



# Web advertising opportunities - 2010

## Why buy: The value of online advertising on the NB Tourism website.

- More and more travellers are seeking itinerary-planning information on the NB Tourism website; in 2008, 829,395 unique visitor sessions were tracked at www.tourismnewbrunswick.ca.
- Visitors to the NB Tourism website are highly qualified prospects; they typically have an interest in a Maritime vacation destination and above-average travel intent.
- Advertisers can choose from three different scheduling options:
  - (i) **Run-of-Site** for those advertisers seeking exposure to a large and diverse range of travellers and who see any potential visitor to New Brunswick a possible customer;
  - (ii) **Run-of-Scenic Drive** for advertisers who want to attract travellers targeting a specific region of New Brunswick as part of their touring vacation; or
  - (iii) **Run-of-Product/Activity** for advertisers who want to attract highly qualified travellers with a specific interest in their product or activity experience.
- Hawk will provide regular reports to advertisers on the number of views and click-throughs their schedule is receiving to enable effective, ongoing tracking and evaluation.

Web ads are still available in two sizes – Skyscraper and Button – that conform to the IAB (Interactive Advertising Bureau) standards.

This year, for the first time, advertisers will have the option of buying either the English or French websites separately as well as buying both, depending on the languages they want to use to serve online customers. And, as a special introductory offer, Inner Journeys participants will be given a free premium profile on the website and enjoy a 10% discount on their web display advertising.

The travel industry is quickly adjusting to the importance of online information to potential travelers. NB Tourism gives New Brunswick advertisers a premium opportunity and a value price.

## Web Accommodations / Campgrounds photos

With the purchase of a photo in the 2010 Touring Guide listing, the same photo will automatically be uploaded on the website. Two additional photos can be purchased at an additional \$25 each (maximum of 2 extra photos).

With the purchase a photo on the **website only**: the first photo is available at \$50 and an additional \$25 per extra photo (maximum of 2 extra photos).

Images must be provided in jpeg format in two sizes; **small** image 100(w) x 80(h), **large** image 420(w) x 336(h).

## Ad Rates

Rates are based on an annual (52-weeks) basis from January 11, 2010 - January 7, 2011.

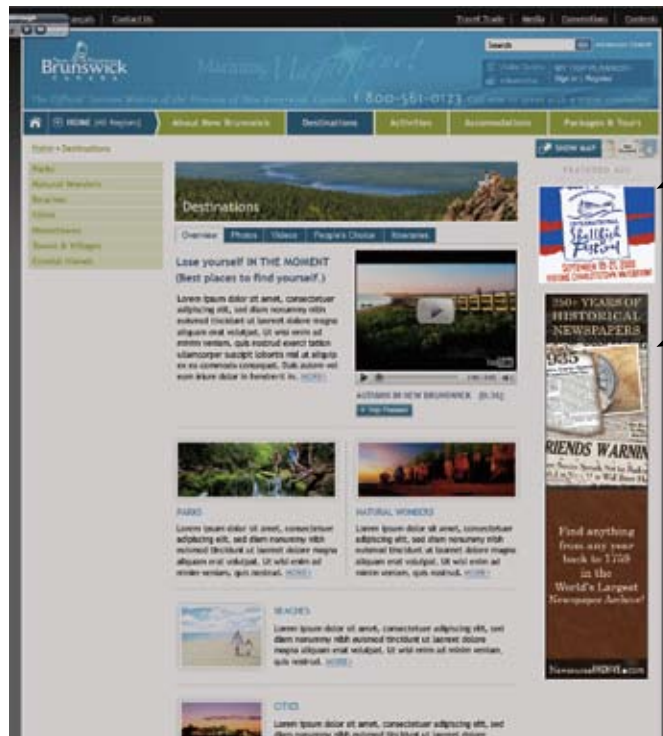
Size	Placement Option: 'Run of Site'	Placement Option: 'Run of Scenic Drive(s)'	Placement Option: 'Run of Product/Activity'
Skyscraper, Annual rate	\$1350 English OR French \$1890 English AND French	\$1500 English OR French \$2100 English AND French	\$1500 English OR French \$2100 English AND French
Button, Annual rate	\$850 English OR French \$1190 English AND French	\$1000 English OR French \$1400 English AND French	\$1000 English OR French \$1400 English AND French
	Your ad(s) will appear throughout the overall site on a variety of pages, on a rotating basis.	Your ad will only appear within the Scenic Drive section of the site you specify, on a rotating basis.	Your ad will only appear within the Product/Activity section of the site you specify, on a rotating basis.



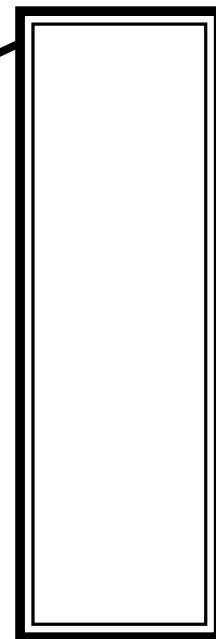
## Ad Specifications

Ad	Size	Max. File Size	Flash	Click Through
Skyscraper	160 x 600 pixels	20 k	30 k	Yes
Button	180 x 150 pixels	20 k	30 k	Yes

## Website sample



**Button Ad**  
180 x 150 pixels



**Skyscraper Ad**  
160 x 600 pixels

For more information, contact **Hawk** 1-800-606-4295