



Website Advertising Proposal

Package 1 - Dallas Magpies Advertising

WWW.DALLASFOOTY.COM

PRICE: \$50 / month
EXCLUSIVITY PRICE: \$10 / month

TOTAL: \$720 / year

2005 WEBSITE STATISTICS:

12,000 unique visitors
25,000 visits to the site
168,000 pages viewed
457,000 hits

WEBSITE MOST VISITED PAGES:

- 1) Home Page
- 2) News
- 3) In The Press
- 4) Team
- 5) Schedule

Package 2 - MAAFL Advertising

WWW.MIDFOOTY.COM

PRICE: \$75 / month
EXCLUSIVITY PRICE: \$15 / month

TOTAL: \$1080 / year

2005 WEBSITE STATISTICS:

10,000 unique visitors
20,000 visits to the site
70,000 pages viewed
527,000 hits

WEBSITE MOST VISITED PAGES:

- 1) Home Page
- 2) Schedule
- 3) Clubs

- 4) Photos
- 5) News

Package 3 - USAFL Advertising

WWW.USFOOTY.COM

PRICE: \$100 / month
EXCLUSIVITY PRICE: \$20 / month

TOTAL: \$1440 / year

2005 WEBSITE STATISTICS:

100,000 unique visitors
200,000 visits to the site
700,000 pages viewed
3,700,000 hits

WEBSITE MOST VISITED PAGES:

- 1) Home Page
- 2) Forum
- 3) Clubs
- 4) Results
- 5) Revolution

Package 4 - MAAFL Club Advertising

****This package provides advertising with the all the MAAFL clubs (6 clubs: Nashville, Chicago, St. Louis, Atlanta, Milwaukee, Cincinnati)**

We can consolidate some advertising with the 6 other clubs in our league. All websites are of differing standards - but separately, each would all be approximately the same price as www.dallasfooty.com. But for all 6-clubs I believe that I could get the price knocked down to 50%.

The below pricing is subject to approval from the other organizations.

PRICE: \$150 / month
EXCLUSIVITY PRICE: \$30 / month

TOTAL: \$2,160 / year

APPROXIMATE 2005 STATISTICS PER CLUB (based on dallasfooty.com statistics):

12,000 unique visitors
25,000 visits to the site
168,000 pages viewed
457,000 hits

WEBSITE MOST VISITED PAGES:

Available on request on a per site basis.

Discounts Available

- Purchase any 2 packages together for a 15% discount.
- Purchase any 3 packages together for a 20% discount.
- Purchase any 4 packages together for a 25% discount.

Prepared by Daniel Russo
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**The Dallas Magpies Australian Football Club is a charitable not-for-profit 501(c)3 organization.*