

ELITE TRAVELER WEBSITE ADVERTISING RATE CARD

Current as of April 1, 2009

(# Available)	SPONSORSHIP	RATE	DETAILS
(one)	Clock Sponsor	\$12,500/month	Appears on all pages of site
(six)	Home Page Banner Ads	\$10,000/month	Horizontal - may rotate with up to 5 other ads
(six)	Home Page Banner Ads	\$10,000/month	Skyscraper - may rotate with up to 5 other ads
(four)	Inside Page Banner Ads	\$6,000/month	Horizontal - may rotate with up to 3 other ads
(four)	Inside Page Banner Ads	\$6,000/month	Skyscraper - may rotate with up to 3 other ads

3 - 6 month commitment: Deduct 5%
 7 - 11 month commitment: Deduct 10%
 Full year commitment: Deduct 20%

ELITE RECOMMENDATIONS (Downloadable PDF guides per city/category)

Full Page Ad in 1 PDF \$10,000 / year
 Additional ads/advertorials \$2,500 / year for each additional page

Charge for advertorial creation
 by ET Custom Publishing: \$750

**SPONSORED GUIDES (Downloadable PDFs created and sponsored by 1 single advertiser)
 (ie: Look Books, Home Listings, Real Estate Floor Plans, Brochures in PDF format)**

1 - 5 Pages: \$1,500/month Minimum 3 month commitment
 6 - 10 Pages: \$2,000/month for all sponsored guides
 11 - 15 Pages: \$2,500/month
 16 - 24 Pages: \$3,000/month
 25 - 52 Pages: \$4,000/month
 53 + Pages: Ask for rates

Guides will be listed in Elite Recommendations as Sponsored, indicating that the content is provided by the sponsor, and not Elite Traveler editors.