



where savvy travelers plan their vacations

Be where your customers are...on this in-depth and user-friendly travel planning website

Thousands of websites sell advertising. In today's world, that's just not enough.

VacationPlanning.net provides:

- Targetability
- Accountability
- Immediacy

Collinson Publishing has taken our 30+ years of experience in the travel and tourism industry and partnered with top travel web development firm Aristotle to provide a site with our clients in mind: VacationPlanning.net.

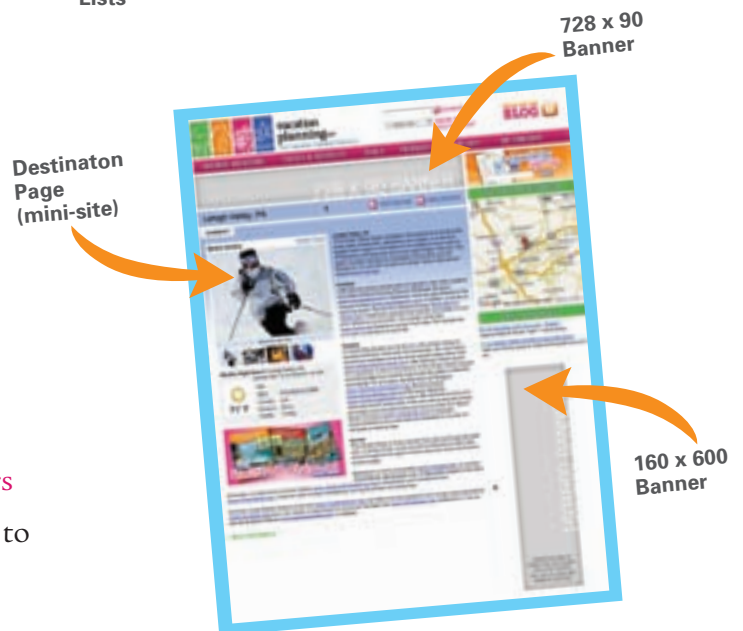
The best part: It's all customized for your target audience—the right markets with the right message at the right time.

There are many different online opportunities for advertising; the list can seem a bit overwhelming. This is where our marketing skills can work for you. We have packages that encompass several different online marketing opportunities:

- Online presence with ongoing search engine marketing
- E-blasts
- Geo-targeted lead generation
- Social networking/blogs
- Contests/sweepstakes

▶ **One-stop shopping for consumers** looking for great vacation information from top destinations and attractions.

▶ **One-stop shopping for advertisers** looking for a comprehensive way to reach this prime travel audience.



ADVERTISING OPPORTUNITIES

To showcase the power of packaging, we've put together three opportunities to maximize your advertising investment.

Custom packages are also available.

Silver Package:

Rate \$5,000 net

Unlimited amount available

Includes:

- Upgraded Listing
 - Image Slideshow/Gallery
 - Podcasts
 - Video
 - User-Generated Content

- Inclusion in an email blast to 100,000 geo-targeted subscribers (4x)

- 1,000 geo-targeted leads guaranteed

Gold Package:

Rate \$10,000 net

Only 26 available

Includes:

- Upgraded Listing
 - Image Slideshow/Gallery
 - Podcasts
 - Video
 - User-Generated Content

- Inclusion in an email blast to 100,000 geo-targeted subscribers (4x)

- 2,000 geo-targeted leads guaranteed

- "Editor's Pick of the Week" Sponsor for one week, 1x a year

- Contest/Sweepstakes Sponsorship

Platinum Package:

Rate \$15,000 net

Only 10 available

Includes:

- Upgraded Listing
 - Image Slideshow/Gallery
 - Podcasts
 - Video
 - User-Generated Content

 - Dedicated email blast to 100,000 geo-targeted subscribers (4x)
 - Opportunity for co-op partner participation

 - 3,500 geo-targeted leads guaranteed
- "Editor's Pick of the Week" Sponsor for one week, 2x a year

 - Contest/Sweepstakes Sponsorship

 - Blog on Destination Page:
 - Written by Collinson's web editor
 - Weekly posts with links back to the advertiser's website, which drastically improves performance in search engine results
 - Opportunity to host blog on advertiser's website