



# MEDIA KIT **ADVERTISE ON VISITOXNARD.COM**

**visitoxnard.com** is the official destination website promoting the many tourism assets of Oxnard, CA. **visitoxnard.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.

## WHY ADVERTISE on visitoxnard.com

Our site targets 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

Our partnership with DTN & simpleview, the undisputed leader in the creation, maintenance and ongoing support for Convention & Visitor Bureau websites guarantees that **visitoxnard.com** will continue to grow in monthly unique visitors and page views and will always rank highest on the search engines.

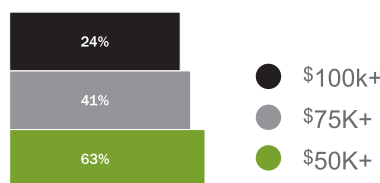
### audience & reach

**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 **visitoxnard.com** with the revenue needed to continue increasing our visitor traffic and search engine rankings. This will result in additional exposure for your business!



**contact:**  
**Eric Rogers** (Director)  
(520) 575-1151 x156

[www.DestinationTravelNetwork.com](http://www.DestinationTravelNetwork.com)  
info@DestinationTravelNetwork.com • (520) 575-1151



# MEDIA KIT **ADVERTISE ON VISITOXNARD.COM**

## Banners

### 300 x 250 Banner

Sold on time \$250/month

### 300 x 120 Banner

Sold on time \$150/month

Monthly pricing available. Call for details.

## Featured Advertisements

### Priority Listing \$100/month

Enhanced Basic Listing that appears above all listings and can include images or logo and contact info.  
\*Price determined by category.

### Page Sponsor \$200/month

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.  
\*Price determined by page.

## Package Discounts

Contact DTN Rep for pricing details

### MAXIMUM EXPOSURE

Includes all three

- Page Sponsor
- Priority Listing
- Banner Ad

### MARKET LEADER

Includes two of three

- Page Sponsor
- Priority Listing
- Banner Ad

connecting brands with travel markets

## Terms & Conditions

Three consecutive month minimum, reverts to month-to-month at same rate until canceled by Advertiser. **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.



**contact:**  
**Eric Rogers** (Director)  
(520) 575-1151 x156

[www.DestinationTravelNetwork.com](http://www.DestinationTravelNetwork.com)  
info@DestinationTravelNetwork.com • (520) 575-1151

**MEDIA KIT**

**ADVERTISE ON VISITOXNARD.COM**

The screenshot displays the VisitOxnard.com website interface. At the top, there is a navigation menu with links for Home, Visitors, Meetings, Media, and Contact Us, along with a search bar. A sidebar on the right contains a menu with options like About Oxnard, Getting Here, Maps, Calendar of Events, Special Offers, Photos, Videos & E-Postcards, My Itinerary, Blog, Request A Visitors Guide, and Oxnard Brand Project. The main content area features a 'Hotels & Accommodations' section with a search filter and a 'Show Map' button. Below this, there are several hotel listings, each with a photo, address, phone number, and a 'Visit Website' link. The listings include Best Western Oxnard Inn, Hilton Garden Inn - Oxnard/Camarillo, Comfort Inn - Oxnard, Courtyard by Marriott, Residence Inn by Marriott at River Ridge, and Vagabond Inn - Oxnard. On the right side, there is a 'Pirates Restaurant & Sports Bar' banner, an 'Oxnard Weather' widget showing 65°F, a 'Book a Hotel' widget with a search form, and a 'Best Western' promotional banner. The footer contains contact information for the Oxnard Convention & Visitors Bureau and the website's copyright notice.