

# DIGITAL ADVERTISING À LA CARTE OPTIONS

The White Mountains Attractions Association's newly redesigned website, [VisitWhiteMountains.com](http://VisitWhiteMountains.com), is a valuable tool for tourists to explore all the White Mountains has to offer and includes enhanced features for more native advertising opportunities for business members which allows for a better experience for visitors.

## VisitWhiteMountains.com advertising opportunities—Creative Information

- VisitWhiteMountains.com is a Responsive Website Design allowing advertisements to display on all devices
- All advertising placements are templated and designed to match the visual aesthetic of VisitWhiteMountains.com
- Image elements should be single photographs with no overlaid graphics or text, including logos. No collages or “photoshopping,” please.
- All character count specs include individual spaces, punctuation marks, and letters. We recommend using a character count tool such as [charactercountonline.com/](http://charactercountonline.com/) or Microsoft Word to track copy length.
- Head to [visitwhitemountains.com/things-to-do/](http://visitwhitemountains.com/things-to-do/) for examples of each type of digital advertising opportunity.

## Premium Page Sponsorship—Top of Page



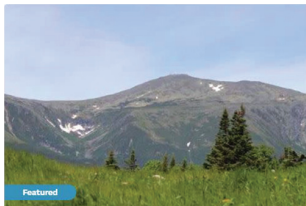
### Seven Birches Winery

Hand-crafting classic European grape varietals and locally sourced fruits into wines of distinction. The fruit may be from around the world, but our wine embraces the ...

[Learn More](#)

- All Pages within a Category—Things to Do, Events, Restaurants, Places to Stay, Town-specific Page, Group Tours+Weddings
- Located top of page under the page introduction text
- Photo (599w x 448h pixels) • Headline (55 characters)
- Body (170 characters) • [Learn More](#) link to Business listing and website

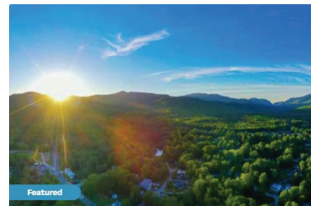
## Run of Site Banner Ads—Below Member Listings



### Twin Mtn.-Bretton Woods

Twin Mountain and Bretton Woods are villages located in the town of Carroll. We have hotels, restaurants, and attractions and near many hiking trails, skiing, golf, ...

[Learn More](#)



### Western White Mountains Chamber of Commerce

The Lincoln, Woodstock, Franconia Notch area offers a variety of indoor and outdoor activities, a unique selection of tax-free shopping, superb dining, and an extensive ...

[Learn More](#)

- Located just below the business listings and appears in rotation on all website pages except for Attractions page.
- Photo (623w x 467h pixels) • Headline (82 characters)
- Body (170 characters) • [Learn More](#) link to Business listing and website



## Spotlight Ads—Run of Site—Below Run of Site Banner Ads



### Nootka Lodge

We are a family-owned, log cabin style hotel in the White Mountains. Our lodge provides great rooms & ...

[Learn More](#)



### Holiday Inn Express - Lincoln

Located at exit 32 off I-93 in Lincoln, our hotel features 81 newly renovated rooms and suites and close ...

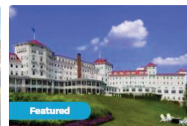
[Learn More](#)



### Mountain Club on Loon

A newly remodeled four-season hotel resort and spa at the base of Loon Mountain Ski Resort, New ...

[Learn More](#)



### Omni Mount Washington Resort

As grand as the history behind it, Omni Mount Washington Resort is gracious in ambiance and generous in ...

[Learn More](#)

- Located just below the business listings, below the Run of Site banner ads, and appears in rotation on all website pages except for Attractions page.
- Photo (623w x 405h pixels) • Headline (18 characters)
- Body (105 characters) • [Learn More](#) link to Business listing and website

## New Digital Advertising Opportunities

### Home Block Advertising (limited to 3 businesses per month)

- Located on the home page, below the “Top Things To Do” and “Family Fun” blocks.
- Choose which months will benefit your business.
- VisitWhiteMountains.com receives nearly 1 million visitors annually.

### Consumer E-Newsletter Advertising

- Consumer Newsletter is emailed monthly to over 20,000 subscribers.
- Showcase your business or include a deal, event, or special occasion.
- Average of over 30% open rate and 3% click thru rate.

