



weekendtrips.com

what are you doing this weekend?



WHAT ARE YOU DOING TO GET
WEEKEND BUSINESS?

FOR FURTHER INFORMATION PLEASE CONTACT:
416.599.TRIP (8747) EXT. 21 INFO@WEEKENDTRIPS.COM

MARKETING OPPORTUNITIES WITH WEEKENDTRIPS.COM



At weekendtrips.com, we have been asking our customers “What are you doing this weekend?” for the past 4 years. And they have answered by relying on us to recommend the most unique weekend travel & leisure opportunities.

So what are you doing to market your company to this growing market? Until now, it has been difficult to target the elusive weekend traveler. This is where we come in.

Weekendtrips.com is the only weekend-based travel & leisure business in Canada. In the past, we have booked over 4,000 packages and have amassed a database of over 36,000 customers, who visit our site frequently in search of weekend ideas.

Weekendtrips.com now offers a range of marketing opportunities on our website, within our weekly, permission-based HTML broadcasts and through our customized contests.

Our newly redesigned website is updated regularly by a dedicated team of designers. In addition, our homepage is constantly updated with new and exciting trips which leads to new customers and frequent repeat visits from our existing client base.

Comprehensive reporting of click-throughs is supplied on a weekly basis, so we can measure your return on investment.

Nowhere else can you target your weekend customer so accurately and affordably.

MARKETING OPPORTUNITIES WITH WEEKENDTRIPS.COM

VITAL STATISTICS

We keep in close touch with our customers and are continually updating our database and research in order to keep our finger on the pulse of our clients' needs. Results from our most recent survey indicate the following:

ARE YOU?

Male	36%
Female	64%

WHAT IS YOUR AGE?

12 - 17	0%
18 - 24	10%
25 - 34	48%
35 - 49	31%
50 - 64	10%
64 +	1%

WHAT IS THE HIGHEST LEVEL OF EDUCATION THAT YOU HAVE ACHIEVED?

Postgraduate	16%
College / University	75%
High School or less	9%

WHAT IS YOUR MARITAL STATUS?

Single	50%
Married	38%
Other	12%

WHERE DO YOU NORMALLY LOG ON TO WEEKENDTRIPS.COM FROM?

Home	51%
Work	48%
Other	1%

WHAT BEST DESCRIBES YOUR PROFESSION?

Manager / Professional	51%
Clerical / Administrative	28%
Self-employed	7%
Student	4%
Other	10%

WHAT IS YOUR ANNUAL INCOME RANGE?

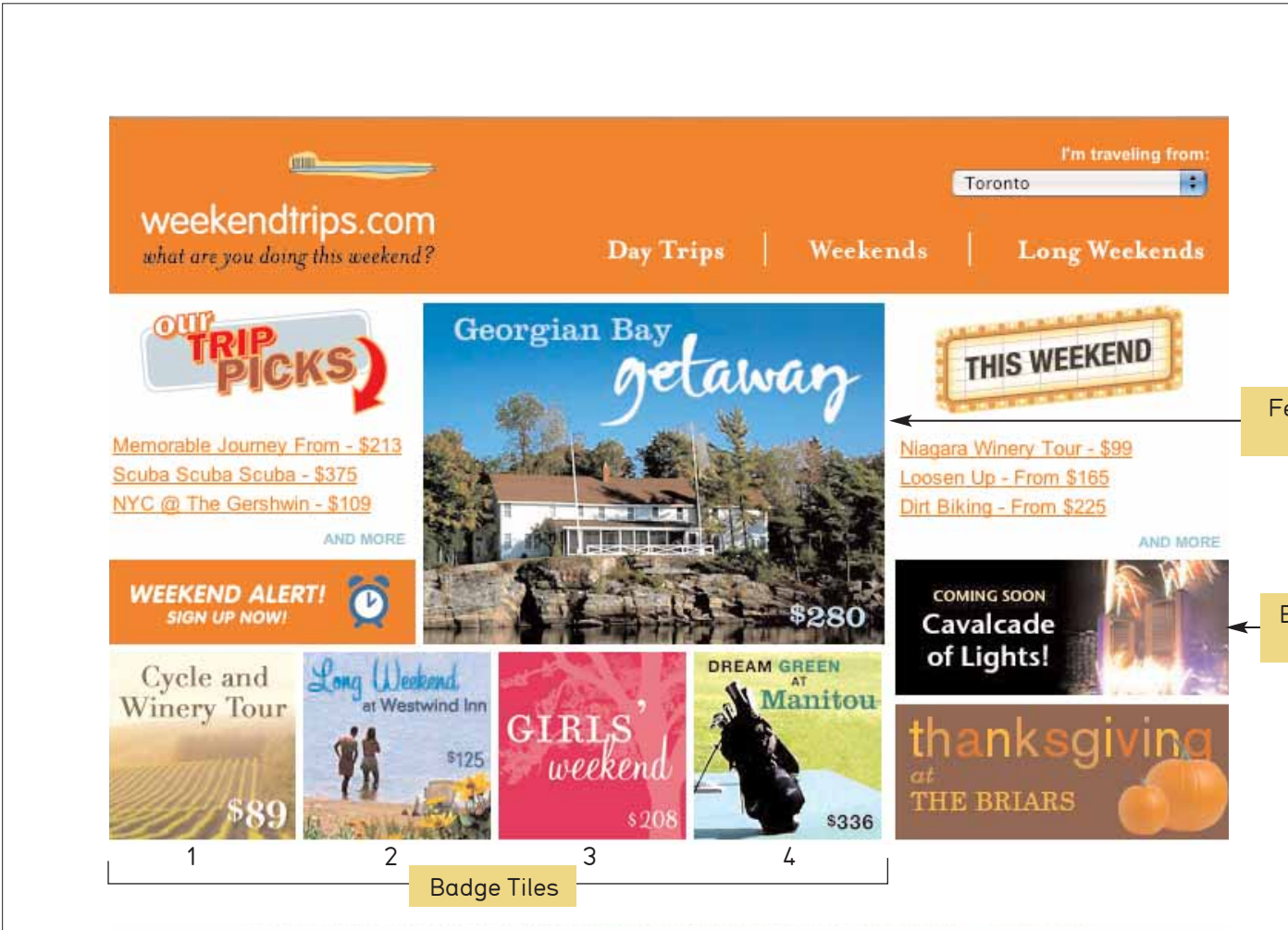
Under \$30k	13%
\$30 - \$50	41%
\$50 - \$100	41%
\$100k +	5%

WHAT TYPE OF GETAWAY ARE YOU MOST INTERESTED IN?

City	10%
Resort	20%
Adventure	23%
Cultural	6%
Family	5%
Rest & Relaxation (Spa)	21%
Food & Wine	12%
Other	3%

MARKETING OPPORTUNITIES WITH WEEKENDTRIPS.COM

HOMEPAGE



Our Badges/Banner are displayed continuously for a week at a time. You can supply artwork to our specs or we can design the tile for you*. Links are either to your site, in a pop-up window, or to a trip listing** within our site.

- * badge/banner tile design - \$200
- * feature tile design - \$250
- ** at an additional cost

	SIZE (PIXELS)	WEEKLY
BADGE TILE (EACH)	122 X 122	\$300
BANNER TILE	218 X 88	\$450
HOMEPAGE FEATURE	300 X 222	\$1,800

MARKETING OPPORTUNITIES WITH WEEKENDTRIPS.COM

THIS WEEKEND HTML BROADCAST

AN EMAIL BROADCAST EXCLUSIVELY SHOWCASING YOU:



“This Weekend” is sent each Wednesday to our permission-based database (over 36,000) dedicated solely to promoting your destination or event. Our customers can also access this information from a link on our homepage.

Badges: You can supply artwork to our specs or we can design the tile for you*. Badges link either to your site, in a pop-up window, or to a trip listing** within our site.

Feature Tile: You can supply artwork to our specs or we can design the tile for you*. Tile links either to your site, in a pop-up window, or to a trip listing** within our site.

Text Links: 6 word maximum. Links either to your site, in a pop-up window, or to a trip listing** within our site.

For those with inventory to fill on short notice, this is the perfect solution.

* This Weekend HTML design - \$600

** at an additional cost

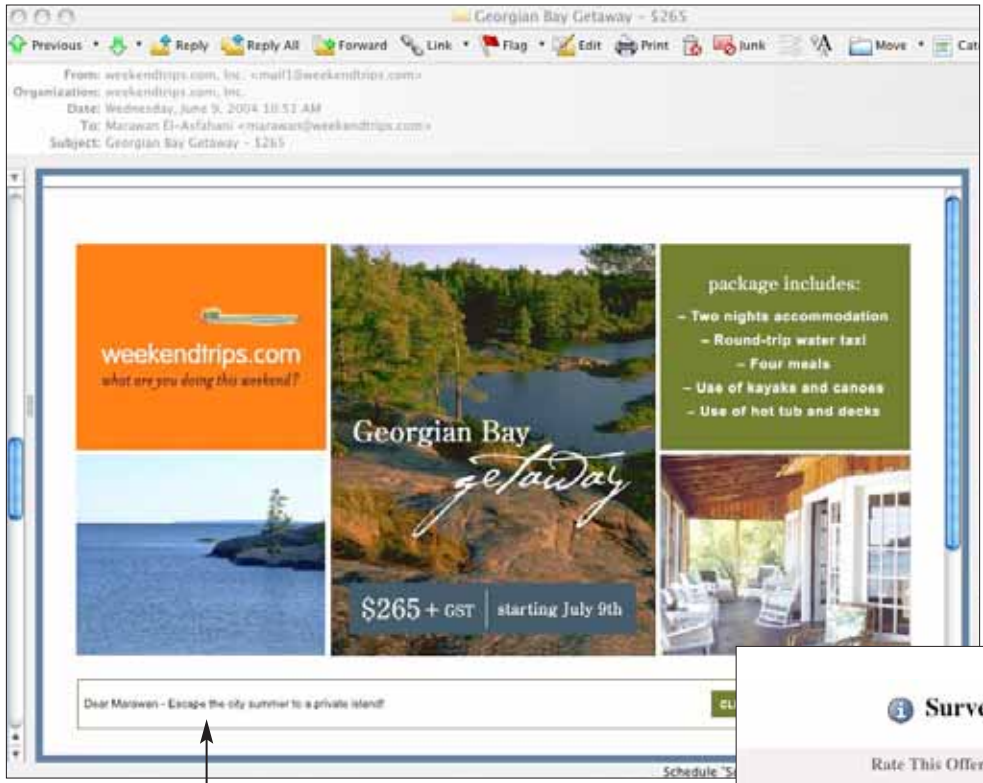
	SIZE
4 x BADGE TILES	187 x 220 pixels
1 x FEATURE STORY	110 -130 words
5 x TEXT LINKS	1 - 5 words
WEEKEND TIPS	45 - 55 words

THIS WEEKEND PACKAGE - \$3,900
REBROADCAST - \$1,950
BROADCAST FEE - \$150

FOR FURTHER INFORMATION PLEASE CONTACT:
 416.599.TRIP (8747) EXT. 21 INFO@WEEKENDTRIPS.COM

MARKETING OPPORTUNITIES WITH WEEKENDTRIPS.COM

FEATURE HTML BROADCAST



Personalized Message

Customizable Survey



Answers:	Num	Ratio
I'd buy it!	179	29%
This is a good offer	248	40%
I've seen similar offers	21	3%
It's ok, but could be better	127	21%
I have no interest in this	50	8%
	0	0%

Survey results made available to you

HTML Email is sent to our permission-based database of over 36,000, promoting a special offer available in the future (not necessarily for the immediate weekend).

We will design this broadcast with our existing 5-tile template, using the images & text you supply. This email will include links either to your website or your trip listing (price included) within our site. A personalized message will appear beneath the tiles inviting our member to take advantage of this offer. A customizable survey appears, inviting members to rate the trip - results of the survey will be provided to you.

This is a wonderful opportunity to showcase your trip/offering, under the weekendtrips.com banner.

Feature HTML design - \$500

	SIZE
FEATURE HTML BROADCAST	735 x 365 pixels

FEATURE HTML BROADCAST - \$3,500
 REBROADCAST - \$1,750
 REBROADCAST FEE - \$150

MARKETING OPPORTUNITIES WITH WEEKENDTRIPS.COM

WEEKEND TIP
HTML LETTER

AN EMAIL BROADCAST EXCLUSIVELY SHOWCASING YOUR WEEKEND:



Weekend Tip Image

Feature Story

"Weekend Tip" is sent each Wednesday to our permission-based database (over 36,000) dedicated solely to promoting your destination or event. Our customers can also access this information from a link on our homepage.

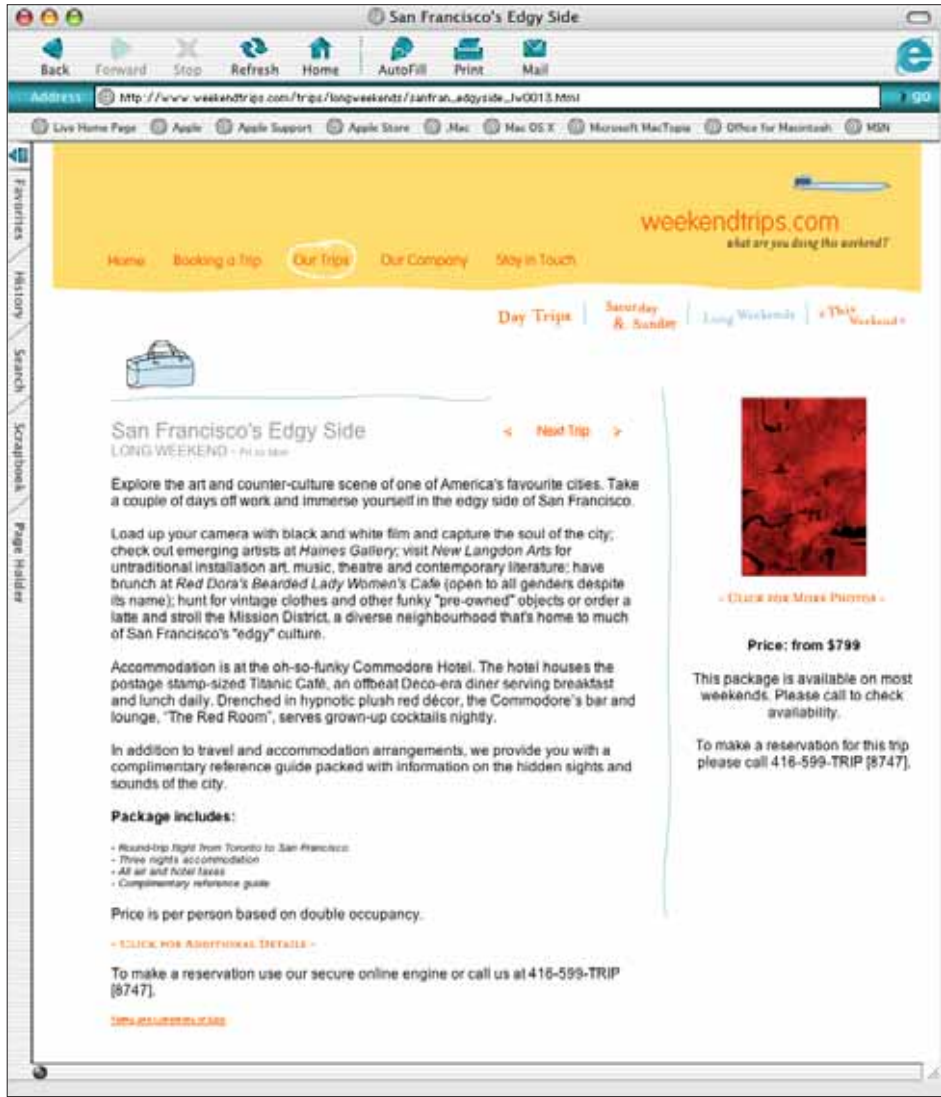
WEEKEND TIP PACKAGE - \$1,800
HTML LETTER DESIGN - \$200
BROADCAST FEES - \$150

For those with a special weekend, this is the perfect solution.

FOR FURTHER INFORMATION PLEASE CONTACT:
 416.599.TRIP (8747) EXT. 21 INFO@WEEKENDTRIPS.COM

MARKETING OPPORTUNITIES WITH WEEKENDTRIPS.COM

TRIP LISTING



Our team will design a page detailing your trip specifics, which will be accessible through our trip listings on our website. You can include photos, web and email links. Your trip will be listed on our site, which will benefit you greatly when our customers are looking for options.

This is a perfect option for those who do not have a web presence. For an additional \$150, you can update your listing with a new trip*.

	TEXT & IMAGES REQUIRED	MONTHLY
TRIP LISTING	YES	\$750

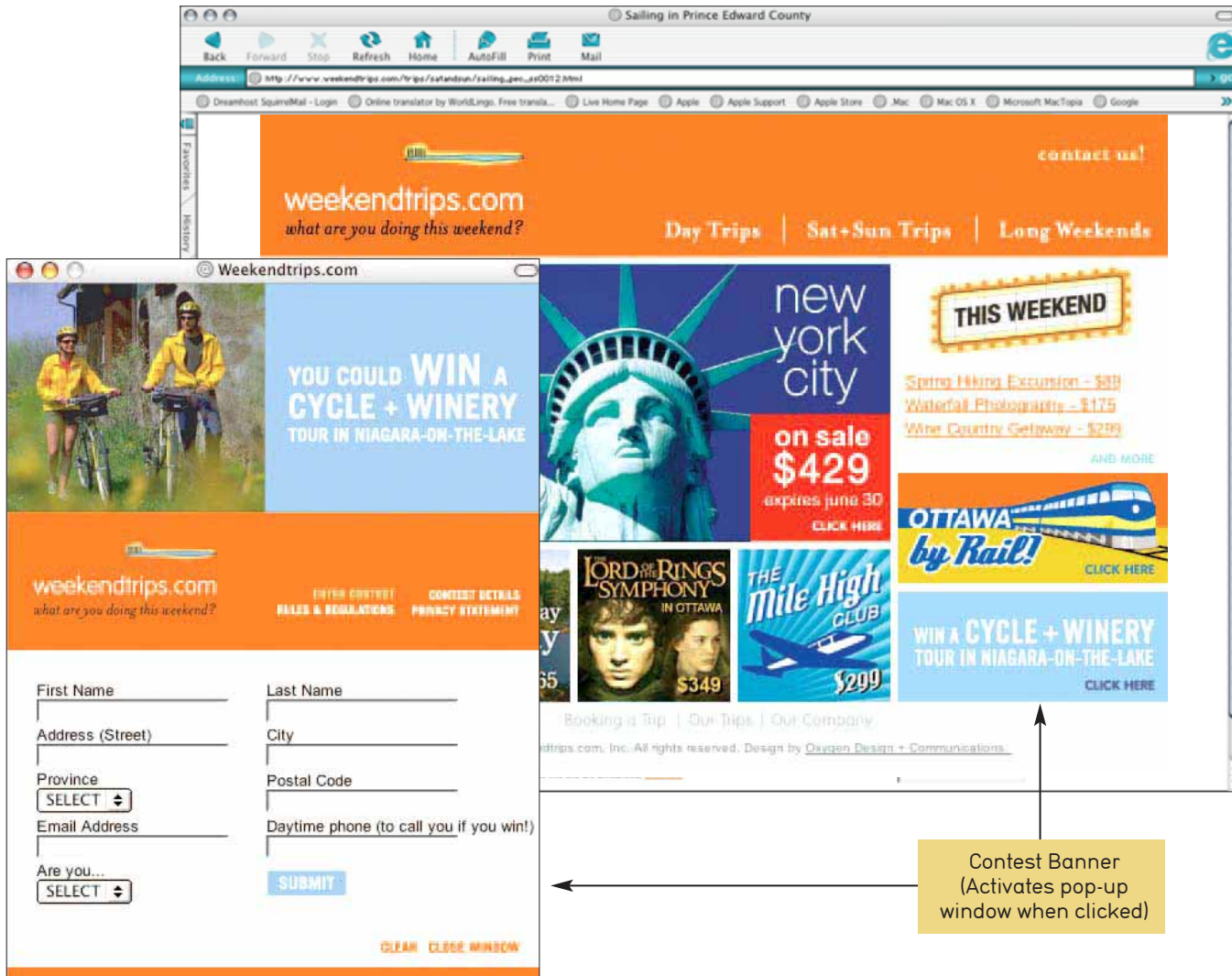
OR

	TEXT & IMAGES REQUIRED	3 MONTHS
TRIP LISTING	YES	\$2,100

*copy and images to be provided digitally.

MARKETING OPPORTUNITIES WITH WEEKENDTRIPS.COM

CONTEST BANNER



Contest Banner is displayed on our homepage continuously for a full month. This banner links to a collection of pop-up windows containing an entry form, rules & regulations, contest details and our weekendtrips.com privacy statement.

Weekendtrips.com will co-ordinate the draw, notification and delivery of the prize to the winner. You can supply artwork to our specs or we can design the artwork for you (at an additional cost).

This marketing opportunity is a great value for companies seeking to showcase their product for a longer duration of time.

	SIZE (PIXELS)	MONTHLY
CONTEST BANNER*	450 X 580	\$1,500

*SUPPLIER PROVIDES PRIZE

FOR FURTHER INFORMATION PLEASE CONTACT:
416.599.TRIP (8747) EXT. 21 INFO@WEEKENDTRIPS.COM