



Yosemite.com Advertising Opportunity 2021-2022

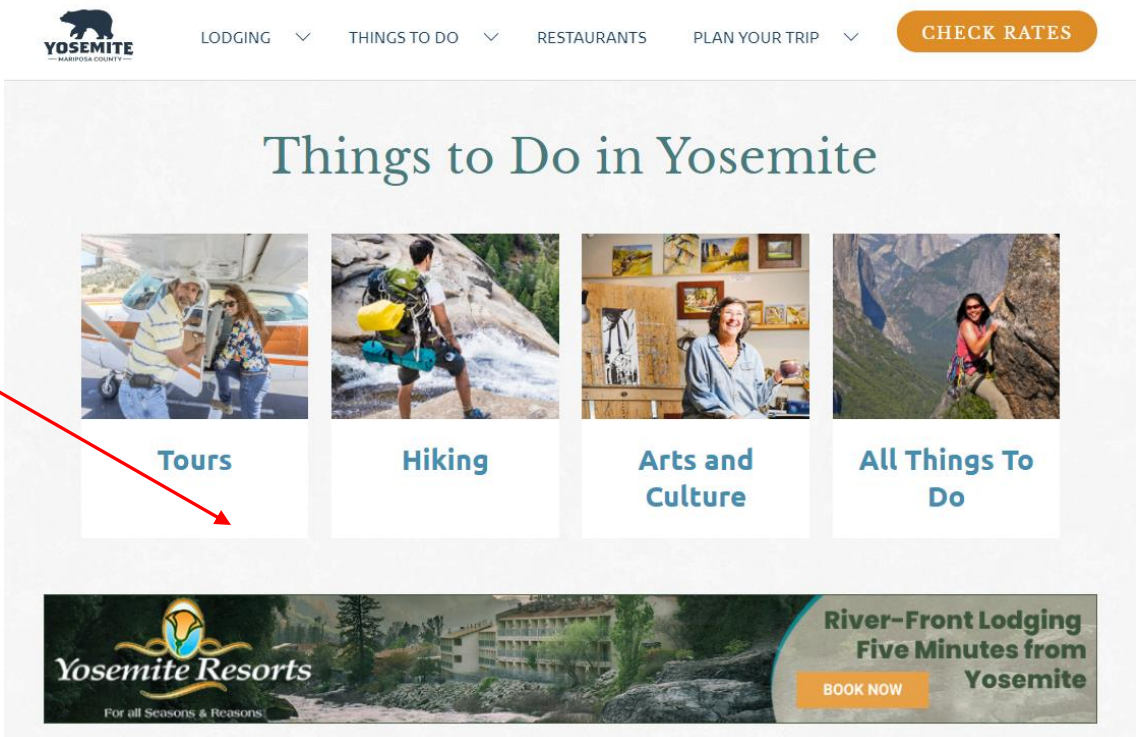
Home Page Banner AD

This banner AD is located on the Home Page below “Things to Do” and will rotate with other paid advertisers.

Location on site: Home Page

AD Specs (1 for each): Desktop: 90 Wide, size 1100px x 135px
Mobile: Square – Size 1280px x 1280px
(300 DPI or more)

Rate: **\$1800.00 annually**



Contact Julie Hadzega at julieh@yosemite.com



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Featured Lodging – Premium

Your current lodging listing will be enlarged and brought to the top of the “lodging” page within your type of lodging (Hotels/Motels, Cabins etc.). Your listing will be pm the left and rotate with other advertisers. See sample below.

Specs: None

Rate: **\$900.00 Annually**

The screenshot shows the Yosemite.com website interface. At the top, there is a navigation bar with the Yosemite logo, menu items for LODGING, THINGS TO DO, RESTAURANTS, and PLAN YOUR TRIP, and a prominent orange button for CHECK RATES. Below the navigation is a text block providing information about B&B options near Yosemite. A 'Filter' section is visible, with a red arrow pointing to the 'All Regions' dropdown menu. Below the filters is a grid of four lodging listings. The first listing, 'Blackberry Inn Yosemite', is significantly larger than the others and features a large aerial photograph of the property. The other three listings are smaller and include photos of interior rooms or exterior views of the buildings. Each listing includes the name of the property and the text 'BED & BREAKFASTS'.

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Featured Lodging – Standard

Your current lodging listing will be brought to the top of the “lodging” within the type of lodging (Hotels/Motels, Cabins etc.). This listing will rotate with other advertisers and located on the right. See sample below.

Specs: None

Rate: **\$600.00 annually**

The screenshot shows the Yosemite.com website interface. At the top, there is a navigation bar with the Yosemite logo and menu items: LODGING, THINGS TO DO, RESTAURANTS, PLAN YOUR TRIP, and a CHECK RATES button. Below the navigation bar are filter options: All Regions, All Budgets, Rooms, Type of Breakfast, and an Advanced Filter button. The main content area displays a grid of lodging listings. The first listing on the left is 'Blackberry Inn Yosemite' with a large image of a resort building. To its right are two smaller listings: 'Engvadonia Yosemite B&B' and 'Bette's Yosemite Bed & Breakfast'. Below these are two more listings: 'Whispering Winds Enchanted Cottage B & B' and 'Big Creek Inn Bed and Breakfast'. A red arrow originates from the bottom right of the 'Blackberry Inn Yosemite' listing and points towards the 'Engvadonia Yosemite B&B' listing.

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Featured Dining – Premium

Your restaurant listing will be enlarged and brought to the top of the “Restaurants” page. Your listing will be on the left and rotate with other advertisers. See sample below.

Specs: None

Rate: **\$900.00 Annually**

The screenshot shows the Yosemite.com website interface. At the top, there is a navigation bar with the Yosemite logo and links for LODGING, THINGS TO DO, RESTAURANTS, and PLAN YOUR TRIP, along with a CHECK RATES button. Below the navigation is a Filter section with dropdown menus for Category, All Regions, and All Budgets, and a checkbox for Pet Friendly?. The main content area displays a grid of restaurant listings. The listing for 'Jackalopes Bar & Grill at Tenaya Lodge' is the largest and is highlighted with a red arrow. Other listings include June Bug Cafe, Castillo's Fine Mexican Food, The Loft at Degan's, and The Alley Lounge.

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Featured Dining – Standard

Your restaurant listing will be brought to the top of the “Restaurants” page and will rotate with other advertisers in the 4 boxes on the right. (see sample below).

Specs: None

Rate: **\$600.00 annually**

The screenshot shows the Yosemite.com website interface. At the top, there is a navigation bar with the Yosemite logo, menu items for LODGING, THINGS TO DO, RESTAURANTS, and PLAN YOUR TRIP, and a CHECK RATES button. Below the navigation is a 'Filter' section with dropdown menus for Category, All Regions, and All Budgets, and a checkbox for Pet Friendly?. The main content area displays a grid of restaurant listings. The first listing on the left is 'Jackalopes Bar & Grill at Tenaya Lodge' with an image of people dining. To its right are four smaller listings: 'June Bug Cafe' (with a red arrow pointing to it), 'Castillo's Fine Mexican Food', 'The Loft at Degnan's', and 'The Alley Lounge'. Each listing includes a photo, the restaurant name, and its cuisine type (AMERICAN or MEXICAN).

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