

# Greater Wilmington Convention & Visitors Bureau

Online Advertising Media Kit

www.VisitWilmingtonDE.com



## OVER 650,000 ONLINE VISITORS

use VisitWilmingtonDE.com each year, viewing over 1.3 million 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.

**More On Page 2**

### FEATURED LISTINGS

Appears on Desktop, Tablet & Cell Phone Versions of Site  
All Categories: \$125/Mo.

### "SPOTLIGHT" TEXT LINKS

\$50/Mo. - 5K Impressions

### RUN OF SITE BANNER

\$100/Mo. 5K Impressions

### PAGE SPONSORSHIPS

Varies by Page  
\$45/Mo. - \$100/Mo.

### MOBILE BANNER

\$75/Mo.

### DROP DOWN BANNERS

Depends on Navigation Item  
\$85/Mo. - \$150/Mo



You may also like the following:

- Weddings
- Deals & Discounts
- Getaway Packages



### "SPOTLIGHT" TEXT LINK

Perms Woods Winery: Calendar of Upcoming Events. [READ MORE](#)

New Castle Farmers Market: Deals! Amazing Food! Family Fun! New Castle Farmers Market. [READ MORE](#)

Brandywine Valley Wine Trail: Brandywine Valley Wine Trail: Visit, Tour & Tasting. [READ MORE](#)



Harvest Ridge Winery: Harvest Ridge Winery. [READ MORE](#)

### RUN OF SITE BANNER

## Hotels

From the grandeur and elegance of the Hotel DuPont to the quiet and quaint bed and breakfasts of Kennett Square. From the hustle and bustle of family camping grounds to the extended-stay executive suites that offer all the comforts of home when you're working here on a long assignment.

Whatever brings you to the Brandywine Valley, there's a place to stay that fits your needs and will exceed your expectations. We take hospitality seriously. Please be our guests.

### Search Tools



Member of Greater Wilmington Convention and Visitors Bureau



View: A-F | G-L | M-R | S-Z | ALL 1/2 of 31

### FEATURED ADVERTISER



**Holiday Inn Express & Suites: Elkton - ...**  
1570 Elkton Rd.  
Elkton, MD 21921  
443-350-9154

Beautifully decorated spacious suites in non-smoking hotel offering free deluxe hot breakfast for leisure & business. Only 2 miles from UD, 3 miles to Downtown Newark. 1/2 mile off ... [DETAILS](#)

### FEATURED ADVERTISER



### FEATURED LISTING

2 Olive Ave. & the Boardwalk  
Rehoboth Beach, DE 19971  
(302) 227-7169 [MAP](#)

Meet in oceanfront, Victorian elegance in Rehoboth Beach! The new, oceanfront Kent and Sussex Halls with state-of-the-art AV equipment and T1 and wireless Internet are available for ... [DETAILS](#)

# Greater Wilmington Convention & Visitors Bureau

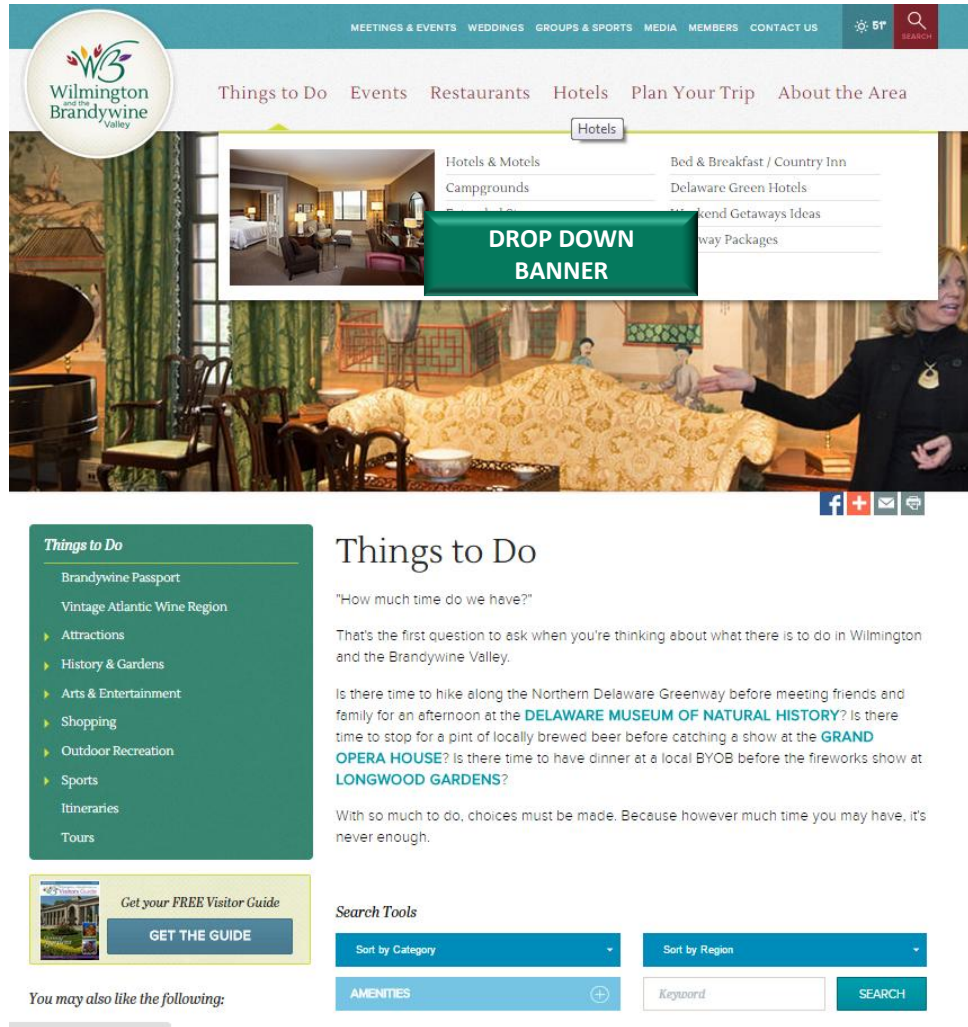
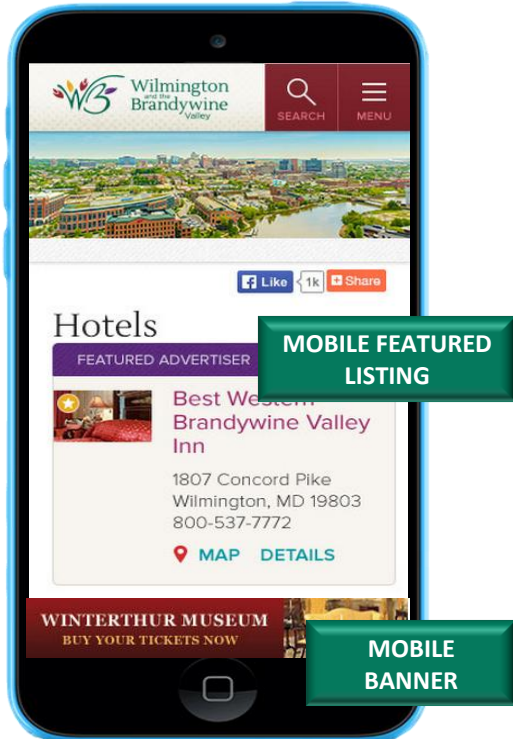
Online Advertising Media Kit

www.VisitWilmingtonDE.com



**NEARLY 77% OF USERS** are new to our website. If you're an advertiser, this means just one thing – these online visitors represent potential new business and new customers for you.

**A MOBILE PRESENCE** is critical. Smart phone and tablet usage is at an all-time high so it's very important to reach visitors while they search for hotel rooms, restaurants and entertainment prior to or during their visit.



- Brandywine Passport
- Vintage Atlantic Wine Region
- Attractions
- History & Gardens
- Arts & Entertainment
- Shopping
- Outdoor Recreation
- Sports
- Itineraries
- Tours

### Things to Do

"How much time do we have?"

That's the first question to ask when you're thinking about what there is to do in Wilmington and the Brandywine Valley.

Is there time to hike along the Northern Delaware Greenway before meeting friends and family for an afternoon at the **DELAWARE MUSEUM OF NATURAL HISTORY**? Is there time to stop for a pint of locally brewed beer before catching a show at the **GRAND OPERA HOUSE**? Is there time to have dinner at a local BYOB before the fireworks show at **LONGWOOD GARDENS**?

With so much to do, choices must be made. Because however much time you may have, it's never enough.

#### Search Tools

Sort by Category | Sort by Region

AMENITIES | Keyword | SEARCH

**IMPRESSIVE ADVERTISING PERFORMANCE** is enjoyed on websites like VisitWilmingtonDE.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 VisitWilmingtonDE.com are typically *3 to 6 times the national average* – or higher – than banner advertising on other sites like Google or Yahoo.

**RESULTS FREQUENTLY REPORTED** by advertisers on travel sites like VisitWilmingtonDE.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!***