



## Sample Advertiser

### Multimedia ROI Summary: July 2008 - June 2009

Thank you for advertising with TRIPinfo.com! Our audience is the group leaders, meeting planners, tour operators, travel agents & long-stay consumers you're looking for. Our traffic is filtered to remove all search engine spider activity, framed pages, page requests not fully transmitted & internal traffic.

TOTAL ADVERTISING INVESTMENT	
Resource Atlas & Handbook Ad - Cost per Copy (60,122 distributed)	\$0.14
Internet Display Ad - Cost per Page View (299,655 ad impressions)	\$0.04
Maps in Distribution with Your Ad - Cost per Copy (500,000 maps)	> \$0.01
Internet Travel Monitor eNewsletter Features - Cost per Copy (455,000 newsletters)	\$0.00
Vertical Banner w/Video on XX State Page + 2x Full Page Print Ad + STS Map + 17x eNewsletter Feature	\$24,420

EDITORIAL COVERAGE + BRANDING DELIVERED	
Featured Links from TRIPinfo.com to Your Website	18
Features in Internet Travel Monitor Weekly eNewsletter (13 newsletters @ 35,000 ea)	455,000
Resource Atlas & Handbooks in Circulation with Your Ad	60,122
Internet Display Ad Page Views (ad impressions)	299,655
Maps in Distribution with Your Ad	500,000
Total Branding Impressions Delivered	1,314,795

*PAGE VIEW:* The act of a user directing a web browser to retrieve a web page and the full transmittal of that page to the user.

QUARTERLY ASSESSMENT
July 2008 thru June 2009: Despite the economic downturn, a short-term decrease in the travel market & the internet expanding to over 238,000,000 websites, TRIPinfo.com maintained its position and continued to rise in Alexa's ranks. In addition, with TRIPinfo.com's introduction of video ads, (most impactful when tied to industry-standard wide skyscrapers) clients saw markedly increased clickthroughs.
<ul style="list-style-type: none"><li>• <b>Clickthrough % maintained over 12%.</b> This high clickthrough rate illustrates the strong contextual atmosphere TRIPinfo.com advertisers enjoy as travel planners use us to plan group and personal travel.</li><li>• <b>Direct (bookmarked) Traffic</b> rose to <b>44%</b>, likely due to our 30,000 travel professionals core audience. <b>Search Engine &amp; Referral Traffic</b> adjusted to <b>35%</b> due to high organic (non-paid) search results. <b>TRIPinfo.com Typed Traffic</b> held at <b>21%</b>, likely due to our 3,000,000+ road map series in distribution.</li><li>• <b>TRIPinfo.com continued its rate freeze</b> in order to accommodate reduced ad budgets, thereby delivering advertisers greater Return-On-Investment in tough economic times.</li><li>• 3-month Alexa Traffic Rank* of 92,506 and Page Views per User of 15.4 showed continued improvement as of 06/29/09, placing TRIPinfo.com in the Top 2 Travel Trade websites &amp; in the Top 20 Travel Consumer websites, as ranked by Alexa.</li></ul>

*\*ALEXA TRAFFIC RANK:* Comparative traffic rank within top 16,000,000 websites. The lower the number, the better.

Elements of this report generated by Advanced Web Statistics 6.6 (build 1.887) and Alexa Internet, Inc.

