



ONLINE MEDIA KIT

MAMMOTH LAKES VISITORS BUREAU

VisitMammoth.com is the official destination website promoting the many tourism assets of Mammoth Lakes, CA. **VisitMammoth.com** has become the primary research and planning tool for leisure and business travelers as well as meeting planners and group tour operators, showcasing timely, comprehensive and relevant content.

WHY ADVERTISE ON VISITMAMMOTH.COM?

Our site targets a qualified audience with **disposable income, a high propensity to travel, and above-average education** (see Audience & Reach). It is more important than ever to maintain a strong presence in the marketplace, and online advertising is the most economical, effective and measurable advertising option available:

- Low cost of entry
- Most efficient and measurable advertising medium
- Internet travel research and bookings outpace any other medium
- Flexibility of the medium allows you to easily modify offers
- Unlimited reach to a targeted, affluent audience

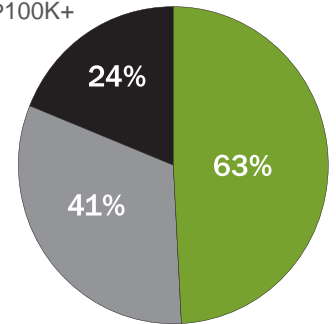
Our partnership with **simpleview**, the undisputed leader in the creation, maintenance and ongoing support for Convention & Visitor Bureau websites guarantees that **VisitMammoth.com** will continue to grow in monthly unique visitors and page views and will always rank highest on the search engines.

AUDIENCE AND REACH

Gender:	68%: Male		32%: Female
Age:	11%: 25-34		23%: 35-44
	28%: 45-54		22%: 55-64
	13%: 65+		
Children:	45%: Don't have children		
	55%: Have children		
Level of Education:	29%: High school graduate		
	29%: Some college		
	22%: College Graduate		
	13%: Graduate Degree		

Household Income:

- HHI of \$50k+
- HHI of \$75K+
- HHI of \$100K+



Independent analysis of visitor requests for information, March 2008

Your participation in this enhanced marketing program will provide **VisitMammoth.com** with the revenue needed to continue increasing our visitor traffic and search engine rankings. This will result in additional exposure for your business!

DTN Contact



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Director

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PROGRAM RATES & SPECIFICATIONS

MAXIMUM EXPOSURE		
300X250 Tile 728x90 Leaderboard*		
Monthly Impressions	Cost Per 1,000 Impressions (CPM)	Total Monthly Investment
10,000	\$53	\$530
20,000	\$48	\$960
30,000	\$44	\$1,320
50,000	\$36	\$1,800
100,000	\$29	\$2,900

* please provide both sizes

MARKET LEADER		
120x240 Banner		
Monthly Impressions	Cost Per 1,000 Impressions (CPM)	Total Monthly Investment
10,000	\$33	\$330
20,000	\$30	\$600
30,000	\$27	\$810
50,000	\$22	\$1,000
100,000	\$19	\$1,900

MARKET AWARENESS		
120x90 Banner		
Monthly Impressions	Cost Per 1,000 Impressions (CPM)	Total Monthly Investment
10,000	\$28	\$280
20,000	\$26	\$520
30,000	\$24	\$720
50,000	\$20	\$1,000
100,000	\$16	\$1,600

MARKET PRESENCE		
120x60 Banner		
Monthly Impressions	Cost Per 1,000 Impressions (CPM)	Total Monthly Investment
10,000	\$23	\$230
20,000	\$21	\$420
30,000	\$19	\$570
50,000	\$16	\$800
100,000	\$13	\$1,300

AD SIZE EXAMPLES (not to scale)



PAYMENT TERMS:

Pre-payment by check or credit card required. Net 30 terms upon approval of credit application.

PREMIUM PLACEMENT:

Add 30%.

ARTWORK:

To be provided by advertiser. DTN will provide design services at \$125 per hour. Visit www.DestinationTravelNetwork.com for detailed specifications.