



World Travel Planet
.com

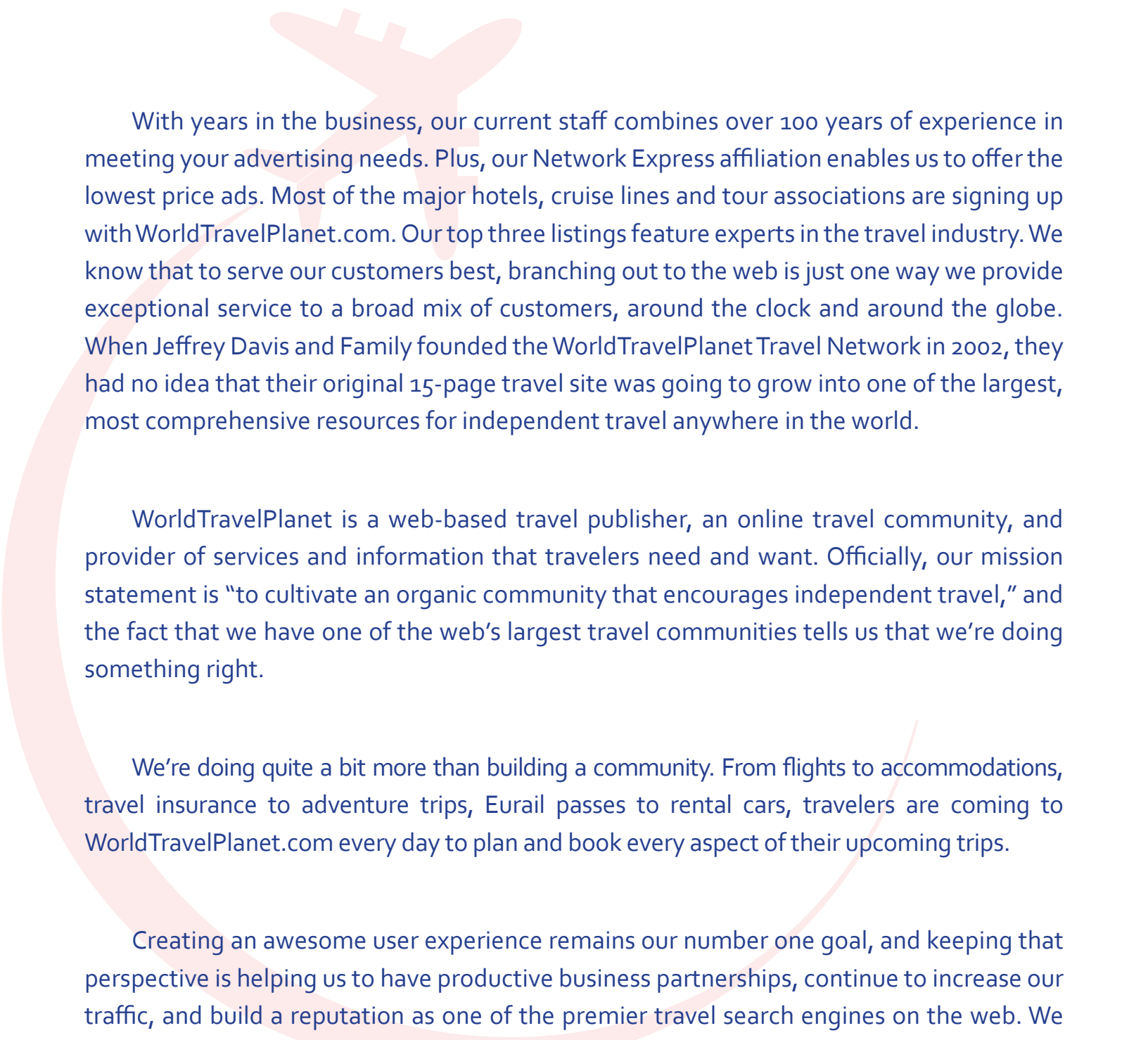
Don't Travel With the Rest! Travel with the Best!

WHY ADVERTISE WITH WORLDTRAVELPLANET.COM?



It's simple. We can put your brand in front of millions of U.S & Foreign travelers.

WorldTravelPlanet.com, founded in 2002, is a business that works to provide its customers with the highest quality travel advertising and consulting services. After all, travel advertising is a big investment of time and money, so you want to count on someone who knows how to make sure you get the most out of your advertising experience. As an advertising agency, WorldTravelPlanet.com focuses on leisure cruise agencies, vacation tour companies, and international travel companies. Let us handle the details for your ideal travel advertising!



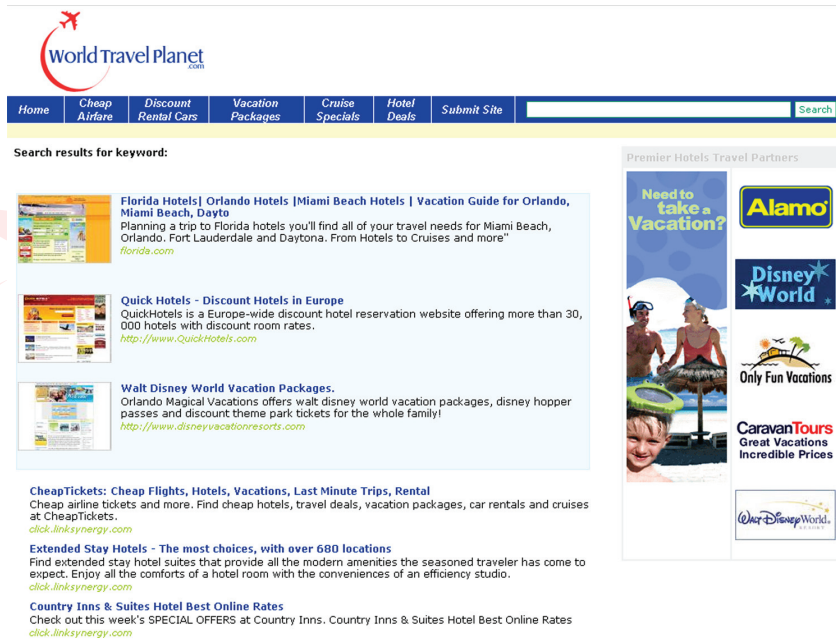
With years in the business, our current staff combines over 100 years of experience in meeting your advertising needs. Plus, our Network Express affiliation enables us to offer the lowest price ads. Most of the major hotels, cruise lines and tour associations are signing up with WorldTravelPlanet.com. Our top three listings feature experts in the travel industry. We know that to serve our customers best, branching out to the web is just one way we provide exceptional service to a broad mix of customers, around the clock and around the globe. When Jeffrey Davis and Family founded the WorldTravelPlanet Travel Network in 2002, they had no idea that their original 15-page travel site was going to grow into one of the largest, most comprehensive resources for independent travel anywhere in the world.

WorldTravelPlanet is a web-based travel publisher, an online travel community, and provider of services and information that travelers need and want. Officially, our mission statement is “to cultivate an organic community that encourages independent travel,” and the fact that we have one of the web’s largest travel communities tells us that we’re doing something right.

We’re doing quite a bit more than building a community. From flights to accommodations, travel insurance to adventure trips, Eurail passes to rental cars, travelers are coming to WorldTravelPlanet.com every day to plan and book every aspect of their upcoming trips.

Creating an awesome user experience remains our number one goal, and keeping that perspective is helping us to have productive business partnerships, continue to increase our traffic, and build a reputation as one of the premier travel search engines on the web. We strive to be not only a company, but also a resource and community that is here for the long haul; one that comes together through our common passion for travel and all that travel brings into our lives.

THE GLOBAL LEADER IN THE TRAVEL INDUSTRIES



AUDIENCE

Audience: 56% of our users fall into the 18-34 age range, and another 20% fall into the 35-49 range. 72% will be traveling within the next 6 months. If you want to reach users in the travel sector, we have the audience that you're looking for. For more demographic information, please visit our fact sheet.

BRANDING

Branding: Advertising with us is an opportunity to associate your brand with our growing network of premier travel resources.

TARGETING

Targeting: Our ad serving technology and niche travel sites allow you to target the user segments that you are specifically interested in reaching.

ABOUT US

WorldTravelPlanet.com is the driving online force for travel's multi-channeled structure. World-TravelPlanet.com receives **over half a million page views** per month and **310,000 visits** per month. The sites offered are designed, so that you're reaching quality travelers every time!

ADVERTISING OPPORTUNITIES

Trusted by hundreds of advertisers since 2002, WorldTravelPlanet.com has earned a respected status in the online travel advertising community by focusing on the quality, and not the quantity, of its search results. WorldTravelPlanet.com is setting the pace with zero PPC advertising together for travel businesses.

Our online advertising solution allows webmasters the opportunity to enhance their on-line visibility. Through our unique category specific placement, your ad is delivered to targeted traffic that increases the value of each click. In all cases, sponsors are expected to submit sites that closely relate to the submitted travel category. This relevancy factor may play a role in your search engine strategy. Irrelevant, unrelated text ads are not allowed and are discouraged.

Why spend thousands of dollars a year on other advertising solutions, when for less than \$210/month you can get the same benefits and even more!? WorldTravelPlanet.com is looking for travel-related advertisers for products that would be a natural compliment to a planned vacation or trip. Offering top 3 placements allows you to advertise and efficiently target our millions of global users.

WHAT ARE THE BENEFITS?



1 Get seen in our travel directory and search results today! Get found within our destination directory and search page by submitting your travel company today. Hotel listings allow you to promote your hotel by adding hotel details and contact information. For returning members, please sign In.

2 Improve your position in the hotel search. Hotel Search Placements improve your position in WorldTravelPlanet default display order. Get highlighted in our sponsored top 3 links. Plus, you can use the same messaging that you may already be using on Google or Overture. For returning members, please sign In.

3 Be seen by our best customers. Text-based sponsored links and banner-based display advertising in our promotional emails are a great way to reach our most engaged WorldTravelPlanet customers. We offer competitive CPM rates for both our weekly newsletter and daily fare alerts. Advertisements in our promotional emails can be for one-time insertions or on a contractual basis. Contract advertisers will receive discounts for continuous advertising. Advertisements may be changed for each newsletter; we highly recommend this type of “fresh” advertising approach.

SOME MORE BENEFITS

- Prime slots are now available for relevant themed links on travel category pages.
- Increase your site visibility by sponsoring as many specific categories as you'd like.
- Set up and manage your account easily. Have your own personal member area.
- Keep adding ads at your own pace from within your account.
- Your ads listed within 2 business days. With descriptions of up to 255.
- See a sample of client's online travel advertising.
- Monthly plans start at \$ 499, yearly plans at \$2500.
- Only 3 top ad slots available per travel category

Advertising with WorldTravelPlanet.com offers your company the chance to target experienced and interested travelers. Over 7 million page impressions are from English speaking regions including the United States and Great Britain.

WorldTravelPlanet.com offers two advertising mediums: banner advertising on our website; and placement in our monthly newsletter reaching over 28,000 of our most active users.

EXTRA INFORMATION

If you would like to learn more about advertising at WorldTravelPlanet.com, please contact us. We'll be happy to work with you, creating a package that fits your campaign.

Prices and conditions for advertising with WorldTravelPlanet.com can be downloaded from our website.

NOTE: Starting on Feb. 4th, 2008 all NEW submitted ads will carry a grandfather clause for two years.