

Each year, hundreds of thousands of visitors rely on the official website of the Kansas Dept. of Wildlife, Parks & Tourism, TravelKS.com, to help this highly targeted travel-oriented audience decide how to spend their money for hotel rooms, dining, entertainment, unique adventures and corporate meetings.

OVER 725,000 USERS visit TravelKS.com each year, viewing over 1,970,000 pages of information. They are on our website for one primary reason: they expect to visit our communities and spend money while doing so, enjoying all the diversity & richness our region has to offer.

NEARLY 79% OF USERS are new to TravelKS.com. If you're an advertiser, this means just one thing – these online visitors represent potential new business and new customers for you.

IMPRESSIVE ADVERTISING PERFORMANCE is enjoyed on TravelKS.com because you're showcased in front of your perfect "ready-to-spend" customers. That's why advertising click-through rates (CTR) on travel sites like TravelKS.com are typically *3 to 6 times the national average* – or higher – than banner advertising on other sites like Google or Yahoo.

A MOBILE PRESENCE, TOO, is available. That's critically important since mobile phone & tablet users may be in our area and want to book a room, dine out or be entertained *right now!*

RESULTS frequently reported by advertisers on travel sites like TravelKS.com indicate that such websites quickly become the top referring website to their own....and hotels report ROIs of \$4 - \$6 in bookings, and more, for each \$1 invested. That's powerful advertising!

The screenshot shows the TravelKS.com desktop homepage. Key features and highlighted areas include:

- Header Image:** The top banner area featuring the "There's no place like Kansas" logo and navigation links.
- Page Sponsorship:** A large section on the right side of the page, including a featured listing for the Mid-America Air Museum in Liberal, Kansas.
- Highlight Text Link:** A link labeled "HIGHLIGHT TEXT LINK" pointing to the "Kansas Highlight" section.
- Banner:** A banner for the "Midland Railroad Hotel" with details about its location and amenities.
- Featured Listing:** A listing for the "1st Interstate Inn" with contact information and a "Click To Book" button.
- Other Sections:** "Lodging" sidebar, "Book Your Stay" form, "Hotels & Motels" section, "Kansas Highlight" section, "E-News Signup", "Events", and "Here" section.

The screenshot shows the TravelKS.com mobile app interface. Key features include:

- Featured Listing:** A listing for "Country Inn & Suites Kansas City, KS at Village West" with details about its location and amenities.
- ROS Mobile Banner:** A banner for "Enjoy a simply stylish stay" featuring the Sleep Inn logo.
- Navigation:** A top navigation bar with links for "To Do", "Dining", "Shopping", "Lodging", "Events", "Coupons", "Near Me", and "Gallery".
- Search:** A search bar with "Hotels & Motels" selected and a "Sort" button.
- Filters:** A "Browse Regions" dropdown menu.
- Price Range:** A "Price: HIGH | LOW" filter.
- Book Now:** A prominent orange button.
- Rates:** A section showing "Rates Starting At: \$105.00".

The screenshot shows the TravelKS.com desktop homepage with a "DROP DOWN BANNER" highlighted. The banner is for "Arts & Entertainment" and "Science & Agriculture" and "History & Heritage". It features a "Renew Your Spirit" section with a description of the landscape and a "Yellow Brick Road Trips" section.

FEATURED LISTINGS

Lodging: \$125 or \$150/Mo.
Dining: \$65/Mo.
Things To Do: \$125/Mo.
All Other: \$65/Mo

MOBILE FEATURED LISTINGS

Lodging: \$65 - \$75/Mo.
Dining: \$35/Mo.
Things To Do: \$65/Mo.
All Other: \$35/Mo

"HIGHLIGHT" TEXT LINKS

\$100/Mo. - 10K Imp.

PAGE SPONSORSHIPS

Price Varies by Page
\$50 - \$290/Mo.

RUN OF SITE BANNER

220 X 190 \$200/Mo. (10K Imp.)

MOBILE BANNER (320 X 50)

Banner: \$175/Mo.

HEADER IMAGES (736 X 303)

Price Varies by Category
\$85 - \$375/Mo.

DROP DOWN BANNER

Price Varies by Menu Item
\$75/Mo. - \$450/Mo.