



Advertising Rate Card - Hotels

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 hotel; banner adverts, featured property placements, and 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, city guide section (e.g. all Maps or all Shopping pages), or run of site. Our Top Cities (New York, Tokyo, Hong Kong, Paris, London) are charged at country rate.

Featured Property Placements

Featured Properties - City Guide homepages
On each City Guide homepage, these placements provide high visibility for your property.

Top Five Properties - City Guide pages
These placements occur on each page within the city guide, and present your property details with an eye-catching blue background and hotel image. A maximum of three spaces may be used per hotel chain.

Email Promotions

Featured Properties and Adverts
Your property can also be placed in our group of three 'top properties' for a newsletter edition. Alternatively, you may include a 125x125 banner advert in our newsletter.

Property Promotion

Properties can be used in a sole-focus 'property promotion'. The newsletter would combine two paragraphs and an image on your property with some text and an image about the location in general.

If you have a specific campaign in mind which is not covered by the options above, please contact us on advertising@worldexecutive.com with your proposal.

Banner Adverts

	City	Country/Guide	Run of Site
One Month from	\$300	\$800	\$3,000
Two Months from	\$550	\$1,500	\$5,500
Three Months from	\$800	\$2,300	\$7,2000

Featured Properties - City Guide homepages

Prices are per property

	Per Property
Three Months	\$1,300
One Year	\$5,000

Top Five Properties - City Guide pages

Prices are per property

	Per Property
Three Months	\$1,300
One Year	\$5,000

Email

	Email Promotion
Top Property	\$100
Banner Advert	\$150

Newsletter

	Entire List
Promotional Email*	\$1,000

Terms:
*Newsletter promotion maximum one per quarter. 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 is deemed unsuitable. All prices are USD and valid until end of 2011.