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Travelers Stay Wired While On Vacation

51% are likely to bring a laptop computer on a future vacation

34% report they already have brought a laptop computer on vacation

43% of travelers send or check work email, and **72%** send or check personal email accounts

56% of travelers log on to their laptops for entertainment purposes (games, movies, music)

45% of travelers gather trip information online while traveling

30% use their laptop to view, edit or send travel photos

18% use the Internet to stay connected with family and friends while traveling*

About one in ten Americans bring technology with them on vacation either because they like to stay in touch with the office (10%) or because they feel they have no choice to stay connected (9%), and six percent like to actually do work for their job while on vacation.*

70% of hotel internet usage is business and 30% is leisure – a percentage that a VP of sales from Wayport (the #1 provider of wireless to hotel chains) says is growing.**

• Source: Intel, 2005 - Intel-sponsored survey conducted by Harris Interactive polled 2,547 Americans.

• TIA Survey, 2006*

• Hotel Motel Mgmt article**

Online Advertiser Benefits

INCREASED EXPOSURE

- Hundreds of thousands of visitors each month searching for information, products and services

EXTENDED REACH – REGIONAL, NATIONAL, GLOBAL

- Hundreds of thousands of regional consumers
- Vacationers from across the United States, Europe and Asia

EXTENDED BRANDING

- Adding online customer touch points with consistent messaging reinforces the print advertising and increases customer awareness

DIRECT RESPONSE FROM CUSTOMERS

- Direct link to website, email and telephone contact allows customers to contact you 24 hours a day 7 days a week

ADVANCED TARGETING BY CATEGORY

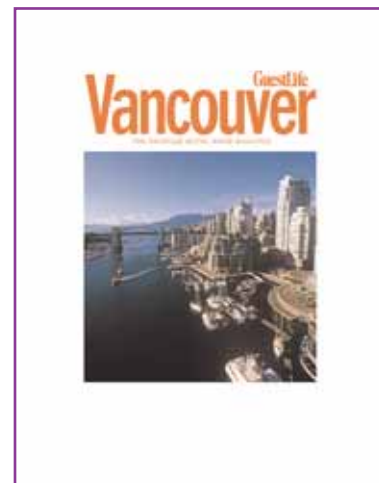
- For a premium rate, ads can be targeted by editorial category.

DETAILED DAILY REPORTING OF CAMPAIGN PERFORMANCE

- Advertiser provided daily reports on how many people saw their ads and how many responded

UPDATE AND EDIT PREMIUM LISTING CONTENT AS OFTEN AS YOU LIKE

- Update your company info, description and photos as often as you like. For example, restaurants can post their daily dinner specials
- A Premium Listing is a full-page online interactive ad



Creative Banner Ads

		Impressions	Directory Search	Online Creative	1x	6x	12x
PACKAGES	A	50,000	Premium Listing w/category & location targeting	All Ad Positions	\$1,050	\$1,002	\$948
	B	40,000	Premium Listing w/category & location targeting	Leaderboard, Wide Skyscraper, Narrow Skyscraper, Banners (top and bottom of page)	\$840	\$798	\$756
	C	25,000	Premium Listing w/category & location targeting	Narrow Skyscraper, Banners (top and bottom of page)	\$540	\$516	\$486
	D	10,000	Premium Listing w/category & location targeting	Narrow Skyscraper, Banners (top and bottom of page)	\$300	\$288	\$270

NOTES:

- Additional impressions can be purchased at a rate of \$20 CPM. (CPM = Cost Per Thousand impressions)
- Online ad creation included in price. Ads designed from print advertising campaign.
- Custom or Non-print Advertiser ad creation rate = \$100.00 per hour.
- Creative can be supplied by advertiser.
- Online campaigns run in sync with your print campaign.
- Pricing shown for 1x. With online campaigns 1x equates to a 30 day period.
- Discounts applied for 6x (5%) and 12x (10%) online campaigns.
- Impressions will continue until all purchased units are exhausted no matter of ad run dates.
- Volume discounts are available for campaigns in excess of 1MM impressions.
- Rich Media is subject to editorial approval and a 20% premium applies.
- Click through rates may vary from 0.2% to 2.0% depending on creative size, creative format and creative offer. Creative services are available upon request.
- A 20% premium applies to ads that are targeted by category.

TERMINOLOGY

Impressions – One view of one ad on a web page. A web page can have between two and four ads.

Rich Media - A term for advanced technology used in Internet ads, such as streaming video, applets that allow user interaction, and special effects.

TravelGuide Page ▼



Editorial Page ▼



Creative Banner Specs

Description	Size	Placement	File Size Limit
Leaderboard	728px wide x 90px tall	Top of TravelGuide Pages	30K
Wide Skyscraper	160px wide x 600px tall	Mid Right of TravelGuide Pages	30K
Narrow Skyscraper	120px wide x 600px tall	Mid Right of Editorial Pages	20K
Island Unit	300px wide x 250px tall	Middle of Editorial Pages	20K
Banner Ads	468px wide x 60px tall	Top and Bottom of Editorial Pages	15K
"Rich Media"	Contact us for details	Contact us for details	Contact us for details

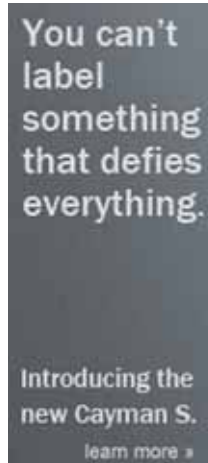
Original Print Ad



Sample Ads shown here are all reduced proportionally to fit printed page.



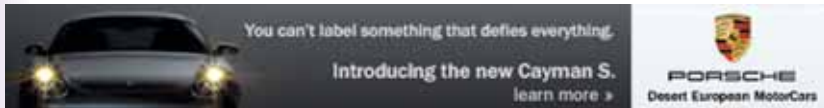
Island Unit - 300px by 250px
Appears in middle of Editorial pages.



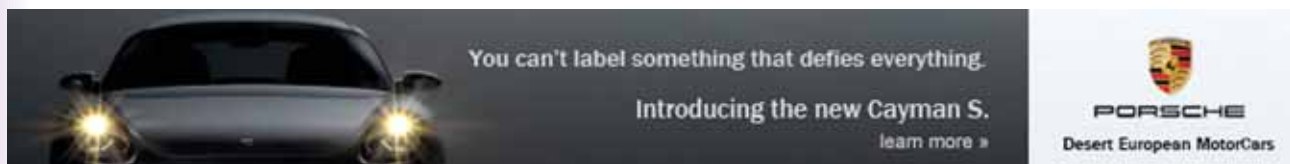
Narrow Skyscraper
120px by 600px
Appears in middle of right column on Editorial pages.



Wide Skyscraper
160px by 600px
Appears in middle of right column on TravelGuide pages.



Banner Ad - 468px by 60px — Appears at top and bottom of Editorial pages.



Leader Board - 728px by 90px — Appears at top of TravelGuide pages.

Premium Listings

• Directory Search

Premium Listings are highlighted and appear at the top of search results.

Your listing is targeted by:

- Category
- Business type
- Location

Bringing customers who are searching for your products and services directly to you.

Targeted Search Results

Featured Results

Business Name	Location	Features
Luniers	Vancouver, BC V6K 2E9	Restaurants
2 Brothers Restaurant and Cafe	Vancouver, BC V6P 4Z7	Restaurants
2 By 1 Pizza	Vancouver, BC V5T 1X6	Restaurants Pizza

• Listing Levels

Basic Listing - FREE

- Promote your business to thousands of visitors
- Name, address, contact info and map
- Indexed by City, Category and Feature

Weblink Listing - \$9.95/mo

- Includes a link directly to your website
- Listing is highlighted to stand out in search results
- Drives more traffic to your business

Premium Listing - \$14.95/mo

- Includes a link directly to your website
- Listing is highlighted to stand out in search results
- Point and click 1 page website creation
- Add photos, editorial and business details
- Update as often as you like

Premium Website - \$19.95/mo

- Point and click 5 page website creation
- List all your products and services
- Contact form for direct response

All features are available on-line 24/7, and you can pay using your credit card.

The Sardine Factory

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Phone: 831.373.3775
www.sardinefactory.com

Restaurants
Seafood

Quick Facts

Hours of Operations:
Sunday - Thursday:
5:00 PM - 10:30 PM
Friday & Saturday:
5:00 PM - 11:00 PM

The Sardine Factory is pleased to introduce our new three-course prix fixe dinner served from 5:00-7:00 pm daily for only \$29.95 per person.

-First Course-

Abalone Bisque or House Salad with choice of dressing

-Second Course-

Grilled Sand Dabs with shrimp risotto, lobster beurre blanc & sautéed vegetables or
Grilled USDA Prime Rib Eye Steak with garlic mashed potatoes and sautéed vegetables or

Call (831) 373-3775 for reservations

Each of the Sardine Factory's four public dining

Premium Listing Web Page Layout