



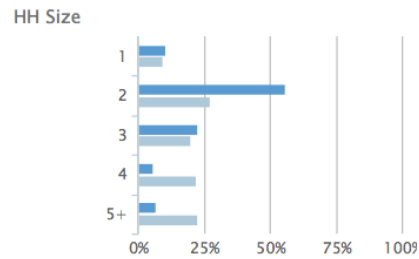
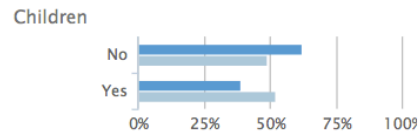
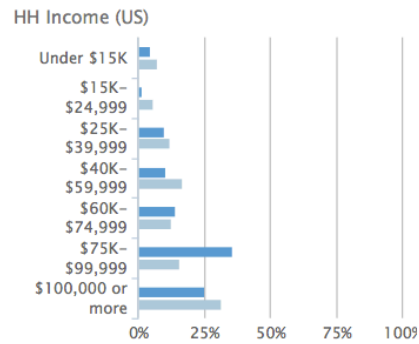
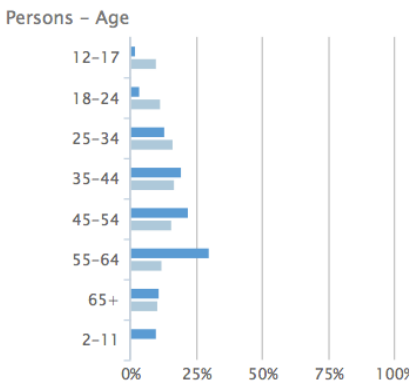
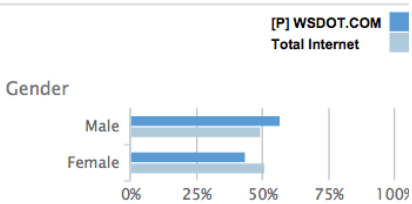
# Advertising on WSDOT's website

The Washington State Department of Transportation has launched display advertising on its website, [www.wsdot.com](http://www.wsdot.com). Advertisers are encouraged to target specific geographic areas to enhance the effectiveness of their spend. **Maximize your exposure through the 728x90 leaderboard just below the page header.**

## Reaching a Motivated, Engaged Audience

WSDOT.com delivers over 10 million page views per month (2012 monthly average) to a very desirable audience that consists of 600K+ unique monthly visitors.

### DEMOGRAPHICS



Source: Comscore, Dec/2012



## Sample Ads

The screenshot shows the Washington State Department of Transportation website. At the top, there is a navigation bar with links for News, Employment, Good To Go!, Contact Us, and WSDOT Home. Below this is the WSDOT logo and a search bar. The main content area features a sidebar with navigation links for Traffic & Cameras, Projects, Business, Environment, and Maps & Data. A breadcrumb trail indicates the user is on the 'Passes' page. The main content area is dominated by a large advertisement for PEMCO Insurance. The ad includes the text 'LOCAL COMPANY, BIG DISCOUNTS. CLICK FOR A FREE INSURANCE QUOTE.' and a 'START SAVING NOW' button. To the right of the ad is the PEMCO logo and the slogan 'WE'RE A LOT LIKE YOU. A LITTLE DIFFERENT.' Below the ad is a map of Washington state with various mountain passes marked with blue triangles. A blue callout bubble labeled 'Leaderboard' points to the ad. At the bottom of the page, there are two tabs: 'Mountain Passes' and 'Pass Information'.



## Available Placements & Pricing

There is only one 728x90 ad unit per page, just below the website header. Specific geographic targeting is available at an additional cost.

Section	CPM	Monthly Impressions <sup>†</sup>
Traffic - Seattle	\$6.00	3.5 M
Traffic - Western WA - Tacoma	\$6.00	0.3 M
Traffic - Western WA - Olympia, Hood Canal, Bellingham, border	\$6.00	0.4 M
Traffic Cameras	\$6.00	1.0 M
Mountain Passes - Snoqualmie	\$6.00	1.5 M
Mountain Passes - other passes and info (Stevens, White, etc.)	\$6.00	1.7 M
Traveler Information (weather, alerts, etc.)	\$6.00	1.1 M
Other pages	\$2.00	1.2 M
<b>Total</b>		<b>10.7 M</b>

For every million impressions you buy for the Mountain Passes you also get your ad in 20 email blasts – alert emails that go to an opt-in-only list of subscribers.

To contact Municipal Media please call 312-640-9540 or otherwise email [sales@municipalmedia.com](mailto:sales@municipalmedia.com)

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<sup>†</sup> Average monthly numbers in 2012