



Features & Benefits

As part of our paid advertising options, we invite you to take advantage of the following complimentary value-added features:

| Feature | Benefit |
|---|---|
| Special Deals posting and link | Additional links take visitors directly to your website's specials, coupons, discounts, packages, etc. |
| Calendar of Events | Post special events and community happenings that are of interest to locals and visitors alike |
| Automatic Reporting | Stay on top of your ad(s)' click-through statistics, impressions and ROI emailed directly to your inbox every 7, 14 or 30 days |
| Social networking and public relations through ArizTravel | Expand your social network by including us in your posts. We'll tweet, re-tweet, post to fans and blog your announcements on our well-followed twitter.com/ariztravel , facebook.com/ariztravel and our blog, ariztravel.com . |

- 12-month agreement and paid advertising on Prescott.com required
- Limit one special offer posting per advertiser
- Southwest Media reserves the right to edit or refuse to post any event, announcement, tweet, wall post or blog post for any reason
- Complimentary status and pricing is subject to change at any time

Effective Features & Benefits Date: July 1, 2010