



Advertising pricing and media kit for the Evergreen Trail Christmas Farms

Get in the know... Have you heard about Evergreen Trail Christmas Farms? This new organization will be promoting not only 15 prestigious Christmas Tree Farms in Allegheny County but Allegheny County as a whole. We want people to really experience the County's Charm and make this area their holiday destination. What Better way to promote your business and/or service than through the new Evergreen Trail Website.

About the Evergreen Trail Christmas Farms

Located in Allegheny County, North Carolina, Evergreen Trail Christmas Farms represent 17 of the finest Christmas tree farms in the region...and beyond.

All of our member farms belong to the prestigious Sparta Alleghany Choose and Cut Christmas Tree Alliance, which exclusively represents small to medium size choose and cut farms known for exquisitely cultivated Evergreen Trail Trees. These iconic Fraser Firs have been chosen time and again to grace America's notable residences, including the White House.



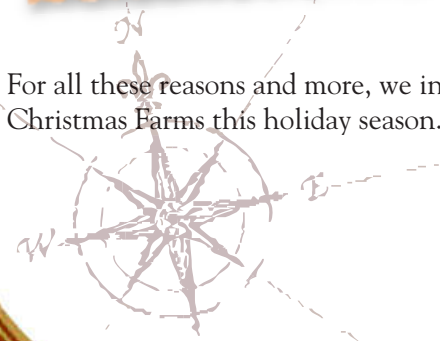
A short drive from Charlotte, the Triad and southern Virginia, the scenic Evergreen Trail harkens back to simpler times of yesteryear, making your journey to pick your own High Country Christmas tree a truly memorable family tradition.



A world away from today's hurried and commercialized world, Allegheny County's charming countryside and refreshing change of pace are a welcome getaway. Here, you can enjoy the simpler life--rocking chair front porches, breathtaking Blue Ridge Mountain vistas and crisp mountain air filled with the scent of Fraser Firs.

Nestled around picturesque Sparta, most of our choose and cut farms are members of the Allegheny County Tree Association. By supporting our area farmers, you are doing your part to preserve the area's agricultural riches, strengthen the economy and carry on an enduring American tradition.

For all these reasons and more, we invite you and your family to discover the pristine beauty of Evergreen Trail Christmas Farms this holiday season.



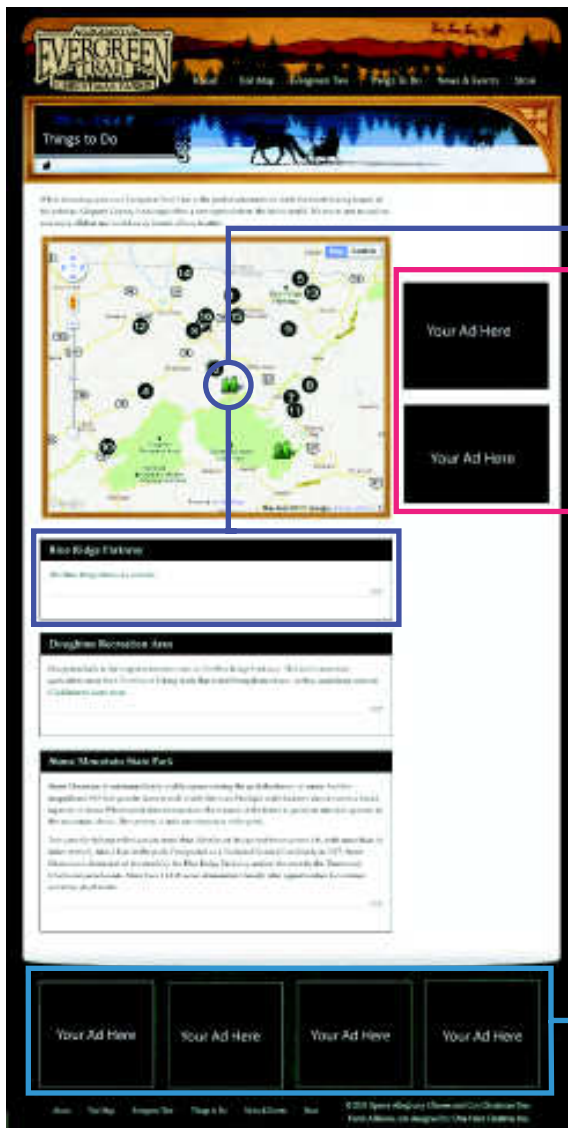
Sparta Alleghany Choose & Cut Christmas Tree Alliance



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Website Reach

The inaugural launch of the Evergreen Trail Christmas Farms Website will be promoted to over 100 publications, direct email cross promotions targeted to 5-7,000 families in the region during the month of November and December, combined with online and offline site advertising.



Special Evergreen Launch Discount

Our Best Offer for October 1, 2011 – October 1, 2012

Up to 30% savings off our regular pricing

Sponsorship:

Featured on the 'Things to Do' page location map, directions with an information section with link to website and/or contact information. – \$100.00

Banner Advertising:

Sidebar Banner Ad on either the 'Trail Map' Page or 'Things to Do' page and secondary pages (Tree Facts, Sustainability, Tree Care, Board Members, Weather). 234x120 pixels. – \$40

Bottom Footer Banner Ad of every page 250x240 pixel ad. – \$60



Advertising Levels In Season – October 1, 2011- January 1, 2012

Sponsorship:

Featured on the 'Things to Do' page location map, directions with an information section with link to website and/or contact information. – \$75.00

Banner Advertising:

Sidebar Banner Ad on either the 'Trail Map' Page or 'Things to Do' page and secondary pages (Tree Facts, Sustainability, Tree Care, Board Members, Weather). 234x120 pixels. – \$25

Bottom Footer Banner Ad of every page 250x240 pixel ad. – \$50

Advertising Levels Off Season – January 1, 2012- October 1, 2012

Sponsorship:

Featured on the 'Things to Do' page location map, directions and information section with link to website and/or contact information. – \$65.00

Banner Advertising:

Sidebar Banner Ad on either the 'Trail Map' Page or 'Things to Do' page and secondary pages (Tree Facts, Sustainability, Tree Care, Board Members, Weather). 234x120 pixels. – \$20

Bottom Footer Banner Ad of every page 250x240 pixel ad. – \$35

For more information concerning the media pricing please contact ads@evergreentrailchristmasfarms.com

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