GEOCACHING ADVERTISING GUIDE

We inspire and enable discovery, exploration, and adventure.

GEOCACHING

Contents

Who We Are

We are committed to:

- Building location-based tools that inspire outdoor play

- Supporting parks and outdoor recreational areas (often through our environmental initiative, Cache in Trash Out)

- Inspiring new adventurers to discover the world around them

About Us:

Geocaching.com is the hub for the worldwide adventure of geocaching. The adventure began in 2000, when only a handful of geocaches were hidden. Fast forward 15 years and there are now over **2.75 million active geocaches** (including one that's 7,545 ft underwater) and more than **10 million players worldwide**.

Website:

www.geocaching.com

Geocaching Statistics and Demographics

Global Geocaching.com Statistics:	
Registered users	10+ million
Annual visits	122 million
Annual page visits	1.4 billion
Average visit duration	12:04 minutes
Opt-in weekly mailer recipients	7 million

United States Visitor Profile
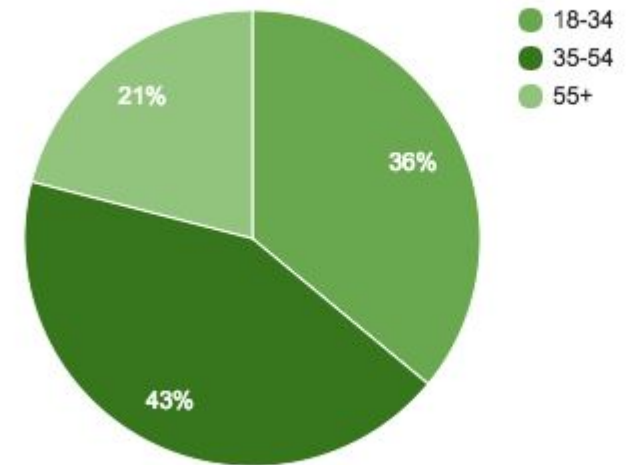
50% of our site visitors have children.

65% of our site visitors are male.

66% of our site visitors have a college degree.
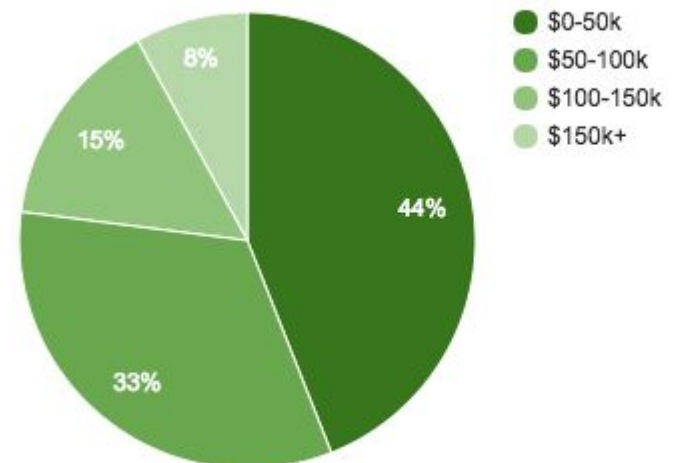
*Please inquire within for specific country demographics and data

Quantcast, January 2016

US Age

- 18-34
- 35-54
- 55+

21%
36%
43%

US Household Income

- $0-50k
- $50-100k
- $100-150k
- $150k+

8%
15%
44%
33%

Banner Ad Specifications

Examples of pages with banner ads on Geocaching.com:

- **160x600 (Banner ads are available on most pages of Geocaching.com.)**
    - http://www.geocaching.com/track/
    - https://www.geocaching.com/guide/
- **250x250 (cache details and event details pages only)**
    - https://www.geocaching.com/seek/cache_details.aspx?wp=GCK25B&title=geocaching-headquarters

Banner Ad Package Specifications:

- 160x600px
- 250x250px
- Up to 150kb max
- JPG, PNG, or GIF format
- Animated GIFs are acceptable, but animation must cease following four rotations
- Must provide click-through URL and desired target location (i.e. US-only, North America, Germany, etc...)
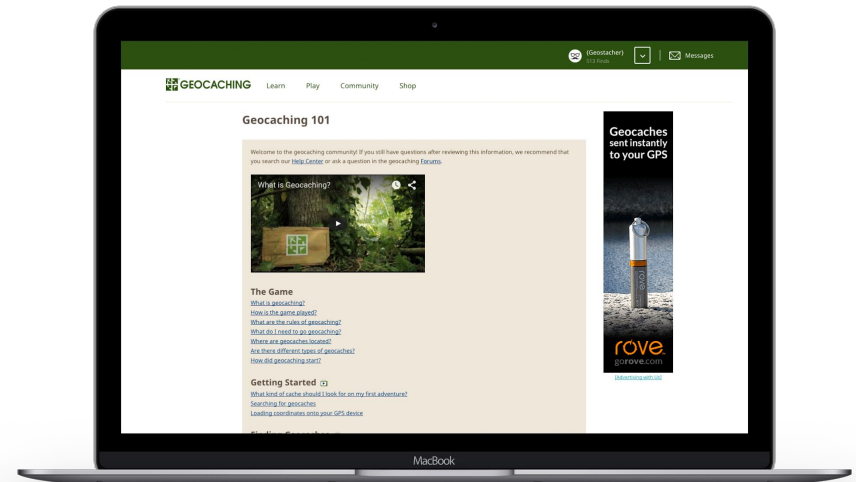
Sample Banner Ads

160x600

250x250

Banner Ad Pricing

160x600		
Impressions	CPM Rate	Order
166,666	$1.50	$250
400,000	$1.25	$500
1,000,000	$1.00	$1,000

250x250		
Impressions	CPM Rate	Order
200,000	$1.25	$250
500,000	$1.00	$500
1,142,857	$.875	$1,000

Frequently Asked Questions:

- **What is an impression?** The point in which an ad is viewed once by a visitor, or displayed once on a web page. Each time the banner is shown it counts as one impression.

- **What does CPM mean?** Cost per 1,000 impressions.

- **How long does a banner campaign run?** We recommend running the campaign for 2-3 months.

- **How many impressions and clicks will my banner receive daily?** The number of impressions and clicks you receive daily depends on a number of factors, including competitiveness of the ads in our system and the size of your target audience.

Make the Most of Your Banner Ad Campaign

Suggestions to increase the engagement of your banner campaign:

- Adding an image to your banner can help your ad draw more interest among your target audience.

- Animated GIF ads perform better and will increase the click-through rate.

- Provide multiple sets of creative for each banner and we can rotate through them evenly throughout the campaign.

- Find what resonates best with your audience by testing multiple variations of your campaign – try different images or headlines.

- Keep it relevant. Make sure your ad destination makes sense with your ad copy.

- For maximum website exposure we recommend running banners in both sizes.

Weekly Email Newsletter Specifications and Pricing

Promotional Email Newsletter:

The geocaching email newsletter gives readers the information they need to stay on top of the latest geocaching trends and topics. Content features in-depth and timely articles that focus on geocaching related news and products. The geocaching email newsletter is distributed to 7 million registered opt-in members globally (at minimum) each week.

Second Article in newsletter (example on following page):

- 200 word product description

- 250x150 pixel image – horizontal or vertical

- Second article in mailer

- Three hyperlinks

- Target a specific language or location

- Final copy due two weeks prior to distribution

- Geocaching.com will review final copy

Distribution	Target Market	Price
1 article	global mailer sent to 7 million registered opt-in members	$4,000
1 article	regional targeted mailer sent to your target market	$2,500

Weekly Mailer Example with Promotional Article

Geocaching Back to Basics

Geocaching is actually pretty basic when you write it out— someone hides a geocache and challenges anyone to try to find it. Whether you're new or a geocaching veteran, it's good to renew some of the other basics. It makes geocaching an adventure worth sharing.

- **Warm up:** Brush up on your geocaching knowledge with the new **What is Geocaching?** video. Be a pal and share it with your fellow geocachers to start them on the right path.

- **Finding basics:** This is a big one, ready? Magnets exist. We even know how they work. Geocache hiders love to use magnets to secure a geocache under or on a metal object. They have also mastered all sorts of camouflage. See the image in the newsletter? It's a double-whammy: a **magnetic geocache** that looks like a bolt. It's easy to learn even more tips and tricks from friendly geocaching veterans, just attend a local **Geocaching Event**.

- **Logging basics:** BYOP. It means Bring Your Own Pen. When you finally track down the geocache, sign it with your username, the date and, if there's room, some details about your adventure. Then, log your experience online or through the Geocaching App, maybe add a photo and BOOM—you've earned a smiley for your Geocaching profile.

There's more to know and more to uncover (even for the experts). Stumped on something? Have a question about what TOTT* means? Chime in on the **Geocaching Facebook page** for answers and advice.

*Tool of the Trade

Great Urban Race

Hundreds of geocachers this year have experienced the fun and challenge of the **Great Urban Race**, a fast-paced urban scavenger hunt where your city holds the missing pieces. Teams of 2–4 participants solve clues, tackle challenges and race for glory in this all-out test of smarts and speed.

Top teams receive cash prizes and qualify for the **National Championship** race in Puerto Rico, where a total of $10,000 is up for grabs! Participants are called Masterminds because they must decipher clues, determine where the challenge is taking place and choose the best route to get there. At noon, teams are given a clue sheet with twelve tasks on it. They must complete those tasks and return to Race Headquarters by 5:00pm for a successful finish.

CITO Sponsorship

Be a CITO (Cache In Trash Out) sponsor:

Support Geocaching's global environmental initiative to be kind to the earth. CITO events are held year-round by the Geocaching community. These geocaching events range from litter pick-up to planting trees to removing invasive species, and more! There are approximately 500 CITO events held around the world each year.

Basic sponsorship includes:

- Banner ads targeted to global market: 500,000 impressions during 2016, a mix of both banner ad sizes
- Partner logo and URL link on the CITO webpage and CITO Event Calendar, listed in a sponsor section
- Partner mention in 2 CITO newsletters with global reach

Inquire for custom package options.

Contact the Advertising Team

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Thanks