

travelandsports.com

# Media Kit 2010



Photo: ©travelandsports.com

**New Traffic Record for the year ended 12/31/2009: 1,655,670 Visitors**  
**Typical 2009 Click Through Cost: .50/cpc**

Estimated Traffic for Calendar 2010:  
**1,700,000 Annual Visitors**

# travelandsports.com

*Reaching the High-End US Travel Market on the Internet!*

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## Monthly Advertising Programs

### Top of Page: Premier Listing + Top of Page Banner

## Travel & Sports: Puerto Rico

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nature adventure tours  
Guided Tours, Custom & Private Adventures-Any Day of the Week !

| [Packages / Coupons / Auctions](#) | [Create Your MasterGuide™](#) | [Advertise](#)

Includes: Banner, Package and Coupon System, Description, Photos, Website Link

### Run of Page: Premier Listing + Banner

[Wyndham Río Mar Resort & Spa](#) \$189-489 (more) > [Puerto Rico](#) > [Río Grande](#)



 800-4-RIOMAR  
787-888-6000  
787-888-6320FX  
\$189-489, 600   
Rt 968 Km 1.4.  
[www.wyndhamriomar.com](#)

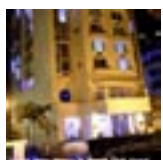
  
**The Caribbeans' premier beachfront vacation resort.**

- Enjoy two championship golf courses.
- Exclusive Mandara Spa & thrilling casino.
- Luxurious guest rooms.
- Private balconies with incredible views.


Includes: Banner, Package and Coupon System, Description, Photos, Website Link

### Premier Listing: Basic 1 + Photos + Website Link + Child Listings

[San Juan Water & Beach Club Hotel](#) \$149-695 (more) > [Puerto Rico](#) > [Carolina: Isla Verde](#)



888-265-6699  
787-728-3666  
787-728-3610FX  
\$149-695, 78   
2 Tartak St.  
[www.waterbeachclubhotel.com](#)

  
**A refreshing alternative to large chain resorts and hotels.**

- The Water & Beach Club is the only beachfront boutique hotel
- The first contemporary, cool, chic designer hotel.
- One of the 32 coolest hotels in the world - Conde Nast 2004.
- Located on Pristine Isla Verde Beach with ocean views.

Includes: Package and Coupon System, Description, Photos, Website Link, Child Listings.

## Package and Coupon System

Our advertisers may now publish Packages, Coupons and Auction offers on our website without charge.

✓ [Jim Boat Trips \(more\)](#) > [Puerto Rico](#) > [Fajardo](#)



Click here to see this special offer:

10.00 Discount Coupon: Special Catamaran Discount for Your Family or Group



787-383-4663  
787-728-6606  
787-383-5700  
Villa Marina & San Juan  
Marina.  
[www.jimboat.com/](http://www.jimboat.com/)



All you need for the Catamaran excursion is a towel and sunblock!!! Mention this site and receive a \$10 per person discount on available trips. (also serving: [Ceiba](#), [Culebra](#), [San Juan Metro](#), [Vieques](#), [Yabucoa](#).)

**Travel & Sports: Puerto Rico.**

Travel & Sports: Puerto Rico > Packages / Coupons / Auctions Email Current Offer

Logout

Current Offers

Buy Type

Buy Location

All Offers

Display: 795

Wider Page

Wider Page

If you have any comments or problems with this site: [office@travelandsports.com](mailto:office@travelandsports.com)

**Special Catamaran Discount for Your Family or Group**

Jim Boat Trips > Discount Coupon

**\$10.00 Discount Coupon**

Issued By: Jim Boat Trips  
Issued To: **NOT VALID UNTIL EMAILED**  
Issued: Tue Jan 06, 2009 4:55:51 AM  
Serial Number **NOT VALID UNTIL EMAILED**  
Book/Purchase By: Fri Jan 09, 2009 11:59:59 PM  
Valid Dates: From NOW To Tue Jun 30, 2009 11:59:59 PM

Contact Info: **Contact information will be provided in the issued Discount Coupon**

Title:  
Special Catamaran Discount for Your Family or Group

Description:  
THE ultimate goal when you think of "Vacation in the Caribbean": sailing on the FunCat Catamaran. \$10 per person discount for everyone in your family or group (the issued to person must be a member of the family or group).

Standard Conditions (unless otherwise stated, these conditions apply):  
This Discount Coupon is only valid for use by the Issued To person for use within the Valid Dates. May not be combined with any other offer, package coupon or discount. Limit one Discount Coupon per person, family or household. Not transferable. Not redeemable for cash or any other consideration. Subject to availability. Certain restrictions apply. This Discount Coupon is void if it is not Booked/Purchased By Fri Jan 09, 2009 11:59:59 PM AND used between NOW and Tue Jun 30, 2009 11:59:59 PM. Any applicable taxes are added to any Discount Coupon.

Any offer you publish in this system (with the exception of an anonymous offer) is tied directly to your listing. Wherever you are listed on our site, your first 3 offers are embedded in your listing. This is an excellent way for advertisers to market their product and communicate their current offerings to the public.

**For example an accommodation might offer a 2 night – 3 day weekend stay that would normally cost \$450 at a price of \$295:**

**As a package:** Set the package price at \$295.

**As a coupon (\$):** Set the coupon discount at \$155.

**As a coupon (%):** Set the coupon discount at 35%.

This system works equally well for any business on our website.

Packages and Coupons are issued at the consumers request, in real time via email, with a copy going to the advertiser. The advertiser's copy includes the consumers name, phone number and email address. That information is also available to the advertiser online. Each package or coupon is normally issued multiple times (up to the limit the advertiser selects) and may run for as long as one year.

Packages offer a specific price for the items being sold.

Coupons offer a discount amount or percentage from the normal selling price.

See the current rate card for limitations on the number of offers that may be made.

Let us assist you in setting up one or more offers in the system.

## Travel & Sports: Puerto Rico

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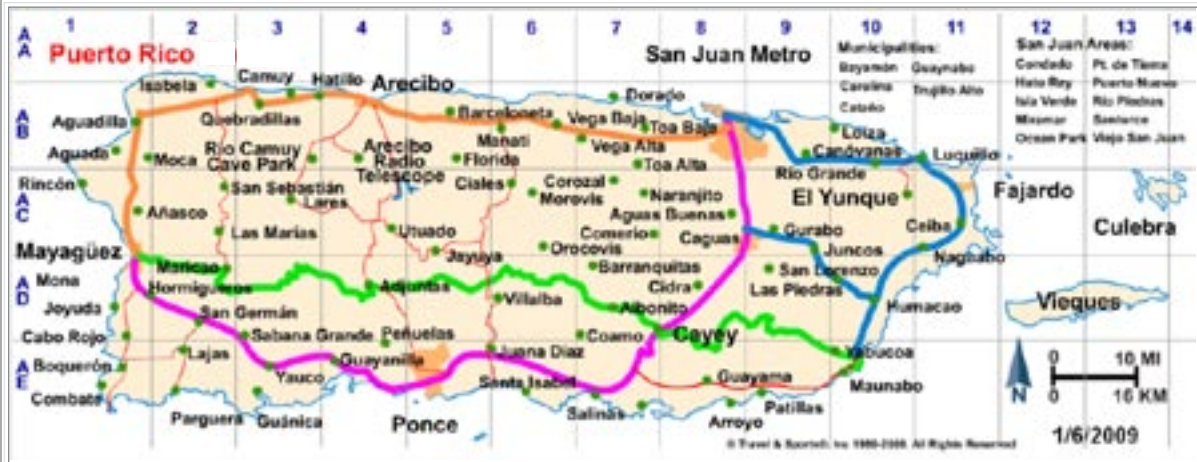
GO



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Magazine Articles: 403

[Create Your MasterGuide™](#)

3176 Listings Updated: 2009-01-06 00:15:22 | 35441

### Where to Stay, What to Do, Who Can Help:

<a href="#">Accommodations</a>	<a href="#">Beaches</a>	<a href="#">Forests</a>	<a href="#">Marinas</a>	<a href="#">Sightseeing</a>
<a href="#">Airline Reservations</a>	<a href="#">Car Rental</a>	<a href="#">Golf</a>	<a href="#">Nature/Adventure</a>	<a href="#">Spas</a>
<a href="#">Airline, Charter</a>	<a href="#">Casinos</a>	<a href="#">Horseback Riding</a>	<a href="#">Públicos</a>	<a href="#">Taxis</a>
<a href="#">Airline, Services (FBO)</a>	<a href="#">Consulate</a>	<a href="#">Hospitals</a>	<a href="#">Real Estate &amp; Rentals</a>	<a href="#">Trolley</a>
<a href="#">Airports/Ferries/Docks/Train</a>	<a href="#">Diving &amp; Snorkeling</a>	<a href="#">Info-PRTC</a>	<a href="#">Restaurants &amp; Clubs</a>	
<a href="#">Artisans &amp; Galleries</a>	<a href="#">Events</a>	<a href="#">Information</a>	<a href="#">Sailing &amp; Watersports</a>	
<a href="#">Attractions &amp; Sights</a>	<a href="#">Fishing</a>	<a href="#">Limousines</a>	<a href="#">Shopping</a>	

## Custom Programs:

The website home page is a very high traffic page offering a unique marketing opportunity for Airlines, Resorts, Car Rental Companies, Major Attractions and Events.

## All Programs:

All ads run month to month until canceled. There are no long term commitments and no refunds. We will create a banner ad for you (exclusively for use on our site) at no additional cost.

Advertising (other than a Basic Listing) is designed to increase the Visitor Traffic to your website from travelandsports.com as measured by the CTR. Travel and Sports provides monthly competitive traffic analysis for every listing on travelandsports.com. Your traffic from travelandsports.com may be obtained from these reports or your own server log.

\*CTR (Click Through Rate or Click Throughs) is the number of visitors from travelandsports.com to your website.

**Example Conversion Rate Cash Flow:** If you sell 5% of the visitors that come to your website and your cash flow after variable costs is \$500/sale and assuming a \$195 Banner program cost and a CTR of 400:  $(400 * 5\% * \$500) - \$195 = \$9,805$ / net cash flow per month. Your results will be different.

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## Visitors

Website Traffic Estimate for 2010 **1,700,000**

*(Actual Visitors for the calendar year ending 2009-12-31: 1,655,670, a new record.)*

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## Visitor Profile\*

Country of Origin (*Residence*)

Unites States (*Excluding Puerto Rico*) **83%**

Puerto Rico **14%**

Other **3%**

## Demographics

Female **59%**

Male **41%**

Age **40 Years**

Education **15 Years**

## Type of Travel

Leisure **82%**

Internal **14%**

Business **4%**

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## USA Visitor Profile\* (*Excludes Puerto Rico Residents*)

### Country of Origin

Unites States (*Excluding Puerto Rico*) **100%**

### Demographics

Household Income **\$93,317**

Total Trips taken to Puerto Rico **11.19**

Length of Stay (*in days*) **13.52**

Persons on the Trip **3.94**

Spending per Person **\$4,402**

Spending per Trip **\$17,345**

Cruise Ship Passengers **12%**

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*\*Statistics based on 13,411 E-Subscribers to travelandsports.com*

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Questions?

To advertise or for further information contact:

**Travel and Sports, Inc.**  
**4342 Apple Way**  
**Boulder, CO 80301**

**303-473-9500**  
**sales@travelandsports.com**

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*When you are ready to act, we are ready to help.™*