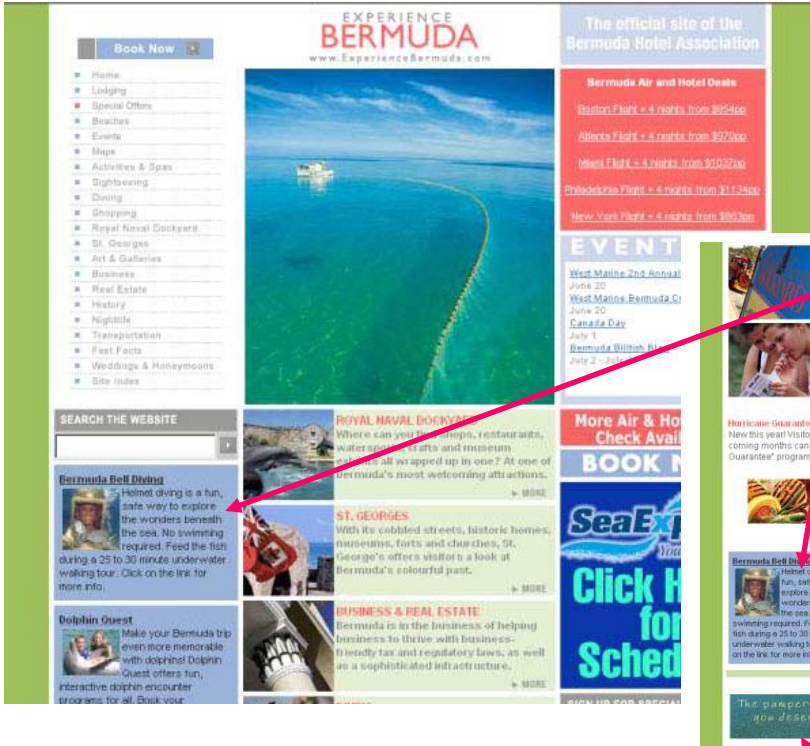
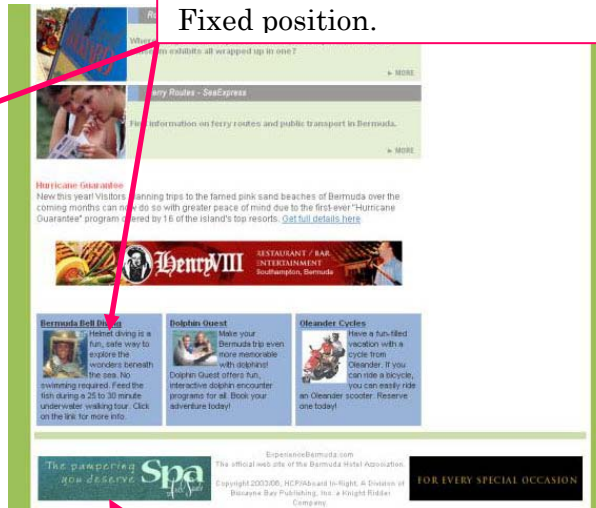


# Does your business rely on tourism? Target the right audience and save money on qualified leads. Advertise in *ExperienceBermuda.com*



## 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. <sup>1</sup>

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

**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.** <sup>3</sup>

<sup>1</sup> Separate studies conducted by Internet Advertising Bureau and MSN.

<sup>2</sup> Online Publisher's Association

<sup>3</sup> 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:**  
sboleay@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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