

Hudson Valley **Voyager** Rate Sheet

Business Listings

Choose **How** To Be Seen

Choose the business listing program that fits your image and your budget:

Free Listing

Free

Includes company name, address/location, phone, link to e-mail query system, 15 word business description, inclusion in up to two business categories.

Economy Listing **\$20/mth - \$200/yr**

Add 25 word business description, web page link, hours of operation, payment options. (minimum for ALL other programs)

Standard Listing **\$35/mth - \$350/yr**

Add 50 word business description, graphic or logo, unlimited business categories, icons & awards, inclusion in next e-newsletter.

Expanded Listing **\$55/mth - \$550/yr**

Add 100 word business description for each business category, graphic or logo for each business category, message included in any two subsequent e-newsletters.

Professional Listing **\$95/mth - \$950/yr**

Add seasonal graphic or logo for each business category, message included in three e-newsletters of your choice, unlimited use of viewer opt in announcement & deals program, one random stamp ad, one random banner ad, display ad on any feature article.

Marketing Partner **\$250/mth - \$2,500/yr**

Add message and hyper-link inclusion in all e-newsletters, getaway presentation, three targeting criteria for random stamp ad, three targeting criteria for banner ad, display ad on any feature article appropriate.

The Reasons & Methods

Our collection of business information, the "business listings," is the primary source that viewers look at. This information can be seen in a number of ways and from a multitude of vantage points. First among these are the straight forward pages of categorized businesses. Additionally, whenever a business or location is referred to from a feature article, or other editorial copy, a link is set for the Viewer to enable them to pull up the specifics of the business and how it relates to the presentation. From most locations within the web site, "proximity" information is available for viewers. They can look up places to stay or eat, for example, that are within a specific distance of a location they are interested in visiting. This function calls into the database and delivers up your business listing when it qualifies. And finally, every word in each business listing is indexed and viewers can quickly and easily use the search function of the web site to look for specific things using specific keywords. Having more description allows you to have more searchable words for viewers to find you with. All enhancements that you make to your business listing are implemented across all instances of the display of your business information on all presentation venues including HudsonValleyVoyager.com, HVNet.com and partnering sites.

Quarterly & Click Rates payable by Credit Card Only. Annual Payments payable by Check or Credit Card.

Annual payments are due in total prior to advertising insertion. Invoice is generated subsequent to review with Sales Representatives. All advertising placements subject to Terms & Conditions published at www.HudsonValleyVoyager.com.

Rates assume single location businesses. If you are a business with multiple locations, we will work with you to discount additional locations into a cost effective package.

Special introductory prices for new customers as well as category specific programs are available and will be discussed with you if you qualify for them.

Graphic Ads

Choose **How** To Be Seen

In addition to your business listing, you can create a visually engaging ad to attract more viewers. The type of graphic ad determines its position and specific pages on which it can be placed.

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

View & Click Rate Targeting Criteria: Individual Page, Region, Subject, Category or any combination of the last three can control on which pages your graphic ad will be seen on Voyager. 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

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.

	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.

Special Programs

- **Getaways:** Pre-packaged deals with one point of contact for reservations or sales; opportunity to display short or long-term offers - \$75/qtr (creative additional).
- **Shopping Mall:** Cost-effective on-line merchandising.
- **Discount Coupons and Announcements:** Targeted coupons and messages to attract customers and visitors - 10¢ per delivery.
- **E-Newsletter:** Your news included in Voyager e-newsletter announcing discounts, packages, events with hyper-link - \$250 per issue.
- **Special Events Scroll:** Voyager Front Page or Regional Front Pages for month of and month leading up to event - \$250.
- **Online Availability/Reservations:** Participation in 3rd party online reservation system and \$75/qtr or trackable commission of room and charges, (7% minimum).
- **Page Bottom Placement:** Hyper-linked display ad on the bottom of every page of Voyager - \$10,000/yr