

# Why ExploreAsheville.com?

Each year, nearly 5 million people rely on [www.ExploreAsheville.com](http://www.ExploreAsheville.com) to learn more about the area and make spending decisions -- where to stay, what to do and where to dine. Traffic to the site also represents the more than \$4.4 million in net advertising spent to encourage interest and visitation.

Now, for the first time with the newly redesigned Web site, your business has the opportunity to complement your free listing and drive even more traffic to your site with new advertising opportunities.

## About DTN

The advertising program will be managed by Destination Travel Network (DTN), a division of Simpleview, Inc., the web developer for the Asheville Convention & Visitors Bureau. DTN has more than seven years of experience helping more than 100 North American tourism websites like [ExploreAsheville.com](http://ExploreAsheville.com) with their online advertising programs. Our DTN staff works closely with you to provide individualized, tailored online and mobile advertising programs that meet your specific needs.

## About The Program

The following pages outline specific advertising placements that range from sponsored stories on the home page to page sponsors and sponsored listings on select pages. Advertising sales begin in late October.

To schedule, your individual advertising consultation, please contact Lia Wik at [lwik@destinationtravelnetwork.com](mailto:lwik@destinationtravelnetwork.com) or call 520.989.8071

## Benefits

- The DTN team will work directly with you to produce a customized ad with copy that will stand out and attract referral clicks.
- Advertisers with diverse online programs can expect Program CTRs (Click-Thru Rates) that are 1%-4%, or more, compared to an internet average of just .1% for display advertising.
- Performance reports are available from your DTN Account Executive that provide the number of times your ad was seen, the number of referral clicks to your business and the CTR.
- Mobile advertising will be offered to better capture the attention of the more than 50 percent of users searching via mobile and tablets.
- An opportunity for seasonal and other updates to your advertising content.
- Advertising representatives who can help you maximize your advertising presence on [ExploreAsheville.com](http://ExploreAsheville.com).

# Destination Travel Network & Explore Asheville

Online Advertising Media Kit | [www.ExploreAsheville.com](http://www.ExploreAsheville.com)

## Home Page Sponsored Stories

Enjoy a top-of-the page, highly visible presence to tell your specific story or promote your special event.

- Photo (640x290 Pixels)
- Live Title, Text, & Link
- \$500/mo

## Page Sponsors

Secure your premium placement on category-specific pages for premium visibility.

- Photo (480x360 Pixels)
- Live Title, Text, & Link
- \$100/mo

## Run Of Site Banners

Be seen on nearly every page of the website with your "Run of Site" banner including a one-click link to your website.

- Photo (300x250 Pixels)
- Live Title, Text, & Link
- \$150/mo (10,000 impressions)
- \$250/mo (25,000 impressions)

The screenshot displays the Discover Asheville website interface. At the top, there's a navigation bar with 'DISCOVER' in a stylized font, followed by dropdown menus for 'All See & Do', 'All Categories', and 'All Regions', and a 'Search' button. Below this is a 'sponsored stories' section featuring two stories: 'Escape to the Mountains with Greybeard Rentals' and 'Navitat - Blue Ridge Experience'. A large banner for 'Fall in the Mountains' features a quote from Dr. Howard Neufeld and a 'Learn More' button. Below the banner are four smaller sponsored stories: 'Asheville Hiking Guide: The Trail Starts Here', 'Down on the Farm', '17 May' event, and 'Coupons/Deals Headline'. A 'PROFILE' section for Mehrezwan Izran, Chai Pani, MG Road, & Buxton Hall, includes a photo and a 'Meet the Foodtopians' button. At the bottom, there are three small banners for 'Biltmore House & Gardens' and 'Grand Condo Park Inn'.

**DISCOVER**

All See & Do All Categories All Regions

Search

← sponsored stories →

**Escape to the Mountains with Greybeard Rentals**  
Greybeard Rentals is proud to share with you the finest Asheville Cabins and vacation rentals in Black Mountain, Meander and the surrounding Asheville area. Each of our North Carolina Vacation Rentals is fully equipped and lovingly furnished... [read more](#)

**Navitat - Blue Ridge Experience**  
Experience the Blue Ridge Mountains on our tree-based zipline adventure that thrills, educates and inspires! World-class adventures in a truly spectacular setting... [read more](#)

**Fall in the Mountains**  
Asheville is fortunate to have one of the most dramatic displays of fall foliage in the country. Extreme elevations, and more than 100 species of deciduous (leaf shedding) trees, give the Blue Ridge Mountains one of the longest and most vibrant leaf seasons. But what constitutes a great fall color year, and how do experts predict peak times to see color? Scientists are beginning to unravel the mysteries of fall, and what they've discovered may surprise you. [Learn More](#)

**Asheville Hiking Guide: The Trail Starts Here**  
by Joanne O'Sullivan  
Thousands of miles of trails twist, meander, dip and climb... [more](#)

**Down on the Farm**  
by Asheville Insider  
Family farms abound in around Asheville - and Fairview... [more](#)

**17 May**  
Event Headline. It could be two lines, that fit here, possibly.  
Event Location  
Date/Time  
Cost  
[View all Events](#)

**Coupons/Deals Headline. It could be two lines, possibly.**  
Coupon Attraction/Accommodation name  
Fandrame  
[View all Deals](#)

**PROFILE**  
"Stop anybody in the street and ask them how they got here; it's always an amazing story."  
MEHREZWAN IZRAN, Chai Pani, MG Road, & Buxton Hall  
[Meet the Foodtopians](#)

**Biltmore House & Gardens**

**Grand Condo Park Inn**



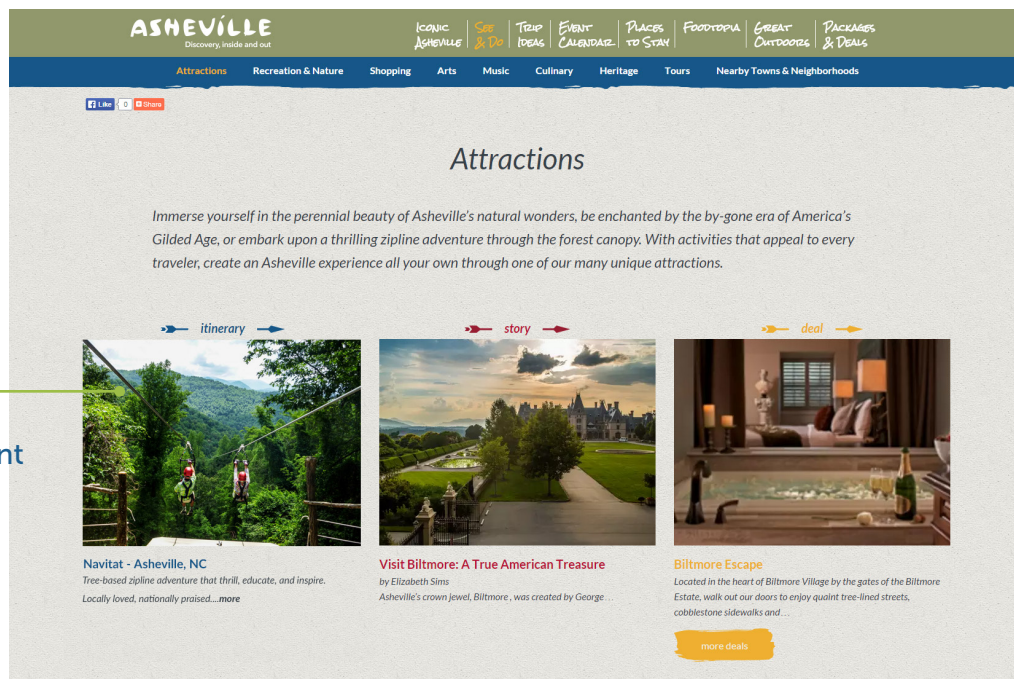
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## Page Sponsors

Secure your premium placement on category-specific pages for premium visibility.

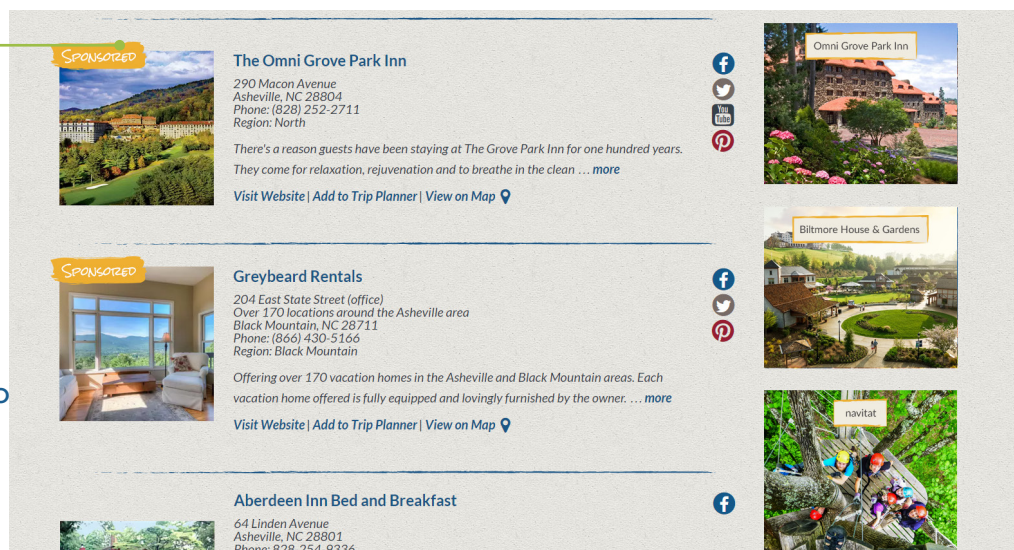
- Photo (480x360 Pixels)
- Live Title, Text, & Link
- \$100/mo



## Sponsored Listing

Stand out from the crowd and ensure your business is at the top of the listings within your category!

- Photo (240x240 Pixels)
- Live Title, Text, & Link
- Where to Stay \$500/mo
- Cabins & Cottages \$400/mo
- Hotels & Resorts \$300/mo
- Bed & Breakfast \$150/mo
- Restaurant \$150/mo
- Outdoor Section \$150/mo
- See & Do Section \$150/mo

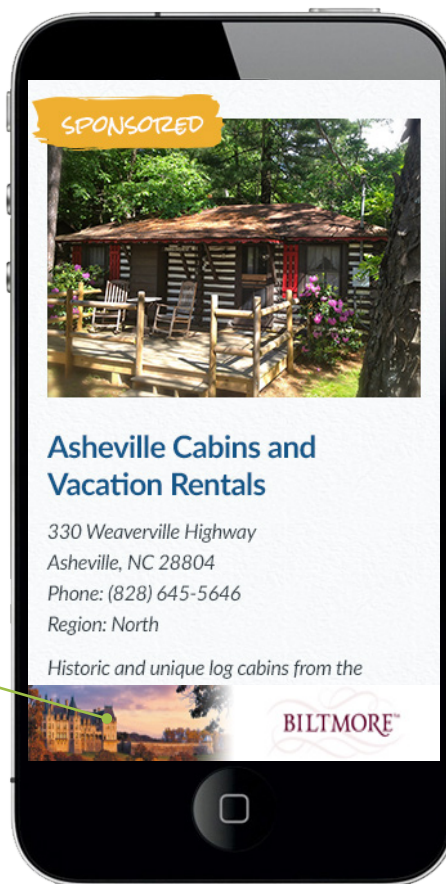


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Online Advertising Media Kit | [www.ExploreAsheville.com](http://www.ExploreAsheville.com)



Responsive website design allows advertising to display on multiple devices.



## Mobile Banner

Give ready-to-spend visitors one-click mobile access to your business and enjoy industry-leading click-thru rates!

- Photo (320x50 Pixels)
- Live Title, Text, & Link
- \$200/mo



For pricing and program details: [advertising@DTNads.com](mailto:advertising@DTNads.com)