



THEGOODRIDE



ADVERTISING KIT 2024

CONTENTS




ABOUT

AUDIENCE/DEMOGRAPHICS


ADVERTISING OPPORTUNITIES

 **PRODUCT ADS**

 **TITLE SPONSORSHIP**

 **VIDEO & BANNER ADS**

 **TITLE SPONSOR**

 **RATING LICENSING**

CONTACT

5.2 MILLION

SNOWBOARDERS PER SEASON

The leading snowboard gear review site and YouTube channel.

3 MILLION

ANNUAL PAGE VIEWS

THEGOODRIDE.COM

2.2 MILLION

ANNUAL YOUTUBE VIEWS

[@THEGOODRIDESNOW](https://www.youtube.com/@THEGOODRIDESNOW)

ABOUT THE GOOD RIDE



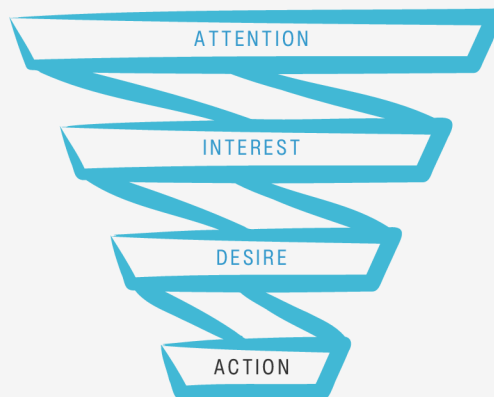
AUDIENCE

AFFLUENT

READY TO BUY

INTERESTS

**OUTDOOR SPORTS,
TRAVEL, HEALTH,
TECH**



BOTTOM OF THE FUNNEL

All of our traffic is at the bottom of the funnel. When users visit our website or watch our YouTube videos, they are primed and ready to make a purchase.

\$615 USD

AVERAGE ORDER VALUE

SNOWBOARDER DEMOGRAPHICS

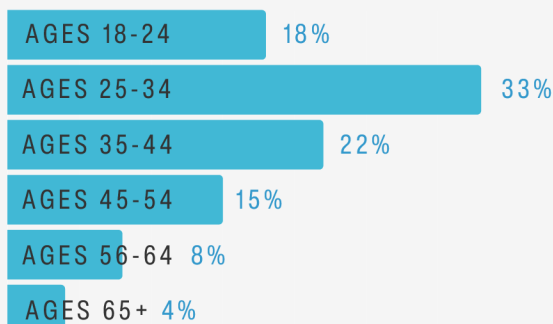
70% MALE

30% FEMALE

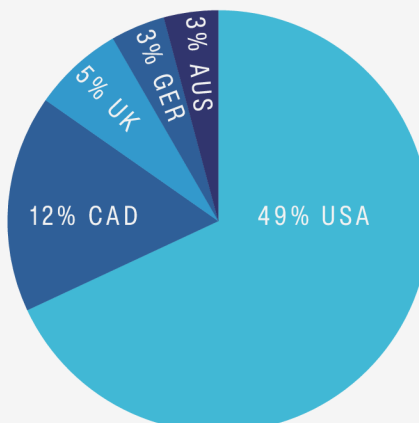
30 MEDIAN AGE



AGES



TOP LOCATIONS



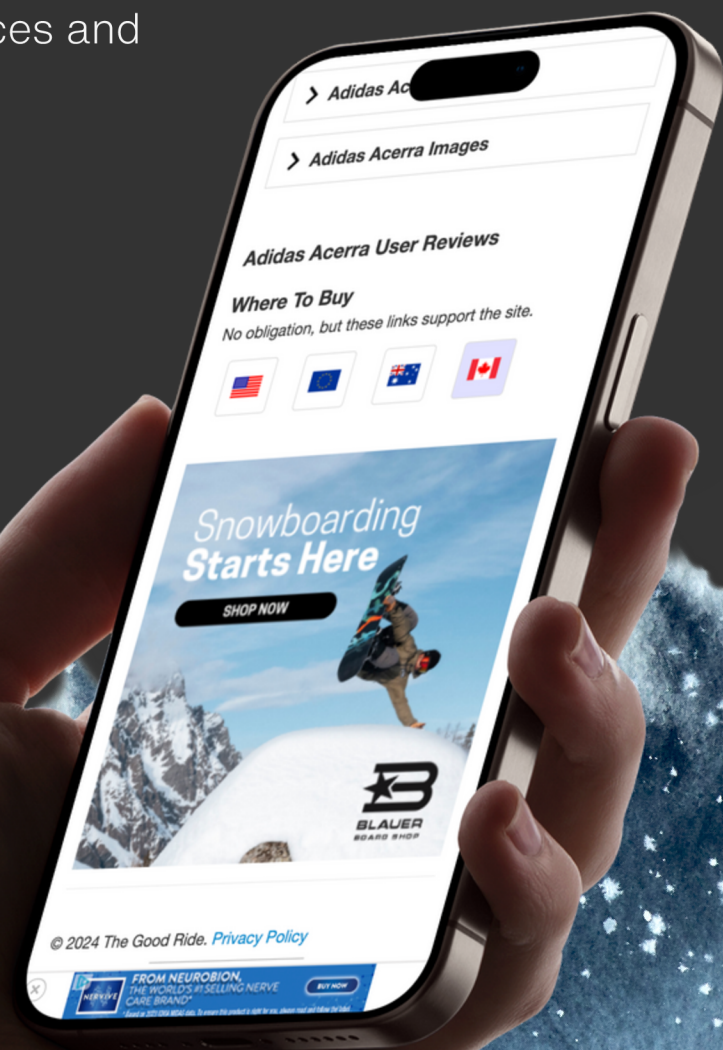
ADVERTISING OPPORTUNITIES

Advertising and sponsorship opportunities for ecomm stores, adjacent products / services and tourism.

5.33%

AVERAGE CONVERSION RATE

- PRODUCT ADS
- TITLE SPONSORSHIP
- VIDEO & BANNER ADS
- TITLE SPONSOR
- RATING LICENSING



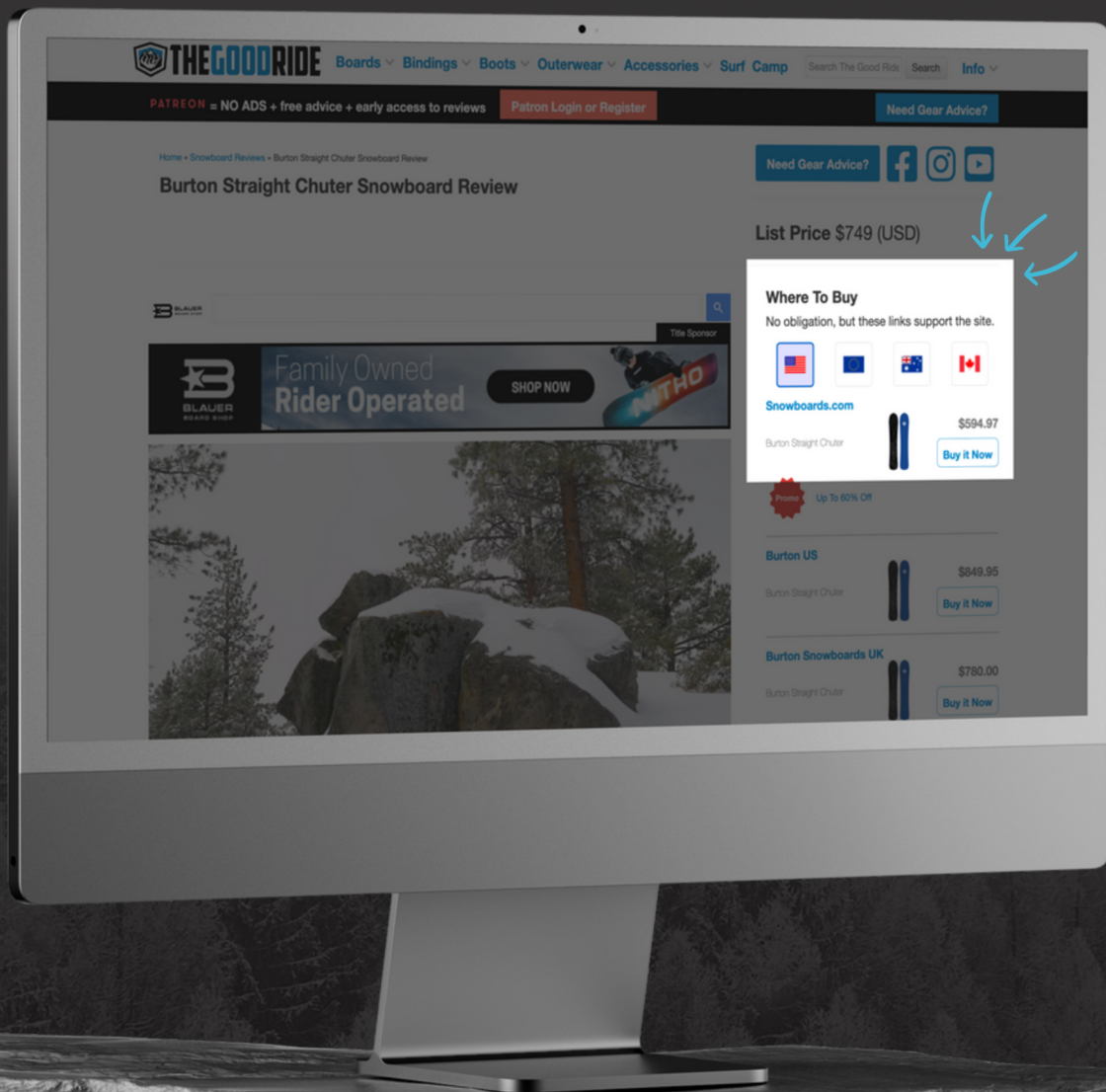
PRODUCT ADS

PRICE

\$.0.25+ CPC

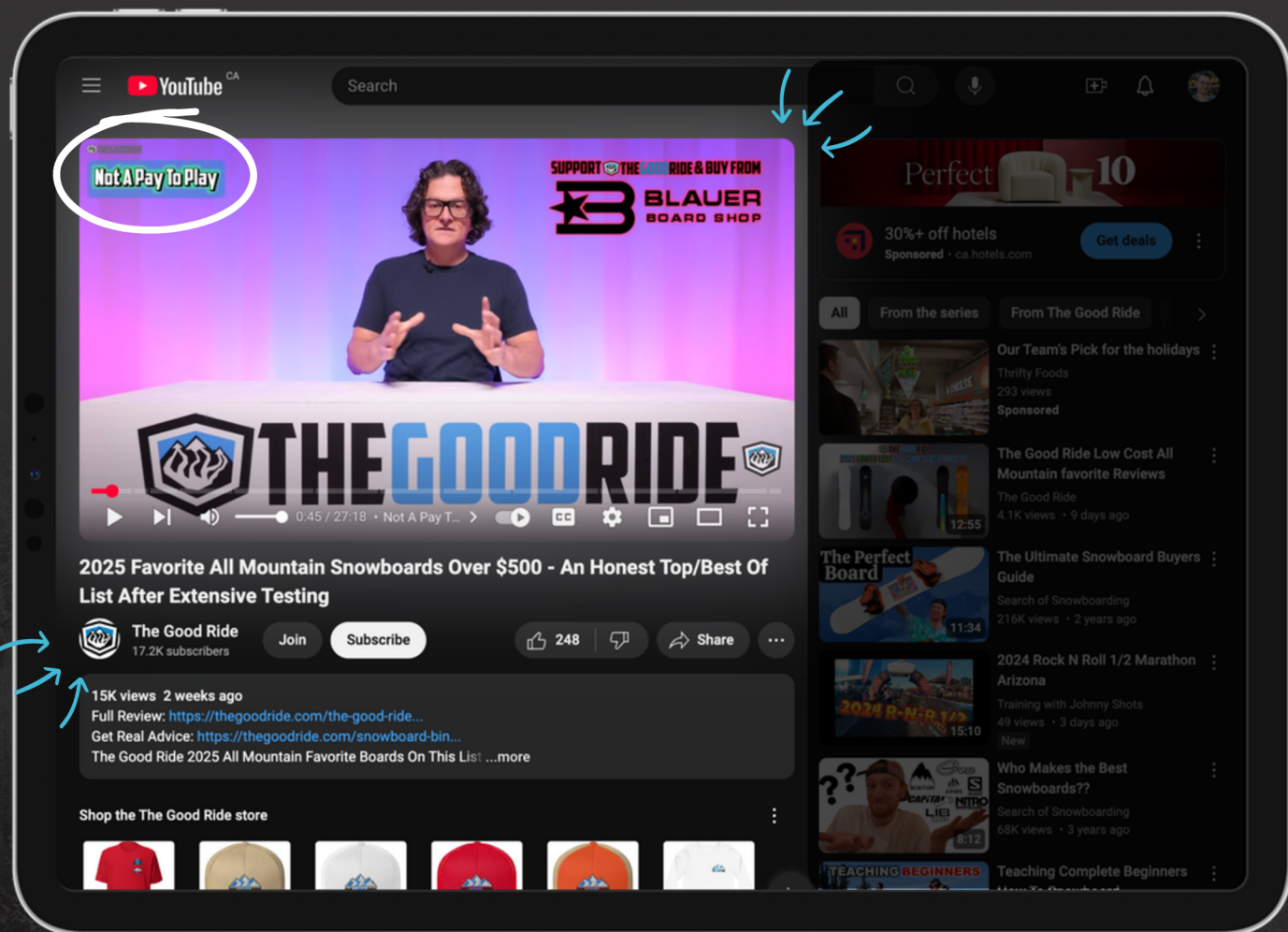
DETAILS

Auction based pricing. Highest CPC / eCPC gets the top position.



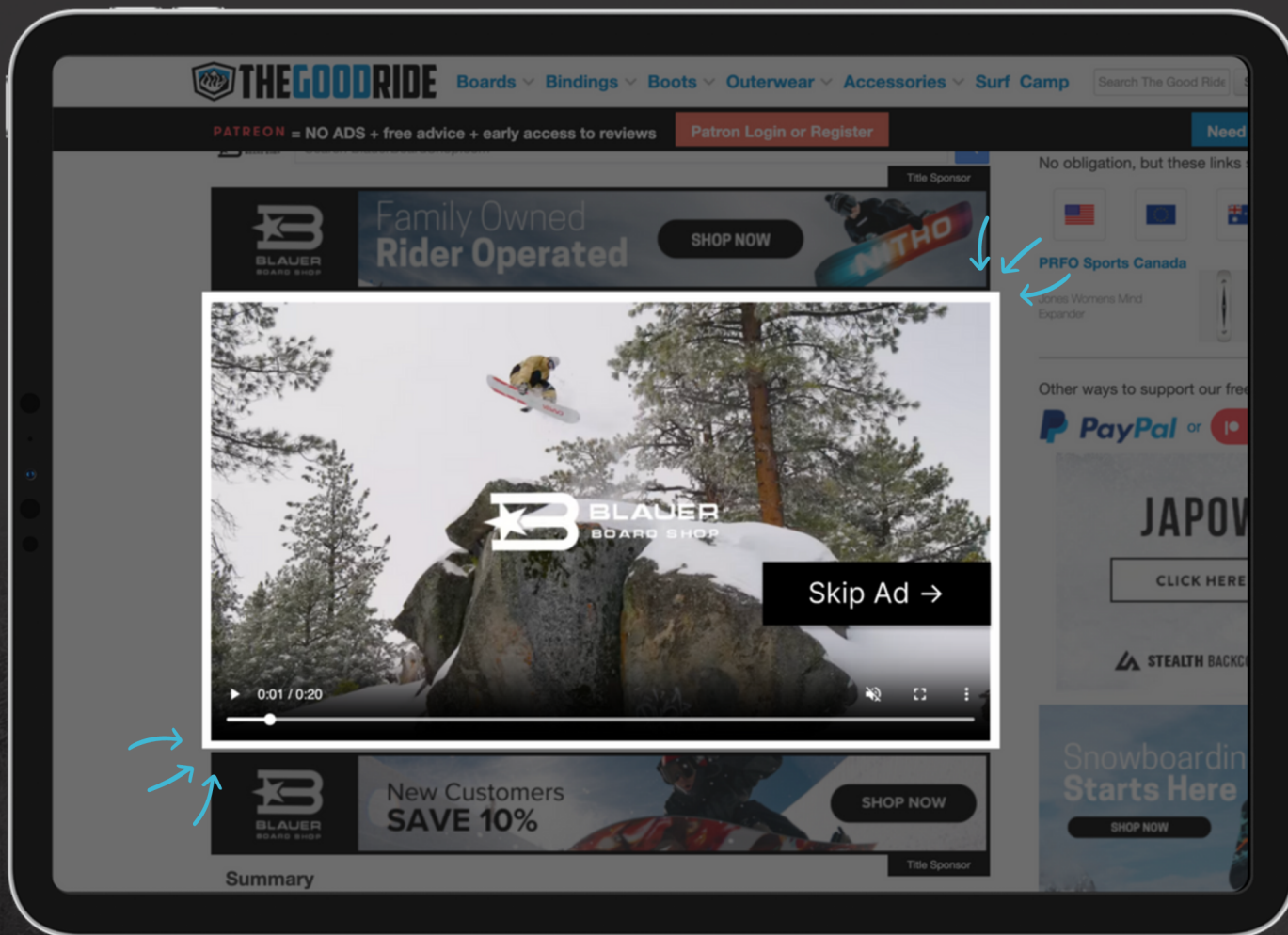
VIDEO SPONSORSHIP

PRICE	\$500 per video
DETAILS	You can select the product review videos that you want to sponsor. Multiple endorsements throughout the video review. Videos play on our site and YouTube channel.
DISCLAIMER	We do not take money from product reviews. All ads and sponsorship is sold to ecomm stores and adjacent products / services. Eg, sports drinks, travel apps, resorts.



PRE-ROLL VIDEO ADS

PRICE	\$12+ CPM
DETAILS	Auction based pricing. Highest CPM gets the most plays. Country targeting available.



BANNER ADS

PRICE

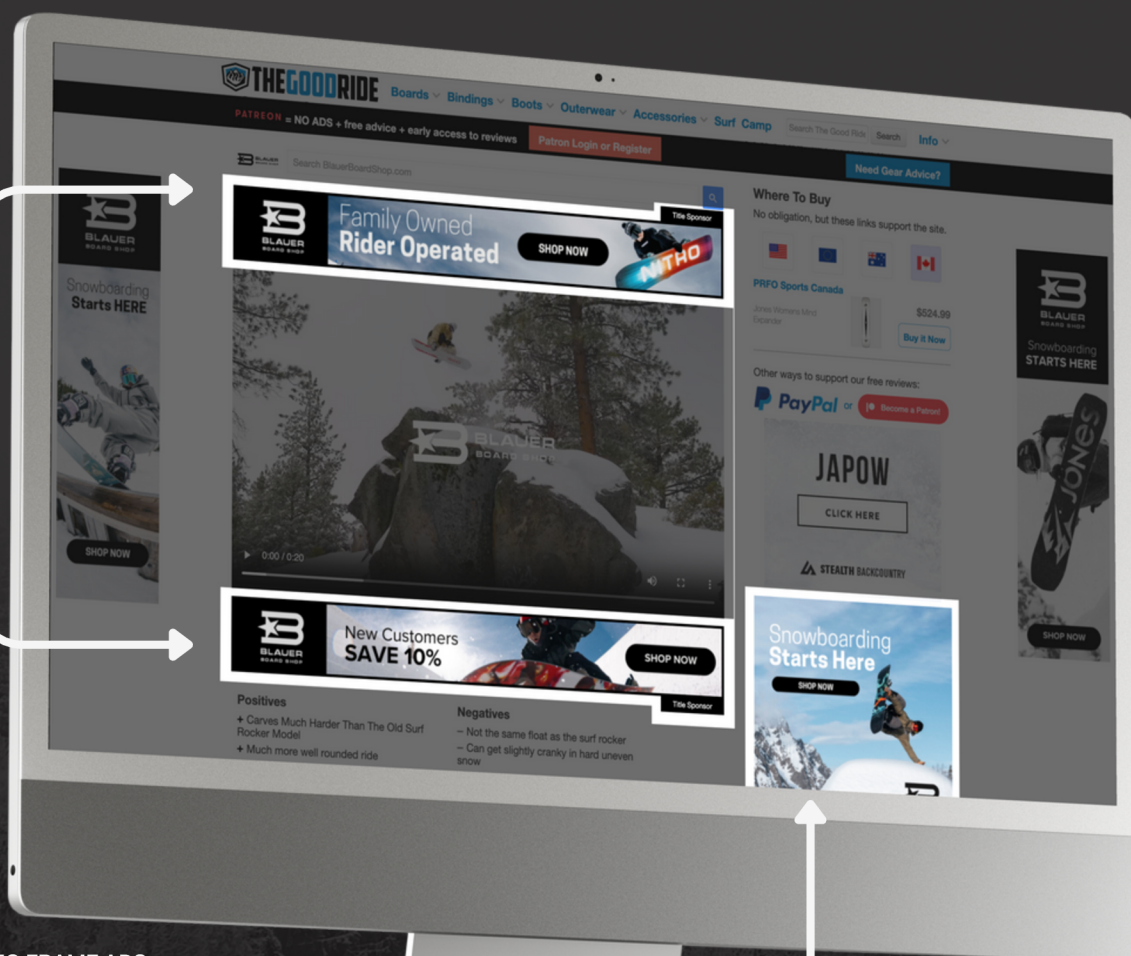
\$5+ CPM

DETAILS

Auction based pricing. Highest CPM gets the most impressions. Country targeting available.

DISCLAIMER

We do not take money for product reviews. All ads and sponsorship is sold to ecomm stores and adjacent products/services. Eg, sports drinks, auto, resorts.



VIDEO FRAME ADS

Set of 2 banners displaying above and below the review video—the focal point of our review pages.

RIGHT SIDE BANNER

Combined with product ads this banner spot will massively increase purchase clicks.

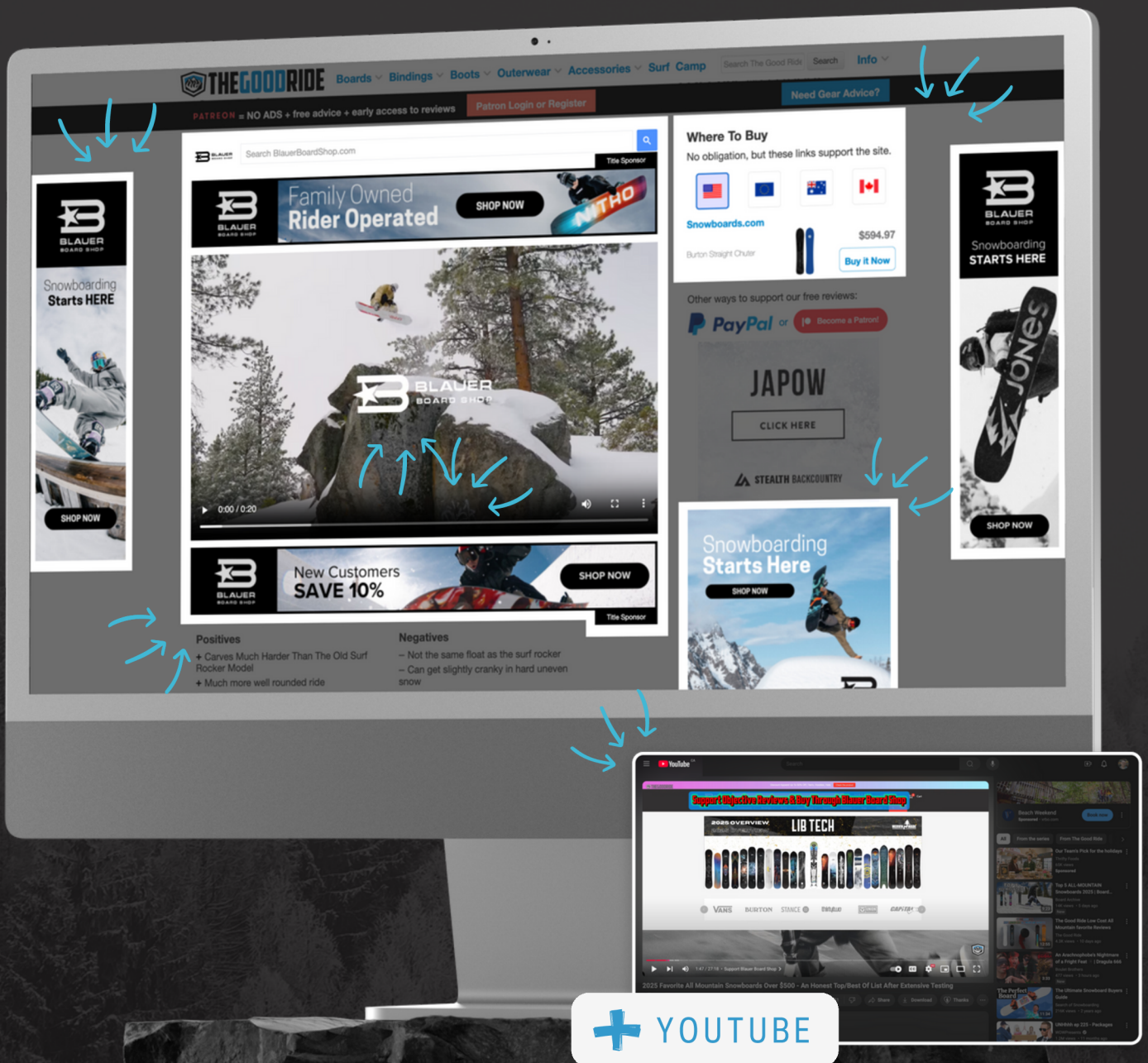
TITLE SPONSOR

PRICE

\$10,000 / MONTH

DETAILS

Our most aggressive advertising option that splashes your brand everywhere. All ad slots (including pre-roll video), #1 product ad position, YouTube sponsorship and a custom search box. It also includes embedded reviews for your site.



Positives

- + Carves Much Harder Than The Old Surf Rocker Model
- + Much more well rounded ride

Negatives

- Not the same float as the surf rocker
- Can get slightly cranky in hard uneven snow

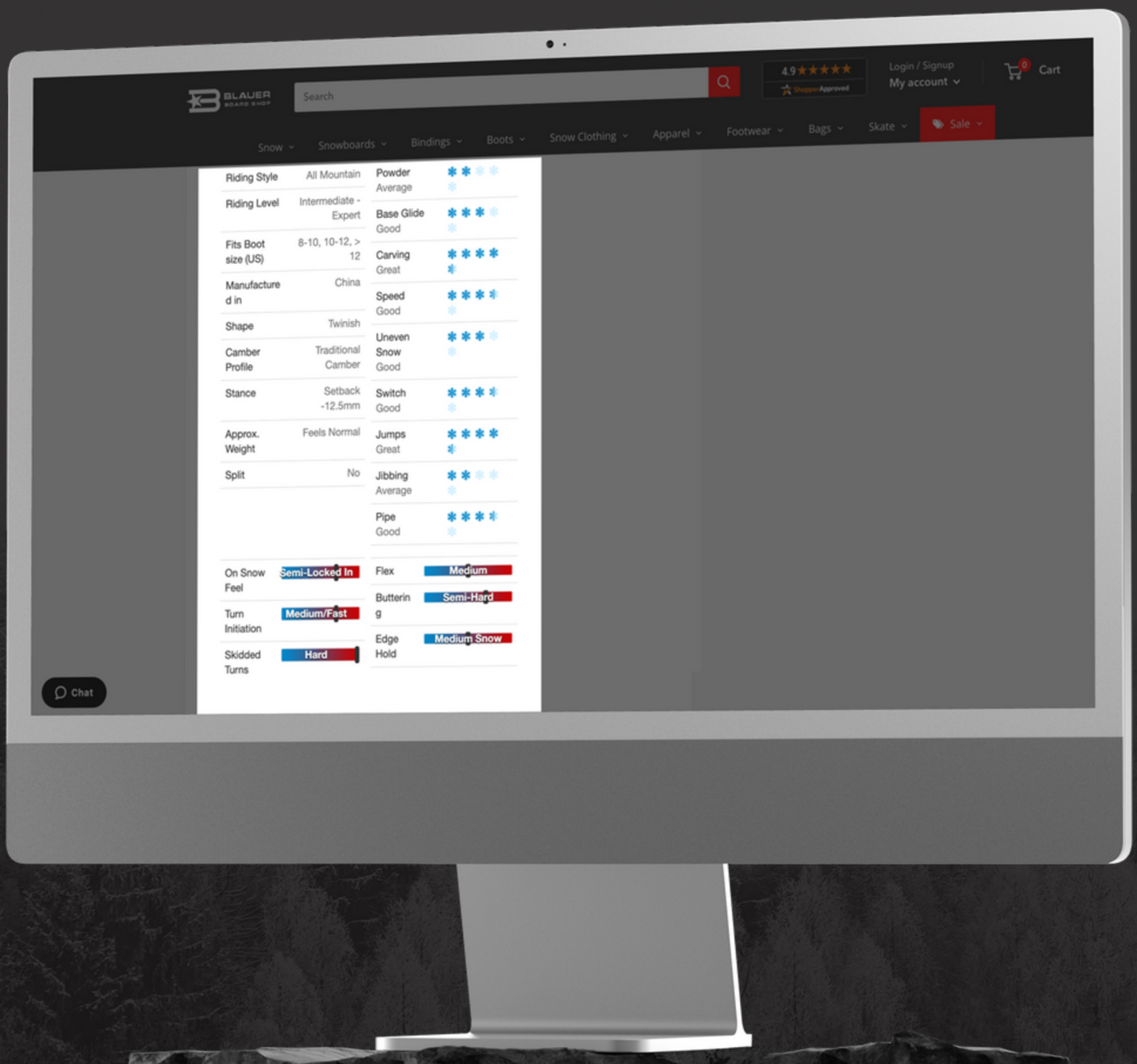
RATING SYSTEM LICENSING

PRICE

\$500 / month

DETAILS

Put our proprietary (patented) rating system on your ecomm pages to add credibility and drive more sales.



CONTACT

GET IN TOUCH TO ADVERTISE YOUR BRAND.

Dylan
CMO / Partner
dylan@thegoodride.com
250-920-9521 (PST)

BOOK A VIDEO CALL

**LET'S WORK
TOGETHER**



A FEW OF OUR TRUSTED ADVERTISING PARTNERS

