

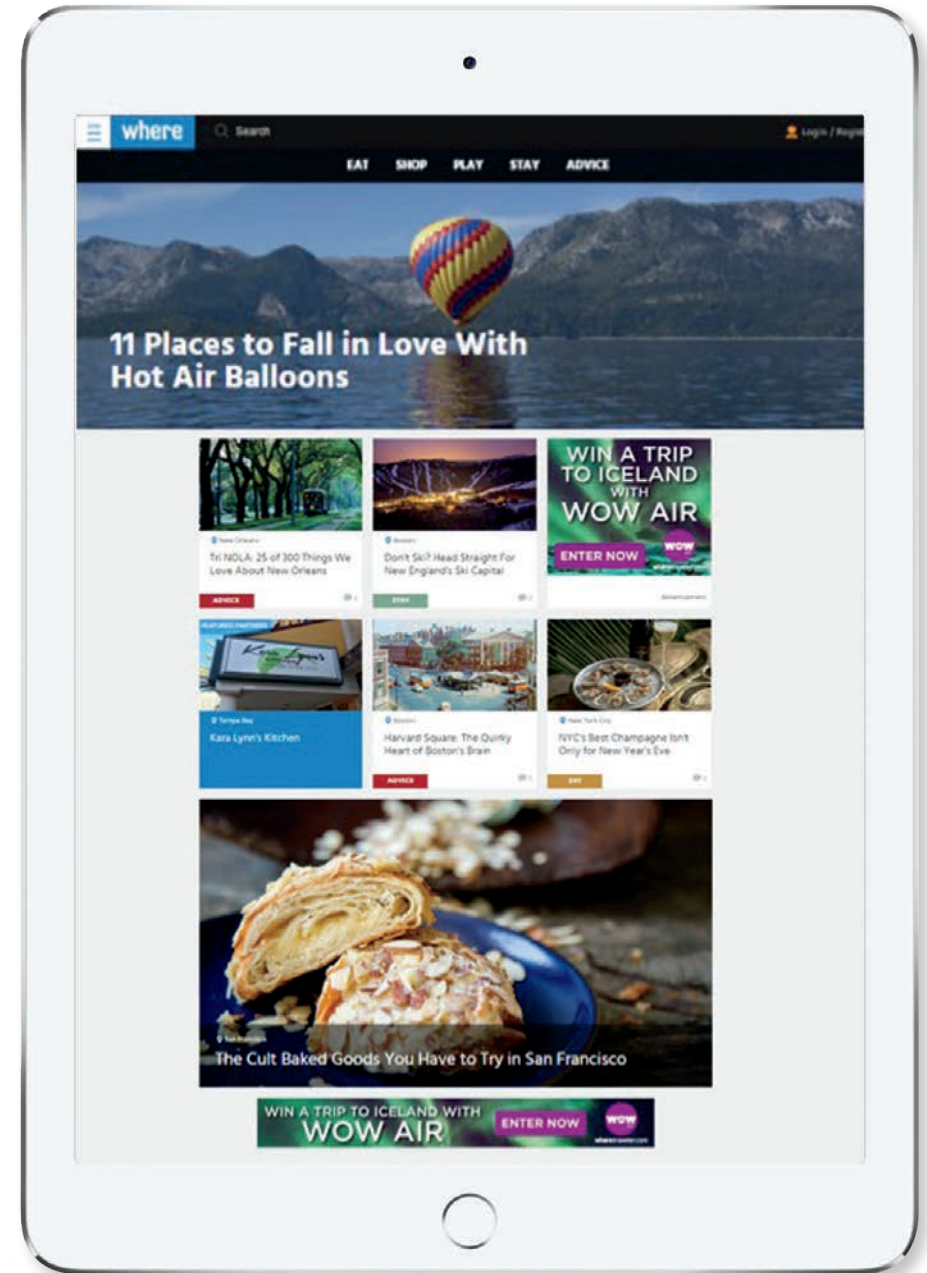
REACHING PASSIONATE TRAVELERS AROUND THE GLOBE

wheretraveler.com

WHERETRAVELER.COM DESTINATIONS

Alaska	Nashville
Aspen	New Orleans
Atlanta	New York City
Baltimore	Northern Arizona
Boston	Oahu
Charleston	Orange County
Charlotte	Orlando
Chicago	Palm Beach
Colorado	Panama City
Dallas/Fort Worth	Pensacola
Daytona Beach	Portland
Ft. Lauderdale	Philadelphia
Hawaii	Phoenix-Scottsdale
Hilton Head	Raleigh/Durham
Houston	Reno-Tahoe
Indianapolis	San Antonio
Jacksonville	San Diego
Kansas City	San Francisco
Kauai	Savannah
Key West	Seattle
Las Vegas	Southwest Florida
Los Angeles	St. Louis
Maui	Tallahassee
Miami	Tampa
Milwaukee	Tucson
Minneapolis/St. Paul	Virginia
Myrtle Beach	Washington, D.C.

Additional destinations in Canada, Europe, Australia, Asia, Africa and South America



SITE HIGHLIGHTS

STATISTICS:

- 2.3 million page views monthly and growing
- 400,000 social media followers
- 60% traffic growth since January 2017
- Average time spent on site: 2.34 minutes
- Average session visit: 6 content pages
- Destinations: 56 domestic; 92 globally
- Reaching 50,000+ avid travelers through email marketing

AUDIENCE:

- 60% female/40% male
- 25% ages 25-34
- 20% ages 35-44
- 17% ages 45-54



NATIONAL SWEEPSTAKES

Wheretraveler.com's sweepstakes giveaway enables our partners to reach a national audience of engaged travelers at scale.

Sweepstakes runs for one month and includes a robust media support to drive results and amplify your brand.

PACKAGE INCLUDES:

- Wheretraveler.com targeted display ads
- Weekly dedicated email blasts
- Weekly newsletter display ads
- Weekly social posts in 21+ U.S. cities
- Logo inclusion on all material
- Dedicated HTML landing page
- Email acquisition
- Programmatic retargeting
- Guaranteed 200,000 impressions

AVERAGE PERFORMANCE STATS:

- Monthly page views: 90K
- Monthly unique entries: 5-6K
- Emails delivered: 250k
- Social media impressions: 55.5K

PACKAGE RATE: \$10,000



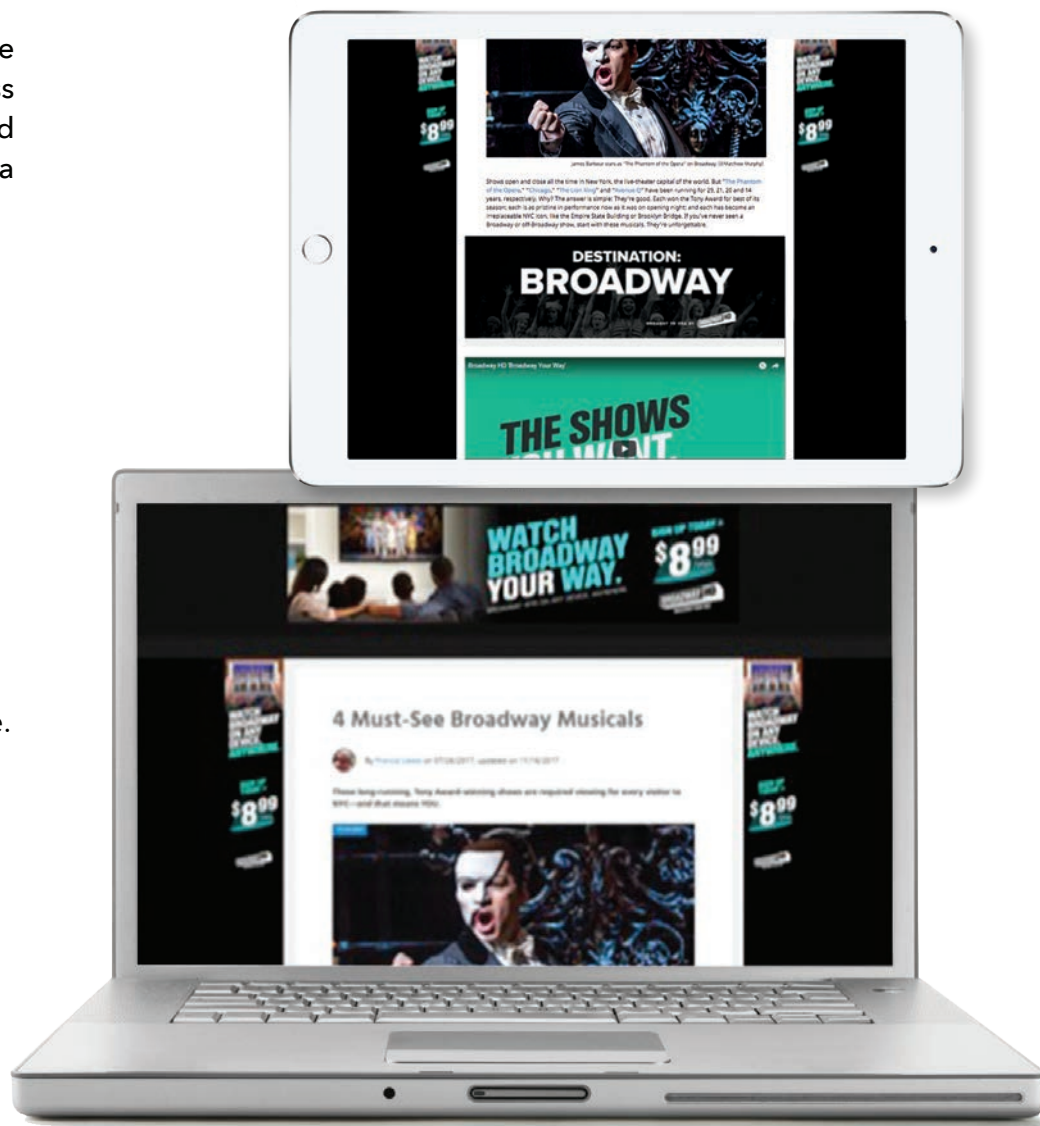
SPONSORED EDITORIAL MARKETING

Connect with WhereTraveler.com's audience by sponsoring the WhereContent editorial series that aligns with your business objectives. Editorial content is supported with your surround sound creative, email and a social campaign guaranteeing a minimum of 150,000 impressions across our network.

PROGRAM INCLUDES:

- Sponsorship of four content articles: One exclusive feature and three supporting articles in relevant categories or location-specific editorial. (Editorial focuses on food, nightlife, shopping, entertainment, art, technology, lifestyle, wellness and more.)
- Surround sound display: Articles designed with display ads surrounding the content.
- Email marketing: Includes exclusive display ads in one (1) WhereTraveler.com email blast promoting the content feature.
- Social media: Eight (8) posts across WhereTraveler.com's social media channels.
- Content marketing: Article promotion will include search, display, native, retargeting and social media.

3-MONTH PACKAGE RATE: \$7,500



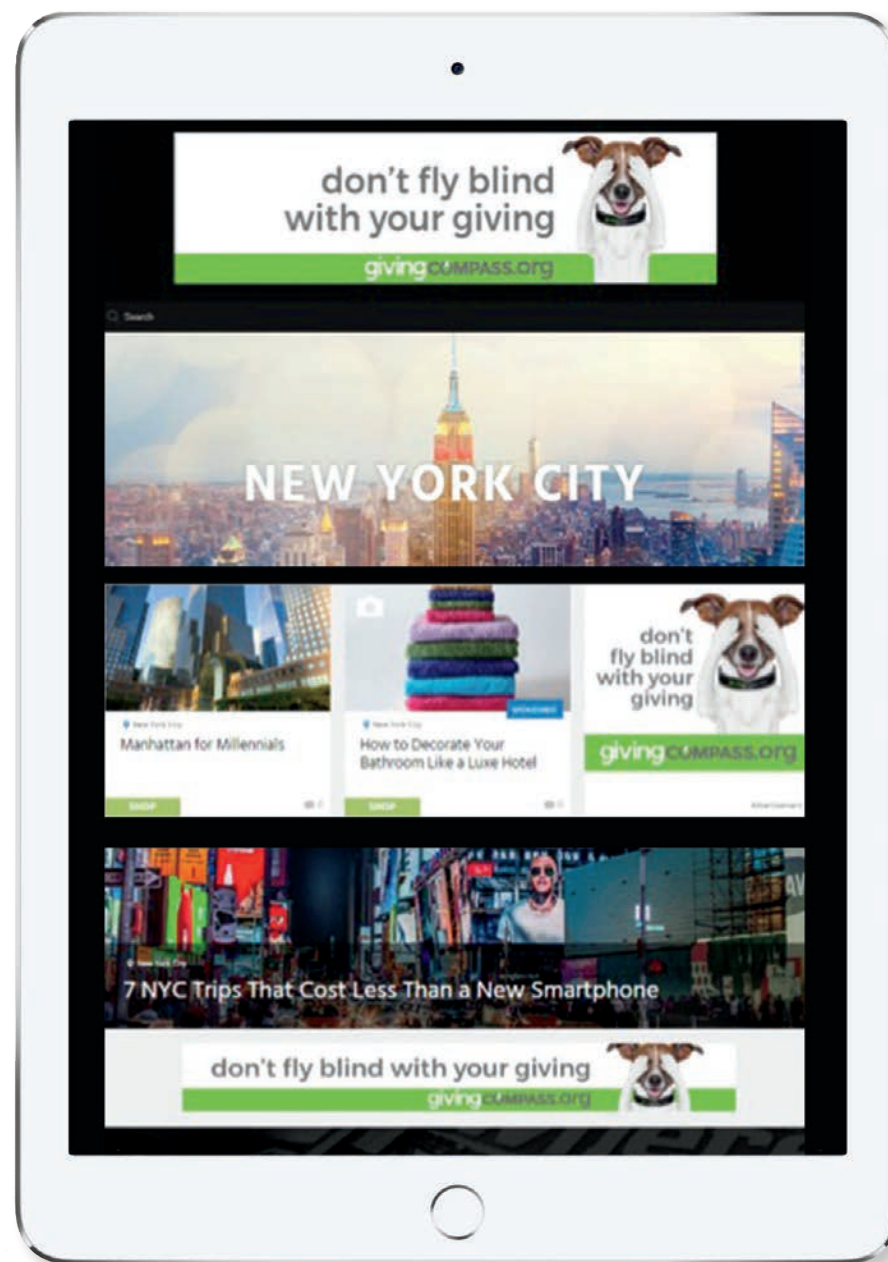
MARKET PAGE TAKEOVER

Drive awareness, increase brand visibility and create an impact with WhereTraveler.com's market page takeover.

PACKAGE INCLUDES:

- Surround sound display: Includes unique video and rich media ads.
- Exclusive market newsletter sponsorship.
- Guaranteed 210,000 impressions through our targeted display network.
- Ad options: 970x250 above the fold display ads, 300x250 content ads, 970x90 below the fold ads.
- Audience extension: social media, SEO, targeted display, email marketing, retargeting.

ONE-MONTH PACKAGE RATE: \$2,100



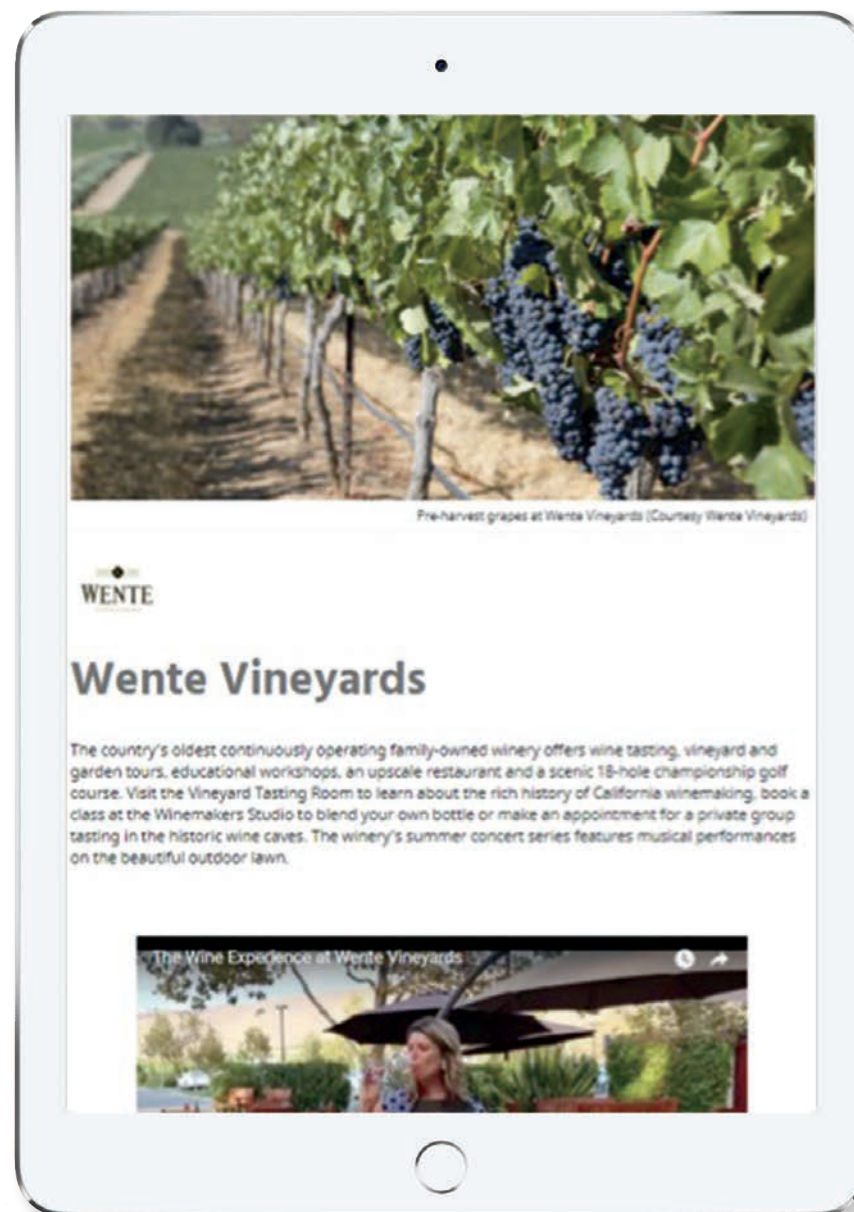
BUSINESS SPOTLIGHT LISTING

Enhance your presence on Wheretraveler.com with a customized business spotlight listing. Promote your photos, business message and other marketing materials to our engaged readers exploring their points of destinations.

PACKAGE INCLUDES:

- Sponsor message highlighting your business offerings including logo, images, videos, address, sponsor message, brochures and backlinks to your website.
- Audience extension: Guaranteeing a minimum of 85,000 impressions through social media, SEO, targeted display, email marketing and retargeting.
- Listing synchronization and distribution: Your spotlight listing is submitted to four major data providers: Factual, Acxiom, Infogroup and Neustar. Together these data providers are referenced by over 300 online listing directories.

12-MONTH PACKAGE RATE: \$3,000



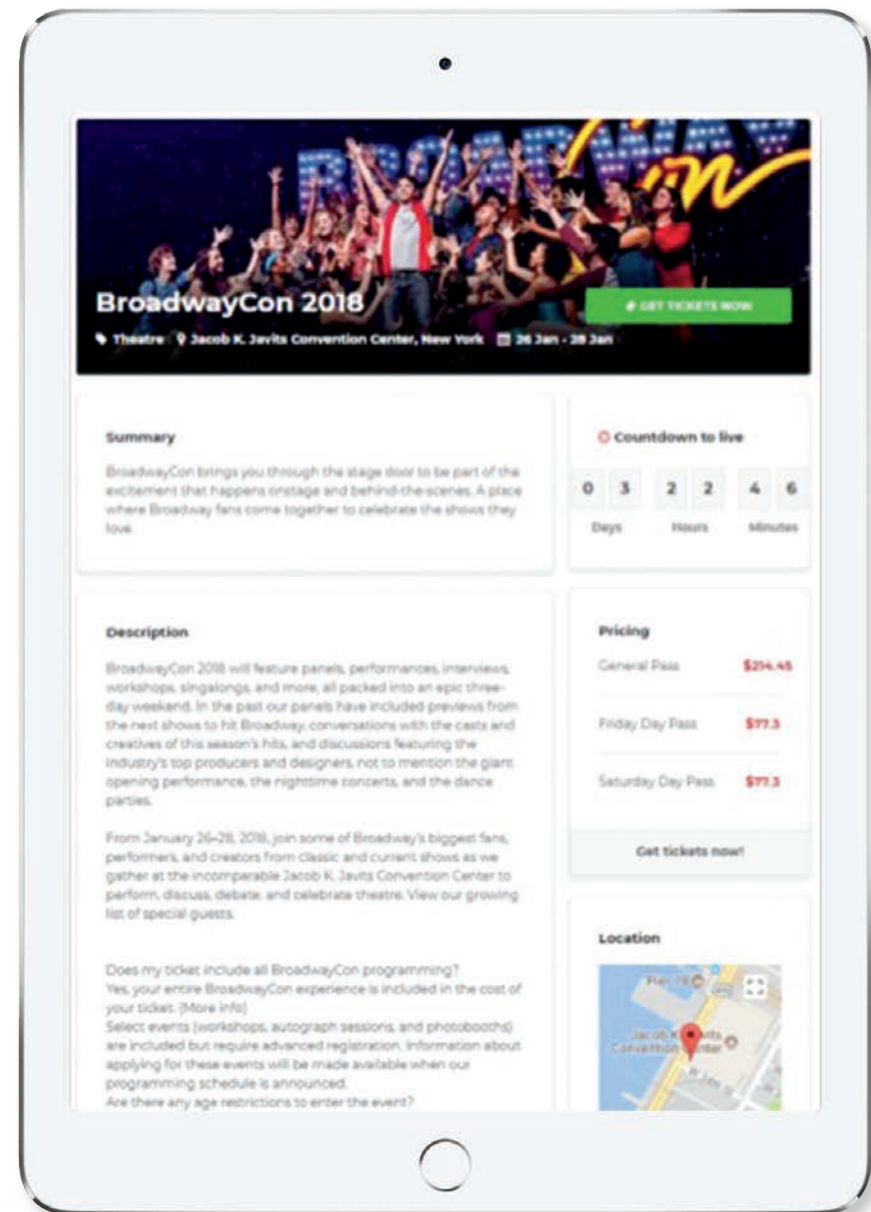
EVENT MARKETING

Promote your event instantly through Wheretraveler's event marketing platform. Save valuable marketing time and money using our simple submission process to reach a targeted list of potential event-goers.

PROGRAM INCLUDES:

- Event article: Listing with video, photos, event information and backlinks highlighted on Wheretraveler.com.
- Event distribution: Listing distribution seamlessly submits your event to 40+ event sites in one click.
- Audience extension: Our marketing experts will promote your ads through retargeting, social, search and our travel network delivering a minimum of 500 click to your event page.

PACKAGE RATE: \$3,000



TARGETED DISPLAY ADVERTISING

Wheretraveler.com ad experts will develop and implement targeted display ad campaigns to meet your goals of reaching passionate and engaged travelers on-the-go.

PACKAGE INCLUDES:

- Customized program based on your budget, target audience and business objectives.
- Creative development and ongoing optimization management.
- Guaranteed impression delivery through audience extension networks.

CAMPAIGN BUDGET RANGE: \$2,500 - 5,000/MONTH



OUR PARTNERS

