



2010 ESCAPEMAKER.COM MEDIA KIT

[EscapeMaker.com](http://www.EscapeMaker.com) - Your guide to local weekend getaways and day trips within a 500-mile radius of New York City!

Over the past 10 years, **EscapeMaker.com's** traffic has increased exponentially, echoing the trend of Americans taking getaways closer to home and within a day's drive or train ride. Our *target market* is the New York City metro area. Our reach further extends to travelers throughout the Mid-Atlantic and Northeast regions, including Boston, Philadelphia, and Washington D.C.

With the combined power of search engine optimization, email marketing, plus social media marketing on Facebook, YouTube and Twitter, we can promote you to the over 150,000 metro visitors who use our site every month to plan their next local getaway.

Our audience consists mostly of professionals with vacation time to use and discretionary money to spend on themselves and their families

Escapemaker.com promotes destinations reachable within a 500-mile radius, whether by car, bus or train. No matter which mode of transportation our readers prefer, we show them how to get there with maps and links and all the major public transportation carriers.



EscapeMaker.com has been featured in *The New York Times*, *The Wall Street Journal*, *NY1 Television*, *Fox 5 Good Day New York*, *N.Y. Daily News*, and in *Business Week Magazine*. We attract our users through keyword buys and search engine optimization, promotions, and contests. We also advertise seasonally in local print, broadcast and radio media like *The New Yorker*, *Time Out New York*, *Wall Street Journal*, *The New York Times*, *New York Press*, *Our Town*, *The Hub*, *New York Resident*, *The Brooklyn Eagle*, *NJ.com*, *The Stamford Advocate*, *Courier Life* and *The Blade*, as well as on radio stations like *WPLJ*, *WHUD*, *Business Talk Radio* and *NPR* in the New York metro area.

Now well established as the leading weekend getaway guide for escapes from the New York City area, **Escapemaker.com** is in the process of expanding our unique formula to become the leading getaway guide for Boston, Philadelphia, Washington D.C., and other regional metro areas as well.

EscapeMaker.com provides an exceptionally cost-effective and targeted means of promoting your business. We will work with you to customize an online advertising campaign to meet your objectives. Give us a call today!

<http://www.EscapeMaker.com>

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Travel Trends

Source: *Travel Industry Association 2008/2009*

- Post 9/11, travelers worldwide still opt for short-haul over long haul travel to avoid airports and airline travel snafus.
- While men and women have equal say as to where they go - women tend to collect the research.
- While the majority of online travel planners know which destination they want to visit before they log on, a significant 1 in 5 still haven't settled on a particular place, and use the web to help decide.

On rising gas prices and “staycations”:

Among the 41% of respondents who stated their plans would change if gas prices rise further, the greatest percentage would simply drive a shorter distance to their vacation destination. Other expected outcomes include people taking fewer trips and spending less money on other aspects of vacations as revealed below:

- 38% would drive a shorter distance;
- 36% would take fewer trips and/or cancel a trip;
- 30% would spend less on souvenirs and shopping;
- 27% would spend less money on meals/restaurants and/or less on entertainment;
- 23% would spend less on hotels;
- 21% would spend fewer nights away from home;
- 20% would select another vacation destination.

In a surprising revelation, among those adults planning to take a home-based vacation during the next six months fully one out of five (22 percent, or 5.1 million adults) expects to stay in a local hotel, motel or resort at least one night on their “staycation.” This suggests that many Americans still plan to “get away” even if their destination is local. Lodging establishments and other tourism-related businesses will clearly benefit from these unexpected and previously-unreported expenditures.

“People taking ‘staycations’ are not necessarily entertaining themselves at home,” said Roger Dow, President and Chief Executive Officer of the Travel Industry Association. “On the contrary, many are participating in travel-related activities that generate significant revenues for restaurants, attractions, theme parks, as well as hotels and resorts.”

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Travel Trends (cont.)

OUR TARGET DEMOGRAPHIC:

Gender: Women **Age:** 38-48 **Status:** 63% married 37% single

Income: \$75,000 + **Family:** 40% have children **Residence:** 86% NYC metro area

FACTS:

- 3 out of 4 lodgings that advertise with us report that **EscapeMaker.com** appears in the top referrers.
- Over 150,000 unique visitors per month and over 500,000 page views per month and users indicate they are most interested in packages and all-inclusive experiences.
- In contrast to highly trafficked internet travel sites touting high numbers of page views gleaned from a global market, **EscapeMaker.com**'s page views represent a local, narrowly targeted demographic. **EscapeMaker.com** users are qualified prospects that are far more likely to travel to your destination.

HOW DO WE MARKET OURSELVES?

- Monthly e-newsletter and monthly press release distribution on PR Newswire. Search Engine Optimization (SEO) marketing and keyword acquisitions
- Social Media: Weekly Twitter and Facebook Updates and ads, plus YouTube Webisodes
- Seasonal print ads in various Northeast publications as well as co-opted campaigns, promotions and contests advertised in cross-media campaigns (i.e. *New York by Rail*)
- Exhibiting sponsor of New York Times Travel Show, Adventures in Travel Expo, Gay Life Expo
- Event Sponsorships in NYC - Gotham Girls Roller Derby, Celebrate Brooklyn Summer Music Festival
- Co-op partnerships with I LOVE NY and Amtrak

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• Testimonials

"I have been very happy entry-wise with the results from EscapeMaker. I never thought that we would get as many as we have. I advertised on Frommers.com for a couple of months and received fewer contest entries than with yours. It has also been much better than what I received from Washington Post. Overall, I'd give you an A+ so far." *Elaine Hoogcamp, New York State Economic Development, I LOVE NY*

"In February 2005 the Westchester County Office of Tourism, located in White Plains, New York, sponsored a new promotion for Valentine's Day Weekends in cooperation with the I Love New York campaign, local hotels and arts and cultural attractions. In addition to selling many attraction tickets, we have tracked over 330 weekend hotel packages being sold! WOW! Since only two print ads were placed, we have surmised that most of the sales are attributable to our website commercials like the banner ad we had on Escapemaker.com. We have found this site in particular to be most cooperative when we have a new promotion such as the Valentine's Day one. Everyone involved is most interested in repeating this promo in February 2006 due to these results. Hotels tell us that it attracted newcomers and repeat business from consumers in the Metro area, from Connecticut, and the Hudson Valley River region. We were thrilled with the results and Escapemaker.com was an extremely good value compared to other advertising done at the same time!"

Margo R. Jones, Director of Tourism - Westchester County Office of Tourism, NY

"We've seen a huge increase to hits on the site so THANK YOU for all your efforts...We had a total of 70 people send in their written entries, and over 3500 enter online at NYFUN4U.com - so it was truly a success!"

Amy Roberts, ABC Creative Group Ad Agency on behalf of NYFUN4U.COM/ Central Leatherstocking Region

"We are so happy with the results your site brings to our Inn!"

Inn at Ellis River, NH

"I am very happy with the hits that have been getting from

Escapemaker...Also, the packages seem to be a big hit...Thanks for your service!" *Woodward Crossings Guest Lodging, PA*

"When customers ask how to be more aggressive [in marketing], you are one of the major travel sites we

recommend. *Sara Mannix, Mannix Marketing & Search Engine*

Optimization, Lake George, NY

"Thanks to the traffic from EscapeMaker.com our getaway packages have been booking up faster than we imagined. They are so easy to work with and the results are outstanding, thanks EscapeMaker.com.

Delores Anderson, Executive Director, Skylands Tourism Council, NJ

"We have been seeing a good amount of traffic from your site to ours. Keep up the good work!"

David Drury, The Inn at Jim Thorpe, PA

"I have Rufus Tanner House listed with EscapeMaker.com and have been very happy with the results of our advertising with your company. ...I really love the numbers relating to Escapemaker.com that I'm seeing on our tracker, not to mention the people that make reservations and say they found us on Escapemaker.com." *Donna Powell Innkeeper, Rufus Tanner House - Pine City, NY - VP Membership, Empire State B&B Association*

"Thanks for sending people our way!"

Rocks, Rims & Rapids, Lewes, DE

"Cruising weather hasn't even started yet, and we've gotten 3-4 people from EscapeMaker!" *Windward Charters, Pt. Pleasant, NJ*

"We've gotten quite a few bookings from EscapeMaker and will continue to advertise with you!" *Morgans Hotel, NY*

"Last year you featured our "Christmas Preview" program and the response was great!" *Bob Reiss, Santa's Workshop, NY*

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Advertising Matrix

Type of Advertising	Reach*	Ad Size*	Design/ Creative Included	Lead Time for Updates	Target Audience (Scale 1-10)	Run	Cost*
New Yorker Magazine	1 million readers per issue	1/6 page B/W display ad	NO	1-2 weeks	8	1x	\$6900 per issue
New York Times Newspaper	1.6 million readers per issue	6 col. inch B/W display ad	NO	1-2 weeks	6	1x	\$3,246 per issue
Local Cable TV Ad	3.3 million viewers per day	30 second spot	NO	2-3 weeks	4	1x	\$550 per 30-second spot
Local Radio Spot	1.2 million listeners per day	30 second spot	YES	1-2 weeks	3	1x	\$200 per 30-second spot
EscapeMaker.com	Over 200,000 users per month	Sample Advertising Package (profile, button, newsletter blasts, event calendar, banner, etc.)	YES	1 hour	10	24 hrs. / 7 days per week for 1 year	\$4995 /year = \$399 /month

*Source: Advertising Age, 2009

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2010 Rate Card

1 YEAR COUNTY ADVERTISING SPONSORSHIP

\$4995. Fee based on area size and population. Includes: Travel Writer's Profile of destination, Banner, Button, Event Calendar, 4 dedicated E-blasts, a Listing for every tourism-related business in the area and promotion in all of our marketing efforts in the NYC metro area, including consumer tradeshow.

Sample: <http://www.escapemaker.com/ny/westchester/westchester.html>

1 YEAR TOWN ADVERTISING SPONSORSHIP

\$2995. Fee based on area size and population. Includes Travel Writer's Profile of destination, Banner, Button, Event Calendar, 2 dedicated E-blasts, a Listing for every tourism-related business in the area and promotion in all of our marketing efforts in the NYC metro area, including consumer tradeshow.

Sample: <http://www.escapemaker.com/pa/bethlehem/bethlehem.html>

1 YEAR ASSOCIATION ADVERTISING SPONSORSHIP

\$1495. Advertise your lodging association with a full listing on a co-branded page. Includes 2 feature slots in our E-Newsletter plus Run of Site button. All participating properties can sign up individual getaway galleries. [Click here for Sample](#)

1 YEAR GETAWAY GALLERY FOR LODGINGS & ATTRACTIONS

.29/click per property/business. Includes a 300-500-word summary describing your B&B, inn, hotel, attraction or tourism business. Post unlimited pictures and packages. Update your account 24/7.

Free traffic tracker. Sign up here: <http://www.escapemaker.com/gg>

EVENT CALENDAR \$25.00 for a single event listing, \$250.00 per year. List every event on your calendar on EscapeMaker.com's event calendar. Sample:

<http://www.escapemaker.com/eventsearch.php>

E-NEWSLETTER ADVERTISING \$500-\$2000 per month. Promote your business or destination via a dedicated E-blast or as a feature in our E-newsletter sent to thousands of opt-in Northeast subscribers. Samples: Newsletter features <http://www.escapemaker.com/news> and dedicated blasts <http://www.escapemaker.com/blasts.html>

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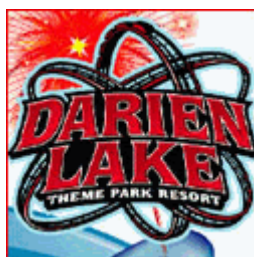


2010 Rate Card (cont.)

BUTTONS & BANNERS

From \$100 per month (3-month placement minimum). Includes design fee.
Extra charge for premium placement. Premium charge for run of site rotation.
Specs: <http://www.escapemaker.com/specs.html>

Samples:



FREE WEEKEND FEATURE \$500-\$2000 per month.
Advertise your destination by giving away a package on our monthly giveaway page.
Sample: http://www.escapemaker.com/free_weekend.html

E-MARKETING SEMINARS

Call for pricing. For a description of topics,
see <http://www.escapemaker.com/seminars.html>

For more information or a custom proposal, contact:

Caylin Sanders

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