

SOME FACTS ABOUT US

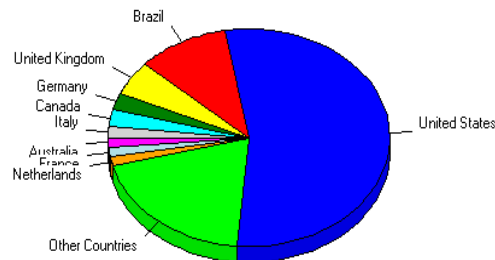


WWW.IPANEMA.COM is the most popular travel guide to Rio de Janeiro on the Internet, according to the independent rankings kept by Google Directory and Alexa.com. We rank an honorable second and third at Yahoo! International Directory, preceded only by Wikipedia.

Our website went online in 1996, offering thorough travel information about Rio and surroundings as an international travel destination. The attractions, culture, hotels, restaurants, nightlife, and other must-sees are presented in a vibrant and interactive way, with a seamless, web-friendly navigation.

We offer hundreds of original photos, web clips, a first-timers' guide with practical info, addresses and phones of venues with by customized maps and tips. The website is illustrated with vintage cartoons by Ziraldo, one of Brazil's premier artists.

WWW.IPANEMA.COM is recommended by editors of countless prestige sources including CNN Travel, Travel Channel, E! Entertainment, National Geographic, Britannica Online, Fodor's, Rough Guides, Lonely Planet, BBC, Encarta Online, among others. Over 1,200 websites are currently linked to us (source: Google Analytics).



TARGET AUDIENCE

With an average of over 2,5 thousand individual daily visitors, our website has peaks of over 600% during high season events such as New Years and Carnival. In the one-year period from January 2008 to January 2009 we registered over 4 million page views!

The geographic distribution of our visitors literally reaches the whole world, including all countries that generate significant numbers of visitors to Brazil. The U.S.A., U.K., Canada, Germany and other members of the European Community, Australia, South Africa, and Russia are some of the main sources. Brazilians of all regions also refer to our website – including Cariocas, Rio locals looking for up-to-date information.

We have developed sections on our website that are oriented to special interest groups, such as couples, families with children, single travelers, backpackers, the sports-oriented, the GLBT community, nature lovers, senior travelers, adrenaline junkies, clubbers, and others.

WWW.IPANEMA.COM offers a non-institutional, independent insider's insight into Rio. Tourists from all over the world bring along printed copies of our pages, and even whole sections on pen drives and notebooks. The website can be easily accessed from any Wi-Fi station, and is compatible with 3G technology. Our material is originally developed in English. The author holds a bachelor degree in Tourism, and decades of experience as an English teacher and translator. A world traveler since the tender age of six, he is the founder and C.E.O. of legally established travel agency in Ipanema with a tradition of 12 years in the market.

ADVERTISING OPPORTUNITIES AT WWW.IPANEMA.COM

SPECIAL VALUE LINKS

Our selection of recommended venues is periodically updated with the best the city has to offer. If your business or service is already recommended on our website, rouse the interest of our visitors with a *special value link*. We will include a highlighted link to your website or homepage on the page(s) where you are mentioned. This will also increase your ranking and visibility at search tools.

BANNERS

Advertising banners give your product or service access to a more dynamic and graphic representation that may include animation and other features. Our pages have several spaces that are reserved to banners of different shapes and sizes.



WWW.IPANEMA.COM/YOURNAME

Have your own address in Ipanema by opening a branch lodged at www.ipanema.com. The page is developed by our designers to portray your establishment or service in a manner that is familiar and culturally adapted to the preferences and peculiarities of our visitors. Add photos, tips, web clips, forms, vouchers or flyers. A link to your website completes the package of benefits, increasing your ranking and visibility on search tools.

Your Ipanema address can alternatively be used as an alias, redirecting visitors to your website.

WHERE AND WHEN TO ADVERTISE

Count on our help, and use our statistics to choose the most attractive page for the market niche you want to reach. Our detailed statistics are verified independently by Google Analytics. We will assist you with the selection, and the development of promotional packages for special dates, and other events. Our standard contracts are quarterly, so you can review your strategy season by season.

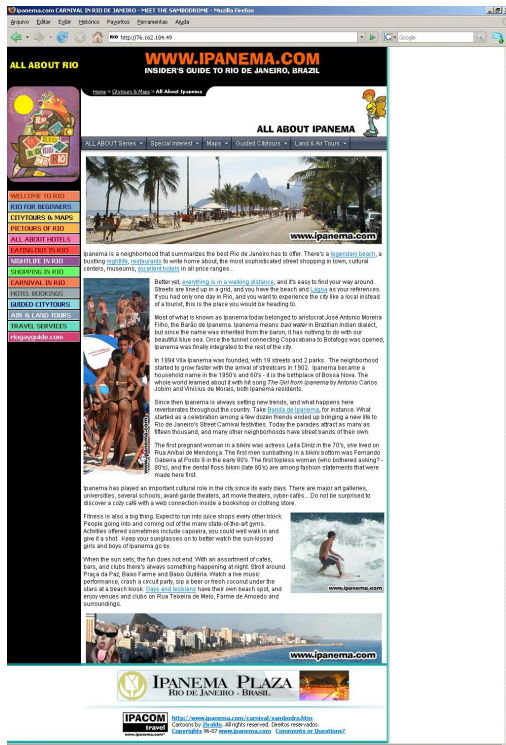
DENOMINATION OF PAGES

- **Portal** – the main entrance to the website (www.ipanema.com) and the main page of our All about Carnival (www.ipanema.com/carnival)
- **Main Page** – the main entrances to specific sections of our website, with universal access from the navigation bar on the left side of our pages.
- **Supplementary Page** – pages that add information and media related to the themes of each section

WHAT KIND OF RESULTS SHOULD I EXPECT?

- More visibility at the most popular travel guide to Rio de Janeiro on the Web.
- Better ranking of your website at search tools.
- Indexing at the Google Maps, on interactive maps specially developed by our web design team.
- A photo of your service or product is included on the slide show that illustrates the text preceding our lists and maps of venues and services.

POSITION OF BANNERS ON OUR WEBPAGES



Bottom Banner



Top Banner



Left Banner



Skyscraper

HOW MUCH DOES IT COST?

Skyscraper	150 x 600 pixels
Portal	Please Ask
Main Page	Please Ask
Supplementary Page	Please Ask
Top Banner	468x60 pixels
Portal	Please Ask
Main Page	Please Ask
Supplementary Page	Please Ask
Bottom Banner	468x60 pixels
Portal	Please Ask
Main Page	Please Ask
Supplementary Page	Please Ask
Left Banner	150 x 150 pixels
Portal	Please Ask
Main Page	Please Ask
Supplementary Page	Please Ask
Double Left Banner	150 x 300 pixels
Portal	Please Ask
Main Page	Please Ask
Supplementary Page	Please Ask
Special Value Link:	Links to the advertiser's website
Single Fee:	Please Ask
Advertiser's Page:	With text and photos
Development and Design (single fee):	Please Ask
Videos and flash animation:	Please Ask
Monthly Maintenance:	Please Ask
Redesign of layout or content:	Please Ask
Banner Creation:	Material furnished by advertiser
Skyscraper:	Please Ask
Top or Bottom Banner:	Please Ask
Left-side Banner (standard or double):	Please Ask

Prices above apply to quarterly contracts.
One semester with full prepayment: 10% off
Yearly contract with full prepayment: 15% off