

**enjoyillinois.com**

# Advertise on enjoyillinois.com

### 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

- 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)

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



**2% ↑**

Number of travelers



**15% ↑**

Accommodation & flight searches



**11% ↑**

Accommodation and flight bookings



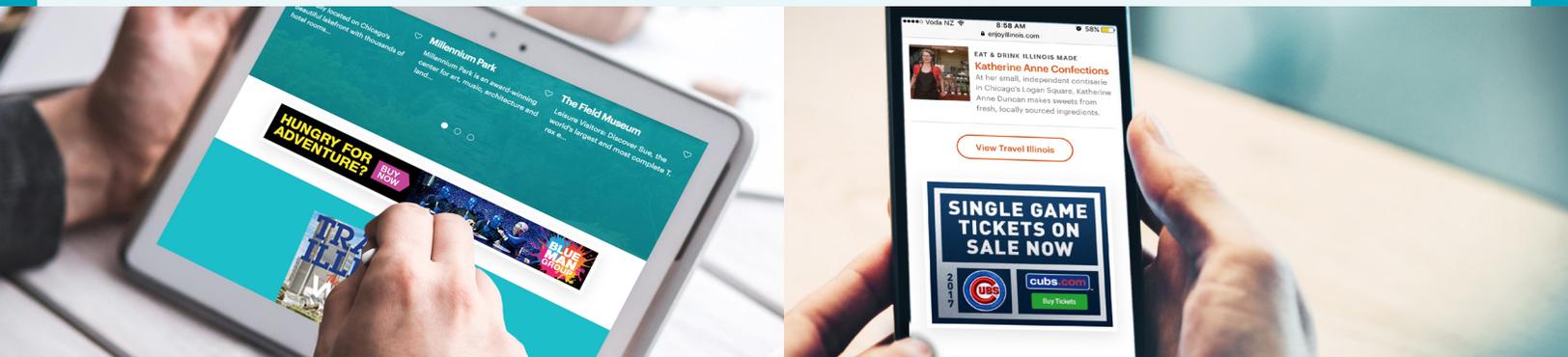
**11% ↑**

Total number of nights



**200% ↑**

in users on website



### 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 IOT reserves the right to add promotional banners from time to time.

