



**HUMBOLDT COUNTY CONVENTION & VISITORS BUREAU
SPOTLIGHT Advertisement on WWW.REDWOODS.INFO**

**HCCVB's high-traffic website delivers customers!
1,000,000 Site Visitors Per Year**

The Spotlight Ad on www.redwoods.info does not replace your member listing on the HCCVB website. Site visitors will still find you through the various search gateways. However, our research indicates that Spotlight advertisers are receiving **three to four times the clicks** as non-advertisers. A click is when a visitor clicks on your listing to read your complete www.redwoods.info web page.

Here's how it works: When we turn on your Spotlight ad on one or more "gateway" pages, your business will appear at the top right of the page in rotation with other Spotlight advertisers (maximum of five per space). Whenever the visitor revisits or refreshes the page, the ads rotate again. Visitors will see your business before they do a search.

At the end of each month, we will email you a Spotlight Advertiser Report, detailing how many visitors clicked on your ad, how many found and clicked on your business through search, and how many then clicked through to visit YOUR website.

1. **YES! Give me a Spotlight ad on www.redwoods.info.**

Your Name: _____

Company/Organization: _____

Address: _____

Phone: _____ Fax: _____

E-Mail: _____ Website URL: _____

2. **Placement:** (subject to availability)

Place my Spotlight Ad on: (choose one)

The Redwoods Things To Do Lodging Dining Events Maps & Resources
 Travel Itineraries Business Directory Travel Professionals Offers

3. **Begin my 12-month Spotlight Ad in (month) _____ Rate: \$500**
Begin my 6-month Spotlight Ad in (month) _____ Rate: \$300
Special Offer Buy a 2nd Spotlight for the same business in another slot for ½ price!

Use words and photo from my current www.redwoods.info member listing.

Use the following words in my ad (up to 135 characters plus title):

Questions? Contact Charlotte info@redwoods.info or call 443-5097 x 202.

4. **PAYMENT** Check Enclosed Please Bill Me

**PLEASE SIGN AND FAX THIS INSERTION ORDER TO HCCVB at 443-5115
or mail to: Humboldt County CVB, 1034 Second Street, Eureka, CA 95501**