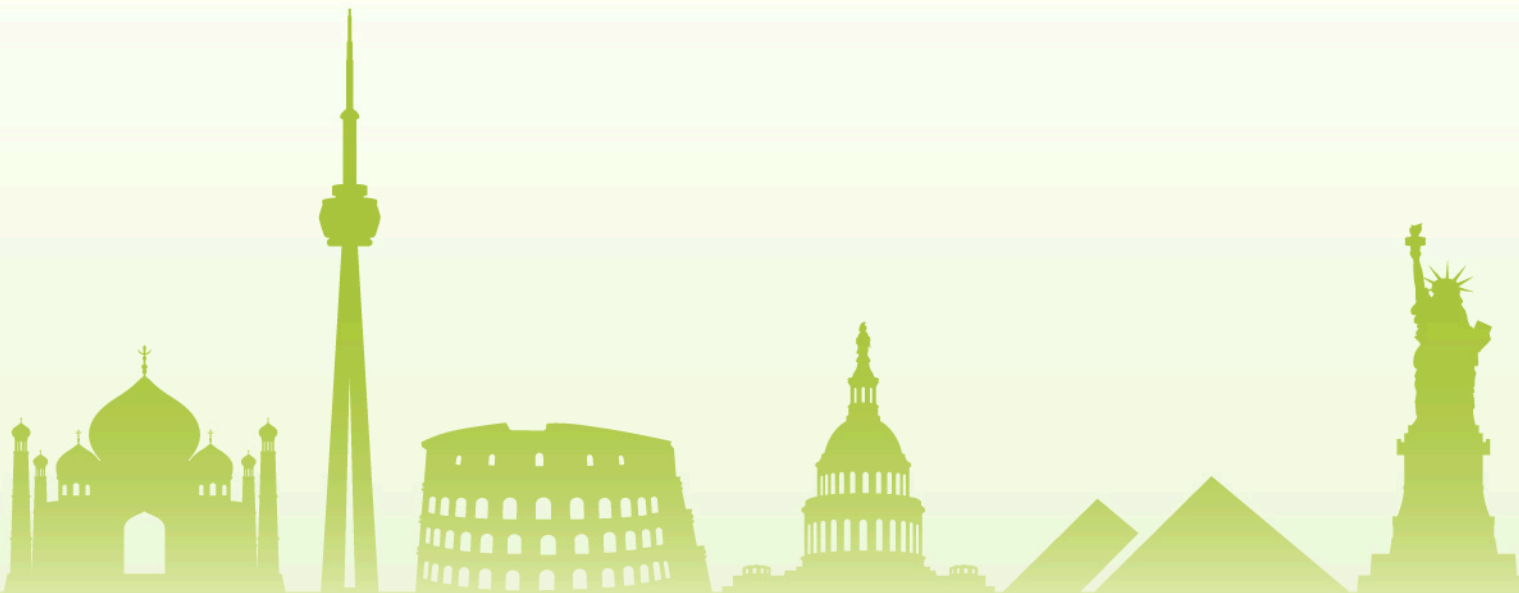


TravelUSB 





About TravelUSB.com

TravelUSB.com, launched in 2008, is the first portal in Hong Kong with 100% travel focus. Our mission is to provide holiday makers with a user-friendly, informative and interactive platform where they can connect with other travellers and obtain the most up-to-date travel information and destination knowledge.

Featuring more than 7,000 tourist spots, 1,000 travelogues and 50 travel blogs, TravelUSB is the largest travel portal in the market. We have proprietary access to the readership of the Hong Kong Economic Times and U Magazine as we are a member of the HKET Holdings (Stock code: 423). We are best positioned to help you reach the hard-to-reach well educated audience with high disposable income.

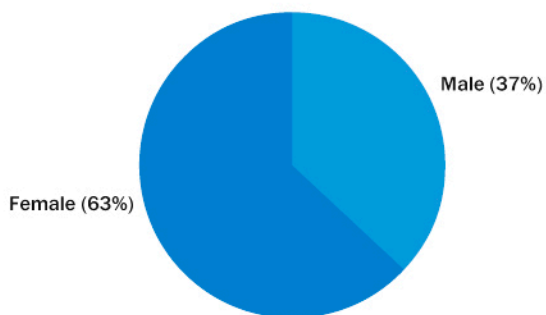
Statistics

Average monthly unique visitors:	212,000+
Average monthly page views:	1,710,000+
Total registered members:	50,000+

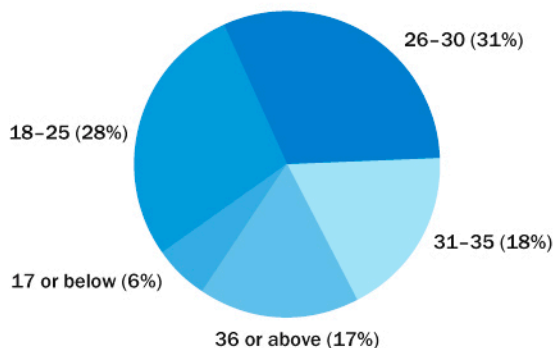
(Figures as of October 2009)

Members profile

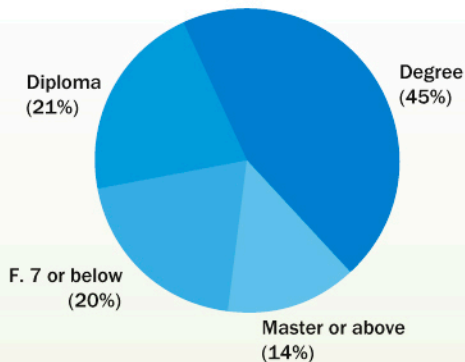
Gender



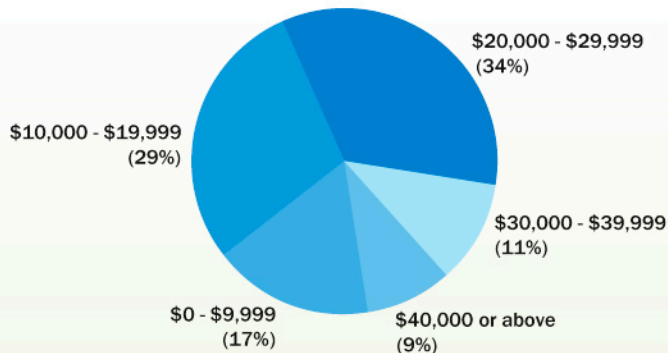
Age



Education Level



Monthly Income



Advertising rate card 2010

Placement / Section	Item	Specifications	Pricing Method	Net Rate
Homepage	Super Banner	728x90, < 40K	20% SOV*	HK\$5,000/2-week
	Super Banner (Bottom)	728x90, < 40K	20% SOV	HK\$3,500/2-week
	Medium Rectangle	300x250, < 40K	20% SOV	HK\$5,000/2-week
	Middle Banner	430x80, < 40K	20% SOV	HK\$4,000/2-week
	Small Puzzle	300x100, < 40K	20% SOV	HK\$2,000/2-week
	Roll Text Ad + Advertorial	< 20 Chinese characters + < 250 Chinese characters	Rotational	HK\$10,000 per article/2-week
	Top Text Link	< 20 chinese characters	Fixed	HK\$20,000/2-week*
Run of Site	Crazy Ad	400x300 + Reminder	Fixed	available upon request
	Super Banner	728x90, < 40K	20% SOV	HK\$4,500/2-week
	Super Banner (Bottom)	728x90, < 40K	20% SOV	HK\$3,500/2-week
	Medium Rectangle	300x250, < 40K	20% SOV	HK\$4,500/2-week
	Small Puzzle	300x100, < 40K	20% SOV	HK\$2,000/2-week
Creative advertising solutions	Top Text Link	< 20 chinese characters	Fixed	HK\$20,000/2-week*
	Theme Page	N/A	N/A	available upon request
	Advertorial	< 500 Chinese characters	N/A	HK\$5,000 up
	e-Coupon	< 10K	N/A	HK\$3,000 up
	Online Survey / Voting	N/A	N/A	available upon request
	e-Card	N/A	N/A	HK\$3,000 up
Online Game	N/A	N/A	available upon request	

*SOV = Share of Voice

*Included the placement on both Homepage and Run of Site



Most popular sections

Homepage	21%
Travel Spots	46%
Membership registration + Forum	10%

Remarks:

- A. Top Text Link
- B. Super Banner
- C. Medium Rectangle
- D. Middle Banner
- E. Roll Text Ad
- F. Small Puzzle

Remarks:

- Rates exclusive of any agency commission
- With effect from November 2009
- Minimum booking value of HK\$10,000 nett per booking applies
- Customers must confirm all materials five days prior to ad posting
- Rich media creative must first be sent 8-10 days prior for testing before any agreement to launch
- Special expandable and rich media execution is allowed with 50% loading charge

Advertising hotline: 3650 6912 / 3650 6910 Fax: 2516 5529

Email: enquiry@travelusb.com





A Member of HKET Holdings

