



**soolis.com**

**2016 MEDIA PROGRAM**



**THE FASTEST GROWING WEBSITE  
IN THE HEALTH & FITNESS INDUSTRY.**

Over 40,000 unique visitors  
every month...

**IT'S TIME TO LOOK AT  
A BETTER WAY TO ADVERTISE.**

# WHY soOlis.com?

## > Marketing Trends

- One third of U.S. consumers spend 3 hours a day online
- 78% of consumers research online before buying
- 32% rate products online

## > Average Monthly Statistics

- Over 40,000 unique visitors
- Over 40 page-views
- Over 30 minutes on the website

## Most Popular Pages

● Health & Fitness 1%

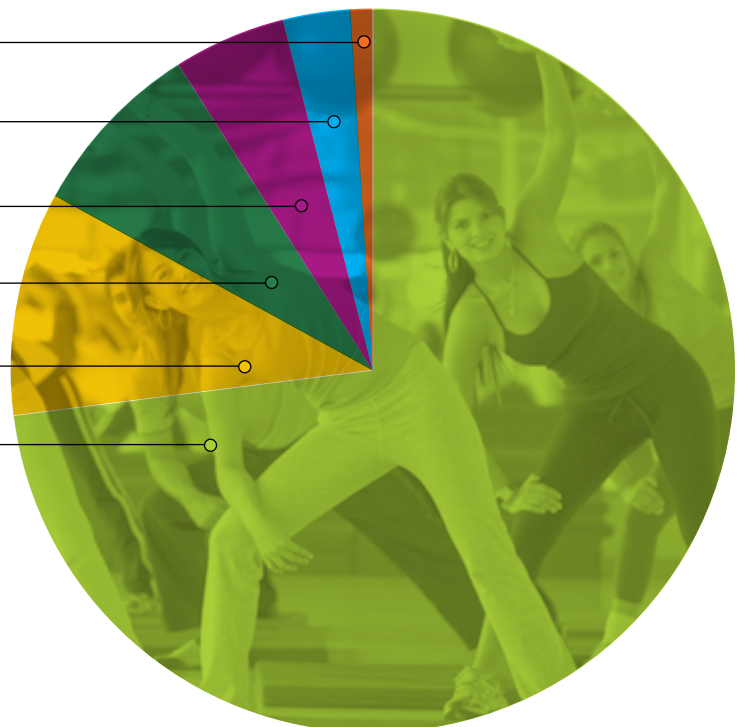
● Home Equipment 3%

● Used Equipment 5%

● Facilities 8%

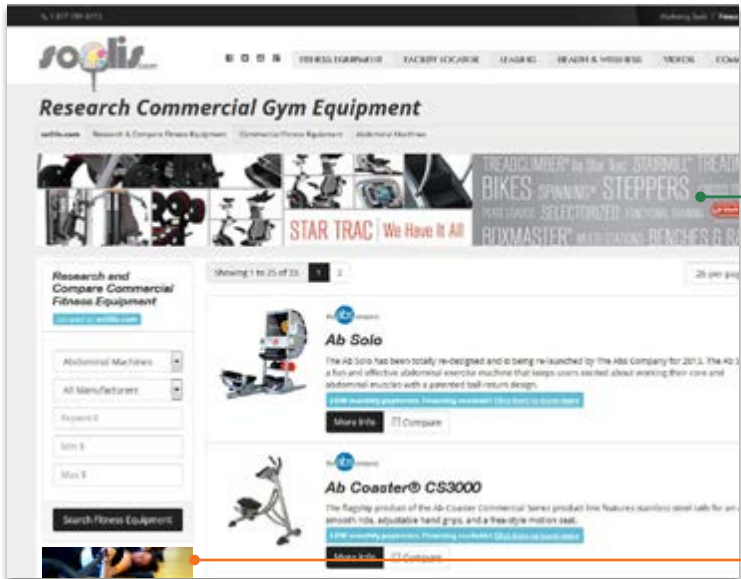
● soOlis.com 10%

● Fitness Equipment 73%



# WEBSITE ADS

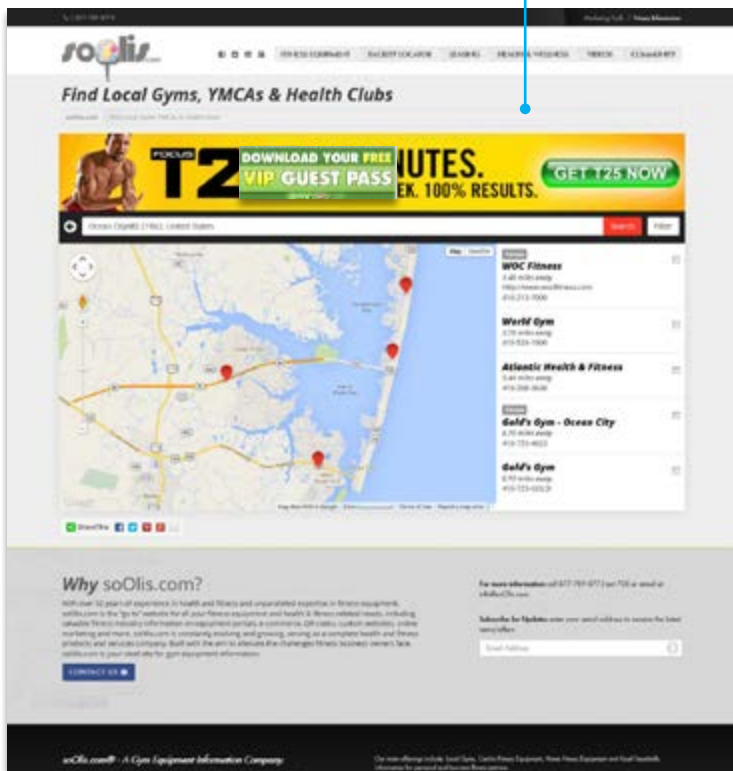
## Fitness Equipment Ads



## Advertising Opportunities

- A** Equipment Banner Ad
- B** Block Ad
- C** E-Blast Product/Service Highlight
- D** Facilities Banner Ad

## Facilities Area



## Email Blast



# AD RATES & SPECIFICATIONS

## Fitness Equipment Ads

PRICES	1 MONTH	3 MONTH	6 MONTH	9 MONTH	12 MONTH
Banner Ad	\$1,500	\$1,400	\$1,300	\$1,200	\$1,100
Block Ad	\$750	\$700	\$650	\$600	\$550
Block Ad per Category	\$500	\$450	\$400	\$350	\$300
<b>Facilities</b>					
Banner Ad	\$500	\$475	\$450	\$400	\$350
Zip Code Ad	\$10	\$10	\$10	\$9	\$8
<b>E-mail Blast</b>					
Sponsored Product Highlight	\$500	\$450	\$400	\$375	\$350

## Specifications

<b>Banner Ads</b>	728w x 90h	<b>Block Ad per category</b>	338w x 102h
<b>Block Ads</b>	338w x 102h	<b>Zip Code Ad</b>	338w x 102h
<b>Facility Ads</b>	728w x 90h		

Over 40 page views & over 30 minutes per visitor, per month.  
That's over 95% more page views and 92% more minutes than  
the **BEST** Traditional Fitness Industry Website!



....THE BETTER ALTERNATIVE