GRAPEVINE TEXAS
AGED TO PERFECTION®

Grapevine Convention & Visitors Bureau
Online Advertising Media Kit
www.GrapevineTexasUSA.com

Each year, millions of visitors rely on the official website of the Grapevine CVB, GrapevineTexasUSA.com, to help this highly targeted travel-oriented audience decide how to spend their money for hotel rooms, dining, entertainment, unique adventures and corporate meetings.
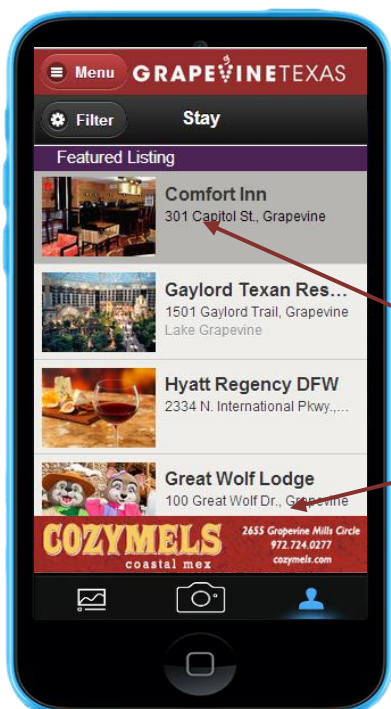
OVER 1,400,000 USERS visit GrapevineTexasUSA.com each year, viewing over 5,000,000 pages of information. They are on our website for one primary reason: they expect to visit our communities and spend money while doing so, enjoying all the diversity & richness our region has to offer.

NEARLY 72% OF USERS are new to GrapevineTexasUSA.com. If you're an advertiser, this means just one thing – these online visitors represent new business and new customers for you.

IMPRESSIVE ADVERTISING PERFORMANCE is enjoyed on GrapevineTexasUSA.com because you're showcased in front of your perfect "ready-to-spend" customers. That's why advertising click-through rates (CTR) on travel sites like GrapevineTexasUSA.com are typically *3 to 6 times the national average* – or higher – than banner advertising on other sites like Google or Yahoo.

A MOBILE PRESENCE, TOO, is available. That's critically important since mobile phone & tablet users may be in our area and want to book a room, dine out or be entertained *right now!*

RESULTS frequently reported by advertisers on travel sites like GrapevineTexasUSA.com indicate that such websites quickly become the top referring website to their own….and hotels report ROIs of $4 - $6 in bookings, and more, for each $1 invested. That's powerful advertising!

DROP-DOWN BANNER

HEADER IMAGE

TEXT LINKS

FEATURED LISTING

RUN OF SITE BANNER

HOME PAGE BANNER

FEATURED LISTING

ROS MOBILE BANNER

FEATURED LISTINGS
Hotels: $300/Mo.
Restaurants + Shopping: $125/Mo.
Things To Do: $175/Mo.

MOBILE FEATURED LISTINGS
Hotels: $125/Mo.
Restaurants + Shopping: $75/Mo.
Things To Do: $95/Mo.

"SPOTLIGHT" TEXT LINKS
$50/Mo. – 5K Impressions
$90/Mo. – 10K Impressions
$200/Mo. – 25K Impressions

BANNERS
300 X 250 Home Page $300/Mo.
219 X 200 ROS $150/Mo.

MOBILE BANNER (320 X 50)
Banner: $250/Mo.

HEADER IMAGES (680 X 360)
Price Varies by Page
$300/Mo. - $1200/Mo.

DROP DOWN BANNERS
Price Varies by Menu Location
$300/Mo. - $500/Mo.

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