



A Fresh Approach to Marketing Costa Rican EcoTourism

EcoGuide Costa Rica. A GREEN EcoMedia Program.

THE THEME

EcoGuide Costa Rica is an online/print travel planner and visitor's guide for the serious eco and adventure traveler seeking current information on areas to visit, accommodations, transportation, nature tours, dive operators, river rafting, zip line operators, kayak outfitters and more.

THE FORMAT

EcoGuide Costa Rica will be 48 to 64 color pages, a handy 7-1/2" width by 10-1/4" high, printed on glossy 100% FSC certified paper in compliance with the environmental and social standards of the Forest Stewardship Council (FSC).

EcoGuide Costa Rica will be divided into seven province sections which will include an introduction, a picture showcase and the actual guide information in alpha order according to the services offered, e.g., Accommodations, Birding, EcoTours, Kayak Tours, Nature Preserves, River Rafting, Scuba, etc.

THE MARKET

EcoGuide Costa Rica is a FREE visitor's guide for the "serious" traveler considering a visit Costa Rica.

THE DISTRIBUTION

EcoGuide Costa Rica will enjoy an international and national distribution of 20,000 copies.

International Distribution - **EcoGuide Costa Rica** will be distributed FREE at consumer and trade travel shows and destination promotional functions.

The EcoGuideCostaRica.com web site will contain all of the information found in print, but with much more information as there is no limitation to the amount of content that can be added

and updated on a moments notice. The online version will also offer a downloadable PDF copy of the complete **EcoGuide Costa Rica**.

In addition, each participating advertiser will receive a free web page within EcoGuideCostaRica.com/CompanyName (web pages will be managed by the client itself via password access for uploading content and pictures).

National - **EcoGuide Costa Rica** will be distributed FREE at airports, hotels, resorts, B&B's, car rental counters and tourism outlets.

In addition to the above mention distribution methods, **EcoGuide Costa Rica** will be made available via the **EcoGuide Series** web site (other **EcoGuide** include the **EcoGuide Florida Keys**, **EcoGuide Indian River Lagoon**, **EcoGuide Florida Nature Coast** and **EcoGuide Fiji**).

SUMMARY

As a quality production, **EcoGuide Costa Rica** will, appeal to and provide decision making planning information for, the potential visitor encouraging them to choose Costa Rica as their next destination of choice.

RATES

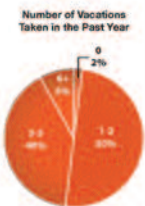
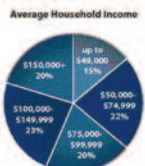
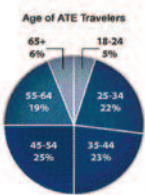
| | | \$ |
|---------------|-----------------|-------|
| Back Cover | 7" x 9-3/4" | 2,995 |
| Inside Covers | 7" x 9-3/4" | 2,595 |
| Full Page | 7" x 9-3/4" | 2,195 |
| Half Page | 7" x 4-3/4" | 1,395 |
| Quarter | 3-3/8" x 4-3/4" | 775 |
| Eight | 3-3/8" x 2-1/4" | 475 |
| Sixteenth | 1-1/2" x 2-1/4" | 275 |

U.S. PRINT DISTRIBUTION

There are six major markets that EcoGuide Costa Rica distribution will focus on: New York, Washington, D.C., Chicago, Dallas, Los Angeles and Santa Clara, CA.

More than 50,000 people attend the six TRAVEL & ADVENTURE EXPO's in these markets.

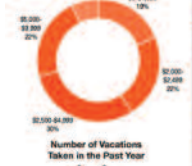
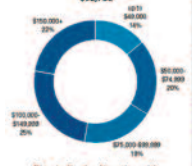
New York



AGENTS
ATE Attracts Over 1000 Experienced Travel Agents
Number of Years Selling Travel
59% Over 5+ Years
12% 3 to 5 Years
29% Under 3 Years
Personal Bookings
54% Up to \$249,000
20% \$250,000-\$499,000
10% \$500,000-\$999,000
7% 1 Million-1,499,999
0% Over 1.5 Million

CONSUMERS
Attendee Demographic Profile:
55% are Female
74% are between the ages of 25 and 54
63% make a HHI of \$75,000+
43% earn \$100,000+
81% have a college degree or more
58% own their own homes
Attendee Travel Profile:
42% of attendees will spend over \$5,000 on travel annually
78% travel within 6 months of planning their vacations
72% found their next vacation at the show
61% will book that vacation within 6 months
80% of attendees will book vacation directly with the tour operator or destination
97% are passport holders

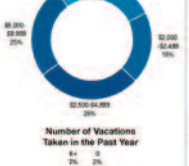
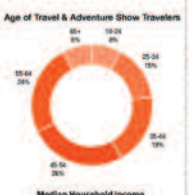
Washington



AGENTS
Travel & Adventure Show Attracts Over 500 Experienced Travel Agents
Number of Years Selling Travel
45% Over 5+ Years
11% 3 to 5 Years
44% Under 3 Years
Personal Bookings
94% Up to \$499,000
8% \$500,000-\$999,000
4% 1 Million-1,499,999
4% Over 1.5 Million

CONSUMERS
Attendee Demographic Profile:
55% are Female
73% are between the ages of 25 and 54
66% make a HHI of \$75,000+
47% earn \$100,000+
87% have a college degree or more
60% own their own homes
Attendee Travel Profile:
59% of attendees will spend over \$2,500 on travel annually
78% travel within 6 months of planning their vacations
73% found their next vacation at the show
60% will book that vacation within 6 months
82% of attendees will book vacation directly with the tour operator or destination
94% are passport holders

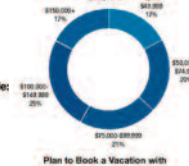
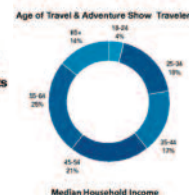
Chicago



AGENTS
Travel & Adventure Show Attracts Over 275 Experienced Travel Agents
Number of Years Selling Travel
52% Over 5+ Years
13% 3 to 5 Years
35% Under 3 Years
Personal Bookings
78% Up to \$499,000
11% \$500,000-\$999,000
7% 1 Million-1,499,999
4% Over 1.5 Million

CONSUMERS
Attendee Demographic Profile:
58% are Female
60% are between the ages of 25 and 54
60% make a HHI of \$75,000+
42% earn \$100,000+
74% have a college degree or more
77% own their own homes
Attendee Travel Profile:
63% of attendees will spend over \$2,500 on travel annually
77% travel within 6 months of planning their vacations
70% found their next vacation at the show
55% will book that vacation within 6 months
80% of attendees will book vacation directly with the tour operator or destination
92% are passport holders

Los Angeles



AGENTS
Travel & Adventure Show Attracts Over 700 Experienced Travel Agents
Number of Years Selling Travel
52% Over 5+ Years
13% 3 to 5 Years
35% Under 3 Years
Personal Bookings
78% Up to \$499,000
11% \$500,000-\$999,000
7% 1 Million-1,499,999
4% Over 1.5 Million

CONSUMERS
Attendee Demographic Profile:
59% are Female
56% are between the ages of 25 and 54
62% make a HHI of \$75,000+
42% earn \$100,000+
76% have a college degree or more
66% own their own homes
Attendee Travel Profile:
63% of attendees will spend over \$2,500 on travel annually
74% travel within 6 months of planning their vacations
79% found their next vacation at the show
64% will book that vacation within 6 months
75% of attendees will book vacation directly with the tour operator or destination
96% are passport holders

INTERNATIONAL ONLINE DISTRIBUTION



Via our international online publication we will deliver EcoGuide Costa Rica PDF to our 30,000 plus subscribers. XRay-Mag.com is the world's largest online adventure magazine with over 157,000 front page views per month.



Via our national online/print publication we will deliver EcoGuide Costa Rica PDF to our 20,000 plus subscribers. OceanRealmJournal.com is the world's only online adventure magazine with 10,000 coffee-table print editions.

X-Ray / Ocean Realm Readers:

AGE: 9% 12 to 17; 27% 18 to 34; 40% 35 to 49; 18% 50+.

GENDER: 56% male, 44% female.

EDUCATION: 36% no college; 44% college; 20% grad school.

INCOME: 18%, 0 to 30; 22%, 30-60k; 27%, 60 to 100k; 33% 100k +.

SPONSORS

EcoGuide Costa Rica is supported by: I.C.T, NATIONAL GEOGRAPHIC SNORKELER and the RAINFOREST ALLIANCE.



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772-781-1721

Richard H. Stewart - Publisher/Editor-in-Chief
Ocean Realm Journal / EcoGuides
PO Box 2388, New Smyrna Beach, FL 32170

Dear Richard:

All of us at the National Geographic Snorkeler are very pleased to support your very worthy efforts in creating the EcoGuides series of ecotourism educational information guides.

Our commitment to participate in ALL of your EcoGuides is the most resounding support we can give your project.

For many of our pristine destinations in the U.S. and around the world, sustainable ecotourism is, in our opinion, the best renewable resource revenue stream that is sure to keep people coming back again and again.

Informing visitors about the state of the environment and the need to "Respect and Protect" is essential to the future well-being of these destinations. Encouraging visitors to learn about and enjoy all that these destinations have to offer in the form of ecotours and aquatic adventures will involve the visitors first hand in helping maintain the pristine environment.

We believe the National Geographic Snorkeler is a perfect fit for the mindset of the EcoGuide reader, what better way of allowing the average swimmer the opportunity to get close to nature than snorkeling?

Our philosophy at National Geographic Snorkeler is take only memories, your guides help us forge that mindset.

Congratulations on the release of the initial EcoGuide - we look forward to supporting subsequent guides as they are developed.

Sincerely,

N.A Palmero VP
National Geographic Snorkeler

Cc: file