

Why ExploreAsheville.com?

Each year, nearly 5 million people rely on www.ExploreAsheville.com to learn more about the area and make spending decisions -- where to stay, what to do and where to dine. Traffic to the site also represents the more than \$4.4 million in net advertising spent to encourage interest and visitation.

Now, for the first time with the newly redesigned Web site, your business has the opportunity to complement your free listing and drive even more traffic to your site with new advertising opportunities.

About DTN

The advertising program will be managed by Destination Travel Network (DTN), a division of Simpleview, Inc., the web developer for the Asheville Convention & Visitors Bureau. DTN has more than seven years of experience helping more than 100 North American tourism websites like ExploreAsheville.com with their online advertising programs. Our DTN staff works closely with you to provide individualized, tailored online and mobile advertising programs that meet your specific needs.

About The Program

The following pages outline specific advertising placements that range from sponsored stories on the home page to page sponsors and sponsored listings on select pages. Advertising sales begin in late October.

To schedule, your individual advertising consultation, please contact Lia Wik at lwik@destinationtravelnetwork.com or call 520.989.8071

Benefits

- The DTN team will work directly with you to produce a customized ad with copy that will stand out and attract referral clicks.
- Advertisers with diverse online programs can expect Program CTRs (Click-Thru Rates) that are 1%-4%, or more, compared to an internet average of just .1% for display advertising.
- Performance reports are available from your DTN Account Executive that provide the number of times your ad was seen, the number of referral clicks to your business and the CTR.
- Mobile advertising will be offered to better capture the attention of the more than 50 percent of users searching via mobile and tablets.
- An opportunity for seasonal and other updates to your advertising content.
- Advertising representatives who can help you maximize your advertising presence on ExploreAsheville.com.

For pricing and program details: advertising@DTNads.com

Destination Travel Network & Explore Asheville

Online Advertising Media Kit | www.ExploreAsheville.com

Home Page Sponsored Stories

Enjoy a top-of-the page, highly visible presence to tell your specific story or promote your special event.

- Photo (640x290 Pixels)
- Live Title, Text, & Link
- \$575/mo

Home Page Sponsors

Secure your premium placement on category-specific pages for premium visibility.

- Photo (480x360 Pixels)
- Live Title, Text, & Link
- \$350/mo

Run Of Site Banners

Be seen on nearly every page of the website with your "Run of Site" banner including a one-click link to your website.

- Photo (300x250 Pixels)
- Live Title, Text, & Link
- \$150/mo (10,000 impressions)
- \$275/mo (15,000 impressions)

The screenshot displays the Explore Asheville website interface. At the top, there is a navigation bar with the word "DISCOVER" in a stylized font. Below it are three dropdown menus labeled "All See & Do", "All Categories", and "All Regions", followed by a "Search" button. A "sponsored stories" section features two featured stories: "Escape to the Mountains with Greybeard Rentals" and "Nantat - Blue Ridge Experience". Below these is a large hero image of a person on a stone wall with a quote from Dr. Howard Neufeld: "I can still remember a hike when I was young. The leaves were just a golden yellow, the air was clear, the sky was absolutely blue. When you walk through something like that ... There's nothing better." To the right of the quote is a large red maple leaf graphic. Below the hero image is a "Fall in the Mountains" section with a "Learn More" button. Further down are four smaller content blocks: "Asheville Hiking Guide: The Trail Starts Here", "Down on the Farm", an event for "17 May", and a coupon/deals section. A "PROFILE" section features a circular photo of a man in a chef's uniform with a "Meet the Foodplans" button. At the bottom, there are three "Run of Site" banners for "Nantat", "Biltmore House & Gardens", and "Dove Creek Park Inn".

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Page Sponsors

Secure your premium placement on category-specific pages for premium visibility.

- Photo (480x360 Pixels)
- Live Title, Text, & Link
- \$225/mo

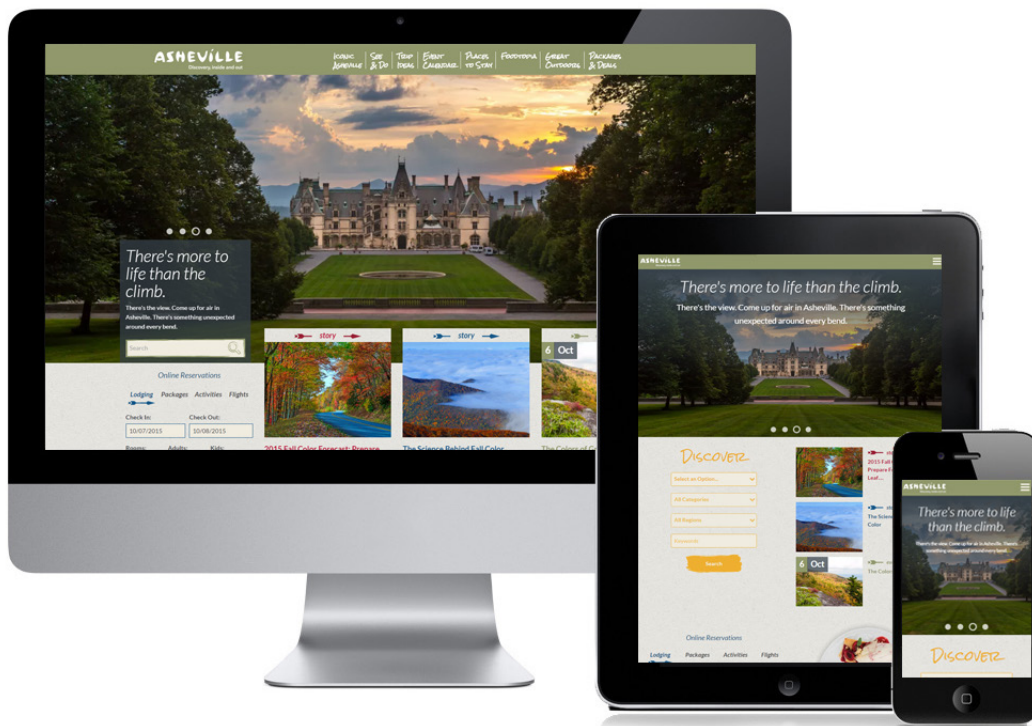
Sponsored Listing

Stand out from the crowd and ensure your business is at the top of the listings within your category!

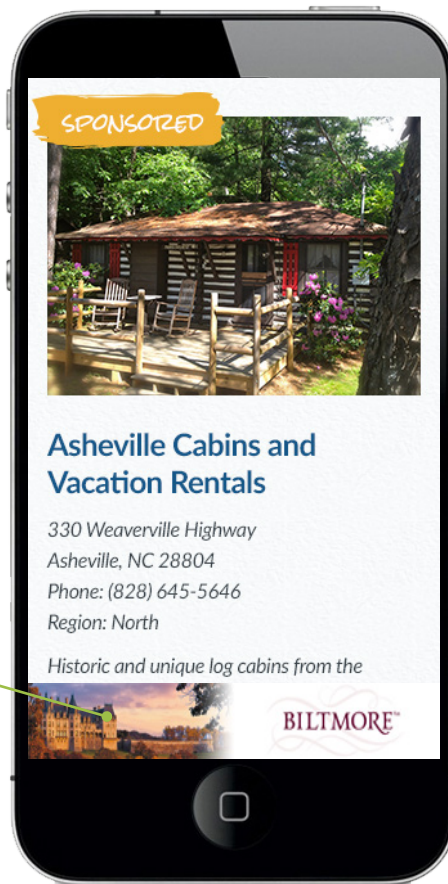
- Photo (240x240 Pixels)
- Live Title, Text, & Link
- Where to Stay \$500/mo
- Cabins & Cottages \$440/mo
- Hotels & Resorts \$330/mo
- Bed & Breakfast \$150/mo
- Things To Do \$165/mo
- Restaurant \$165/mo
- Recreation & Nature \$165/mo
- Outdoor Section \$165/mo
- See & Do Section \$165/mo

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Responsive website design allows advertising to display on multiple devices.



Mobile Banner

Give ready-to-spend visitors one-click mobile access to your business and enjoy industry-leading click-thru rates!

- Photo (320x50 Pixels)
- Live Title, Text, & Link
- \$250/mo



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