DRIVE NEW VISITORS...

TRAVEL DESTINATION e-MAIL MARKETING PROGRAM

RATES & SPECIFICATIONS
Plög Travel Personality Quiz: Often referred to as 'Dr. Destination,' respected Harvard researcher Dr. Stanley C. Plog’s Travel Personality Profiles lie at the heart of Best Trip Choices. Dr. Plog’s 15 question quiz is fun and informative. You’ll be surprised at what you’ll learn about yourself and what kinds of destinations you will probably like the most.

Dr. Plog, received the prestigious Alfred E. Koehl Lifetime Achievement Award for travel marketing from the Hospitality Sales & Marketing Association International, he also authored three books on travel and co-authored four in the social sciences.

2. Top Destinations that Match Your Personality: Once you’ve completed the Travel Personality Quiz, we rate the appeal of nearly 600 destinations and provide you with a ranked ordered list of destinations that other travelers with your personality say they especially like. Scientifically validated by 40 years of research and over 250,000 participants, we describe those destinations and why you will enjoy them.

3. Top Destinations that Match Your Pocketbook: In addition to ranking destinations according to how much others with your travel personality say they like the destination we rate and rank the destinations on value for the money—a totally unique feature of Best Trip Choices.

4. Accurate Destination Information: To ensure complete and accurate destination information, Best Trip Choices relies on renowned travel writer Nadine Godwin. Nadine spent 37 years as a reporter and editor with Travel Weekly, reaching the top rung as Editor-in-Chief in 1997. The author of two travel books Nadine took top honors for editorial excellence twice in the annual awards event held by publishing industry trade journal Folio.
**THE PERFECT TRIP: DESTINATION-FOCUSED E-MAIL**

**Frequency:** Weekly

**Impressions:** Sent to 100,000+ consumers per deployment to an opt-in database who have indicated a desire to receive information about Featured Travel Deals.

**Content/Specs:** (TO BE PROVIDED BY ADVERTISER)

- **HTML:** 550px max. width
- **File Size:** Max. 800 KB
- **E-mail subject line**
- **Link to specific offer pages**

**Graphic Design:**
For graphic design services, add an additional $500 per deployment.

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**About Best Trip Choices eMail Marketing Program:**

Best Trip Choices is NOT a travel booking site. Best Trip Choices specializes in understanding today’s travel consumer. Best Trip Choices provides travel destination information and encourages travelers to try new travel destinations while providing them the confidence that the travel destination they choose will appeal to them.

In response to numerous requests from travelers that took our Travel Personality Quiz for more information on travel providers and travel deals to the Destinations that Match Their Travel Personality we developed the Best Trip Choices eMail Marketing Program for Destination Marketers.

Each week, we provide Travel Destination Marketers the opportunity to reach 100,000 high income, frequent leisure travelers interested in receiving more information about new places to travel and specific travel offers to those destinations.

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<th>Frequency</th>
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**BTC Demographics**

**Household income:** $123,000

**Education**
Completed college or more: 67% (24% went to grad school; 7% MD, lawyer, etc.); Some college: 25%; Total some college or more: 92%.

**Average age**
52 years (Empty nesters; average number of children at home: only 0.56).

**Travel patterns**
Take 6 leisure trips a year; nearly one third of these are international.

**Total nights away on leisure trips last year**
23

**Transportation on last trip**
- **Air:** 56%
- **Train:** 2%
- **Bus:** 1%
- **Family vehicle:** 36%
- **Motor home:** 1%
- **Other:** 4%

Importance of taking leisure trips in their lives: 9.2 on a 10 point scale.