

ILLINOIS ADVENTURES

It's Time to Explore Central Illinois

OVERVIEW

Why Central Illinois?

Whether you're from the area or just passing through, you haven't experienced the Midwest until you've spent some time in Central Illinois. The Land of Lincoln proves it has more to offer than cornfields and that windy city up north.

With Illinois Adventures, the best of Central Illinois—iconic Route 66 stops, Abraham Lincoln sites, striking vineyards, art festivals, and more—are at your fingertips. Go ahead and explore online. Then get out and see for yourself how terrific Central Illinois can be.



EDITORIAL DESCRIPTION

What It's All About

Illinois Adventures highlights the best of Central Illinois—particularly the towns, sites, events, history, and businesses that make it great. In-depth features, stories that highlight the best locations, quick tips, and entertaining essays combine to provide an insider's perspective on all that this part of the state has to offer.

Locations featured include Springfield, Decatur, Champaign, Bloomington, Peoria, and all the terrific small towns and interesting spots in between.

The content of Illinois Adventures is written and edited by professional wordsmiths and passionate explorers. Each story highlights what makes Central Illinois great, with striking photography, vivid description, and unique insights readers won't find anywhere else.

Content

- Destinations
- Quick Stops
- Food & Drink
- Events
- Tips
- Fun Facts
- Thoughts
- Photos
- Deals

DESIGN

Clean-lined and colorful, Illinois Adventures is designed to be visually engaging and easy to navigate. On the home page, readers are treated to some of the highlights of each online

issue, including links to featured destinations and stories on great sites, fast facts, deals of the week, and a rundown of upcoming events. Inside, each story is accompanied by photographs and hardworking information including addresses, phone numbers, and links to websites, so readers know where to go and how to find more information.

AUDIENCE

With Illinois Adventures, you have the opportunity to reach more than 800,000 Central Illinois residents who are on the hunt for something to do—not to mention scores of travelers passing through or making Illinois their travel destination.

According to the Illinois Bureau of Tourism, in 2007:

- Domestic and international travelers directly spent more than \$29.9 billion in Illinois during 2007, a 5.8 percent increase from 2006. Domestic travelers in Illinois spent \$27.9 billion while international travelers spent about \$2 billion.
- Traveler expenditures directly generated 305,460 jobs within Illinois in 2007, an increase of 3,940 new jobs.
- Twenty of Illinois' 102 counties received over \$100 million in domestic travel expenditures in 2007. 17 counties indicated 1,000 or more jobs directly supported by domestic travelers' expenditures.
- Travel spending in Illinois in 2007 generated over \$5.4 billion in tax revenues for federal, state and local governments, a 4.1 percent increase from 2006. These additional taxes save an average Illinois household over \$1,100 in taxes each year.
- Illinois ranked 9th in the U.S. in its share of total domestic travel and 6th in traveler spending.
- Primary activities for leisure travelers to Illinois included shopping, dining, entertainment, touring/sightseeing, and visiting a museum/art exhibit.
- On average, leisure visitors to Illinois spent \$129 per person per day. The total average amount spent daily in Illinois businesses is nearly \$82 million.

Catch travelers' interest—and snag a share of their Illinois spending—by advertising in Illinois Adventures today!

ADVERTISING RATES

Home Page	1 month	3 months
TOP BANNER	\$300	\$275/month
LARGE RECTANGLE (120x600)	\$225	\$200/month
SMALL RECTANGLE (120x200)	\$100	\$90/month

Inside Pages	1 month	3 months
TOP BANNER	\$200	\$175/month
LARGE RECTANGLE (120x600)	\$175	\$150/month
SMALL RECTANGLE (120x200)	\$75	\$65/month

For a limited time: Take advantage of discounts when you purchase multiple ads on our site! Contact Illinois Adventures now for more details.

Inside Pages include everything except the home page. Ad placement will be determined by the Illinois Adventures team; however, we will accommodate your placement requests when possible.

You may supply your own designed advertisement or you may purchase one-time ad design services from Illinois Adventures—design rates start at \$50 per ad.

Why wait? Contact Julie Collins at ads@illinois-adventures.com or 515.229.0228 today to learn more about special **introductory advertising rates**.

Rates as of June 10, 2009. All rates are subject to change. Please call 515.229.0228 for updated rates.

SHARE YOUR DEALS WITH ILLINOIS ADVENTURES READERS

Does your business have a great deal for Illinois Adventures readers? Get maximum publicity for your specials, bargains, and more by having your deals featured in the **Deals** section at Illinois-Adventures.com. We'll include a description of the deal and your business prominently on the website for a one-time fee of \$40. For 24 hours, your deal gets prime placement as the featured story on the home page. Then, for three weeks after that, your deal will still be visible on the Illinois Adventures home page under the **Deals** section. And after that? Readers checking out the **Deals** page at Illinois-Adventures.com will still see your great offer.

Why wait? Contact Julie Collins at ads@illinois-adventures.com or 515.229.0228 today to learn more about how you can **promote your company and share great deals** with Illinois Adventures readers.

We are happy to remove limited time offers from the site once they are no longer valid.