

Consumer Interactive

CONSUMER INTERACTIVE PLAN NOTES

Broken out into categories: General/Lifestyle, Travel, Epicurean/Wine

Most opportunities are customizable based on partner needs

Refer to slide 3 on how industry partners can participate in loyalty leads program

Promotional opportunities include: BaltimoreSun.com and Conde Net

Contact Carey Mosser for questions regarding rationale behind the various opportunities

Contact sales reps for more details on each opportunity and to find out how packages can be customized

CONSUMER WEB CO-OP- General, Lifestyle

BALTIMORESUN.COM

Contact: Courtenay Roy 410.332.6337 croy@baltimoresun.com

Geo-Target: Baltimore

Unique Monthly Visitors: 2.5 million

Demographics: 40% 35-54, 60% HHI \$75K+



Details: "Which Virginia Destination do you Love?" Virtual Video Contest



Presenting Sponsor receives: Free video production, online contest with video tour, video cubes and leaderboards section and daypart targeted, exposure in Admail promoting contest, logo inclusion in 12x print ads promoting contest in Sunday Travel, logo on contest splash page. Partner must provide vacation grand prize package to be included in contest. *Limited 4 partners per flight. (\$5,000 net per flight.)

Sponsor Partner receives: Leaderboards section and daypart targeted, logo inclusion in 12x print ads promoting contest in Sunday Travel, logo on contest splash page. Partner must provide runner up prize package. *Limited 5 partners per flight. (\$2,730 net per flight.)

Partners can also run their own branding banner campaign with their own flights starting at \$495/month as well as Admail E-blasts to 30,000 recipients for only \$600.

Highlights: Video can be reused by partners at no extra charge. Leads shared with sponsors.

Flights:

March-May 2009

September-November 2009

See rep on how you can customize your package with VTC

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CONSUMER WEB CO-OP- General, Lifestyle

WORLD NOW

Contact: Jaclyn Siebers 212.389.5161
jsiebers@worldnow.com



Details: Online television news station network offers traditional and pre-roll advertising.



Unique Monthly Visitors: 4,837,000

Geo-Target: Baltimore, Richmond, Roanoke, Norfolk, New York, Philadelphia, Pittsburgh, Raleigh, Washington, DC, Charlotte

Demographics: 46% 35-54, 57% HHI \$60K+, 51% female. Strong reach for people at work checking news/weather

Packages A & B: 300x250, 728x90, Pre-Roll Video (:05, :10 or :15 seconds), Custom Content Integration, Promotional Text Units (\$10,000 or \$7,500 net per month depending on impression levels)

Package C & D: 300x250, 728x90, Pre-Roll Video (:05, :10 or :15 seconds) (\$5,000 or \$3,000 net per month depending on impression levels)

Package E: 300x250, 728x90 (\$1,500 net per month)

Highlights: Packages flexible for partners. Partner geo-targeting, timing, and impression levels can vary based on individual needs. **PACKAGES ARE CUSTOMIZABLE.**

Flights:

March-April 2009

September-October 2009

March-April 2010

**See rep on how you can customize your package with VTC*

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CONSUMER WEB CO-OP- General, Lifestyle

WASHINGTONPOST.COM

Contact: Terri Mays 703.469.2681

Terri.Mays@wpni.com

washingtonpost.com

Details: Co-Op includes Virginia exclusive e-mail blasts to 225,000 registered users. *Limit 12 partners per e-mail. (\$750 net per e-mail listing)

Registered Opt-In Travel E-Mail Users: 225,000

Geo-Target: DC, Philadelphia, Pittsburgh, Baltimore, Raleigh, New York, Virginia

Demographics: 72% of users HHI \$75K+, 74% ages 25-54

E-Mail Co-Op Dates:

February 10, 2009 (Buy Down)

April 7, 2009 (Buy Down)

September 8, 2009 (Buy Down)

April 6, 2010 (Buy Down)

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CONSUMER WEB NON CO-OP- General/Lifestyle

SCOUT

Contact: Terri Mays 703.469.2681

Terri.Mays@wpni.com

Details: Female targeted weekly e-mail written by the fashion and style reporters of Washingtonpost.com and promotes DC lifestyle, travel and entertainment.

Subscribers: 40,000

Distribution: Washington DC

Demographics: 98% female, 25-44

NON CO-OP however partners are invited to contact the rep to inquire about individual advertising opportunities.



CONSUMER WEB CO-OP- Travel/Epicurean



epicurious

CONDE NET: **CONCIERGE.COM & EPICURIUS.COM**

Contact: Chelsea Argo 212.790.5100

Chelsea_argo@condenet.com

concierge.com



Unique Monthly Visitors: Concierge 2,000,000; Epicurious 3,000,000

Geo-Target: Concierge National; Epicurious East of Mississippi

Demographics: Concierge 65% female, 80% A35+, 58% HHI \$75K+; Epicurious 71% female, 85% A35+, 55% HHI \$75K+

Details:

Concierge.com features in-depth, authoritative destination guides, inspirational photos and videos, exclusive web content from Conde Nast Traveler and the latest suite of interactive tools to help readers make smart travel decisions. includes trip planning ideas and destination information.

Epicurious.com is THE destination on the web for people who love to eat. Covers all things culinary, including recipes, entertainment and culinary travel and was the 2008 James Beard Award Winner for Best Food Website.

The “Virginia is for You” sweepstakes will run in September-October 2009 with the overall general campaign running in the Spring ('09 & '10). The program showcases the state’s top outdoor, culinary and historical and cultural attractions to generate leads.

***Continued on next slide**

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CONSUMER WEB CO-OP- Travel/Epicurean

CONDE NET: CONCIERGE.COM & EPICURIOUS.COM

The “Virginia is for You” sweepstakes will run in September-October 2009 with the overall general campaign running in the Spring. Sweepstakes showcases the state’s top outdoor and historic attractions to generate leads. Ad units will rotate offering various trips for users to enter to win through a microsite through Conde Net.

Co-op Partners that also want to be Promotional Sponsors will be invited to sponsor the 3 flights at a buy down rate of \$7,500 total. This sponsorship will include:

- 375,000 impressions in Ultimate Travel Picks E-Newsletter with Concierge.com
- Roadblock in Featured Ultimate Travel Picks E-Newsletter with Concierge.com
- 300x250 & 728x90 impressions running on Concierge.com & Epicurious.com
- Prize sponsorship opportunity- donate a trip for the “Virginia is for YOU” sweepstakes running in September-October 2009 on both Concierge.com & Epicurious.com
- All rotating ad units paid for by VTC during that fall flight will promote the sweepstakes giving participating partners an additional 2,442,000 bonus impressions by driving users to the sweepstakes page where partners will have logo and recognition as sponsor
- Leads will be shared with participating partners.

**Limit 3 partners for buy down rates. Partners are encouraged to sign up prior to the Spring 2009 flight.*

**Standard co-op rates are available at \$15,000 for the entire campaign.*

Flights:

March-April 2009 BUY DOWN

September-October 2009 (Virginia is for YOU Sweepstakes)

March-April 2010

**See rep on how you can customize your package with VTC*

CONSUMER WEB CO-OP- Cost Per Lead

EBRAINS

Contact: Mary Lewis 804.231.7994
mlewis@ebrainsinc.com



Details: eBrains is VTC's lead generation partner. Partners are invited to participate in an integrated program with eBrains based on individual needs and budgets.

Option 1: Lead Generation. Includes shared leads and/or unique leads. Cost varies based on guidelines (geo-targeting, type of lead, etc.)

Option 2: E-Mail Marketing. Inclusion in VTC's monthly e-newsletter or customized e-mail solutions.

Option 3: Search Marketing. Includes search engine optimization and pay per click search marketing

Option 4: Content Development. Includes the development of an electronic guide and the Hastings video option.

Flights:

Based on individual partner needs.

**Please see rep for more details on each option.*