DIGITAL ADVERTISING À LA CARTE OPTIONS

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The White Mountains Attractions Association's newly redesigned website, 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/ or Microsoft Word to track copy length.
- Head to 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



- 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 ...

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

Learn More >>



Nootka Lodge

provides great rooms & ... Learn More >>

Holiday Inn Express --- d. log cabin style Lincoln We are a family-owned, log cabin style hotel in the White Mountains. Our lodge



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

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.

- 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



- 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

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.

DIGITAL ADVERTISING À LA CARTE CONTRACT

Premium Page Sponsor	
Things to Do or Places to Stay section	12-month (\$1,800) 6-month (\$1,000)
Event or Plan Your Visit section	12-month (\$1,600) 6-month (\$900)
Restaurants or Towns section	12-month (\$1,000) 6-month (\$750)
Run of Site ads All pages except Attractions page	12-month (\$1,700) 6-month (\$1,000)
Spotlight ads All pages except Attractions page	12-month (\$1,000) 6-month (\$750)
Featured Listing (<i>Example at right</i>) Moves your business to the beginning of the member listings for your category.	12-month (\$250) Feature Lost River Gorge & Boulder Caves ♥ 17/2 Lost River Road Vill website >>
Home Page Block Advertising First come-first served	1 month (\$500) # of months Months requested
	Jan.Feb.Mar.Apr.MayJuneJulyAug.Sept.Oct.Nov.Dec.
Consumer Newsletter Advertising	1 month (\$200) # of months Months requested Jan. Feb. Mar. Apr. May June July Aug. Sept. Oct. Nov. Dec.
Email all materials for Online advertising to Colleen E	
PAYMENT INFORMATION	ADVERTISING TOTAL \$
Please check one: Check enclosed (payable to White Mountain CARD NUMBER	ns Attractions Charge my VISA MasterCard
Member/Advertiser signature I understand the to on behalf of the above named company.	terms for this publication, and am authorized to enter into this contract
	Date
Name (please print)	