



# LetsTourOhio.com

## 2013 Rates

### Advertising Rates

Receive a discount when purchasing print advertising.  
ALL RATES NET.

#### Content (Annual Rates)

	MEMBER RATES*		NON-MEMBER RATES	
		w/discount		w/discount
Bronze	\$795	\$398	\$914	\$457
Silver	\$1,595	\$798	\$1,850	\$925
Gold	\$1,960	\$980	\$2,250	\$1,125
Platinum	\$2,500	\$1,250	\$2,875	\$1,438

#### Options

PDF	\$250	\$125	\$295	\$148
Video	\$295	\$148	\$350	\$175
<b>Exclusive Contest</b> (Monthly) database of entrants included	\$1,475	\$738	\$1,695	\$848

#### Destination Spotlight

	\$510	\$255	\$600	\$300
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#### ENewsletter (Sent monthly to 100,000 travelers)

Featured Spotlight	\$1,250	\$625	\$1,400	\$700
Exclusive Banner - 300 pixels x 250 pixels	\$700	\$350	\$795	\$398

#### Banners Width/Height (Monthly)

Medium Rectangle - 300 pixels x 250 pixels	\$495	\$248	\$575	\$288
Wide Skyscraper - 160 pixels x 600 pixels	\$375	\$188	\$450	\$225
Rectangle - 180 pixels x 150 pixels	\$175	\$88	\$200	\$100
Leaderboard - 728 pixels x 90 pixels	\$375	\$188	\$450	\$225
Mobile Leaderboard - 300 pixels x 50 pixels	\$375	\$188	\$450	\$225

Banners are sold in 25,000 impression-increments which are scheduled to be delivered in a 30-day period. In the event that the impressions are not delivered in 30 days, banners will run until 25,000 impressions are delivered. Limit of 6 banners in each position (24 banners total) may be purchased for each product/service in a 12-month period.

#### Stand Alone Email Broadcasts (priced per thousand)

0 - 50,000	\$64	\$58	\$85	\$76
50,000 - 1,000,000	\$57	\$51	\$76	\$68

\*To be eligible for "Member" rates, your organization should be an active member in a national, state or local travel or tourism-related association or Chamber of Commerce.

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