



Advertising Media Pack

Aug '08 - Dec '08

Enjoy Ireland Overview

Background

www.enjoyireland.ie is being re-launched on 8th August 2008 as a vibrant, interactive website with an updated design, new content management system and geo-targeting ad serving platform. The site will provide an even greater breadth of content and advanced interactive technologies, enhancing the overall user experience. New content areas include a Ticketmaster events feed, an enhanced competition section and an improved online accommodation booking facility.

Target market

EnjoyIreland.ie is primarily aimed at the entertainment & leisure market place within Ireland. Its secondary purpose is to promote tourist venues within Ireland, specifically offering a schedule of all main events and attractions.

Benefits to the Advertiser

- Targeted and effective positioning of adverts
- Option of targeting specific geographic areas
- Strategic placement of ads on Enjoy Ireland to maximise exposure to desired user
- Increased brand awareness of Enjoy Ireland through ongoing site promotion, including:
 - Media campaigns
 - Google PPC campaigns
 - Email Marketing
 - Bluetooth campaigns
 - Local event coverage
 - Promotional material distribution
- Returning visitors to the site, driven by:
 - Ticketmaster booking capability
 - Accommodation booking capability
 - Out and About Photo Section
 - Competition Section

Advertising Opportunities

Homepage - main landing page, promotes and drives traffic to all core sections:-

Along with the homepage you can advertise on any of the 5 core section pages (Eat, Stay, Play, Relax and Win) or the following sub categories, to help target your potential customers more effectively.

Eat

Sub categories as follows:

- *Local Irish Cuisine*
- *Modern & European*
- *Italian*
- *American*
- *Chinese & Japanese*
- *Indian*
- *Takeaway*
- *Other*

Stay

Sub categories are as follows:

- *Hotels*
- *Guest Houses/B&B*
- *Caravan & Camp Sites*
- *Hostels*
- *Self-Catering*
- *Other*

Play

Sub categories are as follows:

- *Attractions*
- *Pubs & Clubs*
- *Action Sports*
- *Golfing*
- *Watersports*
- *Adventures*
- *Horse & Greyhound Racing*
- *Other*

Local Entertainment events Section

Ticketmaster Events Listing Page

Out & About

- *Photo Archive Main Page*
- *Main Photo Gallery Page*

Relax

Sub categories are as follows:

- *Sights & Culture*
- *Shopping*
- *Pamper*
- *Fishing*
- *Theatre*
- *Other*
-

Win – An A, B or C question and answer competition section. If you're interested in advertising your brand through a competition please contact us for more information.

Site AD Formats, Rates and technical Specs

FORMAT	DIMENSIONS	COST	Max FILE SIZE	File Types Allowed	Recommended Animation Length
Skyscraper	120 x 600	€ 125 per month	50KB	Flash (.swf), Animated Gif, Jpeg, Gif	15 sec
Homepage Corner Button	120 x 90	€65 per month	30KB	Animated Gif, Jpeg, Gif	15 sec
Homepage Half Skyscraper	120 x 300	€100 per month	40KB	Flash (.swf), Animated Gif, Jpeg, Gif	15 sec
Leaderboard	728 x 90	€110 per month	50KB	Flash (.swf), Animated Gif, Jpeg, Gif	15 sec
MPU / Island	300 x 250	€135 per month	50KB	Flash (.swf), Animated Gif, Jpeg, Gif	15 sec
Out & About Top Button	280 x 73	€80 per month	30KB	Animated Gif, Jpeg, Gif	15 sec
Homepage Promo Area*	506 x 282	Request Only. Please contact Enjoy Ireland	40KB	Jpeg, Flash (.swf) on request	15 sec
Listing	Four photos and 300 words	\$5 a month	n/a	n/a	n/a

Please note: AD spots work on a rotation basis every page impression. Maximum of three Ads per location.

Listings

“Enjoy a lot for a little”.

A listing consists of:-

- 300 words about your establishment
- Contact details
- Link to your own site
- Space for four photos.
- Client Login Area for additional listings, easy updates and maintenance
- Enjoy Ireland staff are happy to assist – email jim@enjoyireland.ie

Site AD Examples and Positions

Homepage

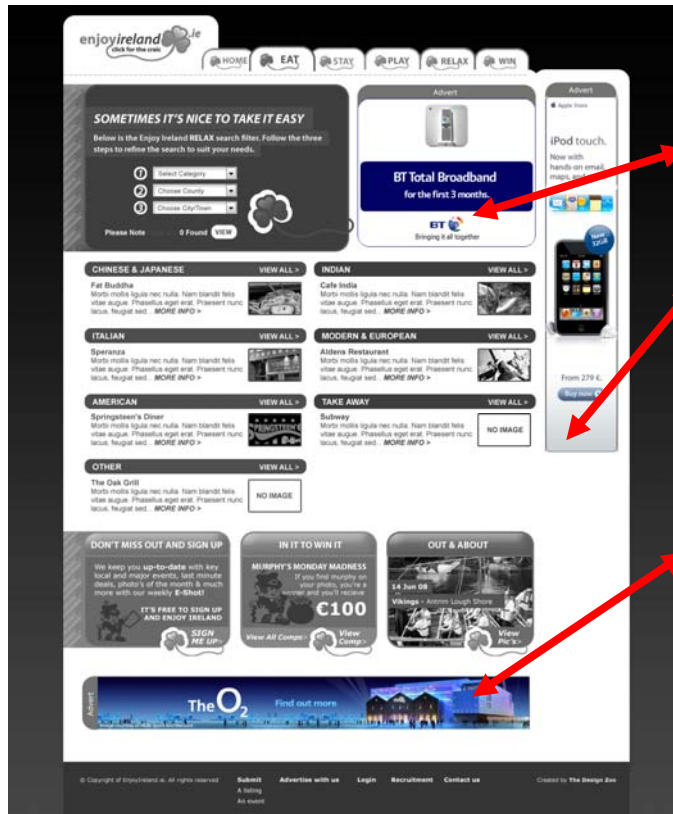


The screenshot shows the homepage of enjoyireland.ie with several ad placements and annotations:

- Homepage Promo Area***: Points to the "WORTH CHECKING OUT" banner for "THE BELFAST WHEEL" featuring a 10% discount.
- Homepage Half Skyscraper**: Points to the "Bellewstown Races" and "JULY FESTIVAL '08" ads on the right side.
- Homepage Corner Button**: Points to the "DOWN REVEAL" ad in the bottom right corner.
- Leaderboard**: Points to the "DELI OF THE DAY" ad at the bottom of the main content area.

Other visible ads include "MURPHY'S MONDAY MADNESS" with a €100 voucher and "The Perfect Gift!" for a helicopter flight.

Main Sub Section

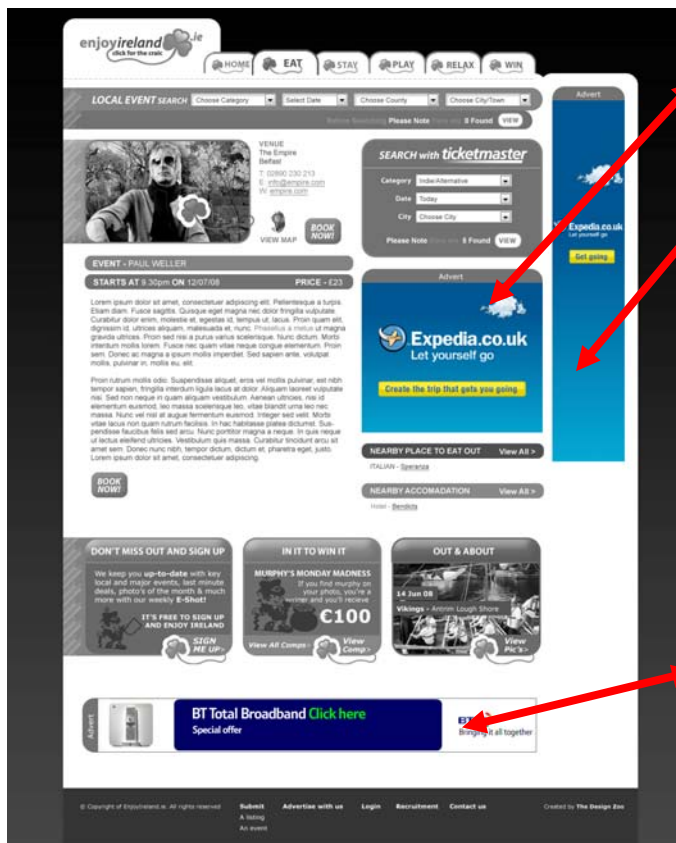


The screenshot shows the "Main Sub Section" of enjoyireland.ie with several ad placements and annotations:

- MPU / Island**: Points to the "BT Total Broadband" ad at the top right.
- Skyscraper**: Points to the "iPod touch" ad on the right side.
- Leaderboard**: Points to the "The O2" ad at the bottom of the page.

Other visible ads include "Fat Buddha", "Cafe India", "Aldens Restaurant", and "Subway".

Ticket Master Listing Page

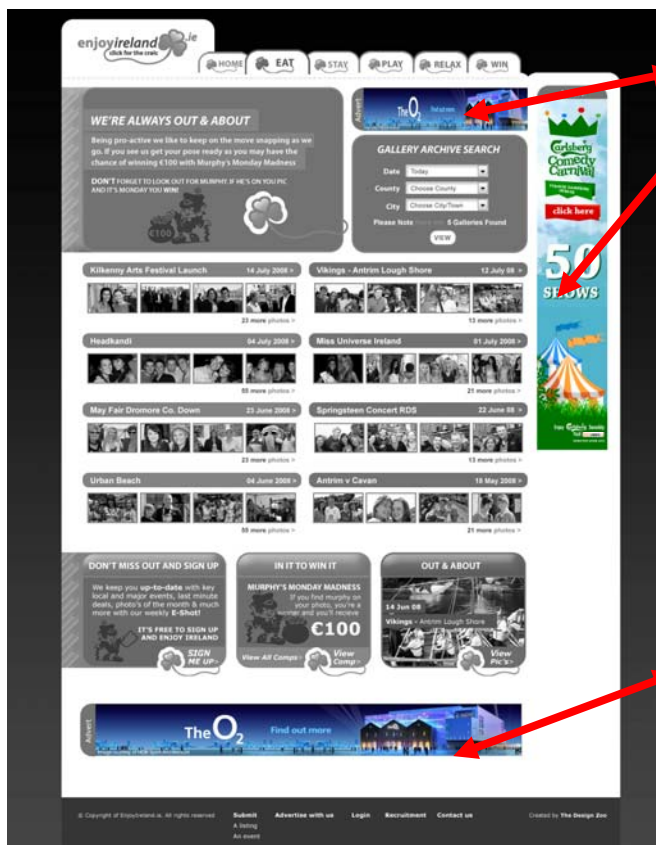


MPU / Island (€135/month)

Skyscraper (€125/month)

Leaderboard (€110/month)

Out & About Main Page



Out & About Top Button (€80/month)

Skyscraper (€125/month)

Leaderboard (€110/month)

Other Advertising Opportunities

A number of other advertising opportunities are available across the site and other marketing activities including:

- Homepage Promotional Area*
- Competitions
- Offers
- Business/activity Listing
- Bluetooth Marketing Sponsorship for events
- Weekly E-Shot advertising spot

*Contact us for further details and costing

Contact Details

For more information on advertising on EnjoyIreland.ie please contact:

Jim McGrath

Email: jim@enjoyireland.ie