

# The Directory

New for Winter 2014: The Directory is Winterhighland's unique, highly targeted, low cost and exclusive promotional opportunity for businesses directly serving the needs of those heading for the Scottish Mountains.

**:: Self Catering**



**Aviemore Holiday Home**

Luxury Self Catering in the heart of the National Park from £395 per week Saturday to Saturday at Avonglen.



[▶ More](#)

## Directory Advert Specifications

- Advert Width: 240px
- Photo/Logo:  
Displayed at 240px by 150px.  
  
(Uploaded image should be a minimum of 480 x 300px to give a crisp image on new high density displays).
- Bold Title Text: 24 characters
- Description Text:  
140 characters with VisitScotland badge or 180 characters without.
- Image, bold title text and 'More' provide clickable links.
- Unlimited updates via Winterhighland.

**Only £129 for introductory season.**

## Directory Groupings on Winterhighland

A single advert from each of the 4 groups are displayed side by side on the relevant snow report and webcam pages, with the appropriate header from below. As a bonus all Directory adverts are rotated on the General Situation and Front Page.

<b>Hotel</b>	<b>B&amp;B's</b>	<b>Gear Retail</b>	<b>Snowsports School</b>
<b>Guest House</b>	<b>Self Catering</b>	<b>Gear Rental</b>	<b>Apres / Eating Out</b>
	<b>Bunkhouse</b>		<b>Local Services</b>
	<b>Camping</b>		

Adverts per Group by Geographic Area:	CairnGorm Mountain	6 adverts
	Glencoe / Nevis Range	5 adverts
	Glenshee / Lecht	4 adverts

Each Directory Advert is projected to receive 75,000 to 100,000 impressions based on recent seasons.

The value of your Directory advert is protected as Winterhighland will not exceed the above numbers of adverts for the 2014 season. Advert impressions are not capped. Directory Adverts run 1<sup>st</sup> Nov till 31<sup>st</sup> October.

Further info contact Jamie Riley. E-mail: [jamie.riley@winterhighland.info](mailto:jamie.riley@winterhighland.info)

