

YANKEEFOLIAGE.COM

Sponsorship Opportunities

YANKEE
NEW ENGLAND'S WEB SITE

SPECIAL YANKEEFOLIAGE.COM MICROSITE: AUGUST – NOVEMBER 2012

Powered by a combination of current technology and more than 75 years of expert knowledge about New England travel, YankeeFoliage.com is the source for comprehensive fall travel planning. For everything New England — the do's and don'ts of autumn travel, foliage drives, photography tips, foliage photos, fall facts, hotline phone numbers, and up-to-date forecasts — foliage enthusiasts go to YankeeFoliage.com to make their fall travel plans.

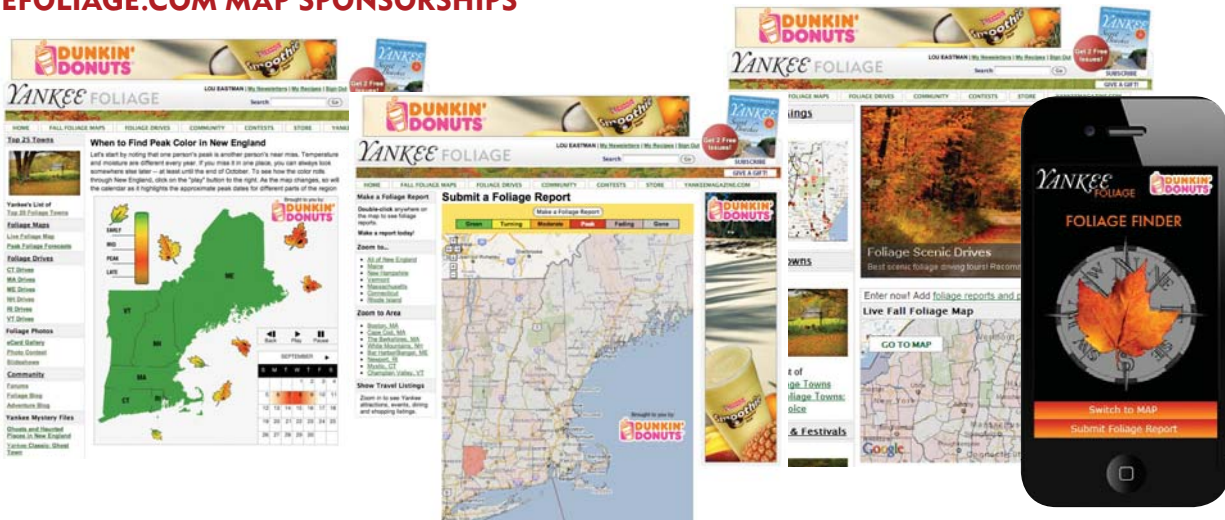
Get your advertising message seen during one of the most popular travel seasons in New England. Advertise on YankeeFoliage.com this fall.

AUGUST – NOVEMBER YANKEEFOLIAGE.COM TRAFFIC:

Unique Visitors: 227,307 **Pageviews: 959,463** **Time on site: 3.12 minutes**

Source: Google Analytics December 2011

YANKEEFOLIAGE.COM MAP SPONSORSHIPS



Map sponsorship features your logo prominently displayed on the Home Page Map, Live and Peak Foliage Maps, and Leaf Peep Mobil App with over 11,000 downloads— all linking directly to your Web site and delivering over 1.2 million impressions from August through November.

RUN OF SITE: Advertising Units: Leaderboard – Medium Rectangle – Skyscraper (all sizes required for ROS program)

RATES	ONLINE	ONLINE & PRINT
MAP SPONSORSHIP	\$9,600 NET	includes 1/2 page in Sept/Oct Yankee Magazine \$13,810 net*
300,000 ROS IMPRESSIONS	\$4,380 NET	includes 1/3 page in Sept/Oct Yankee Magazine \$6,680 net*
150,000 ROS IMPRESSIONS	\$3,040 NET	includes 1/6 page in Sept/Oct Yankee Magazine \$3,910 net*

*Print advertising qualifies for Yankee Clicks, Yankee's Reader Service delivering bi-weekly leads via e-mail

RESERVATIONS & MATERIALS DUE:

ONLINE: SPONSORSHIP RESERVATIONS:JULY 9, 2012
ONLINE: ROS RESERVATIONS:3 WEEKS PRIOR TO RUN DATE
PRINT: SEPT/OCT YANKEE MAGAZINE MATERIALS:JULY 9, 2012

For more information, contact Sales at
800-736-1100, ext. 149 or **LauraT@Yankeepub.com**

YANKEEMAGAZINE.COM
 yankeemagazine.com/adinfo