



## U.S. National Forest Campground Guide ([www.forestcamping.com](http://www.forestcamping.com)) Advertising Rate Sheet

### Advantages to advertising on forestcamping.com:

- Your message is delivered to a specific target audience - campers of all types.
- Your brand will break through, using ad placement, to a whole new audience.
- Your message will be delivered in a “non-cluttered” environment with few distractions.
- You can reach thousands of potential customers 24/7/365.
- Your message will be available to sophisticated web users.
- Your “reproduction cost” is zero.
- Your message has longevity, established in 1995, forestcamping.com is not a temporary website.

<b>2007 Website Totals - as of 11/06/07</b>
32,305,297 Hits
2,375,516 Pageviews
1,110,506 Unique Visitors

Type of Ad	Dimensions in pixels	Cost per month *	Cost per year
Tile	135 X 135	\$65	\$780 **
Tower	135 X 400	\$125	\$1500 **
Banner	Up to 638 X 60	\$140	\$1680 **
Business card ***	210 X 125	\$15	\$180
Concessionaire	N/A - text ad	\$25	\$300

\* Minimum of three months

\*\* Discount for 1-year advertisement

\*\*\* Business card advertisements are placed on a campground description page only.

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