



MEDIA KIT

ADVERTISE ON DISCOVERXYZ.COM

discoverxyz.com is the official destination website promoting the many tourism assets of XYZ, USA. discoverxyz.com has become the primary research and planning tool for leisure and business travelers as well as meeting planners and group tour operators, showcasing timely, comprehensive and relevant content.

XYZ CVB has an exclusive online partnership with DTN and simpleview, the undisputed leader in the creation, maintenance and ongoing support for Convention & Visitor Bureau websites. discoverxyz.com will continue to grow in monthly unique visitors and page views and will rank high on the search engines.

WHY ADVERTISE on discoverxyz.com

Our site reaches a qualified audience with disposable income, a high propensity to travel, and above-average education (see Audience & Reach). It is more important than ever to maintain a strong presence in the marketplace, and online advertising is the most economical, effective and measurable advertising option available:

- Low cost of entry
- Most efficient and measurable advertising medium
- Internet travel research and bookings outpace any other medium
- Flexibility of the medium allows you to easily modify offers
- Unlimited reach to a targeted, affluent audience

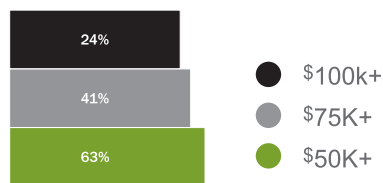
audience & reach

Gender:
29% Male
71% Female

Age:
11% 25-34 | 23%: 35-44
28% 45-54 | 22% 55-64
13% 65+

Level of Education:
29% High school graduate
29% Some college
22% College Graduate
13% Graduate Degree

household income



Independent analysis of visitor requests for information, March 2008

Your participation in this enhanced marketing program will provide discoverxyz.com with the revenue needed to continue increasing visitor traffic and search engine rankings. This will result in additional exposure for your business!



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ADVERTISE ON DISCOVERXYZ.COM

Text Links* "XYZ Spotlight"

Text links can promote specials, packages, etc. Your advertising link will be seen on all pages of website. Limited characters available.

*Maximum 5 placements available.

100% Exclusive:	Custom Pricing
25% Share:	Custom Pricing
10% Share:	Custom Pricing

Banners

222 x 150 Banner

Sold on time Custom Pricing

*Maximum 5 advertisers per banner placement.

222 x 100 Banner

Sold on time Custom Pricing

*Maximum 5 advertisers per banner placement.

Featured Advertisements

Priority Listing

Enhanced Basic Listing that appears above all listings and can include images or logo and contact info.

1 per category. Custom Pricing

Page Sponsor

Content recognition of your business with link to your website (your choice of website page) and can include logo or image. Limit 2 advertisers per page.

Custom Pricing

Terms & Conditions

Payment: First month due with signed agreement, billed monthly thereafter upon approved credit. Check or major credit cards accepted. Banner ad design, content creation and virtual tour/video production services are available.

