



Priceform is an independent on-line sports magazine providing all the necessary information needed to fulfil any sports enthusiasts needs. Priceform has been designed to blend the genres of sports tipping, sports statistics and sports information. At the heart of the publication are a dedicated team of sports writers whose aim is to deliver insightful, enjoyable and profitable articles for our readers. Each writer is a specialist in their field with many years experience. Their remit is only to provide the best “value” opportunities likely to lead to long term gain. Each selection is given a 0-5 point rating to reflect both the level of writer confidence and the available value in the market. Unlike other sports magazine sites, our writers are fully accountable with a full breakdown of results freely available.

Priceform covers all the major sports and leagues with plans to cover more and more minor events to provide readers with the best value betting opportunities. To reflect the changing demands of the sports betting environment, Priceform has developed its own virtual trading room in which readers can follow the fortunes of writers as they trade live through sporting events. This function provides readers with an insight in to trading methodology and a chance for further profit as all odds and stake levels suggested are freely available within the exchanges at the time of posting.

Demographic

Priceform is aimed at sports enthusiasts of all adult ages and backgrounds. We feel it important to cover the widest spectrum of audience possible. We currently have readers from over eighty countries spanning fifty languages. If it's the latest results, news, fixtures or just the latest value punting opportunity you're after, Priceform has it all.

Sports Covered

We currently list Aussie Rules, Baseball, Basketball, Cricket, Darts, Golf, Greyhound Racing, Horse Racing, Ice Hockey, Rugby League, Rugby Union, Snooker, Soccer and Tennis,

Additional Coverage

Priceform also includes a results service, bookmaker and betting exchange information, the latest sports news, betting industry news, RSS Feeds, odds comparison service, statistics, sporting bookshop, betting guide, live reports, betting tools, competitions and interviews..

Priceform Classified

Advertisements in our "Classified" section costs £30 pcm for each entry. We have four sections. "General", "Go Racing", Situations Vacant and "Sports".

Sponsorship

Individual Writer Sponsorship*

£450 pcm

Includes exclusive advertising for the following pages:**

Writer "home page".

All writer article pages.

Result breakdown page.

Your name will also be linked to the writer on both the "our sports writers" page and the "About Us" page.

Gambling Guides (Odds on to Succeed and Arbitrage course)*

Includes exclusive advertising**

£100 pcm

Fixtures Pages*

All fixture pages with exclusive advertising**

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Individual fixture pages with exclusive advertising**

£20 pcm

Links Pages*

All pages with exclusive advertising**

£200 pcm

Individual link pages with exclusive advertising**

£45 pcm

Home Page*

Sponsorship of the home page

£600 pcm

Forum*

All sections

£300 pcm

Individual sections

£55 pcm

Competition Page* Free if providing weekly prizes

Banner Advertising

Home page*

468x60 **£60 pcm**

120x60 **£30 pcm**

120x600 **£80 pcm**

Writer's pages*

468x60 **£50 pcm**

120x60 **£27 pcm**

120x600 **£60 pcm**

All other pages*

468x60 **£50 pcm**

120x60 **£27 pcm**

120x600 **£60 pcm**

Banner size examples



Creating Web Banners

We can provide you with a quote for creating web banners.

Web Advertising Technical Specifications

Web Banner:

- Your banner may be supplied as a GIF or JPEG file (containing images and text).
- Maximum file size 15K.
- The banner advert can have no more than 4 rotations.
- You must also supply the URL for the linking page to your banner advert.

To discuss these options further and to book web advertising on the Priceform website, please contact the Sales Team on sales@priceform.com

* Minimum three month term. **Limited Banner adverts included in the price.

We will be happy to discuss special rates and offer solutions to your specific needs!



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