

ONLINE
ADVERTISING
PACKAGES
NOW
AVAILABLE

Online Advertising

PreservationNation.org, the website of the National Trust for Historic Preservation, reaches an audience with a passion for historic preservation. They are preserving historic homes and working to safeguard local and national landmarks for future generations. They are members of the Baby Boomer generation, highly educated, with significant net worth and a taste for travel.

Content on the site is updated daily with the latest news on preservation activities across the country. Travel destinations with historic significance are highlighted. Special features on the site expand on topics of interest covered in *Preservation* magazine.



TRAFFIC

Page views: 592,768
Unique visitors: 175,055
Pages per visitor session: 2.63
Average time spent (min./sec.): 1:52

SOURCE: GOOGLE ANALYTICS, SEPTEMBER 2011

ADVERTISING OPPORTUNITIES

Basic Package

RATE: \$500

TIMING: 2 months

PACKAGE INCLUDES:

- 30,000 impressions total
- 3 ad sizes—skyscraper (160x600), rectangle (300x250), and leaderboard (728x90)

Basic Plus Package

RATE: \$1,000

TIMING: 2 months

PACKAGE INCLUDES:

- 75,000 impressions total
- 3 ad sizes—skyscraper (160x600), rectangle (300x250), and leaderboard (728x90)

Additional opportunities are available. Ask your sales representative about sponsorships and other advertising packages.

For more information, contact your *Preservation* magazine sales representative or email Online_Advertising@nthp.org.