

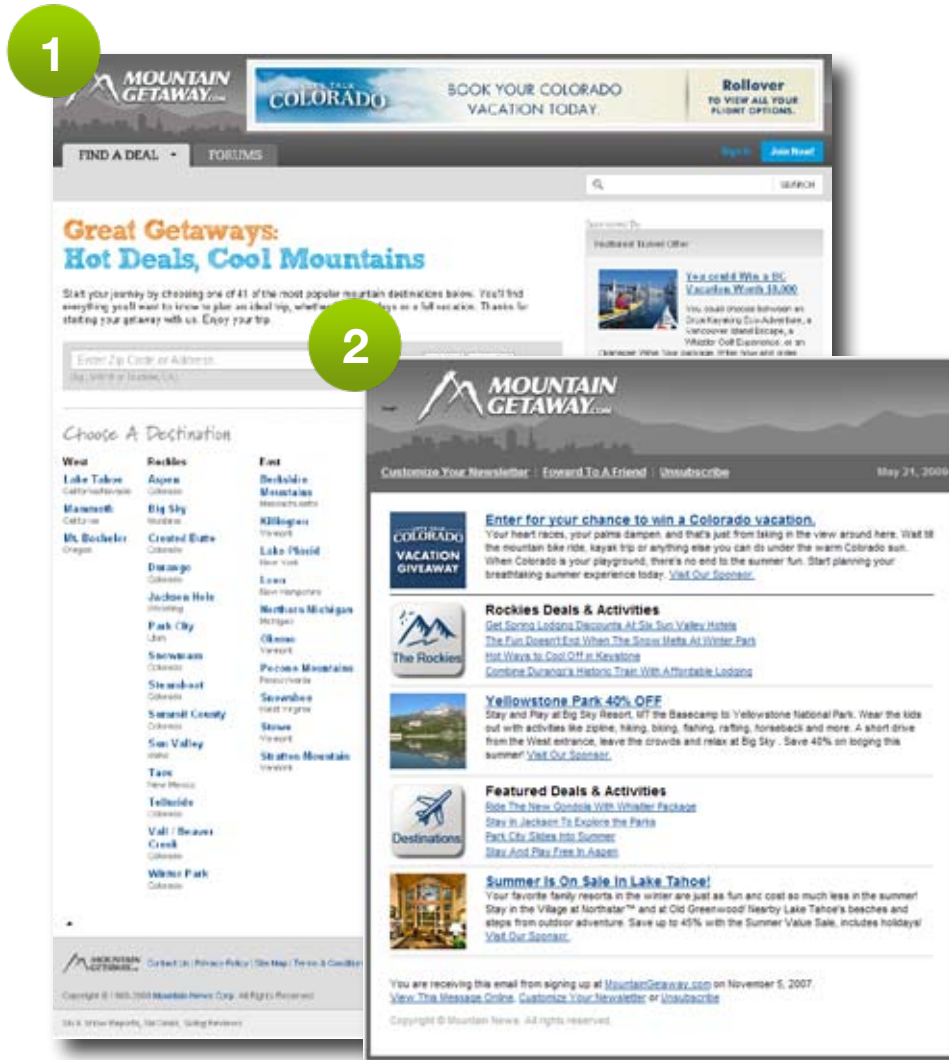


Media Kit

Presented by: Mountain News Corporation
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Largest Reach In The Industry

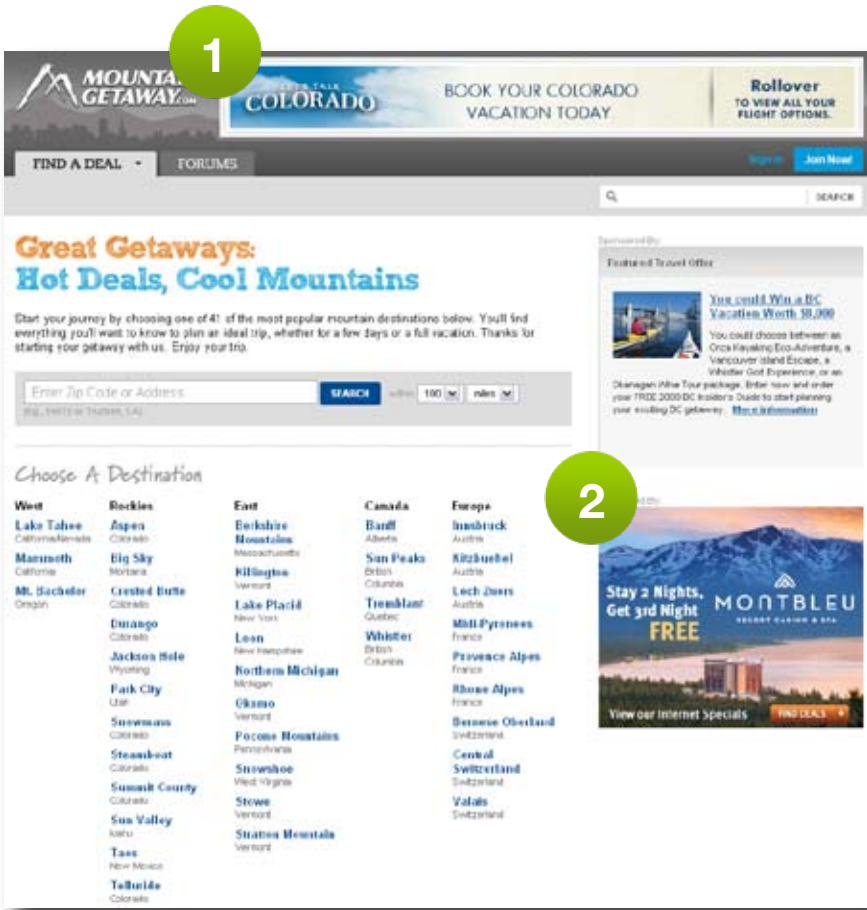


1 MountainGetaway.com is used by mountain recreation participants as they are planning their vacations.

MountainGetaway.com:

* 292,000 Monthly Unique Audience
Aug 2009

2 Our e-mail newsletter and special travel offer subscriber list is the largest in the industry with 145,000+ subscribers.



Target Your Markets

All programs in MountainGetaway.com provide the ability to focus on your target markets.

1 Section Targeting: Target specific pages or sections.

Example: Your ad would be displayed when someone accesses the Lake Tahoe Guide.

2 Geo Targeting: Target your message based on where the visitor lives or works.

Example: Your ad would be displayed whenever someone who lives in New York accesses the site.



1

2

Ad Units

This page outlines the advertising options within MountainGetaway.com. We will customize a campaign to meet your objectives. You can target specific destinations, or geo-target your message based on where visitors live.

1

Leaderboard

728 x 90 area. Supports rich media* or image.

2

Rectangle

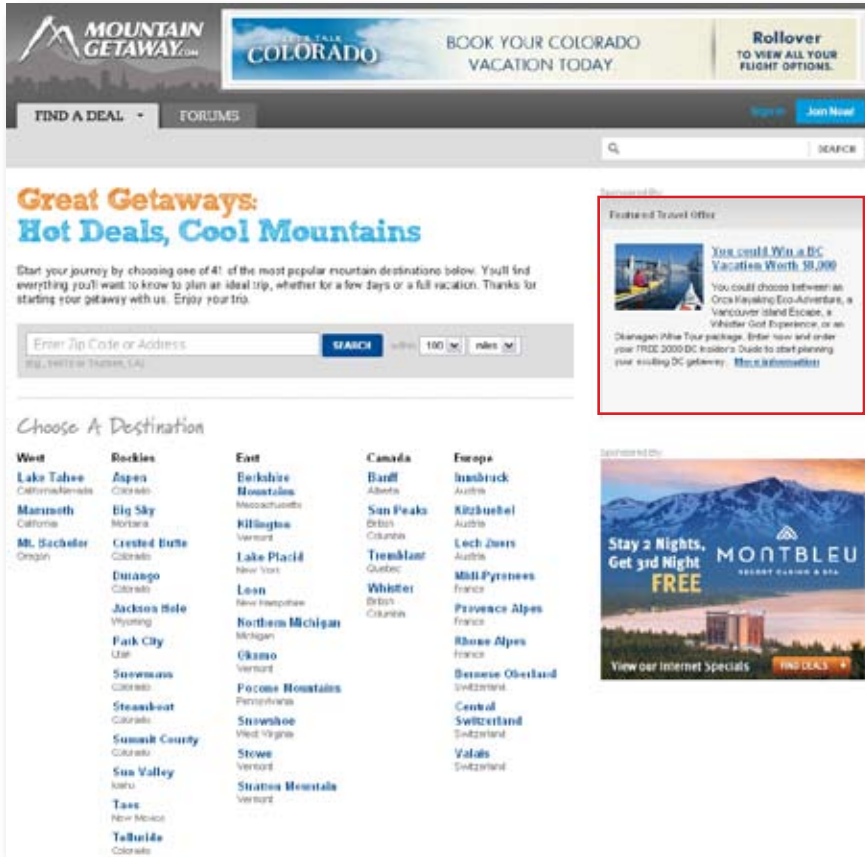
300 x 250 area. Supports rich media* or image.

* OnTheSnow accepts virtually all forms of rich media including Flash, Eyeblaster and Pointroll. Additional third-party service fees may apply.

Travel Offers

Showcase your travel products and packages to MountainGetaway.com visitors as they plan their trips.

130 x 100 Photo
30 Character Title
50 Words & Link



The screenshot shows the Mountain Getaway.com homepage. At the top, there's a navigation bar with 'MOUNTAIN GETAWAY.COM', 'COLORADO', 'BOOK YOUR COLORADO VACATION TODAY', and 'Rollover TO VIEW ALL YOUR FLIGHT OPTIONS.'. Below this is a search bar and a 'FIND A DEAL' button. The main content area features a 'Great Getaways: Hot Deals, Cool Mountains' section with a search box for zip codes or addresses. A 'Choose A Destination' section lists various regions like West, Rockies, East, Canada, and Europe. A 'Featured Travel Offer' box is highlighted, containing a photo of kayakers and text about a BC vacation worth \$8,000.

Featured Travel Offer



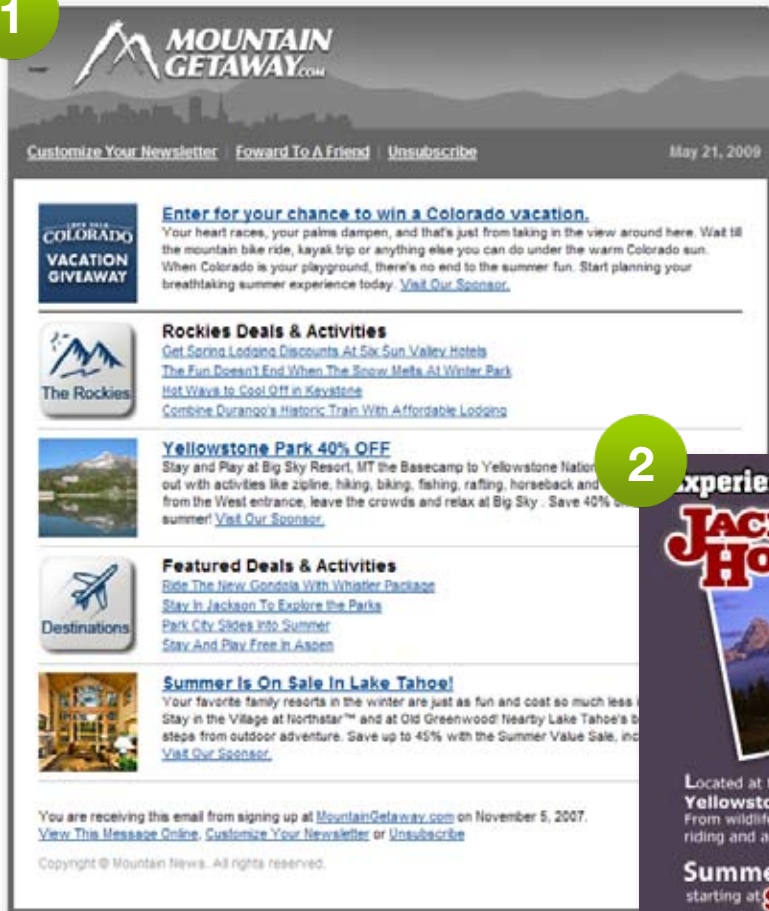
You could Win a BC Vacation Worth \$8,000

You could choose between an Orca Kayaking Eco-Adventure, a Vancouver Island Escape, a Whistler Golf Experience, or an Okanagan Wine Tour package. Enter now and order your FREE 2009 BC Insider's Guide to start planning your exciting BC getaway. [More information](#)



E-mail Advertising

1



1

Our MountainGetaway.com e-letter provides regional news to 145,000+ subscribers each week.

2

Custom E-mail Blast can be sent to 145,000+ subscribers who have opted in to receive special travel deals.

2





Visitor Profile

MountainGetaway.com is visited year-round by mountain bikers, backpackers, fly fishers, and outdoor enthusiasts as they plan mountain vacations. Our visitors are affluent, educated, health conscious professionals. The site averages 250,000 unique visitors a month.

Activities

95%: Are Mountain Travelers
74%: Take 3+ Mountain Vacations/Year
58%: Go Hiking
49%: Ride Mountain Bikes
32%: Play Golf

Gender

Male: 54%
Female: 46%

Age

18 - 24: 6%
25 - 34: 13%
35 - 44: 30%
45 - 54: 27%
55 - 64: 16%
65+: 4%

Income

\$60K+: 85%
\$80K+: 63%
\$100K+: 37%



Rate Card: Version 17

Effective March 2010

Rates in CPMs	Leaderboard	Rectangle	Travel Offer	Snow Dump	Video Ad
Run of site	\$15	\$15	\$20	\$6	\$18
Section Targeted	\$19	\$19	n/a	n/a	\$22
Geo-targeted	\$19	\$19	n/a	n/a	\$22

E-mail Newsletters

OnTheSnow.com Newsletter (Sep - Mar)

Title Sponsor (includes photo): \$2,100/week
Advertorial #1: \$1,800/week
Advertorial #2: \$1,500/week

MountainGetaway.com Newsletter (Apr - Aug)

Title Sponsor (includes photo): \$1,100/week
Advertorial #1: \$850/week
Advertorial #2: \$700/week

Custom E-mail Blasts

Winter (Sep - Mar): \$5,500
Summer (Apr - Aug): \$3,000

Artwork & Traffic Requirements

Client is responsible for all artwork, which must be submitted to adbanners@mountainnews.com. Mountain News will have your new or updated artwork online within three (3) business days. Artwork that does not meet the aforementioned specifications will be returned for adjustment. Technical specifications can be found online at: <http://www.mountainnews.com/html/adspecs.html>.



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