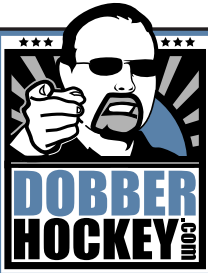




**DOBBBER**  
**HOCKEY**.COM

**MEDIA KIT**



# DOBBER'S AUDIENCE

## Website Traffic

Daily Page Views (average): 100,000

Daily Unique Visitors (average): 10,500

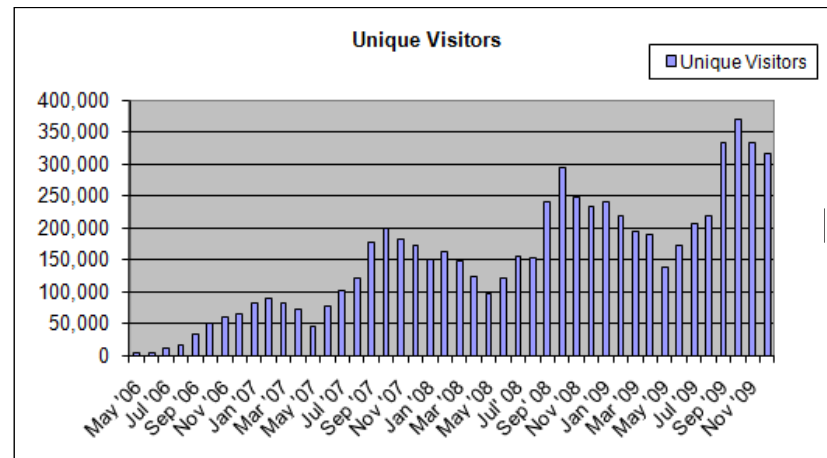
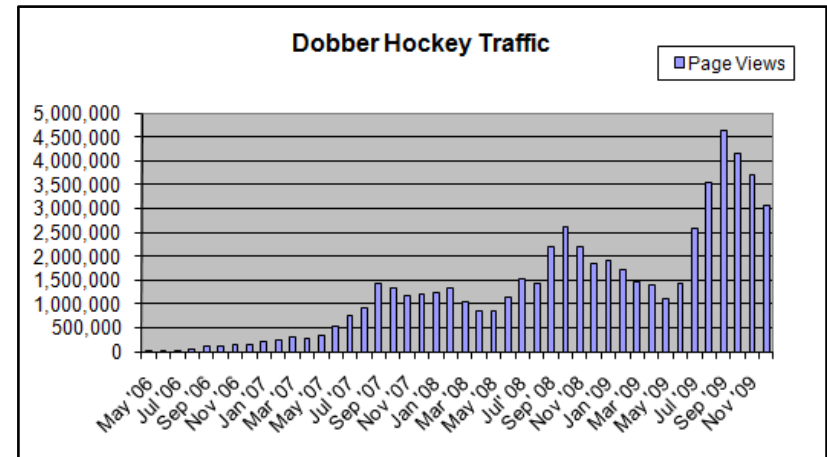
Registered Users: 14,000

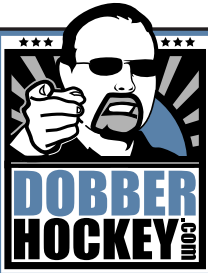
## User Profile

Majority of visitors are **men between the ages of 18 and 50**.

Average visit length is **9.1 minutes**. **17%** of visitors stay **longer than 15 minutes**.

**72%** of Dobber's visitors come from **Canada**, and **22%** from the **United States**.





# DOBBER'S ADVERTISING OPTIONS

## Dobber Nation

Interested in over 10,000 listeners across Canada and the United States hearing your ad? There are several 30-second spots available on [Dobber's monthly Internet radio show](#).

## Dobber's Fantasy Guides

Quickly becoming the most coveted fantasy hockey guides out there. Buy half or full page ads in [Dobber's Fantasy Guide](#), [Dobber's Midseason Guide](#), [Dobber's Fantasy Prospect Report](#) or a banner on Dobber's Interactive Playoff Draft List.

## Ad Spots on DobberHockey.com

See chart on right for advertising options.

## Other

Text ads in ramblings or articles.

**Pricing for all advertising opportunities available upon request. Please see contact information below.**

## DOBBERHOCKEY.COM AD SPOTS

Size	Location
540x60	Near the top of home page
728x90	Top of all pages - PREMIUM!
164x164	RH side, middle, all pages but forum
125x125	LH side, middle, all pages
160x90	Top of all pages beside the 728x90 banner - PREMIUM!
160x600	LH side, all pages, PREMIUM!

Worldwide online advertising sales managed in part by:

