Hi Lauren,

For this year (January-May 2015) the average monthly impressions for a Premium Banner Ad is 319,521. These Ads have received an average of 88 clicks per day since we moved the premium spot to the top of our website in April. The average monthly impressions for a standard banner Ad is 25,442 per month.

On Average we have had 27,490 unique browsers visit our website per month from January to May 2015. Of these 83% are returning visitors and 17% are new visitors.

The average session duration on our website is 8 minutes. The bounce rate is only 15% which means that 85% of visitors stick around and view multiple pages.

The Key months for the year are August, September & October. This is shown in the graph below as there are more unique browsers on our website in these months. We tend to have more stud sales during these months also which means there is more traffic on our website.

When you ask for the Traffic by Territory, do you mean the location of each unique browser?

The premium Package includes 3 weeks standard Ad and a one week Premium Ad. Any number of standard Ads can be uploaded at any time so there is endless availability for these. For the Premium Ad, the spot is available all throughout August-October except for the week from the 20th – 27th of August. I would suggest having the premium start for the first week of every month and the standard the rest of the month.

The sizes are:

* Standard – 180x150 pixels
* Premium – 728x90 pixels

With the links youa re able to provide us with a link to the Ad. This can be a website or a PDF flyer. If you provide me with relevant information I am happy create the flyer for you.