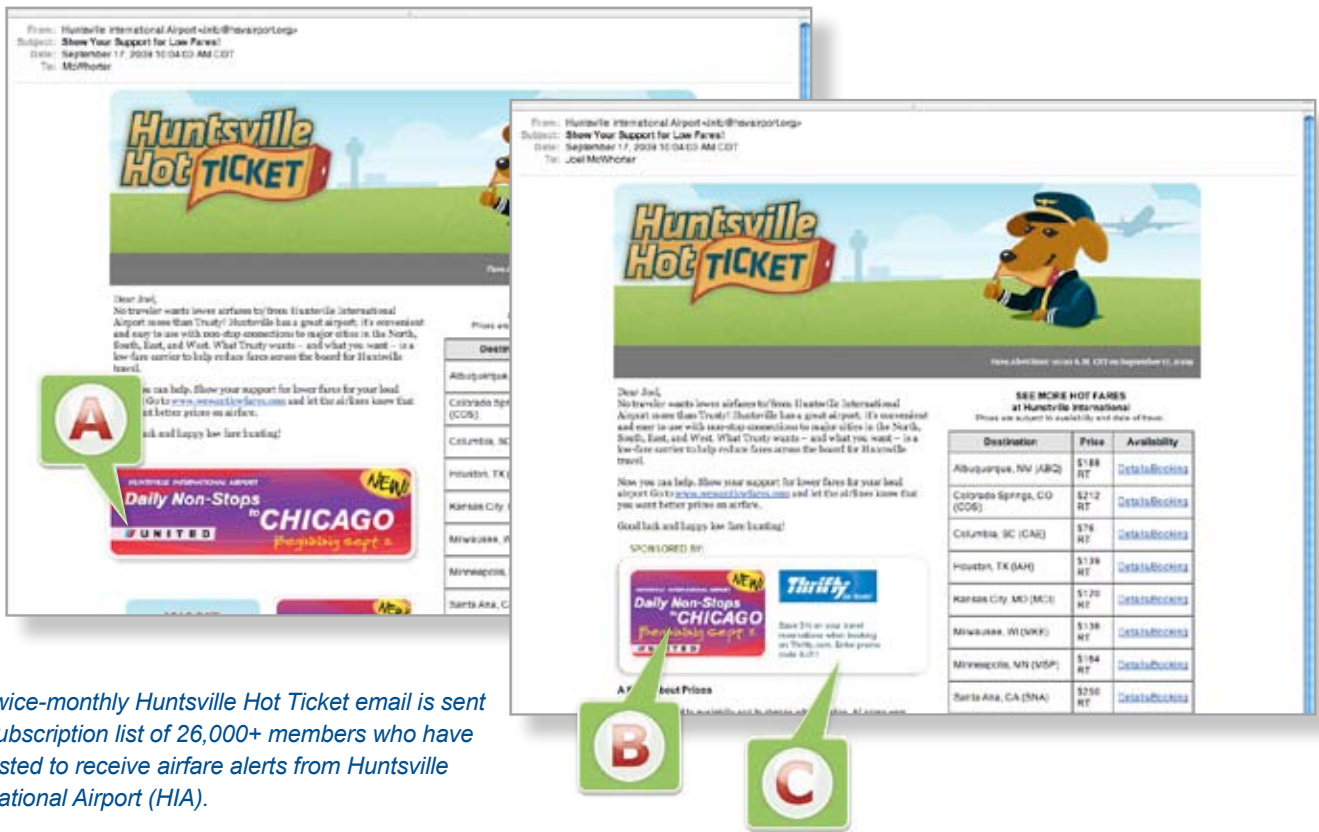




Email Advertising Options



The twice-monthly Huntsville Hot Ticket email is sent to a subscription list of 26,000+ members who have requested to receive airfare alerts from Huntsville International Airport (HIA).



Double Wide Email Banner

Located immediately below the introductory text, this is the premiere location in this valuable information source. For little investment, you can reach one of the largest and most targeted lists in North Alabama. The **Double Tile Email Ad** will click through to the www.HuntsvilleHotTicket.com web site. Your company will have a larger **Triple Wide Banner Ad** on the HHT home page that can click through to your web site.

Dimensions: 400 pixels wide x 127 pixels tall
File formats: Static .gif or .jpg only
Maximum file size: 30k

Monthly Rate: \$1,000



Single Tile Email Ad

Located beside the list of fares on the email, this location provides your company with excellent exposure to a highly targeted audience at a minimal cost. The **Single Tile Email Ad** will click through to the www.HuntsvilleHotTicket.com web site. Your company will have a corresponding **Web Button Banner Ad** on the HHT home page that can click through to your web site.

Dimensions: 175 pixels wide x 127 pixels tall
File formats: Static .gif or .jpg only
Maximum file size: 15k

Monthly Rate: \$750



Logo Text Email Button Ad

This ad is an ideal way to get your company's logo in front of Huntsville's affluent travelers. Underneath your logo you may customize a message in HTML text (up to 100 characters). It's a great way to highlight a sale or special offer. The **Logo Text Email Ad** will click through to the www.HuntsvilleHotTicket.com web site. Your company will have a corresponding **Logo Text Email Ad** on the HHT home page that can click through to your web site.

Overall Ad Dimensions: 125 pixels wide x 90 pixels tall
Logo Dimensions: 125 pixels wide x 40 pixels tall (logo must fit within this space)
File formats: Static .gif or .jpg only
Maximum file size: 15k

Monthly Rate: \$450



Web Site Advertising Options



The web site www.HuntsvilleHotTicket.com is updated daily with low-fare information from Huntsville. The web site also promotes contests and giveaways sponsored by Huntsville International Airport.

A

Triple Wide Web Banner

This is the premiere location on the [www.HuntsvilleHotTicket](http://www.HuntsvilleHotTicket.com) home page. Not sold individually, this prime location on the web site is sold in a package in conjunction with the **Double Wide Banner Ad** on the HHT email. The **Triple Wide Banner Ad** can click through to your web site.

Dimensions: 530 pixels wide x 90 pixels tall
File formats: Static .gif or .jpg only
Maximum file size: 30k

B

Web Button Banner Ad

Located beside the list of fares on the web site, this location provides your company with excellent exposure to a highly targeted audience at a minimal cost. The Web Button Banner Ad is sold in a package with the **Single Tile Email Ad**. The **Web Button Banner Ad** on the HHT home page that can click through to your web site.

Dimensions: 125 pixels wide x 90 pixels tall
File formats: Static .gif or .jpg only
Maximum file size: 15K

C

Logo Text Web Button Ad

The **Logo Text Web Button Ad** is the corresponding web site element for the **Logo Text Email Button Ad**. The ad on the HHT home page can click through to your web site. Underneath your logo you may customize a message in HTML text (up to 100 characters).

Logo Dimensions: 125 pixels wide x 40 pixels tall
Overall Ad Dimensions: 125 pixels wide x 90 pixels tall
File formats: Static .gif or .jpg only
Maximum file size: 15k

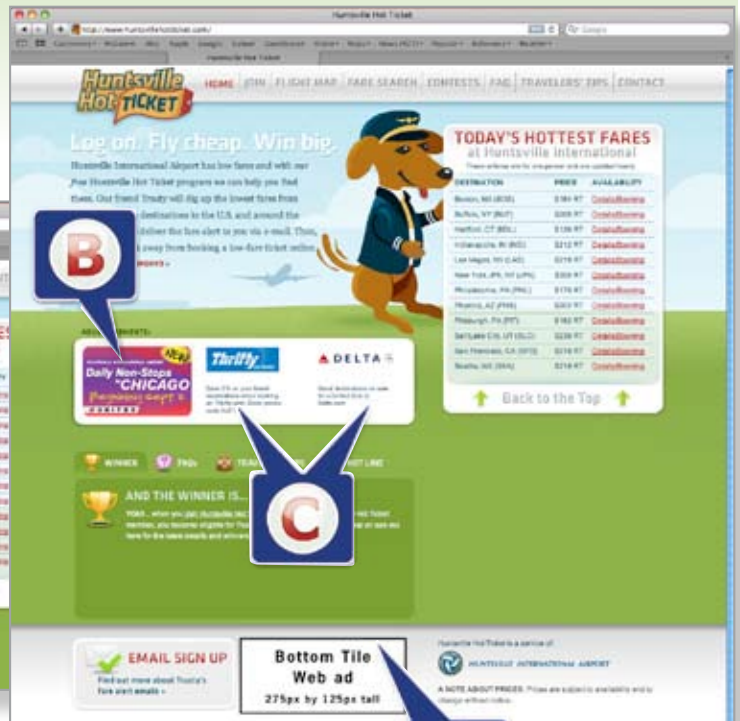
D

Footer Tile Web Ad

Located at the bottom of the HHT home page, this **Footer Tile Web Ad** gives your company an economical presence on www.HuntsvilleHotTicket.com. This static ad, which can click through to your web site, is sold as a web ad only and does not have an email component.

Monthly Rate: \$250

Overall Ad Dimensions: 275 pixels wide x 125 pixels tall
File formats: Static .gif or .jpg only
Maximum file size: 20k





Advertise with Us!



Let your marketing dollars fly further. Put your message in front of our targeted audience of 26,000+ air travelers who have disposable income and significant purchasing power. The Huntsville Hot Ticket list is continually "scrubbed" to keep it up-to-date with valid email addresses. This list is very responsive, with interactive surveys and excellent customer response and feedback.

Ad spaces are sold on a calendar-month basis. All e-mail/web site package rates include two e-mail alerts and 30 days on the www.HuntsvilleHotTicket.com home page. Web-only ads are for a single calendar month.

All rates listed are net. Rates are not refundable. If for some unforeseen reason emails are not sent two times in the contract month, Huntsville International Airport reserves the right to make good the ad by including the ad in the next available Huntsville Hot Ticket email.

For three-month contracts, deduct 5% from the listed rates. To discuss longer contract periods, please contact Huntsville Hot Ticket. All rates subject to change without notice.

Huntsville International Airport reserves the right to refuse any advertising contract. Also, according to our written privacy policy, the list of subscribers on Huntsville Hot Ticket is confidential and will not be shared with any third party.

In the event artwork needs to be built for this internet-based ad program, a \$220 fee is charged with one time through, one set of changes.

To place your ad or for more information, email us at advertising@huntsvillehotticket.com. Please be sure to include your name and day time phone number.