

- More than 8.5 million page views in 2006
- Content partner with MSNBC.com and Trip Advisor

## HOME PAGE



## BANNERS

### Home Page Banners

**A. Leaderboard:** Home page banner that will be the first marketing message seen upon visiting the site. Can rotate with up to three other sponsors. **728x90 - \$1,500 per month**  
 Leaderboard banner can also be bought based on CPM. **728x90 - \$50 CPM**

**B. Large Tile:** Can rotate with up to 3 other marketing partners. **300x250 - \$1,500 per month**  
 300x250 ad unit can also be bought based on CPM. **- \$50 CPM**

**C. Tile:** Rotates with, at most, one other marketing partner. **180x150 - \$1,500 per month**

## DESTINATION PAGE



## Destination Page Banners

**D. Leaderboard:** Exclusive banner providing immediate exposure to destination page visitors. **728x90 - \$1,500 per month**

**E. Large Tile:** Exclusive tile displayed on destination page(s) of choice. **300x250 - \$1,000 per month**

## Run of Site Banners

**Leaderboard:** Banner will display on any page on the site that does not have an exclusive banner scheduled. **728x90 - \$50 CPM**

**Large Tile:** Ad unit will display on any page on the site that does not have an exclusive tile scheduled. **300x250 - \$35 CPM**

## TRAVEL PLANNER MICROSITE



## E-BROCHURE

**Travel Planner Microsite:** Section on website devoted entirely to your property, product or destination. Includes up to 15 photos, descriptive text, up to three special offers, email a friend feature and contact information: toll free number, link to your website and e-mail. **\$450 per month**

**LiveBrochure:** Full digital presentation that combines images, text and sound to deliver your marketing message. It is displayed on ISLANDS.com, and can be used in your own marketing materials and push e-mails. **\$6,000 per year**

## E-NEWSLETTER



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**ISLANDS eNewsletter:** Use to promote travel packages and seasonal promotions. Sent to more than 29,000 subscribers: high click-through generates quick response. The eNewsletter contains a mix of editorial and travel-package promotions. **\$750 per month**

**F. eNewsletter Sponsorship:** Sponsor banner displayed across the top of the monthly eNewsletter. **\$750 per newsletter**

**Custom eNewsletter:** Housed within the ISLANDS template, your customized message is sent to our database of more than 29,000 subscribers. **\$3,750 per mailing**

## CONTEST



## OTHER WEB OPPORTUNITIES

**Contests:** Custom-built to meet your goals and objectives. Contest can include up to four survey questions and can generate a database of e-mail addresses, with contest pages that link to your website. Minimum three months. **\$1,500 per month, \$2,000 per month (includes e-mail address database)**

**Destination & Resort Virtual Tours:** Interactive multimedia tour of your destination or resort. **\$25,000 per year**