

ROCKY MOUNTAIN INTERNATIONAL

RMI WEB ADVERTISING PROGRAM

REACH THE WORLD!



WHO IS ROCKY MOUNTAIN INTERNATIONAL?

Rocky Mountain International (RMI) was formed in 1990 and coordinates international tourism activities for the state tourism departments of **Wyoming, South Dakota, Montana, & Idaho** -The Real America-as a region. Entering its 16th year of existence, RMI is committed to promoting international tourism activities for the Real America Region.

REACH THE WORLD WITH YOUR ADVERTISING!

Rocky Mountain International is pleased to offer affordable and targeted advertising opportunities on our completely updated and newly enhanced website. Our site, www.rmi-realamerica.com, has undergone a dynamic transformation this year, including fresh layout and design, as well as new content.

- The site is the web version of RMI's popular *Real America Guide*
- Primary response website for inquiries for information on travel opportunities to the RMI region
- Over 2 million hits per year
- Nearly 209,000 unique visitors per year and growing
- Presented in English, German, French and Italian.
- Directly linked to the state tourism websites of Idaho, Montana, South Dakota and Wyoming as well as the RMI Gateway Cities.
- Visitors will find a wealth of travel information, including itineraries that travelers can use when planning their trip to the Real America.

DID YOU KNOW?

- One European traveler spends on average of up to five times as much as Americans
- Europeans have up to five times as much vacation time as Americans
- European travelers often visit during 'shoulder' and off-peak times
- Europeans enjoy experiencing destinations that are 'off the beaten path'
- The British Pound and Euro currently have an extremely high value against the US Dollar



WHY ADVERTISE WITH RMI?

Reaching the Right Audience -

Your target audience is buyers throughout Europe who are logging onto the site because they are interested in booking packages to the RMI region.

Visibility -

The website receives over 2 million hits and nearly 209,000 unique visitors per year with monthly average visitors at just over 15,000

Value -

For as little as \$300 a year, you can get the word to as many as 209,000 online visitors

Year-Round Promotion -

For an entire 12 months, your ad will be just a click away!

HOW TO PARTICIPATE

Advertising opportunities start at just **\$150** a year, with prime banner ad positions available for **\$500** a year. Discounted rates are available for first time advertisers!

RMI Banner Ad Package:

- All ads are **LARGE banner** size (468 pixels x 60 pixels – jpg or gif)
- All ads will be **prominently displayed** at the top of every page
- Your banner ad will lead browsers directly to **YOUR** web site
- Price structure determined by **specific page placement** rather than random rotation
- Ads run for **1 YEAR** from post date
- Quarterly **stat updates** so you know the exposure you are getting

RMI Link Package:

- Your link will be **prominently displayed** on the right side of the page of your choice under the title “Related Links”
- Links within content are **available upon request**

PLACEMENT OPTIONS

Banner Ads:

Homepage (1 of 16 ads rotating in two slots).....**\$500**

Remaining Pages (2 slots).....**\$300**

Links:

Homepage.....**\$250**

Remaining Pages.....**\$150**

INCREASE YOUR INTERNATIONAL PRESENCE TODAY!

With the ever-increasing use of the World Wide Web as a travel research tool in our European target markets, the RMI web site is the perfect way to reach those travelers with your valuable information. With over 2 million hits and nearly 209,000 unique visitor sessions a year, the web site is an essential tool for you international marketing efforts.

INTERESTED?

See enclosed Insertion Order Form or contact:

Mathias Jung at mjung@rmi-realamerica.com or (307) 637-4977 ext. 112