

Budget Your Trip

About *Budget Your Trip*

BudgetYourTrip.com is an online travel resource that provides information about costs and expenses for destinations around the world. Consumers can view and research travel costs for their upcoming travel plans, or keep track of their expenses for their current trips.

The cost of a vacation has become increasingly important, not only in difficult economic times, but also as travel becomes accessible to a wider range of income demographics. Consumers want to travel, but they also want the best value. Our website attracts a captive audience of travelers who are actively planning their next trip while considering a variety of travel options, destinations, and brands. Most of our visitors are in the decision-making phase of planning their trips. Some have decided on specific destinations, and therefore are viewing the appropriate location-oriented pages on our site. Other visitors are currently traveling and researching specific details of their current or next destination. This provides a unique opportunity to present destination-specific brands to a captive audience in the process of making travel-related decisions.

BudgetYourTrip.com receives over 250,000 unique visitors per month, resulting in approximately 725,000 page views per month.

All advertising campaigns are also shared on Budget Your Trip's social media profiles.

Ad Placements and Offerings

Run of Site Rotation Ads include 300x250 rectangles on sidebars or within body content, 728x90 "wide banners" at the top of pages, and small banners in body content (468x60). Ads will be included in the standard rotation on all pages including destination areas, the front page, cost tracking application pages (for registered users), blog articles, and other supplementary pages.

Advertising Rates

Package	Sizes	Targeting	Max Ad Rotation	Monthly Rate
Run of Site	300x250, 728x90, 468x60	Entire Site	8	\$500 /month

Contact

For inquiries or ad purchases, contact Bryan Tighe at bryan@budgetyourtrip.com. Visit www.BudgetYourTrip.com for more information.

Ad Specifications and Sizes

Ad images must be in JPG or GIF format, or Flash, under 50k in size. When purchasing a package, provide the images specified below **and the click-through URL**. (Or provide links to the images if self-hosting.)

The BudgetYourTrip.com staff can create banner images upon request.

300x250 Rectangle

Width: 300 pixels | Height: 250 pixels | Size: 100 Kb or less | Format: jpg or gif, or Flash

728x90 Banner

Width: 728 pixels | Height: 90 pixels | Size: 100 Kb or less | Format: jpg or gif, or Flash

468x60 Small Banner

Width: 468 pixels | Height: 60 pixels | Size: 100 Kb or less | Format: jpg or gif, or Flash