



PO Box 2795 Crested Butte, CO 81224 (970) 349-1600

TRAILSOURCE.COM BANNER ADVERTISING RATE CARD

OVERVIEW

TRAILSOURCE.COM is an online adventure travel guide to the best trails around the planet. TrailSource has been the global leader for trail information on the Internet since 1997. Our mission is to be the leading ultra-vertical market channel for backcountry trail destinations through a combination of content, community and e-commerce. In addition to trail descriptions, the content includes trail maps, photos, trailhead locator maps, and travel-related information such as lodging, restaurants, map names and guidebook titles. Many map and guidebook titles can be purchased on-line through affiliate partnerships.

DEMOGRAPHICS

Each month, *TRAILSOURCE.COM* attracts over 300,000 visitors and they view roughly 3,000,000 pages. By the nature of our content, our visitors are active, sports-oriented individuals planning backcountry travel for themselves and their families. Our visitors originate mainly from the US (95%), Canada (4%), UK (1%) and Australia (1%). The age demographics are: under 18 years old is 1%, 18 to 25 years old is 7%, 26 to 35 years old is 25%, 36 to 45 years old is 36%, 46 to 55 years old is 23% and over 55 years old is 9%.

ADVERTISING OPPORTUNITIES

TRAILSOURCE.COM has several banner advertising options. The top-of-the-page leaderboard banner ad is a standard 728w by 90h pixel image. The bottom-of-the page banner ad is also a standard 728w by 90h pixel image. In addition, we offer a left-side skyscraper ad with dimensions up to 120 by 600. All the ads can be animated GIF, JPEG or rich-media. We can deliver your ad on a run-of-the-site basis, by content category, or deliver it to queries on specific geographic locations (continents, countries, states). Discounts are available for pre-paid and/or multi-month contracts. The minimum monthly contract is \$500. All single month contracts must be pre-paid.

AD LOCATION & SIZE	CPM (cost per 1000)	MAX SIZE (KB)	RICH MEDIA
TOP – 728x90 Leaderboard Run-Of-Site Run-Of-Category Run-Of-Category w/ Geo Target	\$15.00 \$20.00 \$30.00	20K	YES
SIDE - 120x600 Run-Of-Site Run-Of-Category Run-Of-Category w/ Geo Target	\$20.00 \$25.00 \$35.00	25K	YES
CENTER - 300x250 Run-Of-Site Run-Of-Category Run-Of-Category w/ Geo Target	\$15.00 \$20.00 \$30.00	20K	YES
BOTTOM - 728x90 Run-Of-Site Run-Of-Category Run-Of-Category w/ Geo Target	\$10.00 \$15.00 \$24.00	20K	YES

If you need assistance in planning your advertising campaign, please call us at (970) 497-2921.