

# 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](http://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 (145 pixels x 180 pixels – jpg or gif)
- All ads will be **prominently displayed** at the right 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](mailto:mjung@rmi-realamerica.com) or (307) 637-4977 ext. 112