

Advertising Packages 2008

Thank you for taking an interest in Last Tackle. This document details our advertising packages for 2008. For further information, or if you wish to go ahead with one of our packages, then please contact James Gordon either via email (james.gordon@lasttackle.com) or telephone (07896021337)

About Last Tackle

LastTackle.com was founded in August 2005 by James Gordon, a college student, who was inspired by the football news website www.4thegame.com. The first aims of Last Tackle were to become the premier site for rugby league coverage in the UK. At present, the site covers Super League, National League 1, National League 2, the NRL, the international game and the amateur game, with plans to expand in to the RL Conference, Tag Rugby and Womens rugby in future.

The site is run on a voluntary basis, in the early days by James, who was then joined by Chief Editor Tony Williams, who continues to have a major impact on the site. In 2007, more staff came on board, and there are now Super League, National League, NRL and amateur correspondents in place, all of whom contribute to the site on a regular basis.

James is a Journalism degree student at the University of Central Lancashire, and is responsible for the up keep of the site on a regular basis. He has pumped a lot of his own money to ensure the site's continuing progression, as well as developing his web design knowledge to continue the site's increasing interactivity and list of features.

Hit Statistics

The site format as seen today was launched on July 7 2007. The following table shows hit statistics from this date until January 30th 2007.

	Page Loads	Unique Visitors	First Time Visitors	Returning Visitors
July 2007	6,913	1,939	965	974
August 2007	10,200	3,797	2,086	1,711

September 2007	11,362	4,594	2,303	2,291
October 2007	10,072	4,315	2,047	2,268
November 2007	9,159	3,741	1,762	1,979
December 2007	7,530	3,088	1,471	1,617
January 2008	27,984	5,598	3,077	2,521
TOTAL	83,220	27,072	13,711	13,361

Stats Analysis

January statistics show the potential we have to achieve in 2008, with huge increases on previous months, owing to our Fantasy Rugby League competition, just one innovative idea we have had to increase activity. We plan to continue increasing throughout 2008.

Although November and December figures are below average, it must be remembered that these months are in the rugby league off season, and so rugby league news is few and far between.

Since the new design was launched in July, the site has averaged 400 hits per day.

Available Packages

All prices cover one year's worth of advertising/sponsorship. You can design adverts yourself, or have us design one for you.

Banner Advertising - £300 - your banner will appear at the bottom of every page on the LastTackle.com main website. This includes all news stories, all features, statistics pages and the popular Fantasy Rugby League competition. (Advert details - width: 468px x height: 60px)

Example ad:



Mini Banner Advertising - £100 - advertising your company in the prime spot on LastTackle.com, right underneath the main news story on the homepage of the site (note that this will take part in a rotation of no more than 6 images, so your advert will appear at least once every six page loads by an individual user).

Example ad:



Small Advert - £150 - have your company showcased in the right hand column of every single page on LastTackle.com, again including all news stories, all features, statistics pages and the popular Fantasy Rugby League competition. (Advert details - Width: 168px x Height: 69px)

Example ad:



Feature Sponsorship - £50 - sponsor one of our features and become the title sponsor of that particular section of the site, including a banner at the bottom of every relevant page. Available features: Eye on Rugby League by Tony Williams, Fantasy Rugby League (Super League), Fantasy Rugby League (National Leagues), Stats Zone, Rugby League World Cup

Forum Sponsorship - £150 - become the title sponsor of our ever popular forums at <http://forums.lasttackle.com>. The community is growing all the time and has over 50,000 posts to date. It currently hosts the official club forums of National League 2 sides Gateshead Thunder and Workington Town. Your advert will be included within the main banner at the top of every page on the forum. (Advert details - width: 800px, height 50-150px)

Contact Details

If you are interested in any of the above packages, or wish to discuss other ways in which you can help the continuing development of LastTackle.com, please contact James Gordon (preferably via email), and we will get back to you as soon as possible.

E-mail: james.gordon@lasttackle.com

Telephone : 07896021337