

SOME WHYS

Why must we brand online?

Readers are moving online in large numbers - away from print. The Web is where your brand needs to really stand out. You need more than just a website.

We already do Search Engine Optimisation SEO work is not enough. It makes you more visible. **But people still need a reason to visit.** That is why they always look for independent reviews, credible information, and advice.

What about ROI?

Without online branding, retail cannot reach full potential. For consumers, **research always comes before retail.** Our independent review based stories help over 1,000,000 readers choose the right brands.

We spend on pay-per-click search phrases **Only a small percentage of Web surfers click on sponsored links.** Your competitors can also click away your dollars. Remember, the "clickiest" people are kids.

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Updated monthly, **SmartTravelAsia.Com** is read by over **1,000,000 people** each year - 60% based in key Asian metros, 20% in USA, and 20% in UK and Europe. With an annual household income of **US\$165,000** and an average of **15 air trips** our readers generate a potential **15 million airline seats** and **45 million room nights** annually. We have consistent page one rankings on **Google** and major search engines. We are also found through **syndicated print columns** in Asia and **online referrals** by leading international publications.

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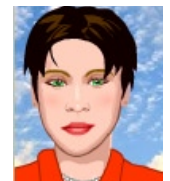


DANCING WOLF MEDIA

We are a Hong-kong-based Online Publishing, Web Design and Editorial company. We launched in 2002 as a lifestyle change saw readers move from print to the Web. The team brings 20 years' experience in news, business and travel journalism, as well as powerful print graphic techniques.

2008 RATES

- FIXED BANNER**
Fixed Position Banner Homepage US\$6,000, 30 days. Inside Page US\$5,000, all 600x80 pixels, max 12k.
- ROTATING**
Homepage Rotating Banner US\$3,000, 30 days. Inside Page US\$2,000.
- ADD A SLIDESHOW**, 10 images US\$2,000, 30 days, via a text link below your banner.
- MASTHEAD EAR**
Homepage 110x110px US\$5,000, 30 days.
- BUTTON**
Homepage US\$3,000, 30 days, 130x130 pixels. Inside Page US\$2,000, 145x145px max file size 8k.
- A4 PAGE**
US\$12,000 for 30 days. We will create. Looping video and music are possible.
- LOOPING VIDEO**
15-second looping video, Inside Page, 30 days, US\$6,000.
- 3 MINUTE VIDEO**
Three-minute streaming video, 12 month hosting on dedicated page, US\$50,000.



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US\$6,000 for 30 days, Inside Page. 3D or animated virtual host delivers your "news".

TOP ASIAN HOTELS

By invitation only, a collection of visually stunning A4 "pages". Get powerful global branding in this premium annual section that runs from Jan till Dec. Pages can be updated and print out in excellent quality on A4 paper. Page traffic statistics are provided each quarter. The one-time joining fee is US\$20,000 for a page until 31 Dec regardless of starting date.