

Advertising & Listing Information **Effective August 7, 2006**

How To Travel America is a website and a printed book offering practical information and ideas for international visitors coming to America. The book *How To Travel America* covers American culture, cars, hotels, tipping, public transportation, dining, shopping, climate, landscapes, and hundreds of other topics.

The associated How To Travel America website is an information portal which contains brief synopses of about half the chapters in the *How To Travel America* book, as well as a wealth of additional resources not available or practical in a printed book format.

How To Travel America is *not* a destination guidebook. While it does mention some travel destinations, it does so more as examples rather than offering specific recommendations. How To Travel America (the book *and* the website) is meant to be the “first reference” for people gathering information on *how* to travel to (and within) America, not specifically about where to go.

The How To Travel America website currently offers machine translation into the following languages: Spanish, German, French, Portuguese, Italian, Chinese, Korean, and Japanese.

While *How To Travel America* is written and designed to provide information for foreign visitors to the U.S., it is also a valuable resource for American travelers wishing to see more of their own country.

We offer several advertising and listing opportunities on the How To Travel America website.

ADVERTISING OPPORTUNITIES

Banner Advertising

On the ***home page***, we offer right-side banner ads (174 pixels square) as well as a top banner ad (318 pixels wide x 86 pixels tall).

Home page top banner ad - \$500 per month

Home page side banner ads - \$300 per month

(Top Banner or Side Banner ads consistently across all pages of the HowToTravelAmerica.com website – contact us for pricing and info.)

On ***resource/category pages*** (B&Bs, Ski & Summer Resorts, Bookstores, etc. as listed below).

Resource page top banner ad (318 pixels wide x 86 pixels tall) - \$250 per month

Resource page side banner ads (174 pixel square) - \$150 per month

On ***individual book chapter pages*** (20 chapters, including, for example, driving, climate, history, guidebooks, etc.).

Book page top banner ad (318 pixels wide x 86 pixels tall) - \$300 per month.

Book page side banner ads (174 pixel square) - \$200 per month

Editorial content pages banner ads

HowToTravelAmerica.com has several pages which consist of editorial content, including:

Destinations – This is editorial content from the experts of How To Travel America. It differs from our “Featured Destinations” page in that it lists places which the How To Travel America staff feel are unique and worthwhile, but without the detail covered for a specific destination on the Featured Destinations page. New content is added on a regular basis.

Featured Destination – This page features our editorial opinions about a place or destination which we think offers something very special. It contains more detailed information than on the Destinations page. New content is added on a regular basis.

Book Reviews – Book reviews include overviews of travel destination guidebooks, as well as reviews of a variety of other travel books (memoirs, narratives, etc.). New reviews are added on a regular basis.

Activities – This page is editorial content from How To Travel America staff about interesting or unique activities. This page will give visitors information on the things they can *do* in America – hiking, skiing, wine touring, etc. New content is added on a regular basis.

Seasonal Activity – We highlight activities and events which we think are of unique interest and appropriate for our visitors. This page differs from the Activities page in that it provides information on a specific activity in considerably more detail. New content is added on a regular basis.

Editorial page top banner ad (318 pixels wide x 86 pixels tall) - \$300 per month.

Editorial page side banner ads (174 pixel square) - \$200 per month

Other Pages And Ad Rates

Travel News – This may include airline updates, changing visa requirements, or a variety of other information. Updated frequently with the latest news.

Side banner ads (174 pixel square) available. Contact us for current rates.

Travel Tips – We offer travel tips on a wide variety of topics, from obtaining the cheapest airfares to packing for a ski trip to finding what you need in a grocery store.

Side banner ads (174 pixel square) available. Contact us for current rates.

Weather – A searchable 30-day-forecast weather box, by region.

One “sponsored-by” text ad only - \$100 per month.

Currency Exchange – Currency exchange converter, for hundreds of currency pairs.

One “sponsored-by” text ad only - \$100 per month.

NEWSLETTER SPONSOR/ADVERTISER

The How to Travel America website offers site visitors an opt-in, e-mail travel newsletter. This newsletter highlights the changing editorial content on the website (featured destinations, book reviews, etc.), significant additions to the resource/category pages (ie: “Ten new B&Bs added last week”), travel news, and *How to Travel America* book chapter updates (for book purchasers).

Our intent is to keep prospective travelers, and site visitors, returning to the How to Travel America website for constant information updates.

We offer prominent, but restrained, sponsorship opportunities within the How to Travel America e-mail newsletter. A link in the newsletter takes the newsletter reader to the appropriate book chapter, resource page, etc. Thus, this sponsorship must be tied to (and in addition to) a banner ad on the How to Travel America website, on a page where your existing banner ad appears and which is mentioned in the newsletter.

Accordingly, this sponsorship varies by issue. If you are a banner advertiser, and if you would like to be notified about the topics covered in a particular newsletter, let us know and we will e-mail you before each newsletter is in production.

LISTING OPPORTUNITIES

Level 1 listing – \$50 per year.

A Level 1 listing includes basic information about your business or service – generally name, location, type/specialty, web address, and languages spoken. (There are some slight specific differences among listing categories, see below.) Your listing information may be changed once a month.

See www.howtotravelamerica.com/details/advertisinginfo.html for a Level 1 sample listing.

Bed & Breakfast (a true B&B, not a hotel, motel, or other lodging) – We believe that B&Bs are friendly, personalized, unique lodging opportunities in the U.S.

State, city, property name, languages spoken, web link

Local Bookstores (independent bookstores offering locally focused books) – Small bookstores offer local guidebooks and other works not available from the big chains.

State, city, bookstore name, specialty, languages spoken, web link

Food from Home (delis, shops, and stores selling primarily “ethnic” foods, such as Italian delis, Oriental markets, French bakeries, etc.; *not* restaurants) – We want our visitors to easily find and enjoy the products they’re familiar with at home.

State, city, store name, type of store, languages spoken, web link

Ski & Summer Resorts – We think that U.S. ski areas are in some of our most beautiful regions of the country, and offer a wealth of year-round activities.

State, city/location, ski area name, activities offered, languages spoken, web link

Commercial Art Galleries (commercial galleries, which primarily *sell* art, not public art viewing venues) – Visitors are seeking insights to the cultural variety in a region, and places to acquire local artwork.

State, city, gallery name, specialty, languages spoken, web link

Public Museums & Galleries (public/non-profit galleries) – This is the historical, art, culture, and natural-history museum experience many travelers look for on their journeys.

State, city, museum name, type of venue, languages spoken, web link

Tourism Resources – If you are a tourism bureau, chamber of commerce, community, or specific tourist destination.

State, city, name, type of entity, languages spoken, web link

Outfitters & Tour Operators – If you provide a commercial guiding, outfitting, or activity service (hiking, fly fishing, hunting, horseback riding, wine tours, etc.). At How To Travel America, we believe that *doing* something in the incredible U.S. landscapes is what draws most visitors.

State, city, name, type of outfitter/activity, languages spoken, web link

Events, Festivals, Workshops – This is for time-sensitive events (film festivals, concerts, harvest festivals, golf tournaments, musical events, etc.).

State, city, name, type of event, dates, languages spoken, web link

International Partners & Supporters (any non-U.S. travel business) – This is for businesses outside the U.S. who we are glad to support, and who believe in the mission of How To Travel America. (There is *no charge* for a Level 1 listing, but it is available *only* with a link trade.)

Country, city, name, type of business (hotel, restaurant, etc.), web link

Local Friends – This is for individuals *only* who would like to meet and interact with international visitors to the U.S. (No charge for listings. Available as Level 1 listings *only*. See specific guidelines below.)*

State, city, name, areas of interest (wines, fly fishing, etc.), languages spoken, e-mail address

Level 2 listing – \$95 per year.

Level 2 listings/ads are enhanced in-line listings. They consist of the basic information, as in Level 1, but with the opportunity for an additional **25 words of text** and **one photo**, logo, or other image (112 pixels square). The Level 2 listing is simply a deeper space *within* the category listing page. A link to your website is included.

See www.howtotravelamerica.com/details/advertisinginfo.html for a Level 2 sample listing.

Level 3 listing – \$295 per year.

A Level 3 listing is a significant step up from either a Level 1 or 2 listing. A Level 3 listing is a “super-enhanced,” larger, deeper listing within your category. This is again a standardized-format template which consists of **three photos**, images, or logos (112 pixels square each) plus **100 words of text**. You may include a physical address, phone number, e-mail address, etc. within those 100 words. A link to your website is included.

See www.howtotravelamerica.com/details/advertisinginfo.html for a Level 3 sample listing.

****GUIDELINES FOR LOCAL GUIDES LISTINGS***

You must be an individual, not a business. You need to have an interest in showing foreign visitors some part of this country, sharing information, or helping with planning an activity. Preferably, you should speak language(s) in addition to English. Our intent is to help foreign visitors get first-hand, on-the-ground insights into planning their trips to the U.S. You may, if you are contacted by a potential visitor, offer to meet with them when/if they visit. You may *not* charge for this service. We will permanently delete your listing if we perceive these guidelines are not being followed.

ADDITIONAL INFORMATION

All ads are billed monthly, and will be removed if not paid within 15 days of invoice. New advertisers must pre-pay their first month's ad. Invoice billing will commence with the second month of advertising. For your convenience, you may pre-pay for 6- or 12-month listing periods, and will thus be protected from any increase in rates. Advertisers may change their ads at any time.

All category listings, enhanced listings, and super-enhanced listings (Levels 1, 2, 3) are in standard formats. As a listing provider for Level 1, 2, 3 options, you will be provided with guidelines for text and photos/logos to fit into a standard template for your category's specific listing information (see above). All listings are subject to approval by the How to Travel America staff.

Within each resource category and each geographic breakdown, first-purchased listings take precedence, no matter the listing level.

Other than text-only links as ads, all other ad production costs (banners, etc.) are the responsibility of the advertiser. All ads are subject to approval.

We value our customers, and we therefore do not allow pop-up advertising, spyware, tracking cookies, or similar intrusive methods.

We do not currently offer agency discounts.