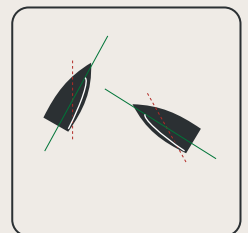
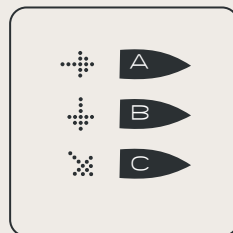




MEDIA KIT

Online Advertising





WEBSITE SPACES

TOP LEADERBOARD	3
TIME SPONSOR	3
RICH CONTENT BLOCK	3
BOTTOM LEADERBOARD	4
LARGE SQUARE BLOCK	4
SKYSCRAPER BLOCK	4

EXTERNAL SPACES

HORIZONTAL BANNER	5
-------------------	---

IN_SAILING SPACES

REGATTA BANNER	5
TIME SPONSOR	6
IN-REGATTA EMBEDDED VIDEO	6
REGATTA ANNOUNCEMENT	6
STATRT-FINISH BANNER	7
SAILING FIELD SPONSOR	7
ELECTRONIC SPONSOR	7

PACKAGES

TIME SPONSORSHIP	8
ELECTRONICS SPONSHORSHIP	8
SAILING FIELDS SPONSOR	8
THE EVENT PACKAGE	8





Top LeaderBoard

SIZE: 728x90 (IAB Leaderboard)

LOCATION: Top of Page

SCOPE: All sailx.com pages.

CONTENT TYPE: Picture, Flash or other rich media with that size.

ROTATION: To define the rotation, the templates can accommodate the different formats.



Time Sponsor

SIZE: 280x90 (non IAB standard).

LOCATION: Top of Page, right side.

SCOPE: All sailx.com pages.

CONTENT TYPE: A Picture embedding a GMT/UTC clock. The displayed time is the official one to start races and events.



Rich Content Block

SIZE: 360x360.

LOCATION: Right side of content area.

SCOPE: sailx.com home page.

CONTENT TYPE: Video or Flash



Bottom LeaderBoard

SIZE: 120x90 (Button1 IAB standard).

LOCATION: Bottom of Page.

SCOPE: All sailx.com pages.

CONTENT TYPE: Picture.

Displays 4-6 pictures of sponsors on any web-site page.



Large Square Block

SIZE: 300x250 (IAB Medium rectangle).

LOCATION: Right side of Page.

SCOPE: All sailx.com content pages.

CONTENT TYPE: Picture.

ROTATION: Maximum 6.



Skyscraper Block

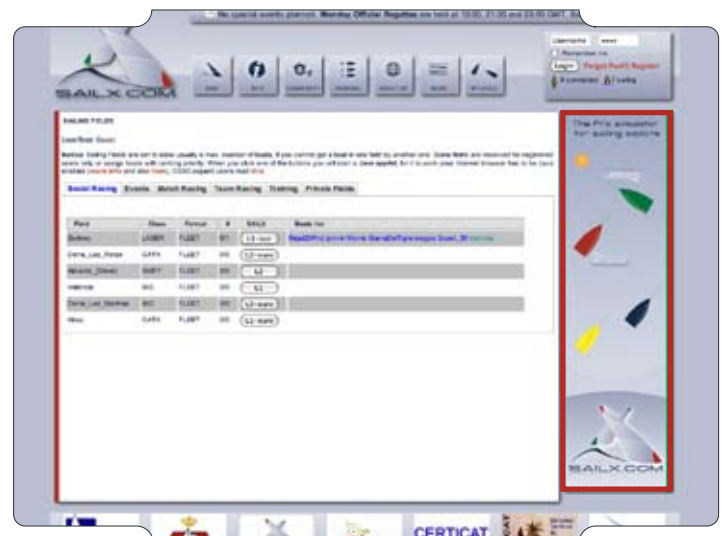
SIZE: 160x600 (IAB Wide Skyscraper standard).

LOCATION: Right side of Page.

SCOPE: All sailx.com content pages.

CONTENT TYPE: Picture or text links.

ROTATION: Maximum 6.





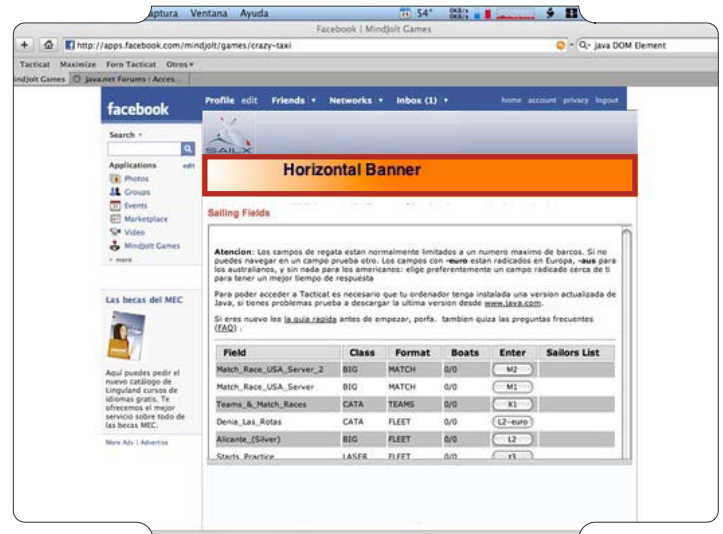
Horizontal banner

SIZE: 468x60 (IAB Full banner standard).

LOCATION: Top of Content area.

SCOPE: Sailing fields page exported to external sites.

CONTENT TYPE: Picture or rich media.



The most important functionality of SAILX.COM is the regatta simulator. When a user starts the simulator an independent Internet browser window appears where he will interact with other connected users on-line.

Users complete races, each race consisting in:

- 3 minutes prestart procedure.
- The actual race, during some 12 minutes, depending the wind and current conditions.
- 2 minutes average post race period.

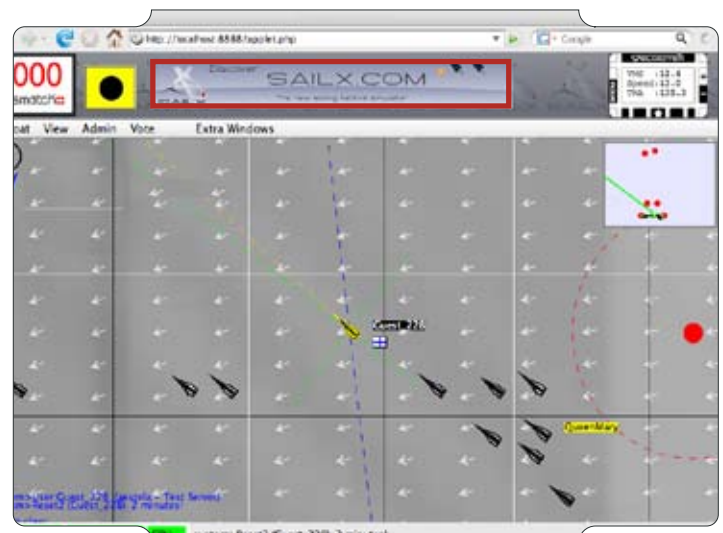
Regatta banner

SIZE: 468x60 (IAB full banner standard).

LOCATION: Top of sailing field.

SCOPE: All sailing fields.

CONTENT TYPE: Picture or other type of banner.



Time sponsor

SIZE: 90x90 (non-IAB).

LOCATION: Top-left of sailing field.

SCOPE: All sailing fields.

CONTENT TYPE: Picture framing the digital countdown clock.



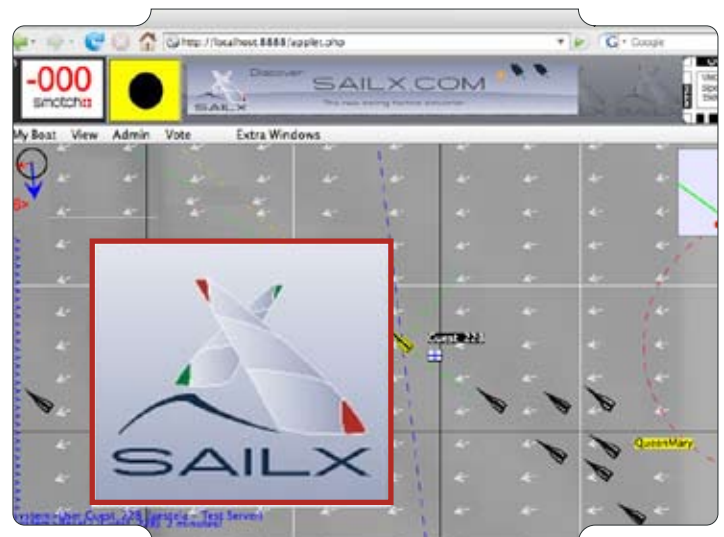
In-regatta embedded video

SIZE: 360x360.

LOCATION: Top-left of sailing field.

SCOPE: All sailing fields.

CONTENT TYPE: Video or other rich content, 15 seconds maximum.



Regatta Announcement

SIZE: 234x60 (IAB Half banner standard).

LOCATION: Top of Floating pop-up window.

SCOPE: All sailing fields.

CONTENT TYPE: Image.



Start-finish banner

SIZE: 468x60 (IAB full banner standard).

LOCATION: Start - finish line.

SCOPE: All sailing fields.

CONTENT TYPE: Picture over the start line and under finish line.



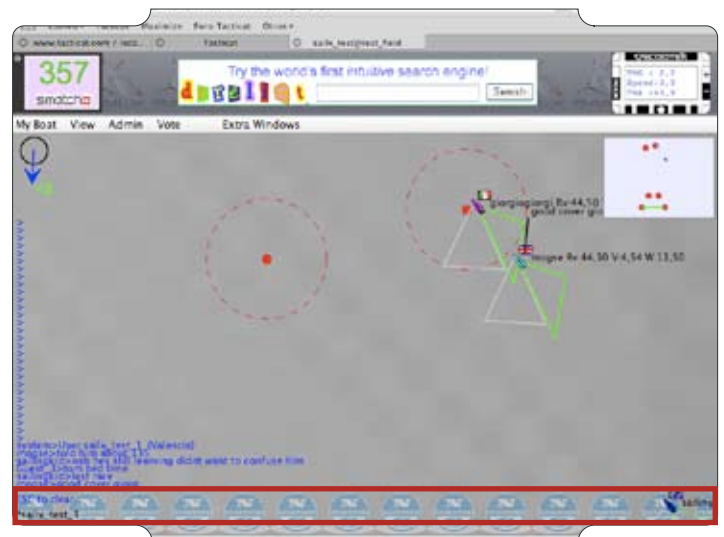
Sailing field sponsor

SIZE: 120x90 (Button1 IAB standard).

LOCATION: Bottom of the sailing field.

SCOPE: All sailing fields.

CONTENT TYPE: Picture repeated along all the sailing field width.



Electronics sponsor

SIZE: 90x90 (non-IAB).

LOCATION: Top-right of sailing field.

SCOPE: All sailing fields.

CONTENT TYPE: Picture framing the digital electronic equipment.



Time sponsorship

Includes Web and In-Sailing time spaces. In web site it displays GMT time while in sailing field displays the race clock.

Electronics sponsorship

Includes In-Sailing space displaying technical parameters of the boat as:

- Speed.
- VMG.
- Angle to wind.

Sailing fields sponsor

Includes all In-Sailing spaces with exception of time and electronics.

The name will appear in:

- The sailing fields table, while the race is active
- The replays list and all secondary references: protests and racelets.

The event package

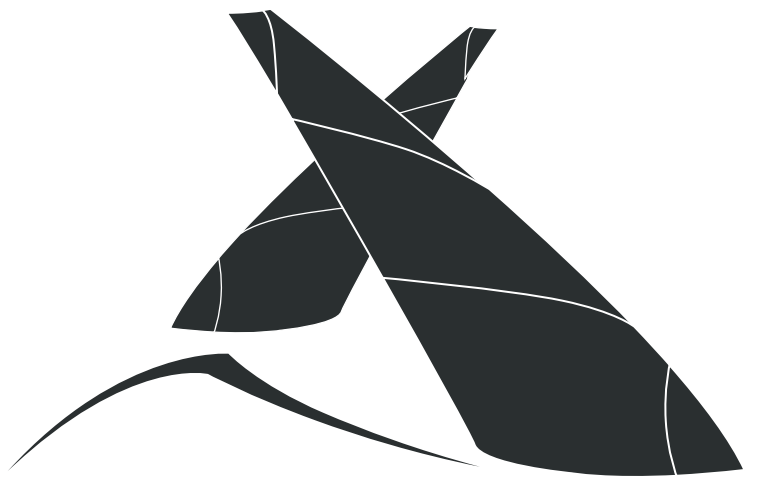
A special regatta package applied to all races that make up an event.

Events are announced in the calendar, require some kind of registering process for sailors and can be restricted to qualified users.

Examples of events are the different nationals, continental and worlds.

Includes the regatta banner and the regatta announcement spaces. It also gives name to the race. The name will appear in:

- The sailing fields table, while the race is active
- The replays list and all secondary references: protests and racelets.
- A custom event page with subpages for:
 - Notice of Race and Regatta Instructions.
 - Sailors pre-registration and entry list.
 - Results & Classifications.





Sailx
sail@sailx.com
clariano 35-73
46021 Valencia - SPAIN

