



LetsTourOhio.com

2013 Rates

Advertising Rates

Receive a discount when purchasing print advertising.
ALL RATES NET.

Content (Annual Rates)

	MEMBER RATES*		NON-MEMBER RATES	
		w/discount		w/discount
Bronze	\$795	\$398	\$914	\$457
Silver	\$1,595	\$798	\$1,850	\$925
Gold	\$1,960	\$980	\$2,250	\$1,125
Platinum	\$2,500	\$1,250	\$2,875	\$1,438

Options

PDF	\$250	\$125	\$295	\$148
Video	\$295	\$148	\$350	\$175

Exclusive Contest (Monthly) database of entrants included

\$1,475	\$738	\$1,695	\$848
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Destination Spotlight

\$510	\$255	\$600	\$300
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ENewsletter (Sent monthly to 100,000 travelers)

Featured Spotlight	\$1,250	\$625	\$1,400	\$700
Exclusive Banner - 300 pixels x 250 pixels	\$700	\$350	\$795	\$398

Banners Width/Height (Monthly)

Medium Rectangle - 300 pixels x 250 pixels	\$495	\$248	\$575	\$288
Wide Skyscraper - 160 pixels x 600 pixels	\$375	\$188	\$450	\$225
Rectangle - 180 pixels x 150 pixels	\$175	\$88	\$200	\$100
Leaderboard - 728 pixels x 90 pixels	\$375	\$188	\$450	\$225
Mobile Leaderboard - 300 pixels x 50 pixels	\$375	\$188	\$450	\$225

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 (24 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 a national, state or local travel or tourism-related association or Chamber of Commerce.

Leah Koch

10703 J St., Ste.100 | Omaha, NE 68127
Phone: 800.390.7466 x 3 | Fax: 402.331.5194
lkoch@haMediaGroup.com

