



- Unique visitors to www.CaribbeanTravelMag.com have increased 36% from 2006 to 2007
- Our newsletter subscriber list has grown 20% from 2006 to 2007
- We are content partner with MSNBC.com, Away.com, Active.com, Yahoo! Travel and Trip Advisor

HOME PAGE



BANNERS

Home page Banners

A. 728x90 Leaderboard: Exclusive or rotating with up to three other marketing partners, this will be the first thing people see upon visiting our site. **\$2,000 per month**

B. 180x150 Tile: Rotates with, at most, only one other marketing partner. **\$1,250 per month**

C. 468x60 Banner: Rotates with up to three other marketing partners and links to the URL of your choice. Displays on our home page and several more of our most popular pages. **\$450 per month**

Destination Page Banners

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

E. 180x150 Tile: Exclusive banner displayed on destination page(s) of your choice. **\$750 per month**

F. 180x150 Article Pages Tile: Exclusive banner that appears on all of a destination's article pages, usually numbering between 10 and 50. **Pricing Varies**

Run of Site Banners

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

180x150 Tile: Banner will display on any page on site that does not have an exclusive banner scheduled. **\$3,000 per month for exclusive space, \$750 per month for rotating**

DESTINATION PAGE



ARTICLE PAGE



F

E



E-BROCHURE



E-BROCHURES

eBrochure: Section on website devoted entirely to your property, product or destination. Includes up to six photos, descriptive text, up to three special wedding and/or honeymoon offers and contact information: toll-free number, website and e-mail. **\$350 per month**

LiveBrochure: Full digital presentation that combines images, text and sound to deliver your marketing message. It is displayed on www.CaribbeanTravelMag.com, and you can link to your LiveBrochure for use in your own marketing materials. **\$6,000 per year**, which includes creation, hosting and a link from your eBrochure

E-NEWSLETTERS



E-NEWSLETTERS

Caribbean Travel & Life eNewsletter: Travel Special Spot available in the magazine's monthly eNewsletter, sent to more than 55,000 subscribers. The eNewsletter contains a mix of editorial and travel package promotions. **\$1,000 per newsletter**

eNewsletter Sponsorship via 468x60 Banner: Banner in an eNewsletter. **\$1,000 per newsletter**

Custom eNewsletter: Housed within the *Caribbean Travel & Life* template, an eNewsletter consisting solely of your promotional message and sent to our database of more than 55,000 subscribers. **\$5,000 per newsletter**

OTHER WEB OPPORTUNITIES

Lead Feature on www.CaribbeanTravelMag.com

Home Page: Prime home page exposure that will link to a custom-designed landing page. This page will include links back to your website. **\$2,000 per week**

Contest: Custom-built contest to meet your goals and objectives. Contest can include up to four survey questions and can generate a database of e-mail leads. Contest pages will link to your website. Must run for a minimum of three months. **\$1,500 per month for contest without e-mail database generation, \$2,000 per month for contest with e-mail database generation**

Custom interactive and online video programs are also available.

LEAD FEATURE



CONTESTS

