



Living the best of both worlds. Snowbirds find your wintertime haven using The Snowbird Company.



1.800.270.2457

Fax 1.251.650.1501

email info@TheSnowbirdCompany.com

www.TheSnowbirdCompany.com

2012-2013 Rate Card

Advertising

Print Advertising

Online Advertising

Event Advertising



www.thesnowbirdcompany.com

What We Do & Who We Are

Published since 2002, **The Snowbird Company's network is the authoritative source of useful information for the 9 Million Americans, Canadians & Europeans** who annually travel or move to new towns to retire every year or spend part of it vacationing. It is the first and only publication of its kind and, for advertisers, it is the only pure slice of this well-educated, well-traveled and affluent market.

Our 'American Snowbird Network' of websites, printed publication, *The Snowbird Newsletter*, and annual event *Snowbird Fest*, all combine to profile top retirement states, towns and developments, telling readers how to rent, buy and sell homes, and how to weigh tax and cost-of-living considerations. These publications and events cover the key financial, cultural, and emotional aspects of monthly or seasonal relocation.

If you want to attract affluent retirees to your state, town, development, real estate office or financial institution, The Snowbird Company's publications are the place to be seen.



Audience & Demographics

Over 10 years of showcasing properties for Snowbirds!

In print, online & face-to-face, The Snowbird Company's products are targeted to seasonal snowbird visitors. Whether it's our network of websites, our Snowbird Newsletter, or our *Snowbird Fest* event, we put you front & center as the #1 resource for snowbird visibility. Our readers top the scale for vacation rental spending with stays that average five months! Snowbirds are repeat-business for otherwise slow 'offseason' months in the real estate, restaurant, entertainment, golf and all other products and services being offered in warm southern destinations. Our readers also include association board members who live here as a 2nd residence, property managers who frequent our publications to update their listings & maintain awareness, as well as around 9 million snowbirds from northern U.S., Canada & Europe!

Fast, Easy & Effective

Become a member of the Snowbird Company: Snowbirds spend on average, anywhere between **\$1,000-\$5,000 per month**, per booking & often rent for multiple months at a time. The Snowbird Company is the only snowbird rental site that can give you the ultimate visibility in otherwise slow (or no) revenue months to achieve monthly offseason bookings!

- We must make our solutions **FAST**
- We must make our solutions **EASY**
- We must make our solutions **EFFECTIVE**

visit: www.TheSnowBirdCompany.com



Living the best of both worlds.
Find your wintertime haven using
The Snowbird Company.

Snowbird Beaches LLC
dba **American Snowbird**
217 Fairhope Avenue
Fairhope, AL 36532

Phone **1.251.604.4322**
Toll-Free **1.800.270.2457**
Fax **1.251.650.1501**

email info@AmericanSnowbird.com
www.AmericanSnowbird.com

A Huge Population:

There are an estimated
9 million
Snowbirds in
the US at any given time.

Total Web Presence:

over **60 Million Hits**



If you secure **1**
4-month stay @
\$1,500

That equals:
\$6,000
INCOME
from 1 booking!

Fast Fact:

Snowbirds tend to have a higher income & are better educated as a whole than the general population. Over 15% have incomes greater than \$100,000 annually.

Print Advertising Rates

1-800-270-2457



Picture from the 2012 Snowbird Fest.

Get your business name into the hands of thousands: Our newsletter includes a complete listing of all our rentals across the entire snowbird online network. These newsletters will be distributed to only the most relevant locations to maximize your ad coverage and response.

Total Printed Copies per issue:

Between 500 -2,500

Call for details & distribution locations.



Print Advertising

AD SIZES	1x Insertion	2x Insertion	4x Insertion
1/12 Page (7.75x2.25)	\$75.00	\$70.00	\$65.00
1/8 Page H (7.75 x 5.125)	\$110.00	\$105.00	\$95.00
1/6 Page V (7.75 x 5.125)	\$155.00	\$145.00	\$130.00
Banner Page (8.5 x 2.5)	\$225.00	\$210.00	\$190.00
1/4 Page (4.18 x 5.25)	\$235.00	\$220.00	\$200.00
1/2 Page V (4.18 x 11)	\$475.00	\$450.00	\$400.00
1/2 Page H (8.5 x 5.25)	\$475.00	\$450.00	\$400.00
Full Page (8.5 x 11)	\$990.00	\$950.00	\$900.00

PREMIUM* Full Page	1x Insertion	2x Insertion	4x Insertion
Inside Back* (8.5 x 11)	\$1090.00	\$1050.00	\$1000.00
Inside Front* (8.5 x 11)	\$1190.00	\$1150.00	\$1100.00
Back Cover* (8.5 x 11)	\$1290.00	\$1250.00	\$1200.00



* Premium Pages are subject to availability.

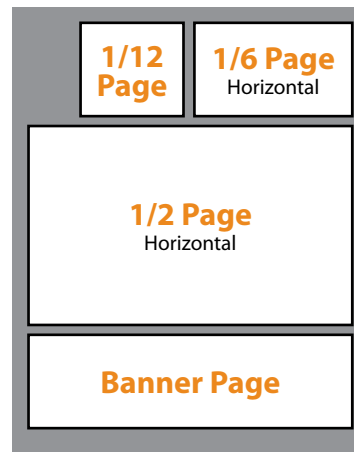
Snowbird Newsletter

Price per column: \$15.00

Column size: 1.375in

Files that we can accept:

PDF, JPEG, EPS (files should be 300dpi) Files should be saved in CMYK or greyscale. All fonts should be converted to outline.



Fast Fact:

About 3/4 claim to have returned to the same location for the past five years, many for the past fifteen years.



Online Advertising Rates 1-800-270-2457

Do you want your Rental Property to get some REAL visibility?

Every year, millions spend hours searching for homes, condos, and apartments to rent for short and long term. Those who advertise with us will receive these inquiries and rental money. **We cover all your online options!** We populate all of our listings to our Facebook and Twitter pages, which are natural fits with the core industries already involved in snowbird travel lifestyle.

For Snowbirds: We provide an integrated network of web-based listings that are tailored to the "Snowbird lifestyle," with specific pricing, tools and information tailored for the off-season monthly and multi-month guest. Ultimately, we help Snowbirds find the best prices and get complete information on condos, vacation homes, hotels and resort areas they would like to visit – or even make their second home!

For Owners & Property Managers: We deliver unprecedented visibility across our network of 18 geographically targeted websites. Posting your listing is EASY, FAST and EFFECTIVE by using our "Write Once Display Many" principle, which means that listing new information only has to be entered once and its instantly distributed across the entire network.

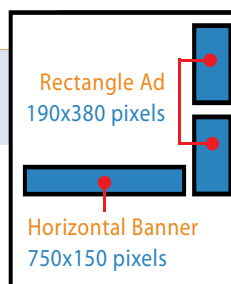


Online Advertising

Website Rates:

ad type	size (pixels)	3-5 months	6-11 months	12 months
Rectangle Ad	190x380	\$150.00 month	\$125.00 month	\$100.00 month
Horizontal Banner Ad	750x150	\$150.00 month	\$125.00 month	\$100.00 month

Files that we can accept: GIF, JPEG, or Flash Format with a maximum file size of 40K.



Get the inside scoop!

www.snowbirdnewsletter.com

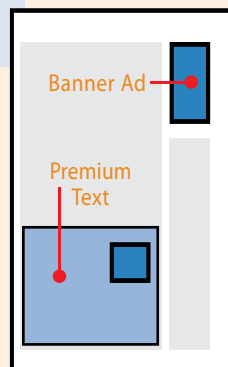
e-Newsletter Rates:

Sent to 10,000+ email subscribers! Stay connected all year round. We provide a seasonal email newsletter that list properties available.

Want to receive our next snowbird newsletter in email? Visit www.SnowBirdNewsletter.com & enter your email – **it's FREE!**

ad type	1-2 issues	3-5 issues	6-11 issues	12 issues
Banner: Appears in the right-hand column of our newsletter next to our content. A limited number of positions available.	\$75.00 per issue	\$70.00 per issue	\$65.00 per issue	\$60.00 per issue
Premium Text: Appears within the content well and lets you promote your company in an editorial environment. A limited number of positions are available.	\$125.00 per issue	\$115.00 per issue	\$105.00 per issue	\$95.00 per issue

Headline in **bold type**, up to 75 words of copy, up to two links, one image (150 pixels wide by 150 pixels high, no animation. File size 15k or less)



e-Blast Rates:

CALL FOR OPTIONS:
1-800-270-2457

Social Media: **FREE!** with every listing



FACEBOOK & TWITTER

Everyday becoming more popular for snowbirds to check for up-to-the-minute listing updates!



Fast Fact:

The Snowbird season typically runs from November to Easter weekend, with a peak in January and February.



Event Advertising Rates 1-800-270-2457

Find out first hand what snowbirds really want: Tailored to be one of the area's premiere Gulf Coast Events and designed specifically to suit the unique Snowbird lifestyle, *Snowbird Fest* is both a trade show and a festival that features exclusive deals on rentals, sales, dining, entertainment and more. Plus, businesses and organizations that cater to the unique Snowbird lifestyle will be on-hand to offer special giveaways, provide information and answer questions. **You Don't Want to Miss It!**

3rd Annual **Snowbird FEST 2014!** Saturday, January 11th
Orange Beach Convention Center



Event Advertising

• Snowbird FEST 2014 Rates:



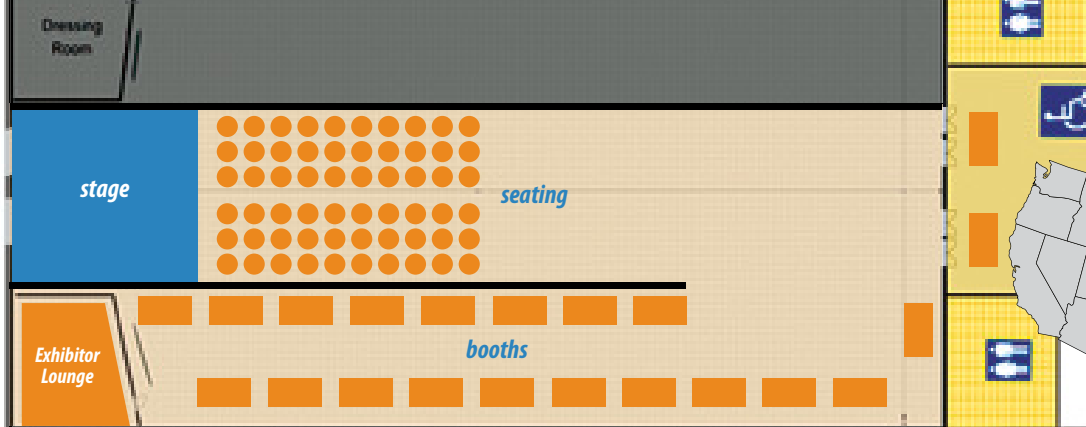
Pictures from the 2012 Snowbird Fest.



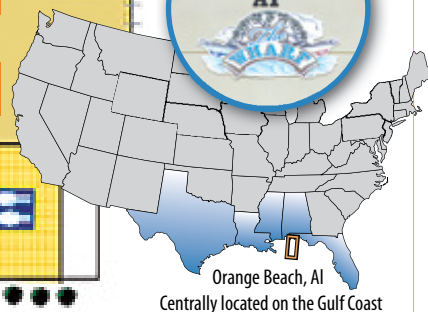
Snowbird FEST 2014
Saturday, January 11th
Orange Beach Convention Center

Booth Type	Price
Vendors	\$250.00
Corporate Sponsors	Call for discounted rates
CALL TODAY FOR MORE DETAILS AND OPTIONS! 1.800.270.2457	

Floor Plans



The Orange Beach Convention and Conference Center



Fast Fact:

Many snowbirds make valuable relationships with the owners of properties they make their winter homes in.





Snowbird Beaches LLC
dba **The Snowbird Company**
The #1 Snowbird Lifestyle Resource, since 2002

Office Address: 217 Fairhope Ave., Fairhope, AL 36532
Mailing Address: PO Drawer 1265, Daphne, AL 36526

Toll-Free **1.800.270.2457**

Customer Support: **1.251.622-3613**

Sales: **1.251.605.4915**

Fax **1.251.650.1501**

email **info@TheSnowbirdCompany.com**

www.TheSnowbirdCompany.com