

ADVERTISE ON STEAMBOATCHAMBER.COM

Advertising Rates and Specifications for Attractions

SteamboatChamber.com is the premier online buyers guide for visitors to Steamboat Springs, Colorado. Thousands of visitors each month rely on **SteamboatChamber.com** to help them determine where to shop, eat and relax during their travels. A limited number of businesses can be showcased on this popular website, so take advantage of this offer and be seen first!

WHY ADVERTISE on SteamboatChamber.com

Our site reaches a highly targeted audience of decision makers with a desire to travel to the area. It is important to maintain a strong presence in the digital marketplace, and online advertising is the most economical, effective and measurable advertising option available.

Benefits of advertising on **SteamboatChamber.com** include:

- Low entry cost
- Exposure on one of the the top website for travel research and bookings for Steamboat Springs
- Harnessing the flexibility of online advertising, allowing you to easily modify your message

The key to marketing success is getting your business in front of the right audience – an audience that is ready and willing to buy now. **SteamboatChamber.com** provides this opportunity. Site visitors are looking for ideas of where to stay and dine, what to do and where to shop. Research shows that more than 60% of all site visitors that come to **SteamboatChamber.com** have already decided to visit the area. Now get them to come to your business by advertising on **SteamboatChamber.com**.

audience

Gender:

43% Male
57% Female

Age:

14% 18-24 | 18% 25-34
21% 35-44 | 20% 45-54
10% 55-64 | 5% 65+

Level of Education:

36% No College
46% College Graduate
17% Graduate Degree

household income



Quantcast analysis of visitor requests for information, June 2011

Your participation in this marketing initiative will provide SteamboatChamber.com with the revenue needed to continually improve visitor traffic and overall exposure on the web, increasing our search engine rankings. This will result in additional exposure for your business!

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Spotlight Link

- Promote specials, packages, etc
- Seen throughout the website
- A direct link to your website

50% of page views: \$300/Month

25% of page views: \$150/Month

10% of page views: \$60/Month

*Character Limit: 80 (with spaces)

Featured Member

- Broadcast your message toward a targeted audience on the website
- Strong "Billboard" visibility for branding, awareness & revenue
- A direct link to your website

Lodging Section Pages: \$200/month

Attractions Section Pages: \$150/month

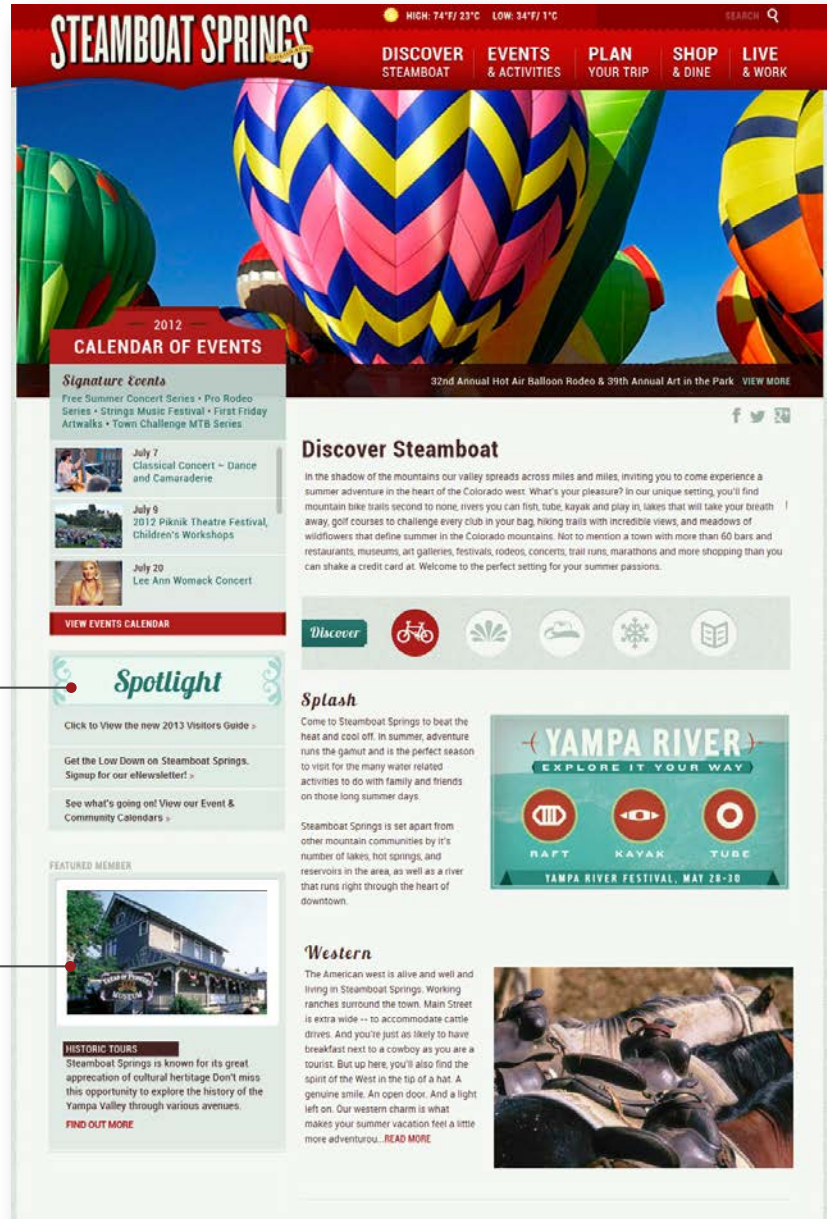
Shopping Section Pages: \$100/month

Dining Section Pages: \$100/month

All Other Pages: \$200/month

*Image Size: 254x157 pixels

Character Limit: 175 (with spaces)



connecting brands with travel markets

Package Pricing

| Premier | Leader | Starter |
|--|--|--|
| Featured Member: Attractions Section & All Other Pages 25% Spotlight Link | Featured Member: Attractions Section & All Other Pages 10% Spotlight Link | Featured Member: Attractions Section 10% Spotlight Link |
| Discounted | Discounted | Discounted |
| Limited | Limited | Limited |
| \$375 | \$320 | \$185 |

Published Price

Availability

Reduced Price Per Month

Prices based on a 12 month agreement (includes a 3 month trial period)



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