

ESCAPE TO THE SOUTHEAST

Website

Get more for your marketing investment... and less wait time.

Attract and interact with more travelers more quickly.

When your content is a part of EscapeToTheSoutheast.com (ETTS), not only are travelers able to immediately associate your destination, attraction, accommodation, event or dining establishment as a quality option to consider for their next vacation, but you have the ability to attract and more quickly interact with those who "raise their hand" and want more information directly from you.

For the first time ever, EscapeToTheSoutheast.com is providing advertisers the opportunity to receive leads from opt-in travelers – including coveted email addresses – when one of the eligible content options are chosen. These leads include click-outs to your website, page views of your content and the travelers' self-submitted personal information.

Don't forget the #1 travel guide covering the southeast region.

The Escape to the Southeast Travel Guide is a must-include in your annual marketing plan. With exposure to more than 250,000 travelers and its targeted distribution, the guide can help you reach the right travelers at the right time. And, when including the guide as a part of an ETTS Multimedia Package, you receive a 10% discount saving you even more!

Contact your ETTS account executive today to learn more about how your organization can participate participate.

Proudly and exclusively represented by



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Web Rates

ANNUAL TRAFFIC

- as of September 30, 2013
- Visits: 414,853
 - Pageviews: 1,539,725



ADVERTISING RATES

Receive a 10% discount when purchasing advertising in the Escape to the Southeast Travel Guide and on EscapeToTheSoutheast.com in a single insertion order.

ALL RATES NET.

CONTENT (Annual Rates)	STS MEMBER RATES*		NON-MEMBER RATES	
		w/discount		w/discount
Bronze	\$795	\$716	\$914	\$823
Silver	\$1,595	\$1,436	\$1,850	\$1,665
Gold	\$1,960	\$1,764	\$2,250	\$2,025
Platinum	\$2,500	\$2,250	\$2,875	\$2,588
Options				
• PDF	\$250	\$225	\$295	\$266
• Video	\$295	\$266	\$350	\$315
• Featured Video	\$750	\$675	\$975	\$877
• Destination Spotlight	\$600	\$540	\$800	\$720
EXCLUSIVE CONTEST (Monthly database of entrants included)	\$1,475	\$1,328	\$1,695	\$1,526
ENEWSLETTER (Sent monthly to 100,000 travelers)				
Featured Spotlight	\$1,250	\$1,125	\$1,400	\$1,260
Exclusive Banner - 300px/250px	\$700	\$630	\$795	\$716
BANNERS Width/Height (Monthly)				
Med. Rectangle – 300px/250px	\$495	\$446	\$575	\$518
Leaderboard - 728px/90 px	\$375	\$338	\$450	\$405
Wide Skyscraper – 160px/600px	\$375	\$338	\$450	\$405
Rectangle – 180px/150px	\$175	\$158	\$200	\$180
Mobile Leaderboard - 300/50px	\$375	\$338	\$450	\$405

Banners are sold in 25,000 impression-increments which are scheduled to be delivered in a 30-day period. In the event that the impressions are not delivered in 30 days, banners will run until 25,000 impressions are delivered. Limit of 6 banners in each position (18 banners total) may be purchased for each product/service in a 12-month period.

STAND ALONE EMAIL BROADCASTS (priced per thousand)

0 – 50,000	\$64	\$58	\$85	\$76
50,000 – 1,000,000	\$57	\$51	\$76	\$68

*To be eligible for "Member" rates, your organization should be an active member in the Southeast Tourism Society (STS).