



## PROMOTING YOUR COMPANY WITH 101 THINGS TO DO

### Magazine Advertising

101 Things To Do magazines are distributed in the following markets. Select a market that interests you for annual distribution and rate cards:

- **Kauai:** [Rate Sheet Distribution](#)
- **Maui:** [Rate Sheet Distribution](#)
- **Oahu:** [Rate Sheet Distribution](#)
- **Big Island:** [Rate Sheet Distribution](#)

### Online Advertising

Online Advertising is also available for the markets above.

Options:

- Package includes banner ads, text/graphics links and database marketing.
- Click-Through Contract: Advertisers purchase positioning on the site at 45 cents per click-through.
- A la Carte Pricing: Pop under banners and coupons.
- National Accounts: High-profile placement opportunities are available (including sponsorships).
- Discounts for multiple magazine or online advertising buys.

The site's primary categories are:

Activities  
Tours & Attractions  
Arts & Entertainment  
Dining  
Shopping  
Accommodations  
Cars & Shuttles  
Cruises  
Flights  
Special Offers  
Calendar of Events  
Maps  
Slide Shows  
Coupons (all categories)  
Romance (where applicable)  
Real Estate (where applicable)  
101 Travel Club

## Web Site Pricing - 2008

Click-Through:

- 45¢. This includes banner ads and special text link promotions.

A la Carte:

- Home Page Pop Under banner: \$12 CPM (seen once per visitor in a 24-hour period)
- Coupon: \$20 per month
- Additional pages in the 101 Things To Do Online Magazine will be a one-time fee of \$500 per page for a one year commitment (3 issues)

Online package pricing can be obtained by contacting your Sales Manager for the destination you are interested in. See the Contacts page. For national advertising please e-mail [slangle@101thingstodo.com](mailto:slangle@101thingstodo.com)



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