

**A once-in-a-lifetime  
tourism opportunity  
is coming in 2024!**

On April 8, 2024, Arkansas will be one of the few states directly in the eclipse's Path of Totality—the shadow zone of an eclipse that makes the entire spectacle visible. This type of occurrence is rare and anticipation is high, so visitors are already planning their trips before it's too late!

# arkansas total solar eclipse

**[Arkansas.com/eclipse](https://arkansas.com/eclipse)**



# ECLIPSE ENTHUSIASTS ARE PLANNING NOW

## Capture their business with targeted banner ads!

Visitors to Arkansas.com viewed more than 6.8 million pages in 2020 while planning their trips. Native banner advertising allows you to target your message by site content or season. Reach consumers who are actively planning their eclipse trips to Arkansas with a targeted native banner ad campaign on [Arkansas.com/eclipse](https://arkansas.com/eclipse).

### NATIVE AD UNITS

These formatted, native units are integrated into the content of the page and drive a high click-through rate (CTR).

The screenshot shows a webpage with several native ad units. One unit is highlighted with an orange border and contains the following text:

**GET AWAY TOGETHER**  
Canoes, cabins and much more, we have everything you need to start your Buffalo River adventure at Buffalo River Outfitters.

**LEARN MORE**

Other visible ad units include: "60+ FAMILY-FRIENDLY THINGS TO DO IN NORTHWEST ARKANSAS", "FANTASTIC ZIPLINE ADVENTURES IN SOUTHWEST ARKANSAS", "GROWING UP IN ARKANSAS", and "FROM THE ARKANSAS TOURISM KID FRIENDLY ACTIVITIES".



**BANNER AD PACKAGES STARTING AT 10K IMPRESSIONS FOR \$220**

### RATES:

TOTAL IMPRESSIONS	CPM*	RATE
10,000	\$22	\$220
50,000	\$22	\$1,100
125,000	\$20	\$2,500
250,000	\$18	\$4,500

NEW, LOWER-LEVEL ENTRY!

Impression volumes are available in between tiers to accommodate any budget.

\*CPM (cost per thousand impressions)