

Washington State Tourism WebLink Program

BANNER AD SUPPLEMENT



Photos: ©2002 John Marshall except Rain Forest courtesy Tourism Grays Harbor

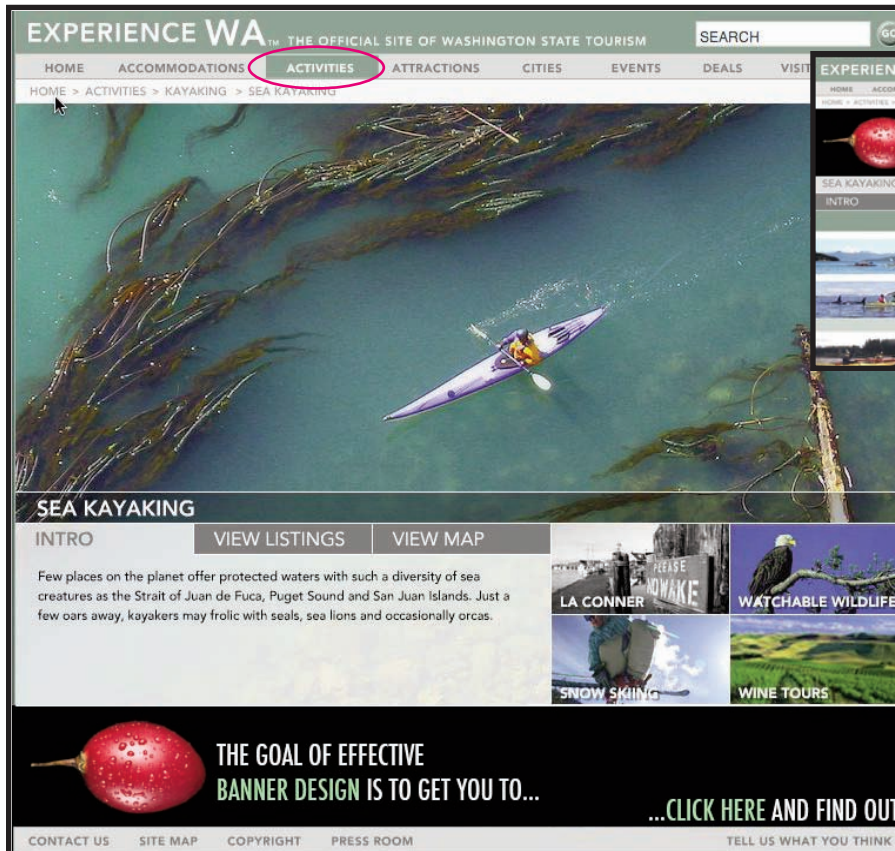
Washington State Tourism is now offering the opportunity to place a Banner on their popular website, www.experienceWA.com

Banner ads are available on nearly every page of the site (excluding the home page) at statewide or local levels. With **millions of unique visitors** annually, your enhanced exposure on experiencewa.com will drive more traffic to your site; more business to your door.

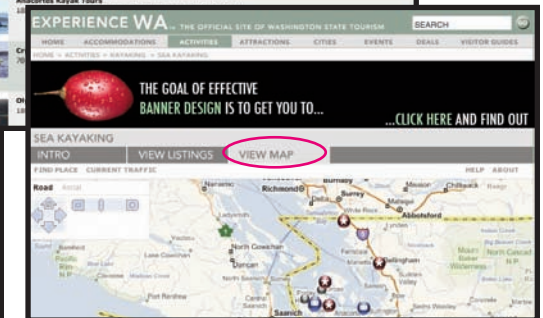
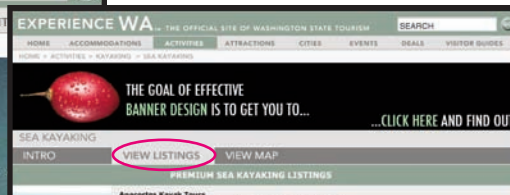
Order your banner ad today, because while the demand for online travel information is nearly unlimited—the space for banner ads is not.

Washington State Tourism Banner Advertising Supplement

www.experiencewa.com



Click on samples to go to reference page.



Where can banner ads appear?

The sample on the left shows a banner on the main Activities > Sea Kayaking category page; or you can choose the VIEW LISTINGS and VIEW MAP pages like in the examples above.

A discount is available for multiple locations, so you can have both! (See back for details)

Targeted Exposure in any Business Category

A banner can appear at the statewide or local level on virtually every page of the site other than the home page.

Banner Rotation Feature

Each banner location can accommodate up to five sponsors so it may rotate each time the page is launched or refreshed. It will not change during a viewing session.

Depending on availability, a business may purchase from one to all five rotations in a given banner location and business category. If fewer than five rotations are sold into a specific banner location, the rotation will be divided between the participating sponsors.

Banner pricing - Traffic versus Relevance

Every banner location has a different combination of page views and relevance to the consumer. For example, since April 2006, the Accommodations top navigation landing page has been viewed by nearly 25% of the 1.25 million unique visits to the site. The Anacortes Sea Kayaking page gets much less traffic, but the relevance factor is extremely high since someone who has discovered your business there is much more likely to become a paying customer. Our pricing takes both of these factors into account.

See the pricing guide on the back to pick the location that's the most relevant and best price for your marketing goals.

Offered by Visitors Guide Publications through an exclusive contract with Washington State Community Trade & Economic Development (CTED)—Tourism Office.

Call 1-800-546-8401 or email weblink@visitorsguide.com for more information.

vgp
DESTINATION MARKETING

Banner Pricing Guide

EXPOSURE LEVEL	BANNER ROTATION FREQUENCY				
	5 OF 5	4 OF 5	3 OF 5	2 OF 5	1 OF 5
<i>Click on navigation path to see representative page.</i>					
LEVEL I: Cities & Accommodations Main Page Top Nav Landing Page HOME > CITIES HOME > ACTIVITIES & ATTRACTIONS HOME > ACCOMMODATIONS HOME > CITIES > SEATTLE HOME > GUIDES & MAPS	\$9,000	\$6,750	\$4,500	\$3,375	\$2,250
LEVEL II: Statewide Other Top Nav Landing Pages HOME > EVENTS HOME > DEALS HOME > TRANSPORTATION HOME > ACCOMMODATIONS > CHOOSE CITY HOME > ACTIVITIES & ATTRACTIONS > [SELECTION]	\$4,000	\$3,000	\$2,000	\$1,500	\$1,000
LEVEL III: Statewide/Local Specific Category Landing Page HOME > TRANSPORTATION > [AIR, LAND or WATER] HOME > ACTIVITIES & ATTRACTIONS > [SELECTION] List or Map HOME > DEALS > VIEW LISTINGS/MAP HOME > CITIES > [SELECTION] *Except Seattle - See Level I	\$3,000	\$2,250	\$1,500	\$1,125	\$750
LEVEL IV: Local Category Landing & View List/Map Pages HOME > CITIES > [SELECTION] > ACCOMMODATIONS HOME > CITIES > [SELECTION] > ACTIVITIES & ATTRACTIONS HOME > CITIES > [SELECTION] > DEALS HOME > CITIES > [SELECTION] > DINING HOME > CITIES > [SELECTION] > MAPS & DIRECTIONS HOME > CITIES > [SELECTION] > NEARBY CITIES HOME > CITIES > [SELECTION] > TRANSPORTATION HOME > TRANSPORTATION > [SELECTION]>VIEW LISTINGS/MAP	\$2,650	\$1,975	\$1,325	\$995	\$675
LEVEL V: Local Category Landing & View List/Map Pages HOME > CITIES > [SELECTION] > ACTIVITIES > [SELECTION] HOME > CITIES > [SELECTION] > ATTRACTIONS > [SELECTION]	\$2,000	\$1,500	\$1,000	\$750	\$500

MULTIPLE LOCATION DISCOUNTS:

Banners appearing in multiple locations on the site will pay 100% of the highest price banner location and will receive a 25% discount for each additional location. The same banner linked to the same URL must appear in all locations to qualify for the discount. Your sales representative will be available to assist and confirm your banner pricing.

Other Notes:

- 1 - Banners will appear at the bottom of Main Landing Pages and at the top of both List View and Map View pages. (see examples on front) Note that Map View is not available on all pages.
- 2 - Rotation option is based on availability on a first-come-first-served basis. A waiting list will be established for each location.
- 3 - Rotation Frequency is based on a weighted system of 1 of 5 rotations; 2 of 5 rotations; etc.
- 4 - Rates are per year. Payments can be annual or billed monthly to a credit card with a 25% advance deposit for the total annual cost.
- 5 - Banner ads are automatically renewed annually unless cancellation notice is received after a one-year minimum.
- 6 - Banner ads cannot contain Flash or other animated features and must be approved for appropriate content and designed to meet the graphic standards established by the Tourism Office. Banners can be designed on request by VGP for \$75.
- 7 - Banner size is 728 pixels wide x 90 pixels deep (10.111" x 1.25") at 72 dpi. Preferred format is .jpg
- 8 - In the Pricing Guide above, the term [SELECTION] is used when multiple options exist on the landing page.