



MEDIA KIT ADVERTISE ON **VENTURA-USA.COM**

ventura-usa.com is the official destination website promoting the many tourism assets of Ventura, CA. **ventura-usa.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 ventura-usa.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 simpleview, the undisputed leader in the creation, maintenance and ongoing support for Convention & Visitor Bureau websites guarantees that **ventura-usa.com** will continue to grow in monthly unique visitors and page views and will always rank highest on the search engines.

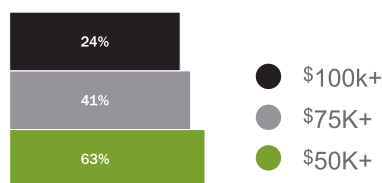
audience & reach

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 **ventura-usa.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
info@DestinationTravelNetwork.com • (520) 575-1151



MEDIA KIT ADVERTISE ON VENTURA-USA.COM

Banners

300 x 250 Banner

Sold on time \$2,000/year or \$200/month

160 x 600 Banner

Sold on time \$1,500/year or \$150/month

Featured Advertisements

Priority Listing

Enhanced Basic Listing that appears above all listings and can include images or logo and contact info. \$500 - 1,500/year

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. \$1,500 - 3,000/year

*Depends on page & placement.

Package Discounts

Contact DTN Rep for pricing details

GOLD

- 25% Share: Text Link
- Large Banner
- Priority Listing

SILVER

- Small Banner
- Priority Listing

BRONZE

- 10% Share: Text Link
- Priority Listing

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
info@DestinationTravelNetwork.com • (520) 575-1151