



# Revere Beach

## Online Advertising Media Kit

[www.RevereBeach.com](http://www.RevereBeach.com)  
Contact Bob Upton @ 978-807-0167

EACH YEAR OVER 375,000 USERS visit **RevereBeach.com**, viewing over 2 million pages of information. They are on our website for one primary reason: they expect to visit our beach community and will spend money while doing so, enjoying all the diversity & richness we have to offer.

NEARLY 50% OF USERS are new to **RevereBeach.com**.

If you're an advertiser, this means just one thing – these online visitors represent new business and new customers for you.

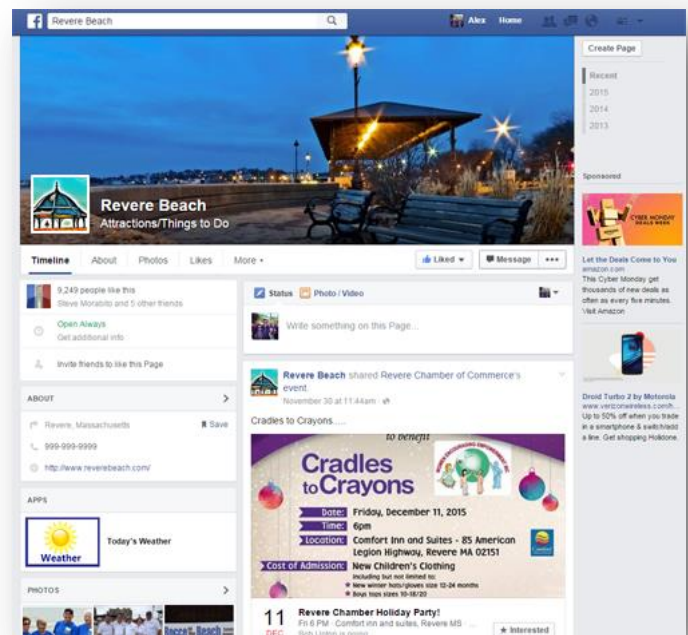
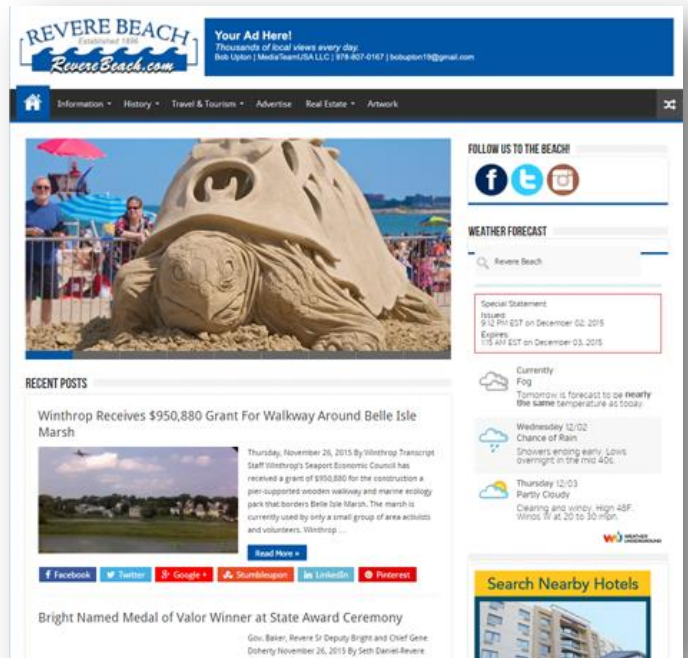
**BETTER ADVERTISING PERFORMANCE** can be enjoyed on RevereBeach.com because you're showcased in front of your perfect "ready-to-spend" customers. That's why advertising clickthrough rates (CTR) on tourism sites like RevereBeach.com are typically 3 to 6 times the national average – or higher – than banner advertising on other sites like Google or Yahoo.

**A MOBILE PRESENCE, TOO**, is available. That's critically important since mobile phone & tablet users may be in our area and want to book a room, dine out or be entertained right now!

**RESULTS** frequently reported by advertisers on tourism sites like RevereBeach.com indicate that such websites quickly become the top referring website to their own...and hotels report ROIs of \$4 to \$6, and more, in bookings for each \$1 invested. That's powerful advertising!

### PRICING

PREMIUM BANNER \$200/Mo  
STANDARD BANNER \$100/Mo.



**43% of travelers start planning their trips 4 months, or more, in advance...80% do so 2 months, or more, in advance.**

Use & Impact of Travel Reviews, Gretzel & Yoo, Texas A&M.

