



Welcome to the premier ad network catering to the travel and tourism industry.

It's the Destination Travel Network (DTN) from **simpleview**.



# ADVERTISE ON THE DTN

[www.DestinationTravelNetwork.com](http://www.DestinationTravelNetwork.com)

The Destination Travel Network is the Internet's best medium for targeting leisure and business travelers. Comprised entirely of **top-tier destination web sites**, the Destination Travel Network reaches individuals with above-average education, disposable income, and a propensity to travel - all of whom can be reached using our unique geo and interest targeted platform.



### TARGETED SITES

Every site in the Destination Travel Network is the "official" tourism site of the destination that it represents. This means that the content on each site is **relevant, timely, and accurate** because it is updated by local industry professionals every day, allowing the Destination Travel Network to deliver customized packages to a highly engaged audience.

### AUDIENCE AND REACH

The Destination Travel Network currently reaches over **1 million** unique visitors and serves **6 million** page views each month, delivering your message to the following demographics:

#### Gender:

29% Male  
71% Female

#### Level of Education:

7%: Some high school  
29%: High school graduate  
29%: Some college  
22%: College Graduate  
13%: Graduate Degree

#### Household Income:

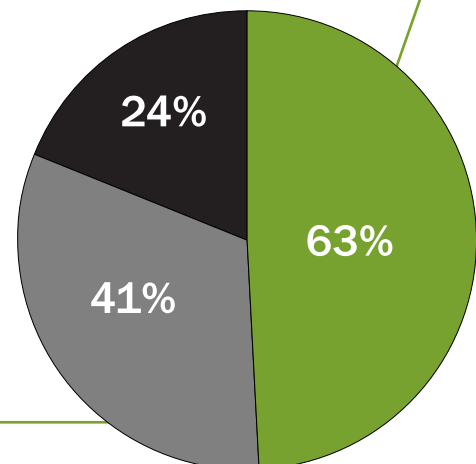
● HHI of \$50k+  
● HHI of \$75K+  
● HHI of \$100K+

#### Age:

3%: 19-24  
11%: 25-34  
23%: 35-44  
28%: 45-54  
22%: 55-64  
13%: 65+

#### Children:

45%: Don't have children  
55%: Have children



*Independent analysis of visitor requests for information, March 2008*

## CONNECTING PUBLISHERS TO ADVERTISERS

Publishers are the "owners" of the sites that have already joined the Destination Travel Network and - with parent company **simpleview**, inc. representing more than 110 destinations across North America - more publishers are being added every day. This provides advertisers with the convenience of executing a single ad buy across multiple sites and then optimizing their campaigns to run exclusively on the sites that performed best for them. Our world-class campaign management technology - powered by Adify - allows advertisers to target against any combination of geography, dayparting, bandwidth, operating system, browser type, and frequency to maximize results. In addition, secure, 24x7 online reporting, updated every 15 minutes, provides you with all of the statistics associated with your campaigns, including impressions served, clicks generated, and budget spent.

## Rates and Specifications (Second Quarter, 2008)

### Program

#### Maximum Exposure (All publishers support one of: 728x90 Leaderboard, 300x250 Tile or 160x600 Skyscraper - please provide all three)

#### 728X90 Leaderboard | 300X250 Tile | 160X600 Skyscraper

Monthly Impressions	10,000	20,000	30,000	50,000	100,000	500,000	1,000,000
Cost Per 1,000 Impressions (CPM)	\$50	\$45	\$41	\$33	\$26	\$20	\$15
Total Monthly Investment	\$500	\$900	\$1,230	\$1,650	\$2,600	\$10,000	\$15,000

### Market Leader

#### 120X240 Banner

Monthly Impressions	10,000	20,000	30,000	50,000	100,000	500,000	1,000,000
Cost Per 1,000 Impressions (CPM)	\$30	\$27	\$24	\$19	\$16	\$12	\$9
Total Monthly Investment	\$300	\$540	\$720	\$950	\$1,600	\$6,000	\$9,000

### Market Awareness

#### 120X90 Button

Monthly Impressions	10,000	20,000	30,000	50,000	100,000	500,000	1,000,000
Cost Per 1,000 Impressions (CPM)	\$25	\$23	\$21	\$17	\$13	\$10	\$7
Total Monthly Investment	\$250	\$460	\$630	\$850	\$1,300	\$5,000	\$7,000

### Market Presence

#### 120X60 Button

Monthly Impressions	10,000	20,000	30,000	50,000	100,000	500,000	1,000,000
Cost Per 1,000 Impressions (CPM)	\$20	\$18	\$16	\$13	\$10	\$8	\$6
Total Monthly Investment	\$200	\$360	\$480	\$650	\$1,000	\$4,000	\$6,000

Payment Terms: Pre-payment by check or credit card required. Net 30 terms upon approval of credit application.

Artwork: To be provided by advertiser - DTN will provide design services at \$125 per hour.

Premium Placement: Add 30%.

Presented below are some examples of the publishers represented by the Destination Travel Network:



Warren County CVB  
www.ohioslargestplayground.com



Cobb County CVB  
www.cobbcbv.com



Peoria Area CVB  
www.peoria.org



CHIPPEWA VALLEY  
THE UNEXPECTED WISCONSIN

Chippewa Valley CVB  
www.chippewavalley.net



Mesa Arizona CVB  
www.mesacvb.com



Oxnard CVB  
www.oxnardtourism.com



Bloomington CVB  
www.bloomingtonmn.org



Wichita CVB  
www.visitwichita.com



Lake County CVB  
www.alllake.org



Tri-Valley CVB  
www.trivalleycvb.com



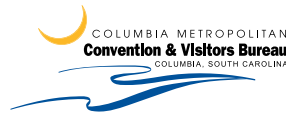
Fort Lauderdale CVB  
www.sunny.org



Carlsbad CVB  
www.visitcarlsbad.com



Columbia Metropolitan Convention Center  
www.columbiaconventioncenter.com



Columbia CVB  
www.columbiacvb.com



San Luis Obispo County CVB  
www.sanluisobispocounty.com



Omaha CVB  
www.visitomaha.com



Williamson County CVB  
www.visitwilliamson.com



Ventura CVB  
www.ventura-usa.com



Porter County Convention, Recreation & Visitor Commission  
www.indianadunes.com



Tacoma Regional CVB  
www.traveltacoma.com



Greater Pittsburgh CVB  
www.visitpittsburgh.com



Town of Mammoth Lakes - Tourism & Recreation Dept.  
www.visitmammoth.com



Greater Rochester Visitors Association  
www.visitrochester.com



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