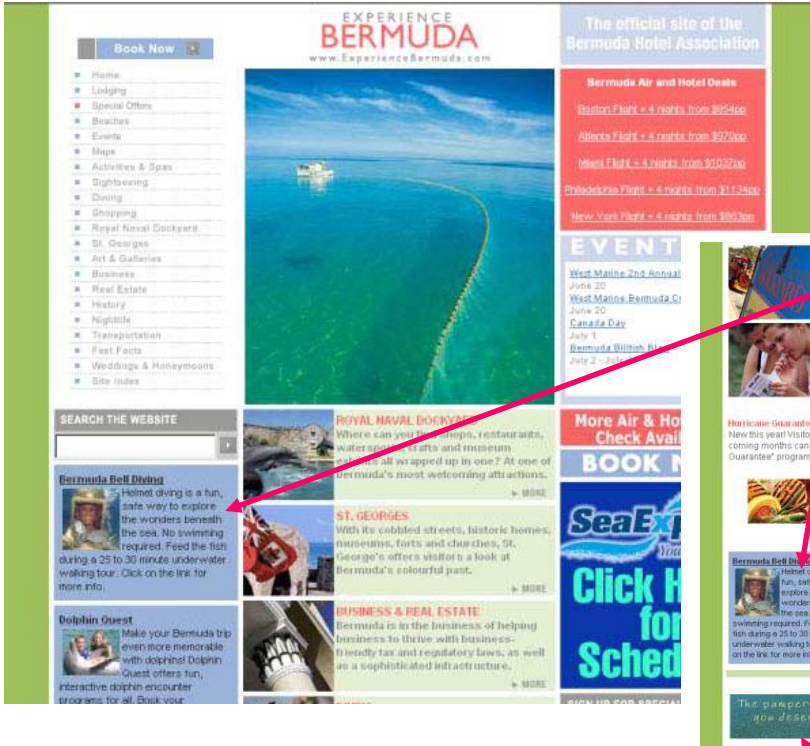
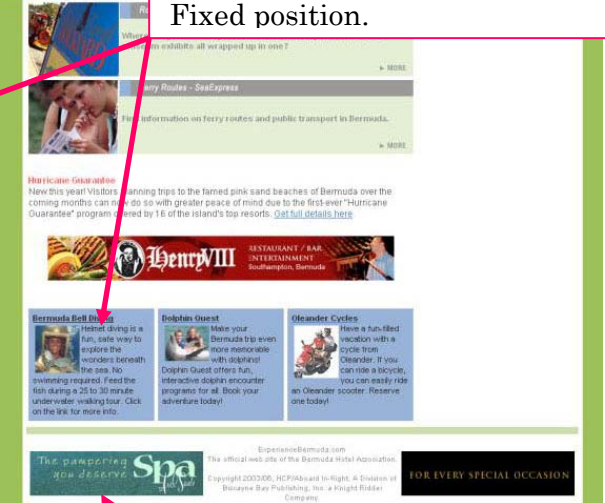


Does your business rely on tourism? Target the right audience and save money on qualified leads. Advertise in *ExperienceBermuda.com*



Advertorials
Appear on every page.
Position: Left rail on the Home page and bottom of page on all other pages.
Thumbnail image, link to story or site, 150 characters of text.
Fixed position.



Half Banners 234 x 60
Appear on every page.
Position: Bottom of page.
Includes Home page.
Two banners per page.
Three advertisers max in rotation.



Full Banners 468 x 60
Appear on every page.
Position: Top, center, bottom (varies).
Includes Home page.
Multiple banners per page.
Multiple advertisers in rotation.



Square Banners 216 x 216
Appear on every page.
Position: Right rail.
Buy by section. (Choose two.)
In rotation on Home page as well.
One banner per page.
Three advertisers max per section.

Advertise in *ExperienceBermuda.com*

Did you know?

ExperienceBermuda.com is a content-rich visitor information site. Research shows that advertising on quality, content-driven sites outperforms industry norms on every measure of brand awareness and persuasion. ¹

Large ad units available. Studies show larger ad units are 25 percent more effective at raising brand awareness and message association. ²

Over 20 sections where your banner will be featured.

Advertising campaign valued at over \$1.5 million drives targeted travel audience to our web sites. (A combination of newspaper, magazine, search engines and affiliate web sites.)

A study of 43 million users found that 82% prefer to make their travel arrangements online. ³

¹ Separate studies conducted by Internet Advertising Bureau and MSN.

² Online Publisher's Association

³ Aug 2004 Feedback Research

Advertising Materials

No flash: 15kb max file size.

Flash: 25kb max file size.

Advertorials, max of 150 characters.

Include click through URL.

Include e-mail address for performance reporting.

No audio files, third party ad serving or continuous loops. Banner opens in new browser window.

Please send advertising materials to:
sboleyn@HCPAboard.com

Target your audience. ExperienceBermuda.com, the official web site of the **Bermuda Hotel Association**, attracts those travel planners specifically seeking information about Bermuda – an interested, qualified audience for you.

Distinguish yourself from the competition in **ExperienceBermuda.com** with banner advertising that allows you to project your message and your image.

Expand your customer touch points. Successful marketing comes from a combination of media and a persuasive frequent message. Expand your customer base – **reach cruise ship passengers planning their visits in advance...as well as overnight visitors!**

Deliver full details. Drive traffic and leads to your website where you can customize your message, capture your leads and convert your prospects.

Engage in interactive dialog. Don't just reach them – communicate with those planning to travel, facilitate their decision and encourage them to take immediate action.

Promote an event-driven, limited time offer, a new product, seasonal message or coupon in Special Offers at no extra charge. **We'll update your offer as often as you like!**

Accelerate your return on your web site investment, quickly, easily and effectively by linking to a dynamic site rich with content and traffic.

Annual Rates – Banners appear on all pages including Home.

Advertorials:	\$4,800 Exclusive fixed positions. Three available.
Half Banner 234 x 60:	\$1200 – max of 3 advertisers per position.
Square Banner 216 x 216:	\$2100 – max of 3 advertisers per position. Choose two sections*.
Full Banner 468 x 60:	\$399 unlimited rotation, run of site.

For online-only advertisers, those who are not advertisers in Experience Bermuda, add \$1,200 premium.

*Choose from: Lodging, Special Offers, Beaches, Events, Maps, Activities & Spas, Dining, Shopping, Royal Naval Dockyard, St George's, Art & Galleries, Business, Real Estate, History, Nightlife, Transportation, Fast Facts, Weddings & Honeymoons, Site Index

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