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# NORTHWEST traveladvisor

## 2010 Media Kit

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## About NorthWest Travel Advisor

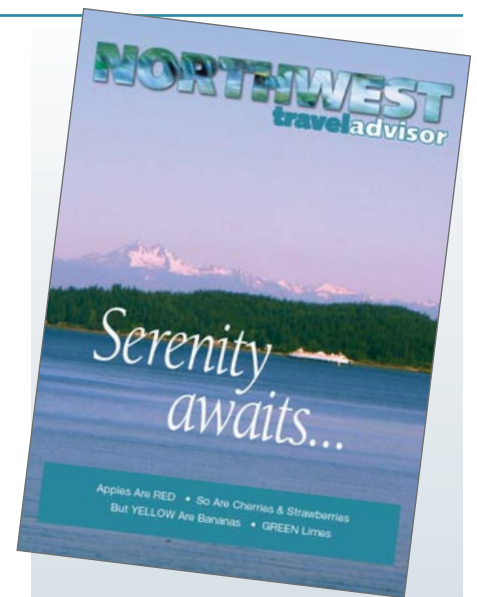
NorthwestTravelAdvisor.com is about reaching the traveler who is most apt to become a repeat customer for your tourism-related business: the Pacific Northwest resident. NorthwestTravelAdvisor.com is directed at Pacific Northwest residents with the desire and ability to travel this great region on a regular basis. The site is not about the one-time visitor from New York. The site is highly targeted and reaches the traveler who has the motive, means and opportunity to come back to your business twice, three or four times a year.

## Benefits of Advertising

With its targeted demographics, NorthwestTravelAdvisor.com offers an excellent return on investment for your advertising dollar. Expensive magazines, national websites, pay-per-click and a multitude of other options all have one thing in common: They require a substantial investment to reach the market you are targeting. With NorthwestTravelAdvisor.com, we have streamlined and specialized: Streamlined by creating business conditions that allow us to charge less for our product. Specialized in your local market where you are most apt to see the best results.

## The NorthwestTravelAdvisor.com Market

At NorthwestTravelAdvisor.com we focus on Getaway Travel – not cheap-motel-by-the-side-of-the-road travel where travelers are shocked to pay anything over a hundred dollars per night. Getaway Travel is a different animal. Our readers recognize the place they stay on their precious vacation or getaway is a big part of the overall experience. They want a comfortable, special place they can settle in for a few days and have a quality getaway experience. They'll pay more for that experience and they appreciate finding those options all in one place on NorthwestTravelAdvisor.com. Unlike national sites, they don't have to drill down through numerous locations and low-end properties before they find what they're looking for. With NorthwestTravelAdvisor.com, our getaway options are all located in their home region and neatly categorized by city and area. Our search engine optimization and aggressive, ongoing print promotion insure that many new "getaway travelers" are visiting our site every day.



## The Tourism Business is Changing

> Your best customer is your closest

> "Only 14% of travelers planned a one-week vacation in 2007. But 55% of travelers planned to take several shorter trips, to closer destinations."

— USA TODAY  
June 12, 2007

> "...Domestic flyers have trended toward driving vacations. It's a cascading effect that has been going on for awhile..."

— Stan Morse, Marstan Travel  
AP 4 April 2003

> "Short trip vacationers are taking an average of four trips per year and spending double the amount online as week-long vacationers."

— PhoCusWright, Inc. survey  
June 2007

## NorthwestTravelAdvisor.com A Useful, Fully Interactive Travel Planner

NorthwestTravelAdvisor.com is a highly useful site that expedites planning and research for travelers wanting to find vacations and getaways close to home. The site is designed to be fully interactive with quick access to needed information. Unlike most other travel sites on the web, NorthwestTravelAdvisor.com focuses entirely on “backyard” getaways.

The site is highly optimized to guarantee top placements in several search engines and aggressive print promotion also brings many first-time visitors. But the site also places a high emphasis on generating return visits. For example, the heart of the site is the “Getaway Machine,” a calculator that matches Pacific Northwest destinations with up to 40 parameters chosen by the website visitor. The traveler is able to click on a “type” of getaway – “romantic,” for example – and be whisked away to a quick and easy form that allows the visitor to check more specific desires such as waterfront access, shopping, city versus country, scenic, historic, cultural and several other parameters. The calculator then factors in price, distance and activities – all preferences given by the visitor – to report back a list of getaways that most closely match the visitor’s criteria.



Getaway Media Corp's  
Northwest Travel Advisor website

Also featured on the site are several areas that offer special pricing for visitors looking for Midweek Bargains, FastBreak getaways or Gas-wise getaways.

Add to that the personalized feature articles that are updated and archived on the site, and it's clear that NorthwestTravelAdvisor.com is one-stop shopping for the home-grown Pacific Northwest traveler – a sure reason to visit the site often.

## Advertising Options

For advertisers, NorthwestTravelAdvisor.com offers an opportunity almost unheard of in the advertising industry: EXCLUSIVE advertising by location and type of getaway. These exclusive ads appear without competition whenever a reader chooses your city or area for a destination, or when they choose a certain type of getaway such as “romantic.” The two types of exclusives are:

- 1) **Category Exclusive** – your ad appears on the first click-through from the Home Page for a given “type” of getaway category. For example, an advertiser can purchase the Category Exclusive for “romantic.” When a visitor clicks on “romantic,” the customer is taken to our Getaway Machine questionnaire where the Category Exclusive is the only banner ad on the page.
- 2) **City Sponsor** – Under Choose a Destination, when you click on a given city or area, your ad would be one of only three banner ads there, as well as in Midweek Bargains, Gas-wise Getaways and City Profiles when that city is selected. The three City Sponsors are also guaranteed the first three listings under the respective city in Choose a Destination.

Other website advertising opportunities include:

- **Home Page Sponsor** – a display ad prominently positioned on our Home Page
- **Getaway Machine Report Sponsor** – your banner appears on every Getaway Machine report that is generated
- **Focus Feature Premium and Associate Sponsors** – a limited number of banners are available on articles related to your destination
- **Property Listing** – for just pennies a day you can be listed in our database to appear on our Getaway Machine reports whenever a visitor searches for your type of getaway

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## Experience — NorthwestTravelAdvisor.com Has It!



Cary Ordway

Getaway Media Corp, the San Diego-based parent company of *CaliforniaWeekend.com* and *NorthwestTravelAdvisor.com*, was created by **Cary Ordway**, a longtime tourism publisher and marketer formerly of Seattle. Cary founded and served as editor and publisher of the leading tourism publication in the Pacific Northwest for over a decade. He is an award-winning travel writer and for many years authored weekly columns that appeared in major newspapers throughout Washington.

A Washington native, Ordway is the former host of “Exploring the Northwest,” a daily radio program heard on a dozen stations in Washington state for more than a decade. He hosted a weekly radio show in Seattle on KING-AM that featured great getaways throughout the Northwest states and Canada. He also hosted more than 100 television segments on various getaways in the Northwest that were aired on television stations all over the Northwest and repackaged as a set of home travel videos. Ordway also hosted Northwest travel segments that appeared on an AAA television show that appeared regularly on KIRO-TV, Seattle.

Ordway also was publisher of *Guest Informant*, a nationally recognized coffee-table book featuring upscale travel destinations. In addition, Ordway was the Vice President of Sales for a national internet marketing company based in San Diego, CA.



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## 2010 RATECARD

### NorthwestTravelAdvisor.com

<b>Home Page Sponsor</b>	\$999 (for 12 months)	*requires annual listing
<b>Destinations Sponsor, pos. 1, 2</b> *ad on Choose a Destination page. Artwork: \$75 150 X 400 pixels.	\$699 (for 12 months)	*requires annual listing
<b>Value Package Sponsor, pos. 1, 2, 3</b> *ad on Value Packages page. Artwork: \$75 150 X 400 pixels.	\$499 (for 12 months)	*requires annual listing
<b>Section Sponsors, pos. 1, 2</b> *ad on Feature Articles, Midweek Bargains, Gas-wise Getaways . Artwork: \$75. 150 X 400 pixels.	\$499 (for 12 months)	*requires annual listing
<b>Category Sponsor</b> * ad on questionnaire page of Getaway Machine or on first page of Ski/Mountains button, Theme Parks button or Spa button, 150 X 400 pixels. Artwork: \$75	\$499 (for 12 months)	*requires annual listing
<b>Getaway Report Sponsor</b> *ad on every Getaway Report (Position first-come, first-served) 213 pixels by 100 pixels. Artwork: \$75	\$499 (for 12 months)	*requires annual listing
<b>City Sponsors</b> --Position 1, 2 or 3 *150 pixels by 400 pixels. Artwork: \$75 includes No 1, 2 or 3 position for listing	\$399 (for 12 months)	*requires annual listing
<b>Focus Feature Premium Sponsor</b> 740 pixels by 150 pixels. Artwork: \$75	\$299 (for 12 months)	*requires annual listing
<b>Focus Feature Associate Sponsor</b> 150 by 400 pixels. Artwork: \$75	\$199 (for 12 months)	*requires annual listing
<b>Annual Property Listing</b> Getaway Machine, Choose a Destination	\$299 for 12 months 2 properties 5% off; 3-5 properties 10% off; 6-10 properties 15% off; 11 or more 20% off	
<b>Property Listing Promo Pak</b> *Unlimited listings in Value Packages, Midweek Bargains and Gas-wise Getaways	\$129 for 12 months requires purchase of annual property listing	
<b>Enhanced Placement (listings)</b>	\$125 premium for Best Available Position	

# NorthwestTravelAdvisor.com Value Packages

Effective Jan. 1, 2010

## Package No. 1 -- **Three-Banner Package (annual)**

- \*3 Banners, best available positions (except home page)
- \*Property Listing in Getaway Machine
- \*Property Listing in Choose a Destination
- \*Promo-pak listings in "call to action" bargains areas
- \*2 Additional Listing Cities (if appropriate)
- \*Enhanced Placement
- \*Artwork (up to three banners)
- \*Listing on [www.californiaweekend.com](http://www.californiaweekend.com)

Value Price

**\$1499**

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## Package No. 2 -- **Two-Banner Package (annual)**

- \*2 Banners, best available positions (except home page)
- \*Property Listing in Getaway Machine
- \*Property Listing in Choose a Destination
- \*Promo-pak listings in "call to action" bargains areas
- \*2 Additional Listing Cities (if appropriate)
- \*Enhanced Placement
- \*Artwork (up to two banners)
- \*Listing on [www.californiaweekend.com](http://www.californiaweekend.com)

Value Price

**\$1199**

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## Package No. 3 -- **One-Banner Package (annual)**

- \*1 Banner, best available position (except home page)
- \*Property Listing in Getaway Machine
- \*Property Listing in Choose a Destination
- \*Promo-pak listings in "call to action" bargains areas
- \*2 Additional Listing Cities (if appropriate)
- \*Artwork (one banner)
- \*Listing on [www.californiaweekend.com](http://www.californiaweekend.com)

Value Price

**\$799**