



2012 Media Kit

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About California Weekend

CaliforniaWeekend.com is about reaching the traveler who is most apt to become a repeat customer for your tourism-related business: the California resident. CaliforniaWeekend.com is directed at California residents with the desire and ability to travel this great state on a regular basis. The site is not about the one-time visitor from New York. The site is highly targeted and reaches the traveler who has the motive, means and opportunity to come back to your business twice, three or four times a year.

Benefits of Advertising

With its targeted demographics, CaliforniaWeekend.com offers an excellent return on investment for your advertising dollar. Expensive magazines, national websites, pay-per-click and a multitude of other options all have one thing in common: They require a substantial investment to reach the market you are targeting. With CaliforniaWeekend.com, we have streamlined and specialized: Streamlined by creating business conditions that allow us to charge less for our product. Specialized in your local market where you are most apt to see the best results.

The CaliforniaWeekend.com Market

At CaliforniaWeekend.com we focus on Getaway Travel – not cheap-motel-by-the-side-of-the-road travel where travelers are shocked to pay anything over a hundred dollars per night. Getaway Travel is a different animal. Our readers recognize the place they stay on their precious vacation or getaway is a big part of the overall experience. They want a comfortable, special place they can settle in for a few days and have a quality getaway experience. They'll pay more for that experience and they appreciate finding those options all in one place on CaliforniaWeekend.com. Unlike national sites, they don't have to drill down through numerous locations and low-end properties before they find what they're looking for. With CaliforniaWeekend.com, our getaway options are all located in their home region and neatly categorized by city and area. Our **MarketBoost™** technology pulls together the best online resources for finding "getaway travelers" focused on traveling throughout California, meaning every reader is your potential customer. Our aggressive, ongoing print promotion also helps insure there is a steady stream of getaway travelers visiting the site every day.

Cost-effective, With Great ROI

There is a reason we have an 80 percent renewal rate on our advertisers and that most of our advertisers have been with us more than five years: Excellent ROI. The return on investment is good because A) we keep our prices low and, B) your results are pre-qualified. Remember, not all clicks are created equal: A click from a search engine is a visit to your site from someone still comparison shopping other websites. A click from CaliforniaWeekend.com is a click from someone who has already comparison shopped on our site and most likely is ready for booking.



The Tourism Business is Changing

> Your best customer is your closest.

> "Only 14% of travelers plan one-week vacations. But 55% of travelers plan several, shorter trips to closer destinations."

— USA TODAY

> "...Domestic flyers have trended toward driving vacations. It's a cascading effect that has been going on for awhile..."

— Stan Morse, Marstan Travel

> "Short trip vacationers are taking an average of four trips per year and spending double the amount online as week-long vacationers."

— PhoCusWright, Inc. survey

CaliforniaWeekend.com

A Useful, Fully Interactive Travel Planner

CaliforniaWeekend.com is a highly useful site that expedites planning and research for travelers wanting to find vacations and getaways close to home. The site is designed to be fully interactive with quick access to needed information. Unlike most other travel sites on the web, CaliforniaWeekend.com focuses entirely on “backyard” getaways.

The site is highly optimized to guarantee top placements in several search engines and aggressive print promotion also brings many first-time visitors. But the site also places a high emphasis on generating return visits. For example, the heart of the site is the “Getaway Machine,” a calculator that matches California destinations with up to 40 parameters chosen by the website visitor. The traveler is able to click on a “type” of getaway – “romantic,” for example – and be whisked away to a quick and easy form that allows the visitor to check more specific desires such as waterfront access, shopping, city versus country, scenic, historic, cultural and several other parameters. The calculator then factors in price, distance and activities – all preferences given by the visitor – to report back a list of getaways that most closely match the visitor’s criteria.

Also featured on the site are several areas that offer special pricing for visitors looking for Midweek Bargains, Value Packages or Gas-wise getaways.

Add to that the personalized feature articles that are updated and archived on the site, and it’s clear that CaliforniaWeekend.com is one-stop shopping for the home-grown California traveler – a sure reason to visit the site often.

Advertising Options

For **advertisers**, CaliforniaWeekend.com offers an opportunity almost unheard of in the advertising industry: EXCLUSIVE advertising by location and type of getaway. These exclusive ads appear without competition whenever a reader chooses your city or area for a destination, or when they choose a certain type of getaway such as “romantic.” The two types of exclusives are:

- 1) **Category Exclusive** – your ad appears on the first click-through from the Home Page for a given “type” of getaway. For example, an advertiser can purchase the Category Exclusive for “romantic.” When a visitor clicks on “romantic,” the customer is taken to our Getaway Machine questionnaire where the Category Exclusive is the only banner ad on the page.
- 2) **City Sponsor** – Under Choose a Destination, when you click on a given city or area, your ad would be one of only four banner ads there, as well as in Midweek Bargains, Value Packages, and City Profiles when that city is selected. The four City Sponsors are also guaranteed the first four listings under the respective city in Choose a Destination.

Other website advertising opportunities include:

- **Home Page Sponsor** – a display ad prominently positioned on our Home Page
- **Getaway Machine Report Sponsor** – your banner appears on every Getaway Machine report that is generated
- **Focus Feature Premium and Associate Sponsors** – a limited number of banners are available on articles related to your destination
- **Property Listing** – for just pennies a day you can be listed in our database to appear on our Getaway Machine reports whenever a visitor searches for your type of getaway



Experience – CW Has the Experts



Cary Ordway

CaliforniaWeekend.com and its parent company, Getaway Media Corp, were created by Cary Ordway, a longtime tourism publisher and marketer formerly based in Seattle, Washington.

Ordway was founder of Adventure Northwest Magazine, the leading tourism publication throughout the Pacific Northwest during the 1980's and early 1990's. An award-winning writer, Ordway was Editor and Publisher of Adventure Northwest Magazine, gradually expanding the publication's influence through creation of a statewide tourism radio network, and television programming that appeared on several major stations in the Pacific Northwest. For more than a decade, Ordway also wrote a weekly column on travel in the Pacific Northwest that appeared in major daily newspapers throughout Washington State.

In 1997, Ordway became publisher of Guest Informant, the upscale hard-cover books that are found in 4- and 5-star hotels. Based in San Diego and Orange County, he became immersed in Southern California tourism. Also while in Southern California, Ordway learned internet marketing as Vice President of Sales and Marketing for a national internet software provider.

The Getaway Media Corp team is comprised entirely of people who have worked with Ordway in the publishing industry. These experts in design, marketing, web services and tourism are creating additional websites in other areas of the country, each focusing on getaway travel and intra-state tourism.



CaliforniaWeekend.com

Home Page Sponsor	\$999 (for 12 months)	*requires annual listing
Destinations Sponsor, pos. 1, 2 *ad on Choose a Destination page. Artwork: \$75 150 X 400 pixels.	\$799 (for 12 months)	*requires annual listing
Value Package Sponsor, pos. 1, 2, 3 *ad on Value Packages page. Artwork: \$75 150 X 400 pixels.	\$699 (for 12 months)	*requires annual listing
Section Sponsors, pos. 1, 2 *ad on Feature Articles, Midweek Bargains, Gas-wise Getaways Artwork: \$75. 150 X 400 pixels.	\$549 (for 12 months)	*requires annual listing
Category Sponsor * ad on questionnaire page of Getaway Machine or on first page of Ski/Mountains button, Theme Parks button or Spa button, 150 X 400 pixels. Artwork: \$75	\$549 (for 12 months)	*requires annual listing
Getaway Report Sponsor *ad on every Getaway Report (Position first-come, first-served) 213 pixels by 100 pixels. Artwork: \$75	\$499 (for 12 months)	*requires annual listing
City Sponsors --Position 1, 2 or 3 *150 pixels by 400 pixels. Artwork: \$75 includes No 1, 2 or 3 position for listing	\$499 (for 12 months)	*requires annual listing
Focus Feature Premium Sponsor 740 pixels by 150 pixels. Artwork: \$75	\$299 (for 12 months)	*requires annual listing
Focus Feature Associate Sponsor 150 by 400 pixels. Artwork: \$75	\$199 (for 12 months)	*requires annual listing
Annual Property Listing Getaway Machine, Choose a Destination	\$359 for 12 months 2 properties 5% off; 3-5 properties 10% off; 6-10 properties 15% off; 11 or more 20% off	
Property Listing Promo Pak *Unlimited listings in Value Packages, Midweek Bargains and Gas-wise Getaways	\$129 for 12 months requires purchase of annual property listing	
Enhanced Placement (listings)	\$125 premium for Best Available Position	

CaliforniaWeekend.com Value Packages

Package No. 1 -- **Three-Banner Package (annual)**

- *3 Banners, best available positions (except home page)
- *Property Listing in Getaway Machine
- *Property Listing in Choose a Destination
- *Promo-pak listings in "call to action" bargain areas
- *Artwork (up to three banners)
- *Listing on www.northwesttraveladvisor.com
- *bonus listing if property has a restaurant

Value Price

\$1499

Package No. 2 -- **Two-Banner Package (annual)**

- *2 Banners, best available positions (except home page)
- *Property Listing in Getaway Machine
- *Property Listing in Choose a Destination
- *Promo-pak listings in "call to action" bargain areas
- *Artwork (up to two banners)
- *Listing on www.northwesttraveladvisor.com
- *bonus listing if property has a restaurant

Value Price

\$1199

Package No. 3 -- **One-Banner Package (annual)**

- *1 Banner, best available position (except home page)
- *Property Listing in Getaway Machine
- *Property Listing in Choose a Destination
- *Promo-pak listings in "call to action" bargain areas
- *Artwork (one banner)
- *Listing on www.northwesttraveladvisor.com
- *bonus listing if property has a restaurant

Value Price

\$799