

## SPAHUB.COM ADVERTISING RATE CARD

### IMPRESSION BASED

Ad impressions can be purchased in a variety of sizes to run throughout the site on a CPM (cost per thousand) basis.

### RUN OF SITE (ROS)

Run-of-site advertising gets you great visibility among our readers: ad placements may appear on any pages of the web site - wherever they go, your ad will be there. Run-of-site advertisers get exposure on every part of the site with the exception of the home page.

### TARGETED

Ad buying option in which ads are delivered to specific web site pages. "Specific web site pages" refers to our Spa Category pages, including [Hotel Spas](#), [Health Spas](#), [Day Spas](#) and [Medical Spas](#) (banner ad slots on these pages).

### Pricing

Ad Unit	Run Of Site	Targeted
Wide Skyscraper: 160 X 600	\$18	\$28
Cube: 300 X 250	\$20	\$30
Leaderboard: 728 X 90	\$22	\$32

All prices are net and reflect cost per thousand impressions.  
Valid from 1/01/2011 - 12/31/2011

## PREMIUM ADVERTISING

The home page is the gateway for all spa news, reviews, top 10 lists and spa destinations. The homepage has one of the highest numbers of page views for any single page.

### FIXED POSITIONS

An ad buying option that allows an advertiser to purchase a fixed position or sponsorship on home page only.

### Pricing

Homepage Ad Unit	Per Month
Slide Show Ad Box (Max 4 pages)	\$50
Luxury Spa Marketplace	\$75
Featured Spa Reviews	\$100
Cube: 300 X 250	\$125
Leaderboard: 728 X 90	\$150

All prices are net  
Valid from 1/01/2011 - 12/31/2011

### Homepage Ad Sizes

AD TYPE	GRAPHIC SPECS	SIZE	TEXT
Slide Show	600 x 265	40k	2 lines – up to 12 words
Spa Marketplace	74 x 66	40k	Title link + 20 words
Featured Spa Reviews	120 x 80	40k	Title link + 36 words

### Standard Ad Guidelines

<b>File Formats</b>	<b>Resolution</b>
GIF, JPEG	72 dpi

## **SPA DIRECTORY**

Hotel, resort, destination, medical and day spa partners receive a custom mini-site profile listing in the online directory of spas. Includes images, text, contact information, web links, email inquiry, posting of spa deals, special travel packages and offers.

Sample Hotel Spa Profile Mini-Site:

<http://www.spahub.com/the-huntington-hotel-and-nob-hill-spa-san-francisco-california/7296.html>

More information:

<http://www.spahub.com/resortspa-program.html>

## **SPA REVIEW HOSTED PAGE**

This page is a relevant, well written article (aprox 500-600 words of spa/property review) and up to 3 links to various parts of your website to drive spa visitors as well as search engine traffic to you (\$30 monthly).

Sample Resort Spa Review page:

<http://www.spahub.com/spa-at-hotel-del-coronado-san-diego.html>