

# ISLANDS

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2009 Online Rate Card

## ISLANDS 2009 Digital Advertising Rates

ISLANDS eNEWSLETTER	Ad Units Size	Rate	Duration
Banner - Top	468x60	\$750	per mailing
2 Tile Banners (both are middle of eNewsletter)	300x250	\$750	per mailing
Banner - Bottom	468x60	\$500	per mailing
"Spotlights" (Resort, Villa, Event, etc)	image + short text line, link	\$500	per mailing
"Travel Specials"		\$500	per mailing
Custom Sponsored Edition eNewsletter		\$4,000	per mailing
<b>HOMEPAGE BANNERS</b>	<b>Ad Units Size</b>	<b>Rate</b>	<b>Duration</b>
Homepage Top Leaderboard - (rotates, 3 max)	728x90 Banner - Above Fold	\$1,750	per month
Premium Large Tile - (rotates, 3 max)	300x250 Banner - Above Fold	\$1,500	per month
2 Medium Tiles - rotates, 2 max)	300x100	\$1,000	per month
Large Tile - (rotates, 3 max)	300x250 Banner - Below Fold	\$1,000	per month
Leaderboard - Bottom - (rotates, 3 max)	728x90 Banner - Bottom	\$1,000	per month
<b>RUN OF SITE BANNERS</b>	<b>Ad Units Size</b>	<b>Rate</b>	<b>Duration</b>
ROS Top Leaderboard - (rotates, 3 max)	728x90 Banner - Above Fold	\$1,750	per month
ROS Premium Large Square (article pages only - rotates, 3 max)	300x250 Banner - Above Fold	\$1,500	per month
ROS 160x600 Skyscraper (destination pages only - rotates, 3 max)	160x600 Banner - Above Fold	\$1,500	per month
ROS Large Square (article pages only - rotates, 3 max)	300x250 Banner - Below Fold	\$1,000	per month
ROS Bottom Leaderboard - (rotates, 3 max)	728x90 Banner - Below Fold	\$1,000	per month
ROS 180x150 tile (desitnation pages only - rotates, 3 max)	180x150 Banner- Above Fold	\$1,000	per month
<b>DESTINATION PAGE EXCLUSIVE BANNERS</b>	<b>Ad Units Size</b>	<b>Rate</b>	<b>Duration</b>
EXCLUSIVE 180X150 tile on one Destination Page (no rotation)	180x150 Banner- Above Fold	\$500	per month
<b>NON-STANDARD ITEMS</b>	<b>Ad Units Size</b>	<b>Rate</b>	<b>Duration</b>
Premium Resort Profile		\$500	per month
Virtual Tours		\$25,000	per year
Travel Specials	Per property, up to 4 packages at once	\$500	per month
"Featured" Travel Special	15 total are "featured" per month	\$250	per month
"Featured" Top Destination	10 total are "featured" per month	\$500	per month
Video "spotlight" link on Home Page video box	2 videos linked at any one time	\$250	per week
<b>SWEEPSTAKES/CONTESTS</b>	<b>Ad Units Size</b>	<b>Rate</b>	<b>Duration</b>
Premium Online Contest (includes email database)	3 Month Minimum	\$2,500	per month
Online Contest (includes email + survey up to 4 questons)	3 Month Minimum	\$3,000	per month
<b>SPONSORSHIPS</b>	<b>Ad Units Size</b>	<b>Rate</b>	<b>Duration</b>
Homepage Travel Poll (Presenting Sponsorship)	Logo, 728x90 results page banner	\$1,250	per month
Trip Builder (Presenting Sponsorship)	Logo Only	\$1,250	per month
Photo Gallery Sponsorship	Logo, 728x90 banner (rotates, 3 max)	\$1,000	per month
Video Player (Presenting Sponsor)	728X90 EXCLUSIVE BANNER on video player	\$1,000	per month