



Media-kit 2010

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Overview

Online booking of travel is one of the most successful forms of e-commerce. Online shoppers now spend more money booking travel than anything else, and the trend continues to grow.

Travel consumers spend much time on the web conducting searches and exploring destinations, accommodations, transport and attractions before making purchasing decisions. The travel consumer wants to be informed before buying. Similarly, travel professionals often need a quick persuasive reference to expedite a sale.

This website satisfies these information needs. Simply. Fast.

A travel directory:
comprehensive,
fast and
easy-to-use.

 **Your listing**

The button on you listing takes the visitor to your InfoPage. The InfoPage shows info about you as well as links to your promotions, benefits, features and other data These links take the visitor directly to your best, current offers or features and encourage prompt action.

Q and A ▶▶▶

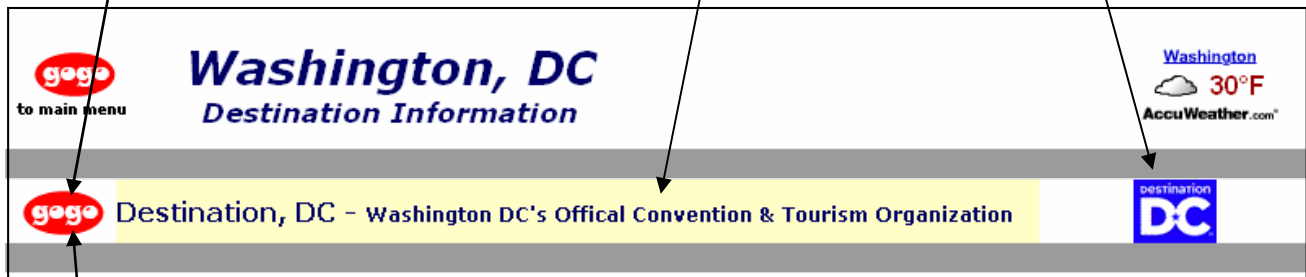


Questions. Answers.

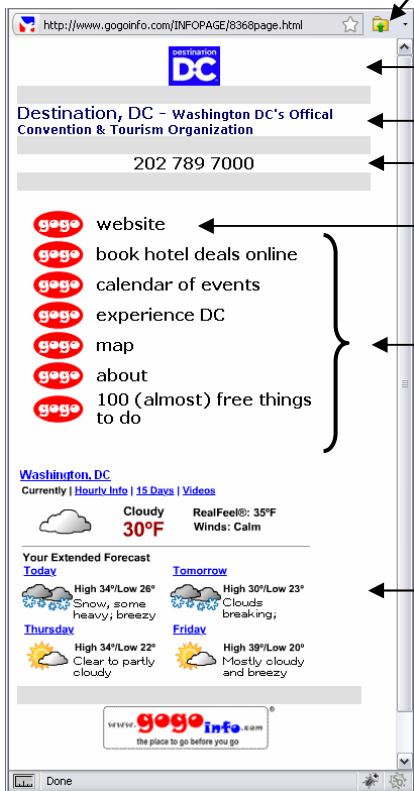
What is it ? A directory for travelers and travel professionals.

What's included in a listing?

- hot button that opens a window dedicated to you
- your name highlighted in yellow
- your logo



Click (this button) and your window opens



your logo

your name

your primary phone

link to your website

Links to your promotions, events, major benefits, best features, map, or links to other promotional items.

We design your window, free. You approve.

your current and forecasted weather

What's the cost of a listing?

It's free, for the first 90 days. Gives you the opportunity to see how well it works.

What's the cost after 90 days?

\$ 99 / year. No minimum. No contract. Quit anytime. Unused portion refunded promptly.

How can I track results ?

Look for gogoinfo.com as a referrer in your web log.


How do we get listed ?

Click this button or call 1 877 GOGOINFO or visit www.gogoinfo.com/new





Getting started - a free listing

To get your free listing, click this button 

or visit **www.gogoinfo.com/new**

or call 1 877 GOGOINFO or 203 938 2955



is a
registered trademark of
Scott American Corporation.

Your listing is free during the first 90 days.
Then we'll ask if you would like to continue
your listing at \$ 99 /year.
If you say yes, you will continue to benefit from
the exposure of your business and promotions.
If you say no, your listing will end.

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