

Dear CVB Members:

The Internet Services Department of the Daytona Beach Area Convention & Visitors Bureau is pleased to announce the launch of the **CVB's Text Banner Advertising Program**. This exciting opportunity will allow advertisers to place Text Ads in selected sections of our main consumer website, daytonabeach.com.

Your text ad will include headline text that links directly to your specific offer page, and an additional link that will click to the landing page of your choice. The daytonabeach.com sections available for ad placement are:

- The Beach
(Subsections: Live Beach Cam, Beach Guide, Current Conditions)
- Shopping, Dining & Nightlife
(Subsections: Restaurants, Nightclubs, Shopping)
- What to See & Do
(Subsections: Attractions & Activities, Cultural Finds, Sporting Activities, Weddings)
- Calendar of Events

Sample Text Ad

The rates quoted are for a single Text Ad. A maintenance fee will be charged to advertisers who change their text ad prior to the end of the annual contract period. Please review the pricing structure and contract for further details.

[Award Winning
Oceanfront Hotel](#)
Spa and Golf Packages
from \$169 per person
[Web site](#)

Sincerely,

Nicholas Conte, Jr.
Director of Internet Services
Daytona Beach Area Convention & Visitors Bureau
Director of Internet Services
Daytona Beach Area Convention & Visitors Bureau
126 East Orange Avenue
Daytona Beach, Florida 32114
Phone: 386-255-0415, ext. 128
Toll Free: 800-544-0415
Fax: 386-255-5478
<http://www.daytonabeach.com> (Visitor Information Web site)



Text Ad Examples

<p>Stay 1 night, get one FREE! Stay 1 night at the Beachside Inn and get the next night FREE! website</p>	<p>Golf & Lunch Special \$49+tax Per Person. Up to 4 Players. Valid after 12 pm. Click for coupon. website</p>	<p>Headline Text (up to 30 characters including spaces)</p> <hr/> <p>Offer Text (up to 70 characters including spaces)</p>
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Sample Text Banner Ad

The screenshot shows the Daytona Beach website with a sample text banner ad overlaid on the right side. The website header includes the logo, navigation menus, and a search bar. The main content area features a "What to See & Do" section with a large image of a couple on a beach. The banner ad is a yellow box with a white background, containing a weather forecast, a "SUMMER FAMILY PACKAGE" offer, a "P Parking" notice, a "Littering" notice, and a "Lightning" notice. The ad also includes a "General Beach Reg" notice and a "FAMILIES LOVE US! - SAVE 15%" offer.

Business Name: _____
 Billing Name: _____
 Contact Person: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____ Fax: _____
 Contact Email Address: _____
 Authorized Signature: _____

Seasonal Rates

Season A (February – July)

Season B (August – January)

Season A	Season B	Circle Your Choice	Main Section/subsection	Annual Impressions
\$700	\$500	A , B	The Beach	280,000
\$530	\$330	A , B	Live Beach Cam-subsection	150,000
\$450	\$250	A , B	Shopping, Dining & Nightlife- main section	125,000
\$425	\$225	A , B	Calendar of Events-main section	120,000
\$400	\$200	A , B	What to See & Do-main section	80,000
\$400	\$200	A , B	Restaurant-subsection	75,000
\$375	\$175	A , B	Attractions & Activities-subsection	50,000
\$335	\$135	A , B	Nightclubs-subsection	23,000
\$330	\$130	A , B	Current Conditions-bch subsection	18,000
\$325	\$125	A , B	Shopping-subsection	15,000
\$300	\$100	A , B	Beach Guide-subsection	10,000
\$300	\$100	A , B	Cultural Finds-subsection	10,000
\$300	\$100	A , B	Sporting Activities-subsection	10,000
\$300	\$100	A , B	Weddings-subsection	10,000

** Two Consecutive Month Minimum **

Text Ads are not available on Daytonabeach.com Homepage, Where to Stay or Accommodations sections
 (As tracked 04/05)

All Text Ad contracts are for a one year period. Seasonal Text Ads may be purchased on a “space available” basis and pricing will be made available upon request. *Note: web sections will operate with a rotation banner series.*

Advertising Policies

The Daytona Beach Area Convention & Visitors Bureau reserves the right to decline any advertising deemed inappropriate for planning travel to the Daytona Beach area. The subject material of the link pages must directly relate to the message featured in the Text Ad on daytonabeach.com. The Daytona Beach Area Convention & Visitors Bureau is not responsible for the content of any third party sites that are directly or indirectly linked from our Web site. Advertisers must represent businesses within the greater Daytona Beach area. Exceptions will be considered on an individual basis. Advertisement on this site does not imply endorsement by the DBACVB of the advertised company or service.

Change Request

Each client request for revision to an already submitted and approved Text Ad will be billed \$200 per request. There is no additional charge to redirect the target URL landing page. If you have a server change or new Web site you must notify the DBACVB Internet Services Department immediately.

Payment Terms

1. Payment must accompany this contract.
2. All checks are to be made payable to the Halifax Area Advertising Authority.
3. The one-year contract begins the day payment is received and the text ad is placed on the website.
4. Contract and payment are to be sent to:

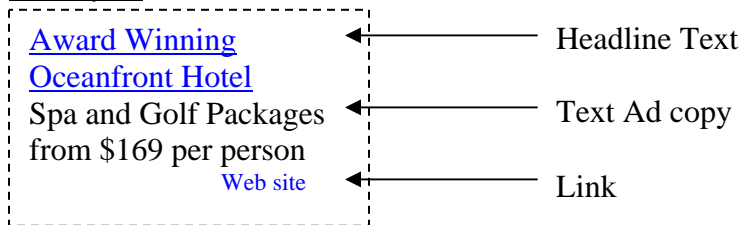
Halifax Area Advertising Authority
126 E. Orange Ave.
Daytona Beach, FL 32114

Office use only:

Check # _____ Received on (date) _____
Date Advertisement Established _____ By _____

Text Ad Instructions

Example:



Your Headline Text can be up to 30 characters including spaces. The Text Ad Copy can be up to 70 characters including spaces. All Text Ads will be linked to a designated landing page.

Headline Text

Text Ad Copy: (no longer than 70 characters, including spaces).

Web Site Address That Ad will Link To:

http://www._____

Note: Please duplicate this page for multiple Text Ad requests