

VISIT WA

1,000 Free Things
to do in Washington



MOBILE APP

Experience the best of Washington State

2015 NET RATES

	VisitWA Mobile Coupon <i>(Deal page req'd)</i>	VisitWA Deal Page + Coupon	VisitWA Business Page	Visitors Guide WTA magazine	Visitors Guide VisitSeattle magazine
	1-30 days	Year	Year	Year	Year
Format	Smartphone	Smartphone	Smartphone	Print magazine	Print magazine
Best Published Rate (online)	\$125	\$350	\$350	\$1,375	\$1,516
Space	Mobile Coupon	Page	Page	1/12th Page	1/12th Page
Self-manage to publish in 24 hours	Yes	Yes	Yes	NO	NO
Advert Content					
Business Name	Yes	Yes	Yes	Very small	Very small
Address + map locating	Yes	Yes	Yes	No mapping	No mapping
Photos					
Single color photo	Yes	Yes	Yes	not likely (in 1/12 page)	not likely (in 1/12 page)
Multiple photos	Permitted	Permitted	Permitted	Not possible	Not possible
Multiple photos with audio narration	Permitted	Permitted	Permitted	Not possible	Not possible
Description or Offer					
Up to 180 words	Deal Page	Yes	Yes	NO	NO
Hyperlinks for instant information	Deal Page	Yes	Yes	NO	NO
Phone # - instant linking "touch to talk"	Deal Page	Yes	Yes	NO	NO
Email - instant sending with "touch to message"	Deal Page	Yes	Yes	NO	NO
Web page - instant link for info/order/buy	Deal Page	Yes	Yes	NO	NO
You Tube - instant with "touch to view"	Deal Page	Yes	Yes	Not Possible	Not Possible
Same day editing/updating of content and links	Yes	Yes	Yes	No Changes	No Changes
Mobile Coupon	Yes	Yes	NO	NO	NO
Expiration date (auto delete @ expire)	Yes	Yes	NO	Fixed	Fixed
Non-transferable	Yes	Yes	NO	NO	NO
Viral Sharing with others	Yes	Yes	NO	NO	NO
Control length of advert (day/week/month)	Yes	Yes	NO	Not Possible	Not Possible
Control length of offer (day/week/month)	Yes	Yes	NO	Not Possible	Not Possible
Track # of users who receive coupon	Yes	Yes	NO	Not Possible	Not Possible
Track # of users who read coupon	Yes	Yes	NO	Not Possible	Not Possible
App tracks # redeeming coupons	Yes	Yes	NO	Not Possible	Not Possible
Profile users who redeem coupon	Yes	Yes	NO	Not Possible	Not Possible