

## What is TakeMe2 Camden Maine?

Our primary product is the TakeMe2 online, local, travel guide. Our TakeMe2 Camden website focuses on smaller, regionally-based travel destinations and publishes complete information about local activities and things to do and see including descriptions of all the local lodging properties, restaurants and attractions in a specific location.

Our approach is to publish highly informative and user-friendly guides for travelers by delivering the most relevant and reliable local travel information possible about a specific regional travel spot. TakeMe2 offers travelers an easier way to access pertinent local travel information before they go.

## Key Benefits of a TakeMe2 Travel Guide Include:

- Offers travelers a more complete picture of local area information when planning a trip
- Organizes information in new and highly intuitive ways that work better
- Helps visitors find what they really need to book travel and make reservations
- Uses video to promote area attractions and local businesses
- Offers downloadable coupons that reinforce your brand – available for your business at no charge
- Provides more exposure for local businesses using the power of search

## Why Advertise with TakeMe2?

We put your business in front of consumers looking for tourism information specific to the Camden Maine area. We are highly visible in organic search for many strategic, travel-related terms relevant to your geographic market niche.

TakeMe2 Camden will showcase your business to local area travelers in a unique, easy to use and interactive way that is clearly more informative than any banner, button, print or broadcast ad. TakeMe2 Camden presents your business in a format that is not perceived as overtly commercial by prospective visitors. Not only does your advertisement build brand awareness, it gives you enhanced listing opportunities that complement your web presence in ways unequalled by any other organization or media currently serving the Midcoast Maine area.

## Based on current traffic trends, we project over 250,000 qualified visitors to our site looking for travel information about Camden Maine in 2013.

- 64,723 visits in 2011
- 183,598 Pageviews in 2011
- 175,574 visits in 2012
- 488,237 Pageviews in 2012
- 209,233 visits as of October 17, 2013
- 567,083 Pageviews through 10/17/13
- 75% of visitors to the site are from outside Maine

**There are 3 ways to advertise: 1. Premium Business Sponsor 2. Marquee Display Ad 3. Enhanced or Basic Listings**

## 1 Premium Business Sponsor

- Limited to 10 sponsors per category, e.g, hotels, inns, dining, shopping, attractions and things to do
- First Come – First Serve basis marketing opportunity
- Not for every business – best for brand-centric and reputation-oriented business entities
- Need to be customer-reviewed with a minimum quality score from an industry-respected customer review site to qualify for inclusion as a potential sponsor
- Brand awareness advertising & trusted reference (referral) solution for your business from our site
- Uses a mini-hub of content to promote your business services, reputation, and brand to travel consumers visiting our site

### Includes the following content:

- TM2 “Top Choices” Designation
- Separate Navigation channel (menu) with dedicated landing page highlighting “featured properties”
- In-depth Featured Article about your business story and its unique attributes
- Separate Featured Listing channel within the respective business category page
- Marquee Display Ad
- Enhanced Business Listing
- Business Profile Listing

Users exposed to “Premium Sponsor” content typically convert at a higher rate because this type of marketing solution provides the most trusted, usable and relevant information for consumers.

## 2 Marquee Display Ad

Marquee Ads are highly visible contextual display ads that appear sequentially at both the top, left and right hand sides of major channel landing pages and select secondary web pages. There are only ten Marquee positions available (from the 1st to the 10th positions sequentially) on each web page.

- First Come – First Serve basis advertising solution
- Secondary to “Premium Business Sponsor” Marquee ads

## 3 Enhanced or Basic Listings

- Enhanced Business Listing – under the “Featured Tab” – includes a Business Profile
- Basic Listing – under the “Local Tab” – includes a link to your website

**Our goal is to create the most authoritative resource for travel planning in the local market. TakeMe2 Camden captures thousands of visitors to our online travel website each month and these visitors trust our local travel planning resources, which translates into qualified leads for your business.**

**We also create a digital coupon book that is marketed to our visitors as a paid downloadable file from our site. And best of all, participation in the coupon book is available to you at no charge!**

**TakeMe2 Camden is a business partnering relationship – unlike any other advertising model in the industry.**

- Premium Business Sponsor**
- Marquee Ad
  - Enhanced Listing in Featured Tab
  - "Top Choices" designation
  - Profile page
  - Top Choices article page
  - Lodging Price: \$3000  
Restaurant Price: \$1500

**Hotels & Motels Landing Page:**

**Marquee Ad**

**Featured Tab**

**Enhanced Listing**

- with "Top Choice" designation

**Premium Profile:**

**Top Choice Article:**

**Marquee Ad**

- Displayed on major channel landing pages and select secondary web pages
- Includes Enhanced Listing
- Includes Profile Page
- \$500 annually

**Basic Listing**

- Under the "Local" tab
- Link to your website
- \$200 annually

**Includes Enhanced Listing**

- Under the "Featured" tab

**Includes Profile Page**

- Your own page on our site