



# Advertising Rate Card Products & Services

## Mid-year Advertising Specials

1. Buy one ad space, get a second at 20% off!\*
2. Buy one ad space, get a free 125X125 newsletter banner valued at \$150\*
3. 10% Discount on all three-month ad placements\*

\*Cheapest space is discounted. Only one offer applies per purchase.

WorldExecutive.com offers three principal options for advertisers to promote their product or service; banner adverts, in-text placements, or email promotions.

With monthly visits often exceeding 100,000 and a unique portfolio of original-content city guides,

WorldExecutive.com is a premium route to reach discerning business and leisure travellers.

## Banner Adverts

We offer five primary banner placements per page spread across four target areas: city, country, guide section (e.g. all Maps or all Shopping pages), or run-of-site.

This includes banner, large square and mini-skyscraper spaces.

The screenshot shows the WorldExecutive.com website interface for New York City. At the top, there's a navigation bar with tabs for Home, Destinations, Hotels, Flights, Car Rental, and Parking. Below this, a search bar is visible with the text 'Search Destinations & Hotels' and a 'GO' button. The main content area features a 'New York, New York Hotels and City Guide' section with various icons for services like City Guide, Hotels, Maps, Currency, Weather, Airports, Getting There, Transport, Business Tips, Travel Tips, Attractions, Fairs Out, Dining, Shopping, and Visas. There are also featured hotel listings, a currency converter, and a 'New York, USA - City Travel Guide and Advice' section. On the right side, there are 'Top Destinations' and 'Email News' sections. At the bottom, there are five banner ad spaces labeled A through E with their respective dimensions: A (120 X240), B (120 X240), C (250 X250), D (250 X250), and E (468 X60).

## In-text placements

We will consider proposals for in-text placement within our city guide pages. This includes up to 30 words of descriptive text with a link to the promoter's website. Text will be vetted, and must be relevant to the page content and our user demographic to be considered.

## Email Promotions

### Promotion and Offers

Special promotions or tailored offers, competitions etc. can be distributed through a once-only newsletter to our mailing list. All content will be vetted to ensure it maintains a travel focus.

### Adverts

You can include a 125x125 banner advert in our newsletter.

If you have a specific campaign in mind which is not covered by the options above, please contact Wendy on [advertising@worldexecutive.com](mailto:advertising@worldexecutive.com) with your proposal.

## Banner Adverts

### *City-wide\**

	A/B Mini-Skyscraper 120x240	C Large Square 250x250	D Large Square 250x250	E Banner 468X60
One Month	\$500	\$500	\$400	\$300
Two Months	\$900	\$900	\$750	\$550
Three Months	\$1,300	\$1,300	\$1050	\$800

\*Please note that our top cities are charged at country rates. This includes New York, Tokyo, Hong Kong, Paris and London.

### *Country or Guide (e.g. all Maps or all Shopping pages)*

	A/B Mini-Skyscraper 120x240	C Large Square 250x250	D Large Square 250x250	E Banner 468X60
One Month	\$1,300	\$1,300	\$1,050	\$800
Two Months	\$2,500	\$2,500	\$2,000	\$1,500
Three Months	\$3,700	\$3,700	\$2,950	\$2,300

### *Run-of-Site*

	A/B Mini-Skyscraper 120x240	C Large Square 250x250	D Large Square 250x250	E Banner 468X60
One Month	\$5,000	\$5,000	\$4,000	\$3,000
Two Months	\$9,000	\$9,000	\$7,200	\$5,500
Three Months	\$12,000	\$12,000	\$9,600	\$7,200

## In-text Placements

### *Prices are per placement*

One Year	\$1,000
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## Email Promotions

### *Prices are all for a one-off campaign*

Small Square Advert 125x125	\$150
Promotional Email*	\$800

### Terms & Conditions:

\*Newsletter promotion maximum one per quarter per brand.

Advertisers are required to provide the final creatives, including Flash files if applicable, in the correct size.

We reserve the right to refuse to place adverts where the content or creative is deemed unsuitable.

All prices are USD and valid until end of 2011.