The White Mountains Attractions Association is pleased to announce the launch of a fresh new website at VisitWhiteMountains.com. The new website remains a tool for tourists to explore all the White Mountains has to offer, but with enhanced features for more native advertising opportunities for business members which allows for a better website visitor’s experience.

VisitWhiteMountains.com new 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.

Premium Page Sponsor

- 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

- 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

- 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
Digital Advertising Opportunities @ VisitWhiteMountains.com

**Premium Page Sponsor**

- **Things to Do** section  □ 12-month ($1,800) □ 6-month ($1,000)
- **Places to Stay** section  □ 12-month ($1,800) □ 6-month ($1,000)
- **Event** section  □ 12-month ($1,600) □ 6-month ($900)
- **Plan Your Visit** section  □ 12-month ($1,600) □ 6-month ($900)
- **Restaurants** section  □ 12-month ($1,000) □ 6-month ($750)
- **Towns**  □ 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**
*(Example at right)*
Moves your business to the beginning of the member listings for your category.

- □ 12-month ($250)

For Premium Page Sponsor, Run of Site and Spotlight ads, please fill in the information below or email your photo and information to Colleen Eliason at celiason@visitwhitemountains.com

**Headline (typically Business name)**

**Body text (see other side for ad limits)**

Email all materials for Online advertising to Colleen Eliason at celiason@visitwhitemountains.com

**PAYMENT INFORMATION**

- Check enclosed (payable to White Mountains Attractions)
- Charge my □ VISA □ MasterCard

**Member/Advertiser signature**
I understand the terms for this publication, and am authorized to enter into this contract on behalf of the above named company.

Signature  ___________________________  Date  ____________

Name (please print)  __________________________________________