

FREQUENTLY ASKED QUESTIONS

Q: [How can I track traffic to my website?](#)

A: We will provide you with your own unique ID & password to access information about your account traffic, origin of the traffic, etc. You will also have access to summary information on all traffic to Vladventures.net billboard. Find out which adventures are hot, which subscribers get the most visitors and which media campaigns draw the most visitors.

Q: [Why would internet billboard advertising increase traffic flow to my website?](#)

A: Though there are currently a number of websites in existence, both private & government run that advertise adventure companies, most are reactive, meaning they do not aggressively seek customers outside their city, region, province or country. **Vladventures.net** is focused on utilizing its promotions team in advertising the billboard not only locally, but internationally as well. The goal is to drive people to the website, and to Vancouver Island as their choice vacation destination. Internet billboards utilize a simple structure that places all subscribers on the main page, by displaying their company logo or activity graphic. No longer will visitors have to navigate through complex menus, multiple pages, and so forth to find a company or adventure industry they are looking for. It also gives the subscriber a chance to choose their location on the billboard as opposed to being listed alphabetically, like on normal websites. Subscribers will also be listed by adventure on the **Adventure's Index** with link. Subscribers with a video link will be listed in the **Adventure's Theater**.

Q: [How does an internet billboard differ from regular website advertising?](#)

A: Internet billboards utilize a simple structure that places all subscribers on the main page of the website instead of in alphabetically organized sub-directories. This places everyone on an equal playing field in that visitors do not need to navigate through complex menus to find different companies. Also, it gives the subscribers the chance to choose their location on the billboard as opposed to automatically being slotted into alphabetical order.

Q: [What is active internet billboard advertising?](#)

A: Different to traditional website advertising that relies on people using search engines such as Google or Yahoo to locate them, or a road side billboard that can only be seen along a specific, set stretch of highway in one location on the globe, **active billboard advertising drives visitors to the billboard site**, which is available online, anywhere in the world, 24/7, 365 days a year. **Vladventures.net** will be actively promoting its website to both local & international travelers in an aim to drive visitors to Vancouver Island and adventure companies on the billboard.

Q: [After I provide my company logo, internet URL & 50 character message do I need to do anything else?](#)

A: No. **Vladventures.net** will be responsible for driving traffic to the website with our promotions team. Having stated this, you may wish to provide additional information such as photos, media files, news/press releases which we will post on the site. This will give your company added exposure to visitors and boost the probability of them visiting your site. It is not, however mandatory for you to do this; it is simply an added benefit we provide for our subscribers.

Q: [How often can I update photos, media files, and news/press releases on the website?](#)

A: As often as you like. We would like to keep the media pages of the website as up-to-date as possible so we encourage our subscribers to feel free to send us additional materials when they come available. However, **Vladventures.net** reserves the right to post materials which it feels best promotes the overall website. We will not post any materials of a negative nature that have explicit materials, or bad language or suggestive images.

Q: [How will Vladventures.net benefit my company?](#)

A: At a yearly rate far less than that of a daily ad in a newspaper, or spot in a magazine, or 30 seconds television ad, coupled with an active promotions team aimed at driving local & international visitors to our subscribers websites, **Vladventures.net** offers an economical, measurable source or advertising to our subscribers. Our marketing & sales team specializes in tourism marketing, and international travel. We have vested interests in Vancouver Island and want to see local companies succeed in an aggressive world market.

Q: [I am not a large company, what are the benefits for me advertising on your billboard alongside the large companies?](#)

A: **Vladventures.net** is a non-biased, third party advertising source for Vancouver Island adventure companies. One of the best features of internet billboard advertising is that all companies are on

equal ground. You get to choose your location on the billboard page. Unlike newspapers, magazines, television, radio, or tourism offices who charge different rates based on the size of the ad, the times which it airs, or the visual location of print materials, **Vladventures.net** rates are the same across the board. This way, smaller companies have just as much exposure & benefit as the big companies.

Q: [How long is the shelf life of my advertising?](#)

A: Your logo/graphic, tag line and links have a shelf life of 365 days on the **Vladventures.net** billboard, as compared to a few minutes on TV or cable, 24 hrs for newspapers or 2 – 4 weeks for fliers and magazines.

Q: [Who visits these websites?](#)

A: Statistically, the majority of adventure travelers to British Columbia are between the ages of 18-34, with post secondary education & the financial means to travel; meaning, these are men & women who like to travel, enjoy seeing new places, and are looking for new adventures and experiences that last a lifetime. A large percentage of European & Asian travelers who come to British Columbia also plan their vacations 3-6 months in advance. Our goal is to actively reach these travelers in their planning stage, in an attempt to make Vancouver Island their main destination, not just a stop along the way.

Q: [What does my \\$365 subscription give me?](#)

A: With your \$365.00+GST subscription, you will receive:

- ✓ A link to your company's website through our unique **Vladventures.net** internet billboard.
- ✓ A 60x60 pixel ad block to display your company's logo or activity graphic & 50 character unique head line tag on our billboard.
- ✓ 365 days, 24 hours a day, 7 days a week access to the website with your personal username & password to check traffic and analyze your traffic.
- ✓ Regularly updated reports emailed directly to you.
- ✓ Listing with link on the "Adventure's Index"
- ✓ Listed with link in "Adrenaline Rush"
- ✓ Listed with link in "Adventure Theater"
- ✓ Opportunity to regularly post your news/press releases at no additional charge.
- ✓ Worry-free active advertising handled by the **Vladventure.net** promotion team to local & international visitors/travelers.
- ✓ See: **Subscribe** for more details & the Big Picture.

Q: [If I have any additional questions or comments, who can I contact?](#)

A: See: **Contact Us** for contact details. Our support staff is available Monday-Friday, between the hours of 9am-5pm.

Q: [What drawbacks are there to your service?](#)

A: It really comes down to the subscribers to help make this website successful; the more ownership & involvement on your part to help us keep the site updated & continuously improving, the better. Any news/press releases or current media files that you can provide us simply help to increase awareness to visitors and promote the website & your websites.

Q: [Will you be competing with local tourism websites or tourist information offices?](#)

A: No. Our goal is to act as an unbiased, third party advertising directory to promote local Vancouver Island adventure operators. We are looking to partner with local tourism bureaus and websites to help to increase the exposure of the island to travelers.

Q: [What happens if I wish to cancel my subscription?](#)

A: Please see "Terms & Conditions" at the bottom of the **Subscribe** page for details on cancellation policies

Q: [I do not have a company logo, can I still subscribe to your services?](#)

A: Yes. We simply need a 60x60 pixel, .gif image from your company to add to the billboard for a link, and the 50 character Headline tag. For information on suitable images please contact us. **Vladventures.net** can also create a logo for your company for a separate fee.

Q: [When will I receive report summaries for my account details?](#)

A: Reports for your traffic are in real time accessible via your account id and password. **Vladventures.net** summary reports will also be available in pdf format from your account. You will

also be sent a renewal letter one month prior to your subscription end date, should you wish to renew for another year.

Q: [Is the online sign-up process a secure link?](#)

A: Yes. Payment can be made with Visa, Mastercard, or American Express via secure payment gateway. See: [Subscribe](#) page for more details.

Q: [How does the yearly renewal process work?](#)

A: Renewal email letters will be sent out one month before the end of your yearly subscription. Renewal can be done either online or through the mail.

Q: [What forms of payment do you take?](#)

A: Visa, Mastercard, American Express, cash, cheque or money order are all accepted methods of payment. Please make cheques payable to "Excalibur Communications Canada Inc." Please see [contact us](#) for mailing address if needed.

Q: [How does the online sign-up process work?](#)

A: Simply follow the steps outlined on the [Subscribe](#) page. Online subscriptions are secure. Upon receiving the necessary information & payment, [Vladventures.net](#) will reserve the desired ad block space, and e-mail you a copy of your completed contract.

Q: [Do I have to use the online sign-up process?](#)

A: No. If you like to complete a paper copy of the contract please Contact Us and we will have one e-mailed or mailed out to you right away. Depending on location, we may also be able to have one of our staff stop by your office to fill out the contract in-person, should you prefer.

Q: [How does your price compare to other advertising sources?](#)

A: The most common types of advertising are: newspaper, magazine, internet, television, radio, and print. These range from pamphlets/rack cards being displayed in tourism offices & ferries, to giant, roadside billboards, or 30-60 second media spots on provincial/national syndicated stations. Most advertising can cost anywhere between hundreds, to thousands of dollars, and is not a guaranteed source of revenue. (Nor is your advertising result track able to allow you to measure your response per ad or ROI). By comparison, [Vladventures.net](#) has the opportunity to reach more people at a fraction of the cost; and in a way you the subscriber can track.

Q: [What format do I send my logo, 50 character tag line & URL information in?](#)

A: Logos supplied in a .GIF format, 60 pixels by 60 pixels would be great, but we can deal with most graphic formats, just attach it to an email and send it. Text format or in a Word file for the 50 character tag line & URL. Please email or call if you have problems or questions in this area.

Q: [What format do I send my photos in?](#)

A: Photos supplied in .JPEG format would be great, but we can deal with most graphic formats, just attach it to an email and send it.

Q: [What format do I send my press releases/news articles in?](#)

A: Text format is fine.

Q: [If I changed my logo, is there a problem updating it on the \[Vladventures.net\]\(#\) website? Can I also update my 50-character head line tag?](#)

A: Not a problem. Simply send us an email and let us know what the changes are. You can also make changes via your ID & password web access.

Q: [We are in the process of creating our company website; do we have to wait until it is finished to advertise on \[Vladventures.net\]\(#\)?](#)

A: Though it would be beneficial for you to have your site up and running so that visitors get a good first impression of your site on their initial visit, it is not required to be up and running at a 100%. As long as you have even a single webpage up on your website with some simple information about your company, we can post a link to it.

Q: [What is the Adventures Index?](#)

A: The Adventures Index is similar to a traditional website directory. This feature gives those visitors who wish to quickly locate a certain adventure industry, or browse a more traditionally oriented

website layout the added option. It also provides another service to our subscribers on top of the billboard design for no additional charge.

Q: [What is Adventures Press?](#)

A: Adventure Press is a gallery of press releases and news releases supplied by you the [Vladventures.net](#) billboard subscriber. Please take full advantaged to expose your news stories with links back to your web site.

Q: [What is Adventures Theater?](#)

A: Adventure theater is a gallery of video links supplied by you the [Vladventures.net](#) billboard subscriber. As they become available the theater would also include real time video links to the lasts "Reality wild life web cam" on Vancouver Island.

Q: [What is Adrenaline Rush?](#)

A: Adrenaline Rush features a different webpage when visitors click on it. Each click generates a different result, which is randomly generated by the program. And, no, you cannot pay more to have your company's website pop up more than others.

Q: [What dimensions were the billboard ad spaces again?](#)

A: Ad blocks are 60 pixels x 60 pixels. Headline tags are up to 50 characters in length.

Q: [Can I subscribe to multiple ad spaces?](#)

A: You may subscribe to as many blocks as you wish, as long as each ad block links back to an official, registered, approved website.

Q: [Can I add the Vladventures.net logo to our website?](#)

A: Absolutely. To obtain approval & a copy of the Vladventures.net logo simply [Contact Us](#) today and we will email you the specified formatted image.

Q: [Who is Excalibur Communications Canada Inc.](#)

A: Excalibur is a computer telephony, internet and web development company based in Victoria since 1997, servicing over 1700 companies' thought-out Canada and the United States. Excalibur is a leader in the generation of targeted web based and computer telephony based traffic for their clients. Excalibur has made a six year commitment to support and maintain [Vladventure.net](#) and assist subscribers to grow their company exposure to the world market.