Engage consumers when they are ready to book...

- New mobile-optimized features: fully searchable listings, intuitive navigation, and social interface
- Exceptional referrals: ten times the average click-through rate for paid advertisers

Exclusive Benefits
- Direct links to your site, no third party commissions
- Rotate creative at any time for specific promotions/campaigns

Increase in travelers and travel booking revenue (June 2017 compared to June 2016)

<table>
<thead>
<tr>
<th>Number of travelers</th>
<th>Accommodation &amp; flight searches</th>
<th>Accommodation and flight bookings</th>
<th>Total number of nights</th>
<th>Users on website</th>
</tr>
</thead>
<tbody>
<tr>
<td>2% ↑</td>
<td>15% ↑</td>
<td>11% ↑</td>
<td>11% ↑</td>
<td>200% ↑</td>
</tr>
</tbody>
</table>

Ads served on all platforms: mobile, desktop, and tablet
- Ads run across all categories of a premium page
- Great exposure – over 1.7 million annual visits
- Engaged users – average of 2 pages viewed per visit

Bonus Exposure
- Featured Business Listing on the website
- Sponsored content in Consumer Newsletter (1 per year)

AD SPECIFICATIONS
- Web ads must be submitted complete and ready to upload to website. Format must be .gif, .jpg, or .html5.
- The maximum file size is 100kb.
- Please provide a click-through link with the ad.
- Rates quoted do not include ad production.

THE OPPORTUNITY
- Be one of 12* exclusive paid ad spaces at $12,000 each for 12 months – that's only $1,000 per month!

*Ads will be ROS across the entire site and IDT reserves the right to add promotional banners from time to time.

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