

## Banners, Stamps & Skyscrapers

## Display Ads

### Choose **Where** To Be Seen

Choose the most appropriate geographic for your ad to be seen. Select one or all, it's up to you!

#### On HudsonValleyVoyager.com

Select the Region of the Valley appropriate for your ad!

- Capital District
- Great Estates
- Hudson Highlands
- Sleepy Hollow Country

#### On HVNet.com

Select the County:

- Albany
- Columbia
- Dutchess
- Greene
- Orange
- Putnam
- Rensselaer
- Rockland
- Ulster
- Westchester

Select the Town:

- Albany
- Athens
- Beacon
- Catskill
- Chatham
- Cold Spring
- Goshen
- Hudson
- Hunter
- Hyde Park
- Katonah
- Kinderhook
- Kingston
- Middletown
- New City
- Newburgh
- Nyack
- Ossining
- Peekskill
- Phoenicia
- Poughkeepsie
- Red Hook
- Rhinebeck
- Saugerties
- Sleepy Hollow
- Tannersville
- Tarrytown
- Troy
- Warwick
- West Point
- White Plains
- Windham
- Woodstock
- Yonkers

### Choose **What** To Be Seen With

Choose the most appropriate geographic for your ad to be seen. Select one or all, it's up to you!

#### On HVVoyager

Select the Subject:

- Lodging
- Dining
- Shopping
- Outdoors & Recreation
- Arts
- Heritage
- Services

#### On HVNet

Select the Subject:

- Recreation
- Arts & Entertainment
- Living Here
- Business
- Weddings
- Consumer Shopping

Then select the category. Each subject is broken into multiple categories. You can target one, a few or all of them. It's all up to you!

### Choose **How** To Be Seen

Select the program that is just right for you!

	Run of Site	View	Click
<b>Stamp Ad</b> Stacked in margin of page	\$150/qtr	\$4/M	15¢
<b>Banner Ad</b> Appears above the fold	\$225/qtr	\$8/M	20¢
<b>Skyscraper Ad</b> Appears upper right	\$450/qtr	\$12/M	25¢

**View & Click Rate Targeting Criteria:** Individual page, geographic, subject, category or any combination of the last three can control on which pages your graphic ad will be seen on Voyager & HVNet. You can set an upper view and click limit per month for the interactive rates. All view and click activity is tracked to each specific ad and targeting criteria combination and is available from HVinsider.com.

### Choose **Where** To Be Seen On HudsonValleyVoyager.com

Features, articles and primary region subject & category pages accept hyper-linked display ads. These ads are placed immediately below the copy of the page, but above any links into business information or subsequent maps or other presentation devices. You associate your business with the themes and subjects where you know your customer is looking. All display ads are on an annual placement only.

To find the current list of pages that can have Display Ads, go to the Site Map on [www.hudsonvalleyvoyager.com](http://www.hudsonvalleyvoyager.com). Any page listed that has a black box with a white dot in it can be a location for your Display Ad. Get your ad in the places your customer will be looking! We will help you figure out the best locations to be, but the decision is really totally up to you!

#### On HVNet.com

Features, guides, itineraries and primary menu pages can all have your display ad on them. These ads are placed immediately below the copy of the page, but above any links into business information or subsequent maps or other presentation devices. You associate your business with the themes and subjects and places where you know your customer is looking. All display ads are on an annual placement only. We will work with you to select the best pages for your ad, but the decision is really totally up to you! Be on as many pages as you think will benefit you, tailor your ad for each page too!

### Choose **How** To Be Seen

Dominate the presentation or just get a business card sized ad, whatever works best for you. If you have creative already ready to go, just get us a copy and we'll get it placed. If you need creative done, we'll be happy to work with you for an additional hourly charge.

	600 high	400 high	200 high
620 wide	\$1,200	\$950	\$650
400 wide	\$800	\$650	\$500
200 wide	\$300	\$200	\$100

Measurements are in screen pixels. Placements are on an annual basis only. Vertical placement is on a first come first placed basis or to page design needs as determined by us. All view and click activity is tracked to each placement/ad combination and is available from HVinsider.com.

### Choose **How** To Pay

Quarterly, View & Click Rates are payable by credit card only. Annual payments are payable by check or credit card. Annual & Quarterly payments are due in total prior to advertising insertion. An invoice will be generated subsequent to review with your Sales Representative. All advertising placements are subject to the Terms & Conditions as published at [www.hudsonvalleyvoyager.com](http://www.hudsonvalleyvoyager.com) and [www.hvnet.com](http://www.hvnet.com).

View and click counts are available from your customized menu at HVInsider.com. You **MUST** have established "Expanded Enhancements" for your business before you can participate in graphic advertising.