



2010 Online Rate Card



AD TYPE

STANDARD WEB RATES

Website

Home Page Lead Feature

\$1,500/week

Display

Leaderboard 728x90

\$55 CPM

Medium Rectangle 300x250 (top)

\$55 CPM

Medium Rectangle 300x250 (bottom)

\$40 CPM

eNewsletter

Leaderboard 728x90

\$30 CPM

Medium Rectangle 300x250

\$30 CPM

eNewsletter Travel Special/Listing

\$15 CPM

Custom EBlast

\$65 CPM

Contest Promotion

(3 months); Includes custom Contest Page; Custom EBlast sent to brand database and shared with Client database for additional exposure; Editorial eNewsletter promotion, as available; ROS impressions, as available; four survey questions; database of leads

\$7,500

EBrochures & Travel Specials

Added-Value: Basic EBrochure - Available with additional web purchase ONLY; includes 1 photo, 100 words of text, contact info, weblink

Added-Value

Enhanced EBrochure: (For Properties or Products) includes up to 6 photos, 150 words of text, 3 travel specials and link to website

\$350/month

Video Addition to EBrochures:

3-5 minute video (3 month minimum)

\$200/month

Photo Gallery Addition to EBrochures:

includes up to 25 photos (3 month minimum)

\$150/month

Additional Travel Specials: (Must have EBrochure)

\$100/Travel Special

Online Sponsorships

Logo Sponsorship: For following, as available: cover maker, destination page, polls, wallerpaper, blog, photo galleries, & video players

\$1,500/month

Roadblock Sponsorship: Only one week available each month

\$12,000/1 week ROS or \$5,000/home page only

Skinning Sponsorship: Only one week available each month

\$10,000/1 week ROS or \$3,500/home page only

Additional Charges

Static GIF/JPG Production (up to 728x90 pixels)
Electronic photo & text supplied by client

\$115 flat fee

Flash/Animated GIF Production (up to 728x90 pixels)
Electronic photo & text supplied by client

\$290 flat fee

Rich Media: Flash Hosting

\$350 flat fee

Rich Media: Expandable 728x90 or 300x250 ad unit

\$25 CPM additional