

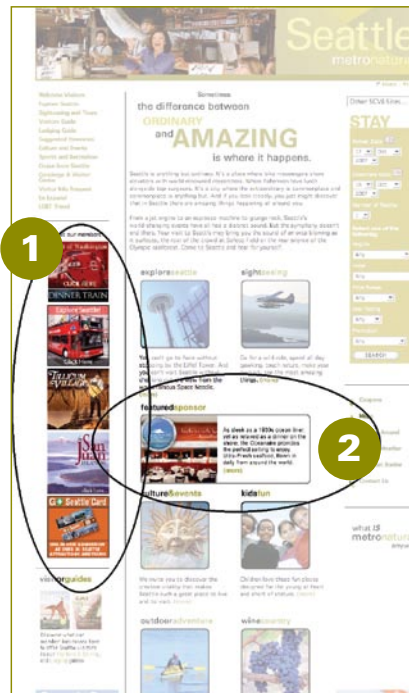
# VisitSeattle.org | Advertisement Opportunities



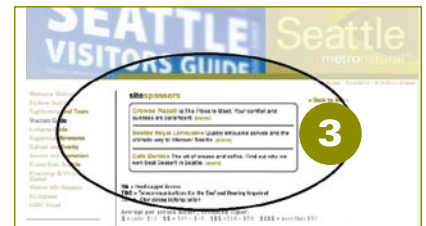
VisitSeattle.org home page

With 2.4 million annual visits and 200,000 monthly visits, garnering maximum exposure on VisitSeattle.org is just one click away.

Tap into SCVB's \$10 million marketing initiatives with four ad types that accommodate every budget.



VisitSeattle.org ad types



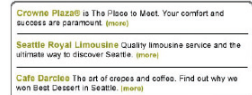
## 1 Button Ads

- Size: 125 x 125
- Inventory: three-five/section
- Rotation: none



## 3 Text Ads

- Includes: Text + Link
- Inventory: three per page
- Rotation: varies per section, see rate card



## 2 Formatted Feature

- Size: 564 x 90 pixels
- Includes: Photo/Logo + Text + Link
- Inventory: one per page
- Rotation: three advertisers per section maximum



## 4 Spotlight Ad

- Size: 300 x 250 pixels
- Includes: Flash programming with three info tabs (Overview, More Info, Photos)
- Inventory: one per section
- Rotation: three advertisers per section maximum
- Available ONLY in Meeting and Travel section



# VisitSeattle.org

## Rate Card

SECTION	BUTTON ADS (3-5 PER SECTION)			FORMATTED FEATURES/SPOTLIGHT (1 PER SECTION)		
	THREE MONTHS	SIX MONTHS	ANNUAL	THREE MONTHS	SIX MONTHS	ANNUAL
<b>Visitor Welcome</b>	\$1,025	\$1,800	\$3,150	\$1,275	\$2,300	\$4,000
<b>Visitors Guide</b>	\$630	\$1,100	\$1,975	\$900	\$1,500	\$2,400
<b>Explore</b>	\$630	\$1,100	\$1,975	\$900	\$1,500	\$2,400
<b>Sightseeing &amp; Tours</b>	\$600	\$1,100	\$1,520	\$600	\$1,120	\$2,000
<b>Lodging Search</b>	\$600	\$1,100	\$1,520	\$600	\$1,120	\$2,000
<b>Itineraries</b>	\$460	\$825	\$1,390	\$600	\$1,120	\$2,000
<b>Coupons<sup>1</sup></b>	\$460	\$825	\$1,390	-	\$300	\$600
<b>Visitor Info Section<sup>2</sup></b>	\$460	\$825	\$1,390	-	-	-
<b>Sports &amp; Recreation</b>	\$300	\$450	\$600	\$450	\$750	\$1,200
<b>Culture &amp; Events</b>	\$300	\$450	\$600	\$450	\$750	\$1,200
<b>Maps</b>	\$300	\$450	\$600	\$450	\$750	\$1,200
<b>Cruise Seattle</b>	\$225	\$360	\$480	\$300	\$450	\$720
<b>LGBT</b>	\$225	\$360	\$480	\$300	\$450	\$720
<b>En Espanol<sup>3</sup></b>	\$460	\$825	\$1,390	\$600	\$1,120	\$2,000
<b>Meeting Planners General</b>	\$460	\$820	\$1,390	\$825	\$1,390	\$2,100
<b>Meeting Planners Guide</b>	\$800	\$1,120	\$2,000	\$900	\$1,500	\$2,250
<b>Convention Services</b>	\$350	\$500	\$750	\$550	\$850	\$1,100
<b>Welcome Travel Planners</b>	\$400	\$630	\$1,075	\$675	\$1,075	\$1,800

<sup>1</sup>Rate for formatted coupon; no formatted features offered in this section

<sup>2</sup>Includes these sections: Visitor Info Request, Concierge & Visitor Center, Getting Around, Weather, Canadian Border and Contact Us

<sup>3</sup>Includes translation fee for Formatted Feature advertisers; buttons not translated

	TEXT ADS (3 PER SECTION)		
	THREE MONTHS	SIX MONTHS	ANNUAL
<b>Visitors Guide (Inventory: 9/section)</b>	\$525	\$900	\$1,650
<b>Lodging Search (Inventory: 24/section)</b>	\$525	\$900	\$1,650
<b>Meeting Planners Guide (Inventory: 15/section)</b>	\$525	\$900	\$1,650

Text Ads available for all search categories: Attractions, Dining, Shopping, Tours/Sightseeing, Transportation, Visitor Services and British Columbia

Text Ads include all Lodging search types

Text Ads include all Meeting Planner search types