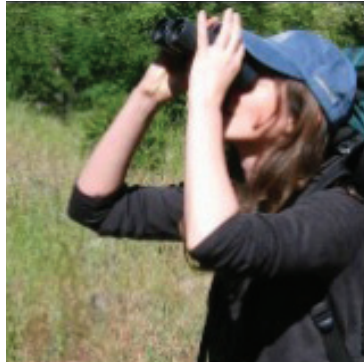


WASHINGTON

OREGON

BRITISH COLUMBIA



northwest
TripFinder
favorite places, inspired getaways.

>> Media Kit
2012

206.696.4844

lauren@nwtripfinder.com

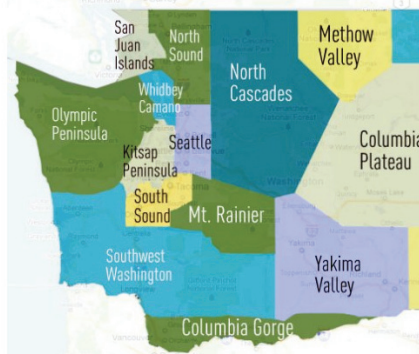
www.nwtripfinder.com

Northwest TripFinder

inspires independent travelers through personal trip stories, shared finds and budget-friendly adventures.

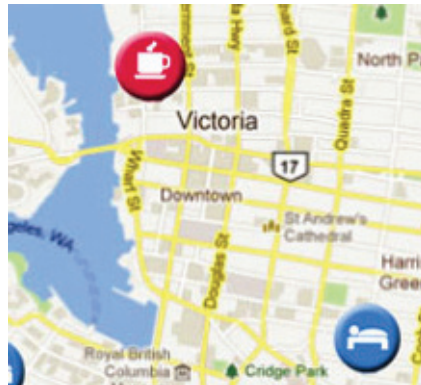
Regional Information

Where do you want to explore in Washington? Click a region to



Where are you traveling to? Northwest TripFinder features region-level travel info for Oregon, Washington and British Columbia. We will add Idaho to our website in 2013.

Interactive Maps



Our great content, like blog posts, trip guides and hotel reviews, is anchored onto Google maps so users can quickly access region-based content for where they plan to travel. Sponsored listings are anchored this way, too.

Trusted Recommendations



From the best independent inns to where to taste craft cider, our readers have come to depend on and trust our travel recommendations. We're an authentic voice with seasoned travel experience, and that's just what travelers want.

Great Content Every Week

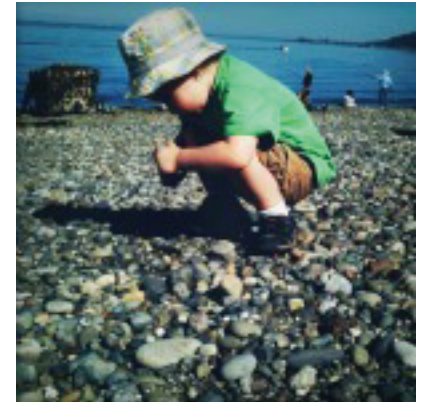
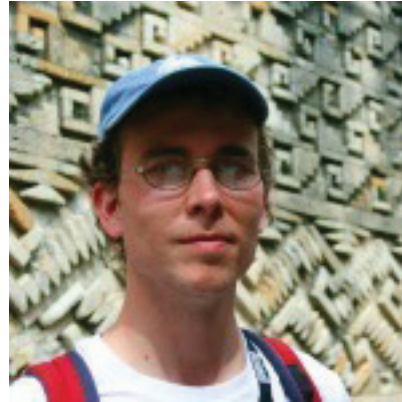


Our website has three blogs about local travel in the Pacific Northwest. We post 2-3 blog posts every week, so there is always fresh content. Our blogs are:
Northwest Cheapsleeps
Tasting Cascadia
Mossy Boots

THE ONLY PACIFIC NORTHWEST TRAVEL WEBSITE THAT INTEGRATES SPONSORED CONTENT INTO INTERACTIVE MAPS!

Northwest TripFinder | Media Kit 2012

About Us



Northwest Tripfinder brings travelers fresh inspiration and useful advice for planning their independent travel in the Pacific Northwest and British Columbia.

For years, our family has visited the wine regions and fossil beds of Oregon, explored in the Cascades of Washington, and beachcombed in British Columbia. We love sharing the hidden wonders of local places and inspiring local getaways.

We believe that regional travel is the backbone of our tourism economy, and tourism is one of our region's biggest economic engines. One of the reasons we started Northwest Tripfinder was because we are passionate about supporting local and sustainable tourism. We really love this place and want to see our region's economy thrive in a way that is sustainable and protects our nature and cultures.

>>who we are

Lauren Braden is the founder, writer and editor of Northwest TripFinder. *My background as a longtime non-profit communications director brings my honed marketing and engagement skills to this website, and a genuine passion for connecting with people.*

Brian Hosey is the co-pilot and technology guru of Northwest TripFinder. *It's great fun to co-create this website where we can share our travels with others and inspire them to get out and explore. Our website uses Wordpress, a powerful and flexible content management system and a great technology tool for engaging people.*

Isaac is the 3-year old geologist.

Our Audience

Northwest TripFinder has a very niche, targeted audience. Over 85% of our readers live in the Pacific Northwest (see right) and they travel locally, a lot. This means that your marketing efforts to reach savvy local travelers will be very well-spent. Our readers are hungry for suggestions on lodging, destinations, itinerary ideas and more. That's why they come to our website and read our stuff.

Our readers travel locally, often. Over half of them take four or more local getaways that span 2-4 days each year. Their travel tastes range from budget to luxury.

Below is some information on our traffic you may find useful. Our traffic is steady throughout the year, though bumps up a bit April - September.

Web Stats (as of March 2012)

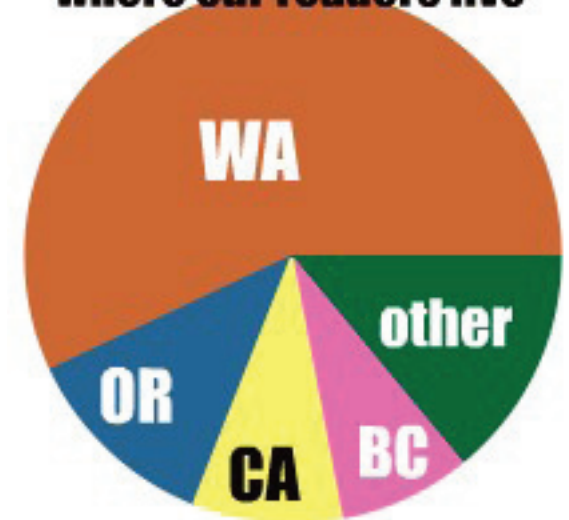
- We average 10,000 pageviews per month.
- Our website is Google Page Rank 4.
- Our traffic sources are 50% search, 30% referral and 20% direct.
- Top referrers in order are Facebook, Twitter and Pinterest.

Social Stats

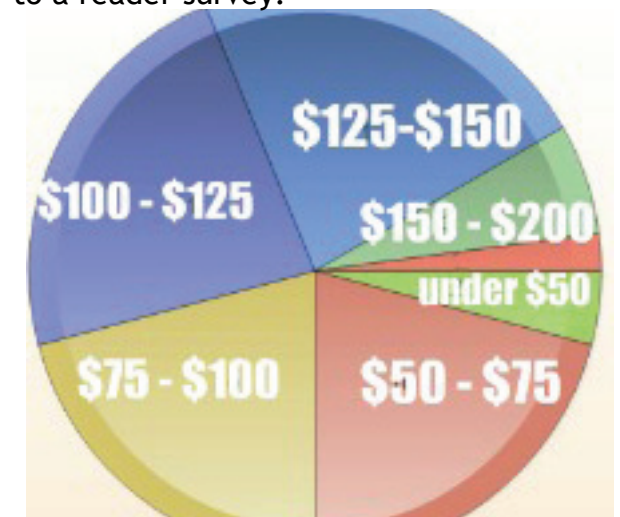
- We're most active on Facebook and Twitter.
- As of April 2012, we have 520 fans on Facebook.
- As of April 2012, we have 2300 followers on Twitter. Many of these are other local travel and lifestyle bloggers--an influential bunch.
- Our "Klout" score is 49.

Fun Fact: 85% of Northwest TripFinder readers have a valid passport.

where our readers live



What they typically spend on lodging per night on local getaways, according to a reader survey:



More on Our Audience

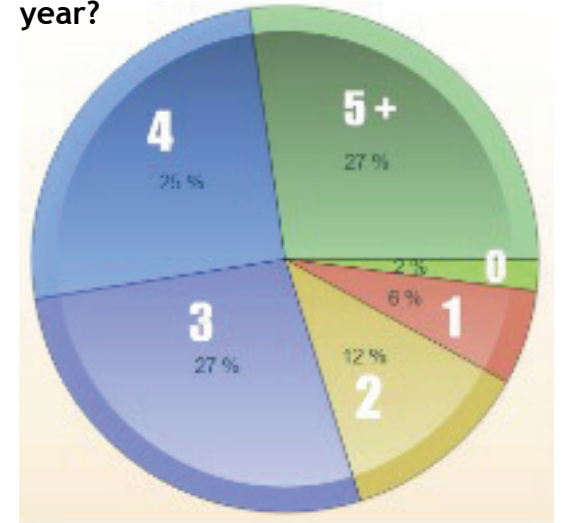
We asked, and our subscribed readers answered. The word clouds below were created from real survey results of our readers in 2011. The larger the font, the more frequent the answer.



WHERE THEY WANT TO TRAVEL in 2012:



How many local getaways (2-4 days long) did you take in the past year?



What resources did you consult when planning your last getaway?



Editorial Calendar 2011-2012

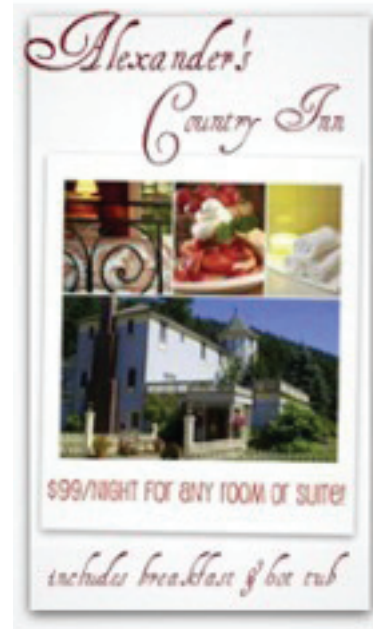
Northwest TripFinder's dynamic content is a mix of feature stories, trip reports, travel news and trends, reviews and more. We follow a general editorial calendar for our content, but cover much more than what is below.

	feature topics	homepage region spotlight
jan	skiing Crystal, Seattle sushi, cheesemaking	Qualicum Beach area, BC
feb	romantic getaways, stormwatching	Olympic Coast, WA
mar	art in nature, Seattle must-dos	Seattle, WA
apr	camping, rustic getaways, seaside cottages	Olympic Peninsula, WA
may	kayaking, visiting farms, green inns	Kitsap Peninsula, WA
jun	travel by transit, wildflower hikes, Portland must-dos	Portland, OR
jul	summer road trips, vacation rentals, lavender farms	Whidbey Island, WA
aug	paddleboats, family camping, fall foraging	Mt. Rainier, WA
sep	fall rafting, larch hikes, food carts	Bend / Central OR
oct	pumpkin patches, spooky trains, harvest time	Central Willamette Valley, OR
nov	travel with pets, winter wine tasting	Vancouver and Richmond, BC
dec	hut to hut skiing, craft beer and cider	Hood River, OR

Promotion Platforms

1. SPONSORED LISTING

Fully integrated with our editorial content, sponsored listings put your business right in front of travelers planning a trip to your region.



2. DISPLAY AD

Don't mess around - get right in front of travelers! Build strong recognition and credibility for your brand, service or event with an online ad on Northwest TripFinder or in our monthly email newsletter.

3. FEATURED EVENT

Local travelers are looking for great things to do -- help them find your event or festival. Listings are free, but get massive exposure for your event by being a Featured Event.



4. GIVEAWAY

Sponsoring a giveaway gives your business very dedicated attention and massive promotion through our website and social media. *For sponsors only.*

Sponsored Listings



northwest
TripFinder
favorite places, inspired getaways.

PLACES >> Oregon | Washington | British Columbia

Gaslight Inn

THIS LODGING LISTING IS SPONSORED BY
GASLIGHT INN
1727 15th Ave
Seattle WA 98122
[map and directions](#)

206-325-3654 | gaslight-inn.com

lodging type: B&B
rate: \$98-168 USD
features: - wifi - fireplace in room - p
bath - breakfast included- swimming |

Description: Gaslight Inn is convenient
also happens to be closest to the cent
Seattle's main attractions including P
metro bus ride away.

Amenities: The comfortable and unqi
refrigerator and television. Many room



The map shows the location of Gaslight Inn in Seattle, near Capitol Hill. A callout box on the map reads: "Gaslight Inn. The Gaslight Inn is conveniently located on Capitol Hill, Seattle's most exciting neighborhood."

If you want lasting impact for your lodging, winery, tourism organization, eatery or guide service, buy an annual sponsored listing on Northwest TripFinder.

Many travel websites offer sponsored listings, but ours are different and the best value you'll find anywhere!

Here's why:

Sponsored listings are fully integrated with our editorial content, not off in a separate directory somewhere.

Your listing gets the exact same exposure our blog posts get - they go out in RSS feeds, pop up as related content in relevant articles on our website, and are anchored to our regional TripFinder maps as icons (see example at left). In other words, we put your business right in front of travelers looking for places to stay and things to do in your region. Each sponsor also gets featured on our homepage for one week.

We're social! We actively promote your sponsored listing through social media to our Facebook fans and Twitter followers, on our Google+ page and through Pinterest.

DETAILS

A Sponsored Listing on Northwest TripFinder costs \$100 per year. That's about \$8 per month. You will not find a better return on investment for your marketing dollars.

*Click here to start your listing, or call us:
(206) 696-4844.*

We guarantee our Sponsored Listings are an excellent return on investment of your marketing dollars. If you are not satisfied with your listing, just tell us and we'll refund your money up to 30 days from your annual listing start date.

Display Advertising

Get REALLY noticed with a display ad on Northwest TripFinder.

ad sizes and rates

Each advertising slot is sold on a per-month basis. We don't require a minimum commitment of months. Discounts are granted for multiple-month ad purchases, however (10% off for 3x, 20% for 6x, 30% for 12x). All display ad purchases include:

- a static image ad placed on many pages throughout the site
- a post about you on Facebook
- a post about you on Twitter

FILE SPECIFICATIONS

RGB color, 72 dpi

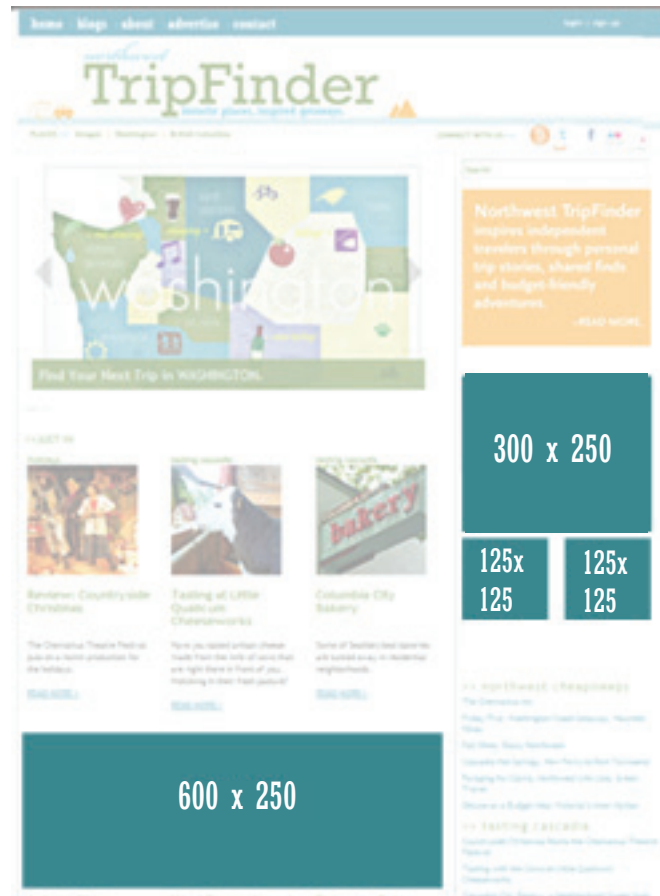
we can make these adjustments no charge

TO HAVE A WEB AD BUILT

Add \$20 to the rate.

** Our standard ad size, the large tile, is set at \$10 CPM based on our website pageviews averaged over the past three months, and is therefore subject to change. CPM stands for "cost per thousand impressions." Note, the Footerboard appears on the homepage only.*

Businesses with Sponsored Listings on Northwest TripFinder receive 10% off Display Advertising.



RATES	width (pixels)	height (pixels)	Monthly rates*
Large tile	300	250	\$100
Small tile	125	125	\$60
Footerboard	600	250	\$50

email newsletter

Northwest TripFinder sends our most dedicated readers a free, monthly email newsletter highlighting our best content for their travel planning. Email newsletter sponsorship means dedicated, prominent ad space, where you are the *only* advertiser.

This includes:

- 2 static images - banner at the top of the newsletter and ad in the sidebar (see orange in example)
- A reminder at the end of the e-mail with link
- Prime attention from our most loyal readers who trust our content when planning their trips
- You can add an exclusive giveaway for free to generate even more attention
- Mention and link to you on our Facebook & Twitter

Exclusive sponsorship for one issue of our monthly email newsletter is \$100.



Contact Us

Northwest TripFinder

LAUREN BRADEN
founder & editor

206.696.4844
lauren@nwtripfinder.com
www.nwtripfinder.com

FACEBOOK.com/nwtripfinder
TWITTER.com/nwtripfinder

