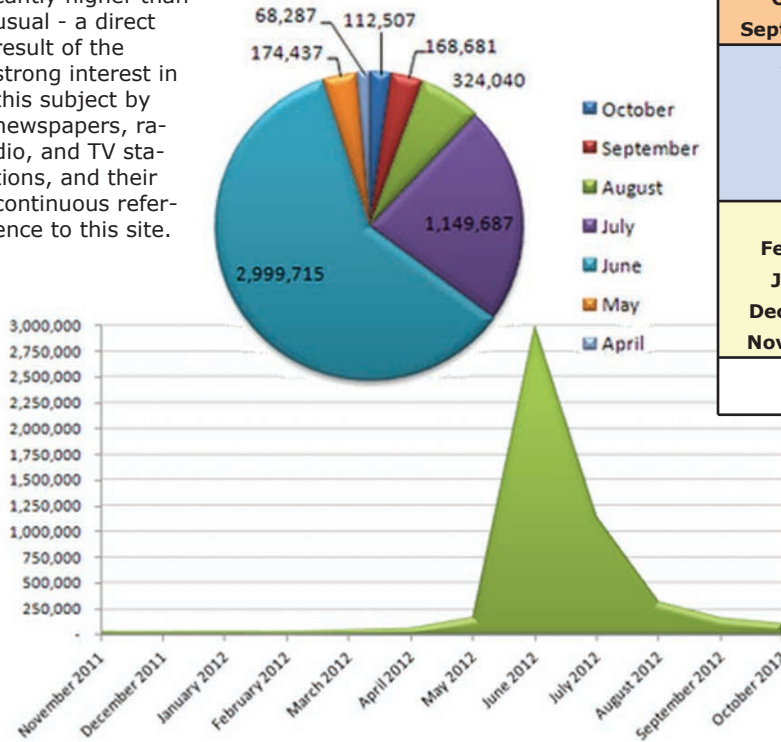
Inquiries by Houseboaters account for a large portion of phone calls and e-mails during spring and summer. Besides questions regarding beaches, weather and lake conditions, a major topic of interest has been related to boat and water toy rentals, shopping, accommodations, and dining.

Visitor Groups

- Local Residents
- Lake Property Owners
- Seasonal Residents
- Local Communities
- Government Agencies
- Emergency Services
- Schools
- Research Projects
- Architects
- Construction
- Real Estate
- General Tourism
- Boaters
- Houseboaters

12-Month Web Site Statistics

With the beginning of the yearly runoff the shuswaplakewatch.com visitor base is gradually increasing towards its usual peak around July. The near record flooding of 2012, added by local flash-flood disasters in June, resulted in extremely high visitor counts during June and July and, since then, remained significantly higher than usual - a direct result of the strong interest in this subject by newspapers, radio, and TV stations, and their continuous reference to this site.



Month	Monthly Site Visits	Average Daily Visits	Seasonal Monthly Avg.
October 2012	112,507	4,327	140,594
September 2012	168,681	5,622	
August 2012	324,040	10,452	943,233
July 2012	1,149,687	37,086	
June 2012	2,999,715	99,990	
May 2012	174,437	5,627	40,529
April 2012	68,287	2,276	
March 2012	51,779	1,670	40,529
February 2012	37,368	1,288	
January 2012	40,064	1,292	
December 2011	36,309	1,171	
November 2011	37,126	1,237	
12 Month Total:		Daily Avg.:	
5,200,000		14,337	

Summary (April to Oct. 2012)

Site Visits:	4,997,354
Bandwidth Usage:	74 Terabytes
E-mail Requests:	2,178
Phone Requests:	927

Advertising Packages and Costs

Advertising Package	Options	Pricing
Basic Banner Ads (Top or bottom of page, 10 sec min. 955 x 165px max.)	1 Year Prepaid 6 Month Prepaid Monthly Rate	\$140.00 \$ 80.00 \$ 15.00
Optional:	Extended Display	+ 10% of Package Price for every additional 3 sec.

All Prices in Can\$ + Tax

Special sizes and options on request

[Shuswaplakewatch.com](http://shuswaplakewatch.com) will include and rotate your advertising on all of our current and future pages. Banners will be placed on top or bottom of each page and, if clicked, will lead our the visitor directly to your business web site.

- Banners can be standard or custom sized up to 955px wide and 165px high
- Accepted file types include PNG, JPG, GIF/Animated GIF, and Flash
- We ensure complete animation cycles for multi-page GIF or Flash banners
- Minimum display time is 10 seconds before rotation. Display time extensions can be added
- All banners are included in our advertiser listing page with a short business / services description
- Topic-related banners and links are included within outgoing e-mail messages
- **FREE** 6 month advertising account at www.canadaunzipped.com with launch on Jan. 01, 2013
- Other advertising arrangements on request



Don't have a banner? Just send us the link to your web site and we will create a banner for you, free of charge

Contact Information

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