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MYRIVERGUIDE.COM BANNER ADVERTISING RATE CARD

OVERVIEW

MYRIVERGUIDE.COM is an online adventure travel guide to the best rivers around the planet. MyRiverGuide is the global leader for river information on the Internet. Our mission is to be the leading ultra-vertical market channel for backcountry river destinations through a combination of content, community and e-commerce. In addition to river descriptions, the content includes river maps, photos, access locator maps, and travel-related information such as lodging, restaurants, map names and guidebook titles. Many map and guidebook titles can be purchased on-line through affiliate partnerships.

DEMOGRAPHICS

Each month, MYRIVERGUIDE.COM attracts over 40,000 visitors and they view roughly 300,000 pages. By the nature of our content, our visitors are active, sports-oriented individuals planning backcountry travel for themselves and their families. Our visitors originate mainly from the US (95%), Canada (4%), UK (1%) and Australia (1%). The age demographics are: under 18 years old is 1%, 18 to 25 years old is 7%, 26 to 35 years old is 25%, 36 to 45 years old is 36%, 46 to 55 years old is 23% and over 55 years old is 9%.

ADVERTISING OPPORTUNITIES

MYRIVERGUIDE.COM has several banner advertising options. The top-of-the-page leaderboard banner ad is a standard 728w by 90h pixel image. The bottom-of-the page banner ad is also a standard 728w by 90h pixel image. In addition, we offer a left-side skyscraper ad with dimensions up to 120 by 600. All the ads can be animated GIF, JPEG or rich-media. We can deliver your ad on a run-of-the-site basis, by content category, or deliver it to queries on specific geographic locations (continents, countries, states). Discounts are available for pre-paid and/or multi-month contracts. The minimum monthly contract is \$300. All single month contracts must be pre-paid.

| AD LOCATION & SIZE | CPM (cost per 1000) | MAX SIZE (KB) | RICH MEDIA |
|---|-------------------------------|------------------|---------------|
| TOP – 728x90 Leaderboard Run-Of-Site Run-Of-Category Run-Of-Category w/ Geo Target | \$15.00 \$20.00 \$30.00 | 20K | YES |
| SIDE - 120x600 Run-Of-Site Run-Of-Category Run-Of-Category w/ Geo Target | \$20.00 \$25.00 \$35.00 | 25K | YES |
| CENTER - 300x250 Run-Of-Site Run-Of-Category Run-Of-Category w/ Geo Target | \$15.00 \$20.00 \$30.00 | 20K | YES |
| BOTTOM - 728x90 Run-Of-Site Run-Of-Category Run-Of-Category w/ Geo Target | \$10.00 \$15.00 \$24.00 | 20K | YES |

If you need assistance in planning your advertising campaign, please call us at (970) 497-2921.

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