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A Smart Destination

As the leading online destination for contact information today, travelers depend on WhitePages for accurate and easily accessible information. Leisure and business travelers use our site while itinerary planning or in an unknown city, which is why travel advertisers like major airlines, hotel chains and online travel services are some of our top-performing partners.

Adults in-market for travel

Adults who shopped online (last month) for:

Vacation packages
11.9% Reach | Index 168

Car rental
13% Reach | Index 184

Hotel/motel reservations
11.8% Reach | Index 166

Airline tickets/reservations
10.8% Reach | Index 152

Business travelers

Adults with 3+ business round trip flights (last month) who shopped online for airline tickets/reservations (last month)
13.8% Reach | Index 195

Travel services decision-makers who shopped online for B2B travel services (last 6 months)
12.7% Reach | Index 180

Leisure travelers & activities

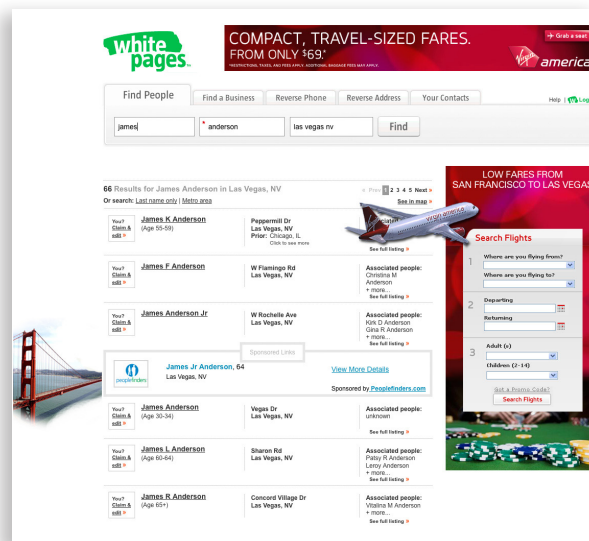
Adults who shopped online for vacation packages (last month) AND:

Stayed at an all-inclusive resort (last 2 years)
10.4% Reach | Index 176

Went to a theme park (last 2 years)
12.5% Reach | Index 147

Went on a cruise ship (last 2 years)
14.7% Reach | Index 208

Source: Nielsen Netratings @Plan, Release 4 2010



*Example of geo-destination targeting

Tools to target travelers

• **Geo-destination:** Customize messaging to people based on the city they are searching in:

Example. Target ads to people in San Francisco (by IP) who are searching for contact information in Las Vegas (by keyword)

• **Business search contextual:** Real-time category targeting to people searching for travel and transportation services

• **Business search behavioral:** Retarget people who have searched for hotels/lodging, airlines, travel agents, rental cars and more

• **Syndicated behavioral:** Retarget people on WhitePages by their previous web-surfing for leisure or business trips on travel sites

• **Custom solutions:** We'll help you develop impactful rich-media ads specific to your needs

• **@Work:** Industry (SIC), Fortune Rank, Domain, Day-Part, Syndicated Business Decision-Makers, Bizographics

• **Demographic:** Gender, Age, HH Income, HH w/Kids, College Educated