



VISIT

PORTLAND

MAINE

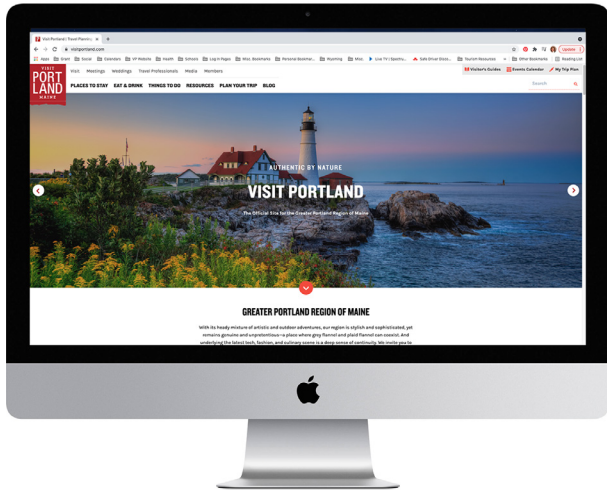
Authentic By Nature

VISIT PORTLAND

Website Advertising Opportunities

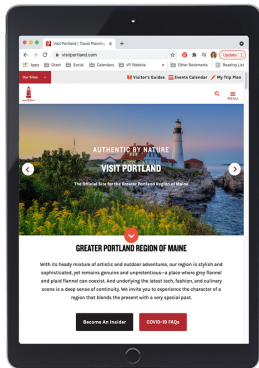
VISIT PORTLAND'S DESTINATION WEBSITE

VisitPortland.com is the official destination website for visitors traveling to Greater Portland. As a Destination Marketing Organization (DMO), the team at Visit Portland works year-round to promote visitation to Greater Portland. All marketing efforts direct traffic to VisitPortland.com, resulting in nearly 600,000 qualified visitors each year, viewing over 2 million pages. Be sure that your business is prominently featured on this highly referenced website.



VISITPORTLAND.COM offers a responsive site for travelers in all phases of trip planning.

UNIQUE VISITORS 594,000
VISITS 728,000
PAGE VIEWS 2.4 million
FIRST-TIME VISITORS 88%
MOBILE VIEWS 49%
TABLET VIEWS 42%
DESKTOP 9%



TOP 10 DESTINATIONS VIEWING:

By State

1. Maine
2. Massachusetts
3. New York
4. Illinois
5. New Hampshire
6. Connecticut
7. Pennsylvania
8. New Jersey
9. Florida
10. Texas

By Country

1. U.S.
2. Canada
3. United Kingdom
4. Germany
5. Australia
6. Italy
7. France
8. India
9. Netherlands
10. Spain

GENDER

61% Female
 39% Male

AGE

18-44 53%
 45-64 35%
 65+ 12%



TARGET SEGMENTS

Visit Portland's marketing efforts reach travelers in several markets: Leisure, Meetings & Conventions, Group Tours, Foreign Independent Travelers (FIT), and Destination Weddings.

EXPOSURE - FRONT AND CENTER ABOVE ALL LISTINGS

Gallery Ads are placed on business listings pages like *Maine Lobster*. Gallery ads feature a bold background and larger photo that immediately captures viewers' attention, allowing visitors to see your information above all others.

The screenshot shows the Visit Portland Maine website. At the top, there are navigation links for 'Visit Meetings Weddings', 'Visitor's Guides', 'Events Calendar', and 'My Trip Plan'. Below this is a search bar and a menu with options like 'EXPLORE', 'SHOP', 'PLACES TO STAY', 'EAT & DRINK', 'RESOURCES', and 'ABOUT GREATER PORTLAND'. The main content area features a large article titled 'MAINE LOBSTER' with a sub-headline 'CRACK INTO ONE OF MAINE'S MOST SACRED TRADITIONS'. Below the article is a sidebar with filters for 'SEARCH BY TOWN' (listing various locations like Brunswick, Cape Elizabeth, etc.), 'DISTANCE TO PORTLAND'S DOWNTOWN AREA', 'SEASONS OPEN', 'MEALS SERVED', 'MAINE LOBSTER', and 'PEAK SEASON PRICE RANGE'. The main content area below the article is titled 'BUSINESS LISTINGS' and contains a grid of restaurant listings. One listing, 'DIMILLO'S ON THE WATER', is highlighted with a red background and a white border, indicating it is a sponsored gallery ad. The ad includes a 'SPONSORED' tag, a large photo of a lobster dinner, the restaurant name, a tagline, a description, and a 'Learn More' button. Below the ad is a grid of other business listings, each with a small photo and text description.

The close-up shows the gallery ad for Dimillo's on the Water. It features a red background. At the top left, there is a 'SPONSORED' tag. The main heading is 'DIMILLO'S ON THE WATER' in large white letters. Below the heading is a photo of a lobster dinner. Underneath the photo is a tagline: 'Serving the freshest seafood since 1954. Surrounded by water, every table offers spectacular views of Portland Harbor.' At the bottom left of the ad is a white button with the text 'Learn More'. At the bottom right of the ad are five small white dots, with the first one being larger, indicating the current slide in a sequence.

Visit Portland creates the ad as it appears above.

INCLUDES:

- Image Slideshow (provide up to ten pictures)
- Tag Line (20-30 words)
- URL Link*

*clicks and views provided by Visit Portland (send us a UTM tracking code to maximize your own tracking)

PRICING:

\$2,400	1 YEAR	\$200 / MO
\$1,500	6 MONTHS	\$250 / MO
\$900	3 MONTHS	\$300 / MO

Each location may rotate up to 4 ads.
First come - First served

See location options for Gallery Ads on the final page

LET YOUR BRAND SPEAK FOR ITSELF

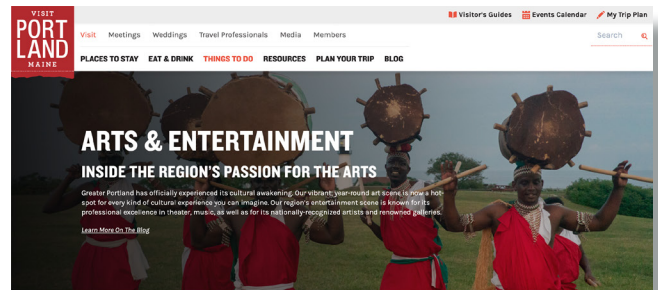
Do you prefer to place your own designed ad, maintaining brand consistency? *Branded Ads* are placed on the left hand side of our business listing pages beneath the search options.

INCLUDES:

- Your provided ad with link to your website
- URL Link*

Specs: 169 pixels wide x 404 pixels tall (please keep file size @ 72-96 resolution). jpg or gif files only

*clicks and views provided by Visit Portland (send us a UTM tracking code to maximize your own tracking)

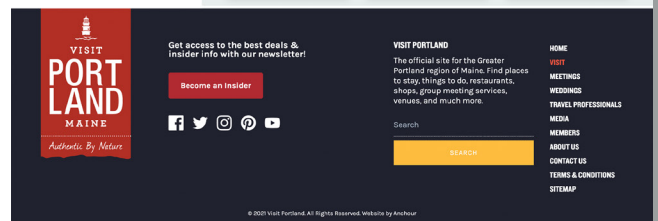


PRICING:

\$1,800	1 YEAR	\$150 / MO
\$1,200	6 MONTHS	\$200 / MO
\$750	3 MONTHS	\$250 / MO

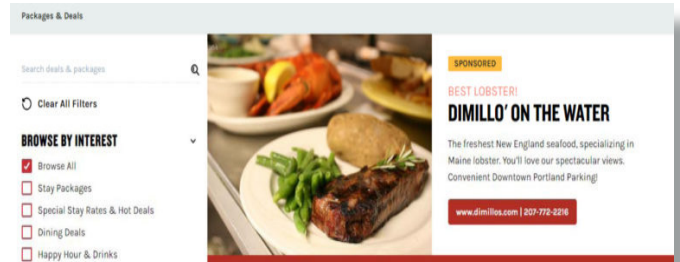
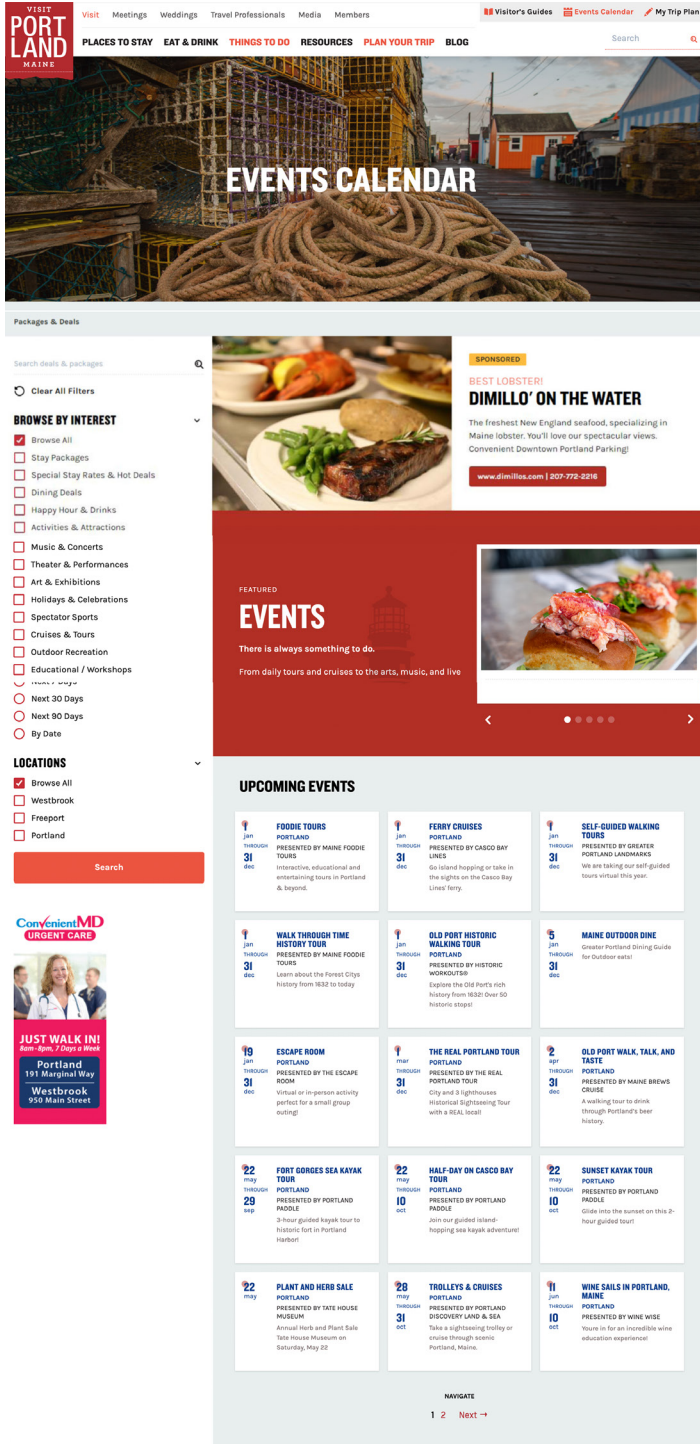
Each location may rotate up to 4 ads
First come - First served

See location options for Branded Ads on the final page



HIGH-TRAFFIC VISIBILITY PAYS OFF

BannerAds are only featured on two of the site's pages—the highly frequented Calendar of Events and Deals & Packages pages. These two pages are promoted throughout the website, driving additional traffic while visitors are trip planning.



Visit Portland creates the ad as it appears above.

INCLUDES:

- Captivating image
- Tag Line (20-30 words)
- URL Link*
- Link button can have a web address and phone listed or simply say something like “book now”

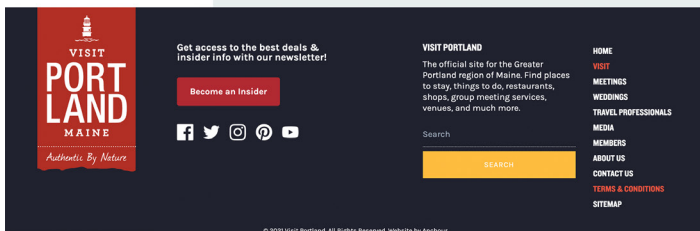
*clicks and views provided by Visit Portland (send us a UTM tracking code to maximize your own tracking)

PRICING:

\$2,400	1 YEAR	\$200 / MO
\$1,500	6 MONTHS	\$250 / MO
\$900	3 MONTHS	\$300 / MO

Each location may rotate up to 4 ads
First come – First served

Available on Calendar of Events or Deals & Packages pages only



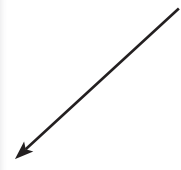
IMAGES SAY A 1,000 WORDS

Enhanced Listings float to the top of the page and feature a captivating image to attract user traffic. Browse our listing pages to see the impact of an enhanced listing and why upgrading is so important to boosting your web referrals.

The screenshot shows the 'BEDS & BREAKFASTS' section of the Visit Portland website. The main heading is 'BEDS & BREAKFASTS' with the sub-heading 'QUAINT CHARM WITH A PERSONAL TOUCH'. Below this is a large image of a bedroom. To the right, there is a grid of business listings. The listing for 'THE CHADWICK BED & BREAKFAST' is highlighted with a larger image and more text than the others. The listing includes a photo of the building and a description: 'The Chadwick Bed & Breakfast provides thoughtful touches that invite a sense of pampering and romance.'

THE CHADWICK BED & BREAKFAST

The Chadwick Bed & Breakfast provides thoughtful touches that invite a sense of pampering and romance.



INCLUDES:

- Raised page position above regular listings
- Up to 10 photos and video link on your business listing page

PRICING:

\$265 / YR	1 MARKET
\$500 / YR	2 MARKETS
\$715 / YR	3 MARKETS
\$850 / YR	4 MARKETS

See location options for *Enhanced Listings* on the final page

SITE MAP - CHOOSE YOUR LOCATION

Gallery Ads, Branded Ads, and Enhanced Listings are options on each of the following pages. When the search functions are used, your ad stays active on the listing page. Choose the page that corresponds to your business, or capture attention from other trip-planning categories.

