

CAPE COD TRAVEL

Since 1996, **CapeCodTravel.com** has served as Cape Cod's premier vacation and planning web site. Backed by the branding and marketing power of **Best Read Guide**, **CapeCodTravel.com** brings advertisers a real return on their advertising dollars. If your business depends on tourism, you can't afford not to be a part of it!

CapeCodRes, which is **CapeCodTravel.com**'s consolidated availability display, is an important tool in getting the inquiries to our advertisers. Having your availability displayed within **CapeCodRes**, which is powered by Webervations, is optional and costs an extra \$15 - 40/mo. due to the increased clicks it brings.

ADVERTISING RATES

All rates are monthly and are based on a 12-month contract

PLACEMENT	STANDARD LINK	QUARTER BANNER	HALF BANNER	BIG BOX	BIG BOX AS ADD-ON
Home Page.....				\$275/mo.*	\$165/mo.*
				\$200/mo. ROS.....	\$100/mo. ROS.....
Non-Lodgings on Main Pages	\$40/mo.....	\$73/mo.....	\$121/mo.....		
Non-Lodgings on Sub-Pages	\$40/mo.....	\$53/mo.....	\$88/mo.....		
Lodgings on Main Pages	N/A	\$129/mo.....	\$157/mo.....	CAPECODRES	
Lodgings on Sub-Pages**	1 to 5 rooms: \$50/mo.	\$65/mo.....	\$105/mo.....	\$17/mo.	
	6 to 18 rooms: \$57/mo.	\$73/mo.....	\$116/mo.....	\$33/mo.	
	19+ rooms: \$63/mo.	\$87/mo.....	\$127/mo.....	\$44/mo.	
—Add'l within site:	\$15/mo.....	\$25/mo.....	\$40/mo.....		

ROS =Run of Site, which means ad appears in rotation on all pages of the site except for the Home Page.

*as one of 5 rotating banners.

**Additional link in Waterfront Lodging section is not subject to the additional link within site rate; it is priced the same as primary link in lodging directory. Links on additional eCape sites: 15% off link(s) of equal or lesser value with purchase of one link at full price



AUDIENCE PROFILE

Primarily off-Cape residents planning day-long or extended visits to Cape Cod.

ADVERTISER PROFILE

Lodgings, resorts, transportation, attractions, restaurants, nautical services, real estate sales and rentals.

Average number of referrals (clicks) for CapeCodTravel advertisers per year: 2500

HOW SITE IS PROMOTED

Ads in Best Read Guide Cape Cod, with over 1 million annual circulation
In-house search engine optimization team works to rank our sites highly on all major search engines for over 100 cape cod-related search terms.

Your monthly specials are emailed to our list of over 8,000 opt-in subscribers.

CapeCodTravel.com appears #3 on a Google search for "Cape Cod" and "Cape Cod Lodging."

eCape

easy marketing. click here.