

FACT SHEET
DESTINATIONS MARKETING ASSOCIATION
TRIPADVISOR.COM

Monthly: March – June 2010

Profile: *tripadvisor.com* is a comprehensive travel research site dedicated to driving highly prequalified consumers to deep, content-relevant links within our destination-based travel information. In fact, 75% of worldwide online travel planners say they look for a destination online and 64% say they go to TripAdvisor first. They deliver more than 25 million unique visitors per month and are the top ranked travel content website.

Impressions: Deliver 150,000 impressions per month on Destination content targeting (Florida) monthly by utilizing a Medium Rectangle (300 x 250) including all co-op partners across the bottom.

Time Frame: Three-month commitment is desirable to maximize reach and capitalize on frequency of message.

Placement: All impressions will be delivered on Destination content-targeted Florida pages.

Scheduled Ad Size	Naples, Marco Island and the Everglades Partner Rate	Minimum Ad Cost Alone
Medium Rectangle	Medium Rectangle/Month	Medium Rectangle
Rates	\$800	\$2,200

Ad cost and size based on 3 participating partners. Naples, Marco Island, Everglades CVB reserves the right to change the overall ad size or forfeit this insertion.

Participation Agreement Deadline: September 15, 2009

Materials Deadline: September 15, 2009

Please provide the following materials for your ad: (you will see a proof prior to submission)

- Line of descriptive copy (offer)
- Property name
- City
- URL to link for click-through
- A JPG photo via e-mail OR a TIFF or EPS in hi-res via CD (at least 3" x 2" at 300 dpi)
- Logo

Please address all questions to Lauren Lewis at Lauren@paradiseadv.com.

Please go to the website below to sign up online and submit materials at:

www.paradisecoast.com/coop