

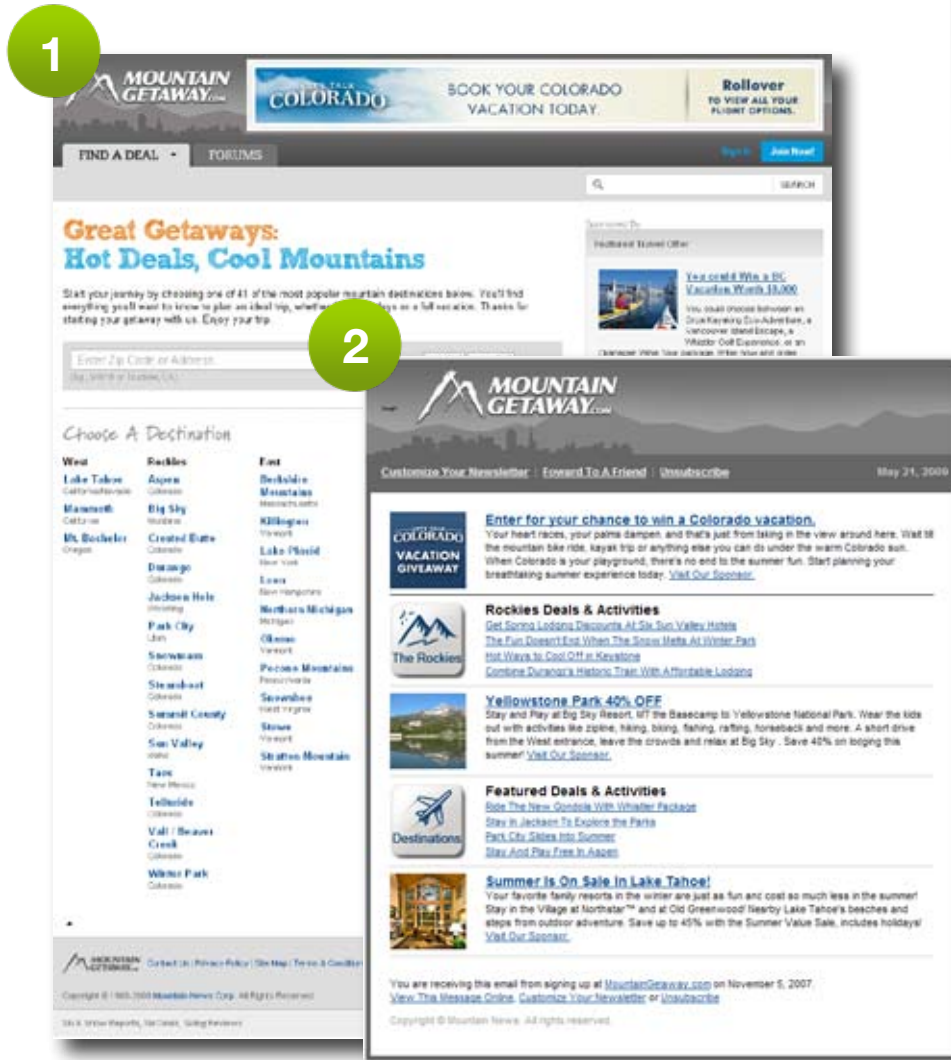


Media Kit

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:
 * 305,000 Monthly Unique Audience
 Aug 2010

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



The screenshot shows the MountainGetaway.com website interface. At the top, there is a navigation bar with 'FIND A DEAL' and 'FORUMS' buttons. Below this is a search bar with a 'SEARCH' button and a dropdown menu for '100 miles'. A large green circle with the number '1' is positioned over the search bar area. The main content area features a 'Great Getaways: Hot Deals, Cool Mountains' section with a text prompt: 'Start your journey by choosing one of 41 of the most popular mountain destinations below. You'll find everything you'll want to know to plan an ideal trip, whether for a few days or a full vacation. Thanks for starting your getaway with us. Enjoy your trip.' Below this is a search input field for 'Enter Zip Code or Address' with a 'SEARCH' button. A large green circle with the number '2' is positioned over the search input field. The 'Choose A Destination' section is displayed below, with columns for 'West', 'Rockies', 'East', 'Canada', and 'Europe'. Each column lists various mountain destinations with their respective states or countries. A large image of a mountain resort is visible on the right side of the page.

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

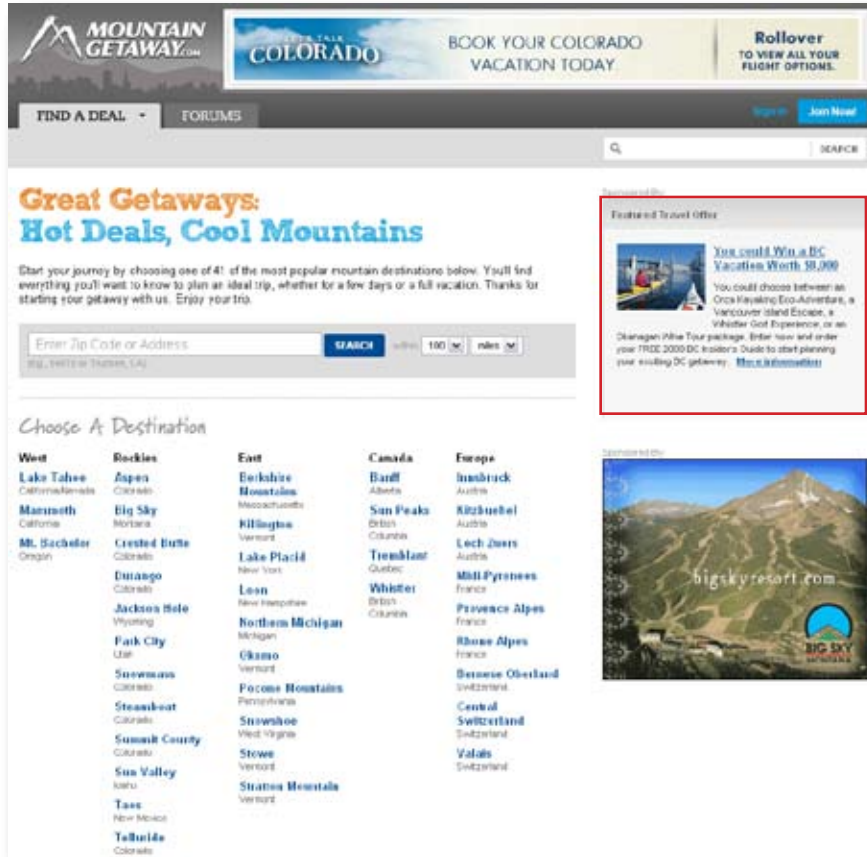
300 x 250 area. Supports rich media* or image.

* OnTheSnow accepts virtually all forms of rich media including Flash, Eyeblander 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 website interface. At the top, there's a navigation bar with 'MOUNTAIN GETAWAY.COM', 'COLORADO', and 'BOOK YOUR COLORADO VACATION TODAY'. 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 'Featured Travel Offer' is highlighted with a red box, showing a photo of kayakers and the text: 'You could Win a BC Vacation Worth \$8,000'. Below the photo, it lists options like 'Orca Kayaking Eco-Adventure', 'Vancouver Island Escape', and 'Whistler Golf Experience'. A 'Choose A Destination' section lists various regions like West, Rockies, East, Canada, and Europe.

Featured Travel Offer



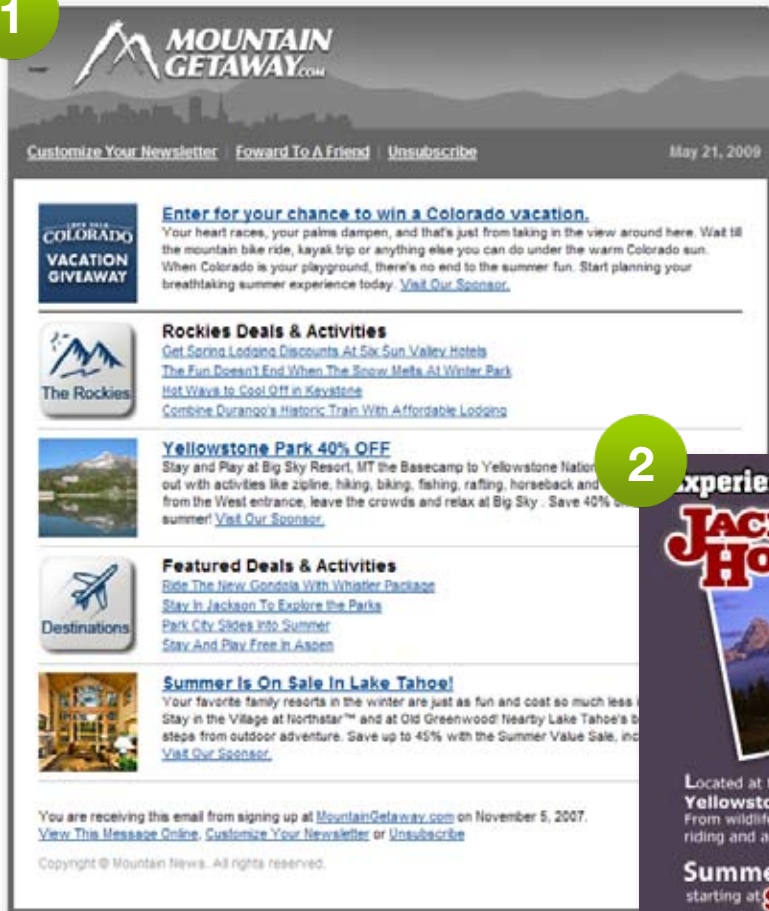
You could Win a BC Vacation Worth \$8,000

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 305,000 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 18

Effective January 2011

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>.

