

Subscription and Sponsorship Rate Card

Destination Profile Subscription

A TourismROI Destination Profile Subscription permits the subscribing organization to supply and manage all "official level" content on the Destination Profile including:

- | | | |
|--------------------------------|-----------------------|--------------------|
| Blog | Investment Services | Research |
| Business Startup and Operation | Management/Players | RFPs |
| Contacts | Marketing/Promotion | Rules/Regulations |
| Eco/Green/Sustainability | Message Forum | Tourism Overview |
| Industry Calendar | News/Publications | Trade Associations |
| Infrastructure/Assets | Planning/Programs | Wiki-Report |
| Investment Opportunities | Presentation/Speeches | |

Destination profile subscriptions have been individually priced based on macroeconomic size and conditions, Travel & Tourism activity and the forecast for future Travel & Tourism development. National destination subscriptions range from \$5,000 to \$50,000 per annum, state/provincial destination subscriptions range from \$5,000 to \$37,500 per annum, and city/municipality subscriptions range from \$5,000 to \$37,500 per annum. Please contact a TourismROI sales representative by visiting TourismROI.com/sales or email sales@TourismROI.com for specific pricing details.

Each destination (nation, state/province, city/municipality) is eligible to present a limited number of Investment Opportunities according to their subscription price level as follows:

Destination Price	Investment Opportunities Included
<10,000	2
10,001-20,000	5
20,001-30,000	10
30,001-40,000	15
40,001-50,000	25
<i>Additional Investment Opportunity listings are available at \$3,000 each.</i>	

Investment Opportunity Subscription

A TourismROI Investment Opportunity Subscription permits the subscribing individual/organization to supply and manage all content on a specified number of Investment Opportunity pages. The prices for Investment Opportunity Subscriptions are per annum:

Silver Package	Limit of 3 Investment Opportunity Pages	\$10,000
Gold Package	Limit of 10 Investment Opportunity Pages	\$25,000
Platinum Package	Limit of 25 Investment Opportunity Pages plus priority top of page placement	\$50,000
Add-ons	Additional Investment Opportunity Pages are available	\$3,000

Business Opportunity Subscription

A TourismROI Business Opportunity Subscription permits the subscribing individual/organization to supply and manage all content on a specified number of individual Business Opportunity pages. The prices for Business Opportunity Subscriptions are:

Single Use Package	1 Business Opportunity Page	\$500
Silver Package	Limit of 12 Business Opportunity Pages	\$5,000
Gold Package	Limit of 25 Business Opportunity Pages	\$7,500
Platinum Package	Limit of 100 Business Opportunity Pages plus priority top of page placement	\$20,000

Other Subscriptions

The Pitch Subscription **\$500**

A TourismROI Pitch Subscription (six month) permits the subscribing individual/organization to supply and manage all content related to their business plan posting (business summary/overview, business plan document, slide presentation and video presentation).

The Research Item Subscription **\$100**

Organizations interested in marketing their Travel & Tourism research will receive one year of Research item placement hyper-linking directly to the sponsor's website.

The Professional Services Subscription **\$100**

Organizations interested in adding their corporate name, description and contact details on the Professional Services section of the Destination Profile will receive one year of placement hyper-linking directly to the subscriber's website.

Home Page Features

Home Page Destination Feature **\$10,000**

Each week, TourismROI will feature one home page Destination summary with photo, headline and starter text leading to a 1000-word feature article and direct link to the Destination Profile page. Destination feature content

may be provided by the subscriber with final edit/approval provided at no charge by TourismROI, or content can be commissioned from TourismROI. Rates vary.

Home Page Launch Feature **\$10,000**

Each week, TourismROI will feature home page Investment Launch summaries with photo, headline and starter text leading to a 1000 word feature article and direct link to the Investment Opportunity page. Investment Launch feature content may be provided by the subscriber with final edit/approval provided at no charge by TourismROI, or content can be commissioned from TourismROI rates vary.

Home Page Player Feature **\$10,000**

Each week, TourismROI will feature one home page Player summary with photo, headline and starter text leading to a 1000-word feature article and direct link to a Destination Profile page, Investment Opportunity page or hyper-link to the player's designated website. Player feature content may be provided by the subscriber with final edit/approval provided at no charge by TourismROI, or content can be commissioned from TourismROI. Rates vary.

Home Page Hot Investment Opportunities **\$5,000**

Each week, TourismROI will feature home page Hot Investment Opportunities with photo, headline and summary text leading directly to the Investment Opportunity page.

Sponsorship Opportunities

TourismROI provides several levels of "sponsorship" opportunities to organizations interested in connecting to TourismROI users.

Founding Sponsor Upon Request

Organizations interested in a Founding Sponsor designation will receive one year of home page logo placement leading to a optional 1000-word message from the sponsor and/or direct link to the sponsor's website. If there are more than five Founding Sponsors, the individual sponsor logos will be displayed on a constantly rotating basis. Founding Sponsors are also eligible to participate on the TourismROI Advisory Board.

Global Sponsor \$75,000

Organizations interested in a Global Sponsor designation will receive one year of destination page logo placement for all countries, states and cities in the world hyper-linking to the sponsor's website. If there are more than five Destination Sponsors, the individual sponsor logos will be displayed on a constantly rotating basis. Global Destination Sponsors are also eligible to participate on the TourismROI Advisory Board.

Destination Sponsor

10% of the Destination Subscription Price

Organizations interested in a Destination Sponsor designation will receive one year of destination page logo hyper-linking to the sponsor's website. If there are more than five Destination Sponsors, the individual sponsor logos will be displayed on a constantly rotating basis.

State Destination Sponsor

25% of the State Destination Subscription Price

Organizations interested in a State Destination Sponsor designation will receive one year of destination page logo placement for one state plus all cities in the state hyper-linking to the sponsor's website. If there are more than five Destination Sponsors, the individual sponsor logos will be displayed on a constantly rotating basis.

National Destination Sponsor

50% of the National Destination Subscription Price

Organizations interested in a National Destination Sponsor designation will receive one year of destination page logo placement for one country plus all states/provinces and cities in the country hyper-linking to the sponsor's website. If there are more than five Destination Sponsors, the individual sponsor logos will be displayed on a constantly rotating basis.

Regional Destination Sponsor

100% of the Highest Destination Subscription Price in the Region

Organizations interested in a Regional Sponsor designation will receive one year of destination page logo placement for all countries, states and cities in the region hyper-linking to the sponsor's website. If there are more than five Destination Sponsors, the individual sponsor logos will be displayed on a constantly rotating basis. Regional Destination Sponsors are also eligible to participate on the TourismROI Advisory Board.

Investment Opportunities Sponsor \$25,000

Organizations interested in an Investment Opportunities Sponsor designation will receive one year of Investment Opportunities page logo placement hyper-linking to the sponsor's website. If there are more than five Investment Opportunities Sponsors, the individual sponsor logos will be displayed on a constantly rotating basis.

Business Opportunities Sponsor \$10,000

Organizations interested in a Business Opportunities Sponsor designation will receive one year of Business Opportunities page logo placement hyper-linking to the sponsor's website. If there are more than five Business Opportunities Sponsors, the individual sponsor logos will be displayed on a constantly rotating basis.

Research Sponsor \$25,000

Organizations interested in a Research Sponsor designation will receive one year of Research page logo placement hyper-linking to the sponsor's website. If there are more than five Research Sponsors, the individual sponsor logos will be displayed on a constantly rotating basis. Sponsors will also receive unlimited no-charge click-thru for all individual research item postings.

Research Item Sponsor \$100

Organizations interested in a Research Item Sponsor designation will receive one year of Research item placement hyper-linking to the sponsor's website.

The Pitch Sponsor \$10,000

Organizations interested in The Pitch Sponsor designation will receive one year of The Pitch page logo placement hyper-linking to the sponsor's website. If there are more than five The Pitch Sponsors, the individual sponsor logos will be displayed on a constantly rotating basis.

The Player Sponsor..... \$10,000

Organizations interested in The Player Sponsor designation will receive one year of The Player page logo placement hyper-linking to the sponsor's website. If there are more than five Player Sponsors, the individual sponsor logos will be displayed on a constantly rotating basis.

RFP Sponsor..... \$10,000

Organizations interested in an RFP Sponsor designation will receive one year of RFP page logo placement hyper-linking to the sponsor's website. If there are more than five RFP Sponsors, the individual sponsor logos will be displayed on a constantly rotating basis.

Matchmaker Sponsor..... \$10,000

Organizations interested in a Matchmaker Sponsor designation will receive one year of Matchmaker page logo placement hyper-linking to the sponsor's website. If there are more than five Matchmaker Sponsors, the individual sponsor logos will be displayed on a constantly rotating basis.

Calendar Sponsor..... \$10,000

Organizations interested in a Calendar Sponsor designation will receive one year of Calendar page logo placement hyper-linking to the sponsor's website. If there are more than five Calendar Sponsors, the individual sponsor logos will be displayed on a constantly rotating basis.

Multi-Year Contracts

For subscribers and sponsors interested in multi-year contracts, TourismROI offers bonus months as an incentive for longer-term commitments.

All two-year contracts will receive an 8% increase in duration:

26 months instead of 24.

All three-year contracts will receive a 17% increase in duration:

42 months instead of 36.

All four-year contracts will receive a 25% increase in duration:

60 months instead of 48.

All five-year contracts will receive a 33% increase in duration:

80 months instead of 60.

Please note that all bonus months will be received at the end of the contract, and all payments on multi-year contracts will be scheduled, billed and collected on contract's anniversary date.

For more information or to contact a TourismROI sales representative, visit TourismROI.com/sales or email sales@TourismROI.com