



Advertising on EntryCentral.com

Introduction

EntryCentral is pleased to offer a fair package for advertisers, one that automatically charges less at quiet times of the year, which has measures to prevent click fraud, and which allows you to purchase advertising in increments of 10%. And you get a login at EntryCentral to administer your adverts, view reports and old invoices, and to make payments.

User Demographic

There's no getting away from it, people come to EntryCentral to enter events and join clubs, or to have a browse around to see how many have entered what and what the competition will be like. That means almost all will be actively participating in their chosen sport. The majority of users are for multisport events, then cyclosporives, then running events and club memberships.

EntryCentral sells approximately 20000 event entries and memberships annually averaging £20 each. The average user is 37 years old, and 74% of users are male.

On average, for each 10 visitors that there are, only one results in a confirmed entry – meaning that the rest are just browsing and perhaps willing to spend elsewhere.

Webstats

Since Sept 2007, we have been recording webstats in a format that can be read by a popular webstats program, AWStats. EntryCentral's implementation of AWStats is at <http://webstats.entrycentral.com>

Seasonality

EntryCentral's webstats follows an annual pattern:

- The year starts briskly at roughly 75 entries per day (in 2007) as events open and customers begin to plan their seasons.
- Usage typically builds to a peak of 120 in late March and early April, and then falls to a June-August plateau of 60.
- September to December is mainly off-season for EntryCentral users and organizers, and averages 40 entries per day.

Over time, EntryCentral's seasonality will be better reflected by AWStats.



Charging strategy

EntryCentral has an interest in hosting your advert in two ways:

- hosting the advert on an EntryCentral page helps increase your brand awareness, even where the user does not click your advert.
- by providing a click-through, EntryCentral is directing traffic to your site

The charging strategy is therefore a prudent blend of [Cost Per Mille](#) and [Pay-per-click](#) and the prudence is in our recording of clicks and visitors because:

- we ignore visits from 45 known [Web Crawlers](#) and
- we ignore multiple visits and clicks from the same IP address in any given day.

The latter measure is in place to eliminate [click fraud](#) but in fact works against EntryCentral. For example, if a person clicked through to your site from EntryCentral and liked your site but does not remember your URL, if they want to visit you again in the same day they will probably come to EntryCentral and click your advert once again - but we will not count the second click. With these measures in place you can be confident that all traffic that you pay for is real rather than automated or fraudulent, and that counts are in fact an underestimation.

Visits

A Visit is defined as a hit from an IP address on a given day to any of the following EntryCentral pages:

- index.php
- entryForm.php
- seeCompetitors.php

...with the following enhancements:

- Visits to multiple pages are ignored in the Visit count
- Multiple hits on the same page from the same IP number are ignored
- Webcrawlers are ignored
- URL-hacking robots are ignored

Our definition of Visitors typically works out at 85% of the visitor rate reported in the Webstats. To illustrate, the accompanying table shows the stats for a two-week period in October 2007.

Date	AWstats	Visitors
01-Oct-07	420	364
02-Oct-07	348	306
03-Oct-07	449	362
04-Oct-07	388	327
05-Oct-07	407	352
06-Oct-07	311	281
07-Oct-07	499	420
08-Oct-07	712	617
09-Oct-07	500	445
10-Oct-07	480	405
11-Oct-07	414	352
12-Oct-07	364	303
13-Oct-07	296	243
14-Oct-07	260	218



Clicks

A Click is defined as a user clicking an advert on a given day with the following enhancements:

- Multiple clicks in a day on the same advert from the same IP address are ignored
- Webcrawlers are ignored in the visit count, but the crawler is successfully passed onto the advert's destination URL.

Placement

Adverts will be placed in a carousel, and will appear in random vertical order for each page impression

Dimensions

Adverts will be 120px high by 100px tall. You, the advertiser, are responsible for providing images of the correct size. EntryCentral will use HTML to resize your advert to 120 x 100, so it's better for your image to ensure that the dimensions are correct before this happens. We need them to be all the same size so that we have the flexibility to arrange them vertically or horizontally to suit particular screen layouts in future. Animated gifs are allowed, provided that the frame rate is longer than 2 seconds.

Rates

The rate per Visit is 0.005 GBP (5 GBP per mille)

The rate per Click is 0.10 GBP

Limiting your spend, and multi-ad campaigns

EntryCentral allows you to show your advert more or less frequently.

When the adverts are to be shown on a user's screen, a random number between 1 and 10 is generated, and if your chosen selection matches the random number, your advert will be shown.

An advert with all 10 numbers selected will always be shown. An advert with only one of the ten numbers selected will show 10% of the time, and an advert with two of the ten numbers selected will show 20% of the time.

We calculate your bill based on the number of visitors for the month, and this charge will factor how often your advert is shown. For this reason, you may only change your selection for next month onwards.



You may change next month's selection as often as you like while it remains in the future, but once time passes into next month you can only change the month afterwards.

This allows you to

- show your advert more or less frequently at busier or quieter times of the year, to help you control your advertising spending
- if you have e.g. two adverts in a campaign, you can use your selection for each to ensure that only one is always shown - by selecting 1 to 5 for the first advert and 6 to 10 for the second.

Payment

EntryCentral will produce statements on a monthly basis detailing the numbers or visits and the numbers of clicks for your advert. You maintain a balance at EntryCentral, and pay through an Advertiser's payment track with a credit or debit card. The minimum spend is £300 for new advertisers. For any debt that is unpaid 15 days after the statement date, the advert will be removed and can only rejoin as new (with a minimum spend to return you to £300 credit).

Exclusivity

EntryCentral does not guarantee or support advertiser exclusivity. For example if EntryCentral hosts adverts for a bike shop and a personal trainer, both of whom happen to sell energy bars, it is not feasible for EntryCentral to referee the exclusivity infringement, or turn away advertising from one or the other on that basis.

Further Info

If you have any further queries, please use the [feedback form](#) and we will get back to you as quickly as possible.