

CURRENT EVENTS

Promote upcoming events on the site. What to do and see in the Daytona Area. The site will be updated weekly and you can promote your event for up to one year in monthly increments. Promote school outings and sporting events, church and social gatherings, company picnics, shows, plays, musicals, etc.

- Add a web page describing only your event and use display ads, banners or buttons to link to it or a specific page in your web site.
- Add a calendar of events or advertise your site as **the** place to get up-to-date information about your group or organiza-

SPONSORSHIPS

Daytona Entertainment encourages corporate, government and organizational sponsorships. Annual Sponsorships will be accepted for any page, category or the entire site. Sponsorships can be a logo, banner, button, or display ad. Members of Sponsors will receive discounts on all advertising and content placed on the site.

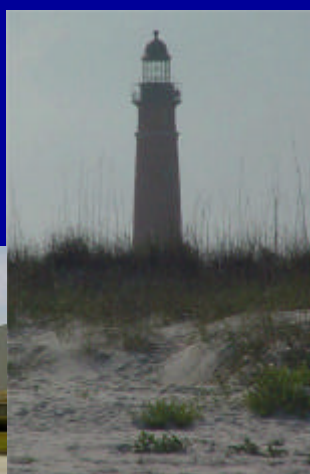
REPRINTS

Use articles and Company Review Ads to reinforce your sales, promotion, or educational programs. Reprints can be used as tradeshow handouts, direct mail to customers, and sales and training aids. Contact us for more information and a custom quote.



Daytona Entertainment provides a single source for all forms of entertainment information in the Daytona Area by providing the most comprehensive and informative array of web sites possible. These sites will reach out to give tourists from all over the world advance information about local current and future events and tourist-related businesses in the area.

Contact us at:
Daytona Entertainment, LLC
Daytona Beach, FL 32114
Phone: 386-253-1562
Fax: 386-253-1562

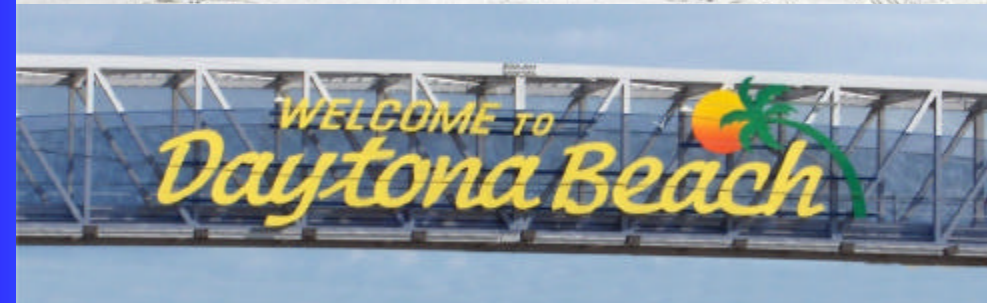


Media Planning Guide 2005



Daytona Entertainment

- WEBHOST™ PRO
- WEBHOST™ STD
- ENTERTAINMENT GUIDE
- BANNER ADS
- BUTTON ADS
- MARQUEE ADS
- DISPLAY ADS
- DISPLAY REVIEW ADS
- COMPANY REVIEW ADS
- ORGANIZATIONAL SPONSORSHIPS



Sales@DaytonaEntertainment.com
WWW.DaytonaEntertainment.com

Media Planning Guide 2005

Capture hundreds of customers and drive them to your Web site — FAST!

DaytonaEntertainment.com is an easy and quick way for potential tourists to compare activities and plan their vacation trip online — in the comfort of their home.

Promote Special Events up to a year in advance for a fraction of the cost of print ads.

Bring new visitors to your business. Remind locals that you're the best in town.

Enhanced Listing options provide quick online links to your site.

Call, email or visit our site today and find out how you can maximize your digital marketing dollars.



Daytona Beach, FL 32114



WEB HOSTING

WEBHOST PRO

If you need a multi-page, high-performance web site, WebHost Pro is for you. It's a package for businesses that require full-service web sites. It will support multi-page sites, bulletin boards, multiple email addresses and data transfer with advanced security. WebHost Pro can handle your high-traffic, business critical sites.

At the same time, you get all the power of a professionally-managed and marketed site. You will be part of a large site that will attract millions of customers by being at the top of the most famous search engines. You will be a sponsored link on sites like Yahoo! and Google.

WEBHOST PRO gives you everything you need to attract attention online.

A small setup and monthly fee provides you with:

- **A Professionally-designed Web Site**
- **Minimum Effort** — You provide basic information. We design your site
- **An Enhanced Listing** in our **ENTERTAINMENT GUIDE** with the company in boldface, your address, phone number and a company description, logo and a link to your site
- List in both the city and county business directories at no additional charge
- Edit your listings at any time

WEBHOST PRO is the ultimate hosting solution for web site development. You get:

- **A custom domain and 10 email addresses** for individuals associated with your business
- **Advertising** — tie in with other area businesses to gain high visibility on search engines
- **10 MB of disk space** — plus more if you need it
- **Support for industry standard web design tools** — like Microsoft FrontPage and Macromedia Dreamweaver
- **Reliable site security** — including password protection, automatic site backups, and SSL encryption
- **Discounts on search engine, email, and other marketing services** — to help you drive prospects to your site

Shift your exposure into high gear with **WEBHOST PRO**. Call **386-253-1562**.

WEBHOST STD

If you just want to put your business on the web with a site that will attract people planning to visit the area, **WEBHOST STD** is the solution for you. It's just what you need to draw attention to your business.

WEBHOST STD gives you everything you need to attract visitors to your business.

A small setup fee provides you with:

- **A Professionally-designed Home Page**
- **Minimum Effort** — You provide basic information. We design your site.
- **A custom domain and 5 email addresses** for individuals associated with your business

For a small monthly fee you get:

- **Advertising** — tie in with other area businesses to gain high visibility on search engines
- **A standard listing** in our **ENTERTAINMENT GUIDE** with your company name, address, phone number and a link to your site
- **5 MB of disk space** — plus more if you need it
- **Support for industry standard web design tools** — like Microsoft FrontPage and Macromedia Dreamweaver
- **Reliable site security** — including password protection, site backups, and SSL encryption
- **Discounts on additional pages plus special search engine, email, and other marketing services** — to help you drive additional prospects to your site

Develop your online business with **WEBHOST STD**. Call **386-253-1562**.

Note: Setup fee includes a home page for your site. Additional pages and/or custom site design pricing is available.

Ad sizes and pricing are subject to change without notice.

Submission: Send questions or files for electronic submission to Tony Graziano at tony@daytonaentertainment.com.

ONLINE ADVERTISING



ENTERTAINMENT GUIDE

Advertising provides local businesses with a vast network of ready-to-buy customers. As a "**Sponsored Business**," your company's name will appear in **bold** and will include extras like a company profile, a direct link to your Company's web site, and maps and driving directions to your business.

Business Locator — The Entertainment Guide will be sorted alphabetically and by Category.

As a **Sponsored Business** you'll receive:

- **An Enhanced Listing** in our **ENTERTAINMENT GUIDE** with the company in boldface, your address, phone number and a company description.
- List in both the city and county guides at no additional charge
- Edit your listings at any time
- **WEBHOST** members and Banner, Button, Display and Editorial advertisers receive a free logo and link to your web site

What will it do for my business?

These listings will offer your business widespread exposure and help turn potential visitors to the area into customers. So when potential visitors are looking for something to do in the area, they easily search for - and find - you.

What will it cost?

Basic Listing: \$15/month—\$150/year

Boldface Type Listing: \$25/month—\$250/year

Web Link: \$15/month—\$150/year

Logo Listing (Bold & Link): \$50/month—\$500/year

Sponsored Link: \$50/month—\$500/year

Button AD: \$60/month—\$600/year

Banner AD: \$75/month—\$750/year

Marquee: \$100/month—\$1,000/year

Display AD: \$300-\$500/month

Display Review AD: \$450/month

Company Review AD: \$600/month

WebHost Pro: \$50/month

WebHost Std: \$25/month

Setup Fee: \$50

County Site: Add the same listing to the Volusia County Site for 50% off your monthly rate.

BANNER & BUTTON AD

Sponsor a page of the site with a Banner or Button AD. You may add a banner or button to one page, several pages, or the entire site. Banner and Button AD sponsorships will be limited to the top and right side of the site so they catch the eye of users as they scan for the information they want. The ADs can be direct links to your site or any page within the site. A 3-month commitment is required for banner and button ads.

DISPLAY AD

Add a **Display AD** to your **ENTERTAINMENT GUIDE** Listing. You can provide a jpeg or jiff file or we can help design it. This ad can be in place of or in addition to your **Enhanced Listing**.

DISPLAY REVIEW AD

A Display Review AD can be used in the **ENTERTAINMENT GUIDE**. In addition to a **Display AD**, you can add up to 75 words of text to "review" your company's offering.

COMPANY REVIEW AD

You can have guaranteed placement and control of your company's image and message with this feature. You can provide up to 500 words plus a picture "reviewing" your company's offerings. The AD can be featured on the city or county home page or can be featured on one of the category home pages. The AD will be limited to one month per year on the city or county page and for up to 3 months per year on the category pages.

MARQUEE

A **Marquee** can be used to sponsor the entire site. Your message will continually scroll across the top of the site and can point to your web site or a page in our site. The marquee will be 280 X 60 pixels with a 14-point bold font.

Image Specifications:

File Types: GIF, JPEG, BMP, SWF or high-res PDF

Banner: 280X60 pixels **Button:** 120X120 pixels

Display Ad: 240X240 pixels

Display Review Ad: 240X400 pixels

Text: Send text in Microsoft Word, RTF or ASCII format
Company Review Ad: Up to 500 words or 1/2 page horizontal or vertical

Marquee: 280X60 pixels