

BootsnAll Travel Network

Ad Kit

2010 Rates/Specs

Including:



Travel Guides



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Online travel guides with life

- Itineraries
- City guides
- Things to see
- Free things to do
- Interviews
- Hotel reviews
- Book reviews
- How-tos
- Day trips
- Food & Culture
- & more



Traffic Stats

WhyGo Italy traffic is up over 100%

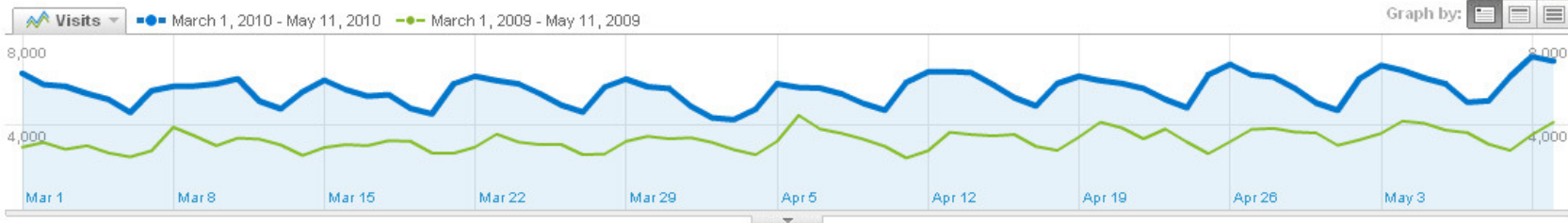
Google Analytics

Analytics Settings | View Reports: www.italylogue.com

Dashboard

Mar 1, 2010 - May 11, 2010

Comparing to: Mar 1, 2009 - May 11, 2009



Site Usage

409,660 Visits
Previous: 235,217 (+74.16%)

1,053,902 Pageviews
Previous: 524,898 (+100.78%)

2.57 Pages/Visit
Previous: 2.23 (+15.28%)

61.97% Bounce Rate
Previous: 65.45% (-5.32%)

00:03:05 Avg. Time on Site
Previous: 00:02:07 (+45.09%)

80.00% % New Visits
Previous: 86.28% (-7.28%)



Traveler Demographics

- our readers are split just about evenly female to male
- about 1/3 of our readers are 18-35
- over 2/3 of our readers have a college education, and a 1/4 with a graduate degree
- over 2/3 of our readers belong in the dual income, no kids bracket — keen travelers!
- more than 1/3 of our readers have a household income of \$100,000+



Ad Samples

Earn 3x the points on airfare. Always.



- **Leaderboard (728x90)**
 - Above the fold (highest CTR)
 - \$5 CPM
- **Medium Rectangle (300x250)**
 - Right sidebar (between navigation)
 - \$7 CPM
- **Button (125x125)**
 - Right sidebar (small business solution)
 - Flat-rate from \$100/mo.



Your Campaign: Rates/Views

Ad Unit	Location	CPM	# of ad views for \$200	# of ad views for \$500	# of ad views for \$1500
Leaderboard (728x90)	Above the fold	\$5.00	40,000	100,000	300,000
Medium Rectangle (300x250)	Right sidebar	\$7.00	29,000	71,500	215,000
Button (125x125)	Right sidebar	Flat-rate: from \$100/mo*			

*125x125 buttons are billed at a flat-rate and start at \$100/mo per site, excluding *WhyGo Amsterdam, WhyGo Italy, WhyGo Bali* which are priced at \$200/mo.

Example: For \$200 you can advertise on WhyGo Paris for 2 months or WhyGo Italy for 1 month.

Note: rates/stats from May 2010, subject to change.



Your Campaign: Sponsored Posts

Get your brand inside editorial content with a Sponsored Post. All Sponsored Posts are clearly marked as “Sponsored” and are a great way to get exposure between our regular posts.

[Sponsored Posts](#) are written in collaboration with our editorial team. Limited availability.

Pricing:

- \$150 flat –rate
- \$300 for WhyGo Italy, Amsterdam, Bali



How To Get Started Checklist

1. Pick an ad size (leaderboard, medium rectangle, or button)
2. What is your budget? (\$200 minimum spend)
3. What WhyGo site you want to advertise on?
4. Campaign start/end dates
5. URL your ad should go to when clicked
6. Your email address for PayPal invoice
7. Uploading/emailing your ad creative



What now?

[Complete the online ad order form](#)

[<http://adsales.bootsnall.com/rate-card#order>]

Questions? Email adsales@bootsnall.com



Ad Specs/Requirements

- All ads must be provided within 3 days of campaign launch (& subject to review)
- File types: jpg, gif
- Maximum file size: 20KB for 125x125, and 40KB for 728x90/300x250

