

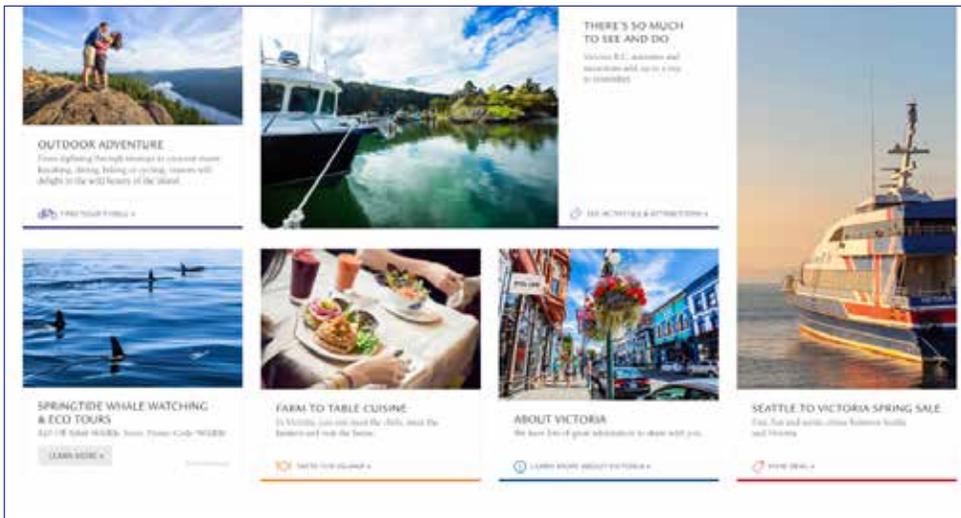
Tourism Victoria Website Advertising Opportunities

TourismVictoria.com reaches millions of potential and returning visitors a year; *over 6.3 million in 2016 and expected to rise in 2017*. Our new responsive website platform will provide travelers to the region with useful planning information, access to travel deals, and direct one-to-one connections with businesses, all in one responsive site. Maximize your impact and customer conversion by advertising on www.tourismvictoria.com today.



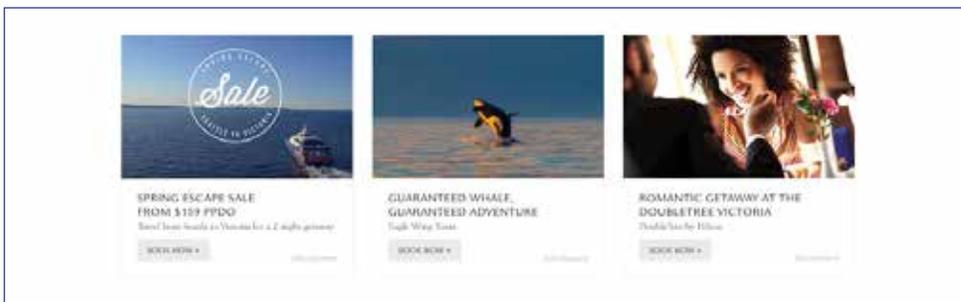
Home Page Slider

- Home page hero space, signature image
- Following initial page load, includes image, title and call to action
- 1920 (w) x 920 (h) pixels
- **\$15,000 CDN**



Home Page Native Ad

- Dynamic and ever-changing “Things to Do” grid with various sizes, intermixed with site content
- 435 (w) x 270 (h) pixels
- Headline: Up to 60 characters with spaces
- Body: Up to 50 characters with spaces
- **\$10,000 CDN Premium; \$7,500 Standard**



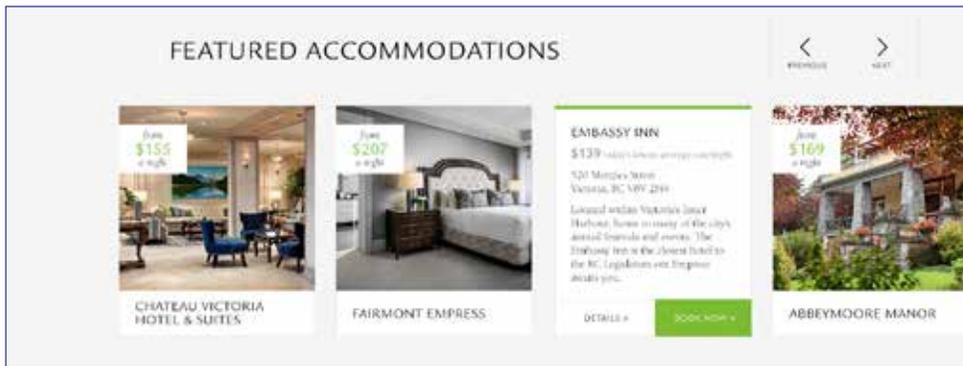
Home Page and Interior Page Ads

- *Home page ad* above the footer, runs in a random but equal rotation upon page load, **or**
- *Section ad* above the footer, ads run in a random but equal rotation upon page load
- 435 (w) x 270 (h) pixels
- Head: up to 60 characters with spaces
- Body: up to 50 characters with spaces
- **\$5,000 CDN**



Interior Page Header

- Partners will be able to purchase a header image on page of their focus
- The member's business name will be listed as the image caption and name links to partner listing
- 1920 (w) x 650 (h) pixels
- *Image must be approved by Tourism Victoria and relate to page category*
- **\$5,000 CDN; \$3,000 subpages**



Interior Page Featured Listings

- Listing will be featured at the top of the page before the rest of the site's listings begin
- Available on any category page, randomized
- 320 (w) x 300 (h) pixels
- **\$2,400 CDN**



Interior Page Featured Panel

- Large panel with an image, company logo, headline, offer and a call to action on sub-category pages
- 1150 (w) x 660 (h) pixels
- **\$4,000 CDN**



Partner Listing Page

- If a partner is running an ad, or multiple ads, their ad will be included on their partner listing
- Ensures anyone viewing partner listing will see their ad, allowing for very qualified linking and conversions
- **\$1,500 CDN**

For more information on these exclusive member opportunities, contact **Brenda Knapik** at **250-414-6973 (office)**, **250-661-2387 (cell)**, or at **brenda.knapik@tourismvictoria.com**