

CapeCodTravel.com 2010 Advertising Rates



Average # of page views per year: 5.2 million+

Average # of visits per year: 1.6 million+

Average # of referrals (clicks) sent to each advertiser per year:

- Standard Link: 1,000
- Quarter Banner: 2,000
- Half Banner: 3,500
- Full Banner: 5,000

All rates are monthly, based on a 12-month contract

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Placement	Standard Link	Quarter Banner	Half Banner	Big Box	Big Box as Add-on
Home Page				\$275/mo. *	\$150/mo. *
				\$200/mo. ROS	\$100/mo. ROS
non-Lodgings on Main Pages	\$36/mo.	\$66/mo.	\$110/mo.		
non-Lodgings on Sub-Pages	\$36/mo.	\$48/mo.	\$80/mo.		
Lodgings on Main Pages	N/A	\$117/mo.	\$140/mo.	CapeCodRes	
Lodgings on Sub-Pages**	1 to 5 rooms: \$44/mo.	\$59/mo.	\$95/mo.	\$15/mo.	
	6 to 18 rooms: \$51/mo.	\$66/mo.	\$105/mo.	\$30/mo.	
	19+ rooms: \$57/mo.	\$79/mo.	\$115/mo.	\$40/mo.	
	add'l within site: \$15/mo.	add'l within site: \$25/mo.	add'l within site: \$40/mo.	Website Hosting	\$20/mo.

ROS = Run of Site, which means ad appears in rotation on all pages of the site except the home page.

Links on additional eCape sites: 50% off link(s) of equal or lesser value with purchase of one link at full price

*as one of 5 rotating banners

**Additional link in Waterfront Lodging section is not subject to the additional link within site rate; it is priced the same as primary link in lodging directory

CapeCodTravel.com appears #3 on a Google search for "Cape Cod" and "Cape Cod Lodging."

It appears #1 on Google searches for "Cape Cod Motel", "Cape Cod Hotel", "Cape Cod Vacation", "Cape Cod Map", and many others.

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