



2010 Advertising Opportunities

Spotlight your property directly on the Newport Aquarium's website. Advertising opportunities are available on our website and on our 2010 rack brochure. In order to participate in the advertising program, your property must carry Newport Aquarium consignment tickets.

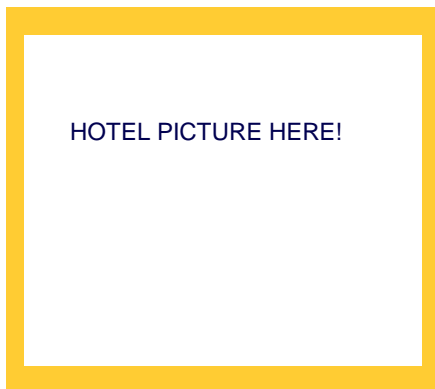
There are four opportunities to advertise. Each option is described on the following pages. The on-line ads will be placed on the Newport Aquarium's website at www.newportaquarium.com. We will be limiting our 2010 on-line hotel ads to 21 hotel properties. Priority will be given to the first 21 hotels that have paid for their advertising.

Spend a minimum of \$4,000 in 2010 advertising and you will receive the following additional benefits:

- An additional \$1.00 discount off of the regular hotel consignment ticket pricing.
- The ability to carry discount Ride the Ducks vouchers for your guests.
- The ability to sell a combo ticket to the Newport Aquarium and Ride the Ducks.

Option A: Featured Listing – Limit of 1 Featured Listing sold
6 or 12 month purchase Pricing: Jan-Jun - \$8,000; Jul-Dec - \$8,000; Jan-Dec - \$10,000
Hotel picture, 5 lines of expanded text, website link and special offer section
Special offer section can be updated with a new offer monthly.
Image size for hotel picture: 211 pixels x 159 pixels
Featured listing will always be top ad on area accommodation page.

ABC HOTEL



- 1 – Five lines of text to highlight your hotel amenities.
- 2
- 3
- 4
- 5

Address:
Phone:
Web
Site:

SPECIAL OFFERS: (2 lines)

Option B: Preferred Listing

6 or 12 month purchase Pricing: Jan-Jun - \$2,500; Jul-Dec - \$2,500; Jan-Dec - \$4,000

Hotel picture, 2 lines of text and website link

Image size for hotel picture: 150 pixels x 113 pixels

Preferred Listings are placed on page based on date of paid advertising.

XYZ HOTEL



1 Two lines of text to highlight your hotel amenities.
2

Address:
Phone:
Web Site:

Option C: Hotel Listing

6 or 12 month purchase Pricing: Jan-Jun - \$1,500; Jul-Dec - \$1,500; Jan-Dec - \$3,000

2 lines text + website link

ABCXYZ HOTEL

1 Two lines of text to highlight your hotel amenities
2

Address:
Phone:
Web Site:

Option D: Rack Brochure - Ad size 3.3 wide by 1.7 high

Pricing: \$15,000 - Includes Option B – Preferred on-line hotel listing ad

Purchase an ad on the back of our Rack Brochure

Limited to 3 hotels

Distribution of 450,000 brochures at rest areas, welcome centers, ad racks, Convention and Visitors Bureaus, Chambers, trade shows and internet requests.



A Million Gallons of Fun

2010 ADVERTISING AGREEMENT

Date: _____

Company Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

OPTION A

On-Line Featured Listing	<input type="checkbox"/>	Jan-Jun	\$ 8,000	\$ _____
	<input type="checkbox"/>	Jul-Dec	\$ 8,000	\$ _____
	<input type="checkbox"/>	Jan-Dec	\$10,000	\$ _____

OPTION B

On-Line Preferred Listing	<input type="checkbox"/>	Jan-Jun	\$ 2,500	\$ _____
	<input type="checkbox"/>	Jul-Dec	\$ 2,500	\$ _____
	<input type="checkbox"/>	Jan-Dec	\$ 4,000	\$ _____

OPTION C

On-Line Hotel Listing	<input type="checkbox"/>	Jan-Jun	\$ 1,500	\$ _____
	<input type="checkbox"/>	Jul-Dec	\$ 1,500	\$ _____
	<input type="checkbox"/>	Jan-Dec	\$ 3,000	\$ _____

OPTION D

Rack Brochure	<input type="checkbox"/>	Ad 3.3 x 1.7	\$15,000	\$ _____
OPTION B		12 Month Preferred Listing	\$ 4,000	\$ FREE

TOTAL OF ALL ADS PURCHASED \$ _____

METHOD OF PAYMENT:

Credit Card: MasterCard: VISA: American Express: Discover

Credit Card Number: _____ Expiration Date: -

Name as it appears on credit card _____

Signature: _____

Check or Money Order Payable to: *Newport Aquarium*

Please return this form to:

Elizabeth Webb, Newport Aquarium, 1 Aquarium Way, Newport KY 41071

Or fax to: (859) 261-3300