

[www.discovertnt.com](http://www.discovertnt.com)  
[www.meppublishers.com/blog](http://www.meppublishers.com/blog)

## Maximum Visibility

Discover Trinidad & Tobago Online is the best use of your online advertising dollars

- We receive up to 1 million hits monthly, from foreign visitors planning their trips, as well as locals researching local activities and getaways
- Our website ranks in the top 10 of search rankings related to Trinidad and Tobago, so users find us through numerous links from other websites; web searches; and our web portals on Facebook, Twitter and our blog.

## Reputation

Our online rankings are the product of consistent product reliability and an outstanding reputation in the local and international travel industry. Our accuracy and attention to detail make us the preferred visitor guide for both local and international tourists alike.

## Always Current

Discover's core content is posted annually, but its online text and calendar are constantly updated as developments occur during the year. Our multi-media Blog, Facebook page, Facebook group and Twitter profile keep our content current, and drive thousands more users to our website.

## Flexibility

Discover allows advertisers to choose when, where and how they advertise:

- Which online channel they prefer — specific landing pages, or across the site
- How long you would like the ad to run — whether on a monthly or annual basis \*\*
- Banner or button; static image and text; a text link; or dynamic FLASH advertisements.

## Online Edition Ad Rates

Placement on [www.discovertnt.com](http://www.discovertnt.com)

### • Vertical Skyscraper Banner

(160 x 600 pixels, Homepage & Landing Pages):  
US\$125 / month; US\$1,250 / year \*\*

### • Square Button

(250 x 250 pixels, Article Pages across the site):  
US\$125 / month; US\$1,250 / year \*\*

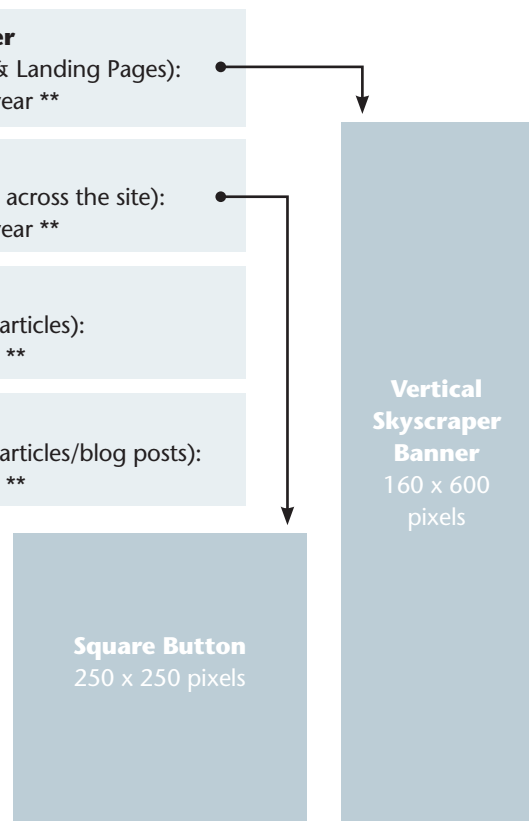
### • Square Button

(URL & anchor text on specific articles):  
US\$49 / month; US\$499 / year \*\*

### • Text Links

(URL & anchor text on specific articles/blog posts):  
US\$49 / month; US\$499 / year \*\*

\*\* Annual slots are offered at up to 20% off monthly rates. Current print advertisers also receive an additional 10% discount off all rates.



## Tech Specs

- Banner/Buttons can be in JPEG, GIF or FLASH format (destination URL must be embedded with FLASH ads)
- Files must be no greater than 50K in size. FLASH files may be slightly larger
- Text link ads must be relevant to our readers, and anchor text must work organically within the article text. MEP reserves the right to turn down requests for text ads which don't meet our community standards and philosophy
- Ads are posted online within one business day of payment receipt.

## For more information

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