

Online Advertising Proposal

The Anderson County Tourism Council produces, maintains and advertises three websites which are www.yallicome.org, www.lakenorris.org and www.hitthetrails.net.

Description of Websites

The yallicome.org website is the Anderson County Tourism Council's official website and has 15,000 unique visitors annually.

The yallicome.org website is advertised as described below:

- 50,000 Anderson County/Oak Ridge Vacation Guides that are distributed at four trade shows, the state and regional welcome centers and through print distribution at 165 locations.
- 50,000 Norris Highlands Brochure which are distributed at the state and regional welcome centers
- Websites are given to travel writers
- Displayed on billboards located on Interstate 75
- Links on banner advertisement on TnVacation.com
- Advertisement in 20,000 Norris Lake Marina Association Brochures
- Tennessee Vacation Guide Advertisements and listings
- AAA Magazine Advertisement

LakeNorris.org website is used on the billboard on Interstate 75 and in specialized advertising

HitTheTrails.com is the website that will be used the Anderson County Tourism Council's newest promotion. The promotion features the atvng, hiking, biking and horseback riding trails. The promotion includes rack cards that are distributed at the state and regional welcome centers and 165 other locations, advertisements in niche magazines and trade shows.

Investment

	Yallicome.org	Yallicome.org and lakenorris.org or hitthetrails.net	LakeNorris.org and/or HitTheTrail.net	All Three Websites
Home Page	\$1,000	\$1250	\$250/\$500	\$1500
Accommodations Page	\$500	\$750	\$250/\$500	\$1000
Events Page	\$500	\$750	\$250/\$500	\$1000
Norris Lake Page/Attraction Page	\$750	\$1000	\$250/\$500	\$1250

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AW Rasmussen



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