

Yellowstone Gate Online Advertising Fast Facts

Click-through rate:

The industry average click-through rate (the percentage of clicks on each ad out of all of those ads viewed) is as low as .2 percent. Yellowstone Gate's click-through rate averages 2.8 percent – that's 14 times the industry average.

Monthly unique visitors:

For the period Feb. 23-Mar. 23, Yellowstone Gate had 22,493 unique visitors

Pages per visit:

Yellowstone Gate's pages-per-visit (the number of pages viewed by each unique visitor) has averaged as high as 3.4 pages per visit, indicating a highly engaged readership.

Time-on-site:

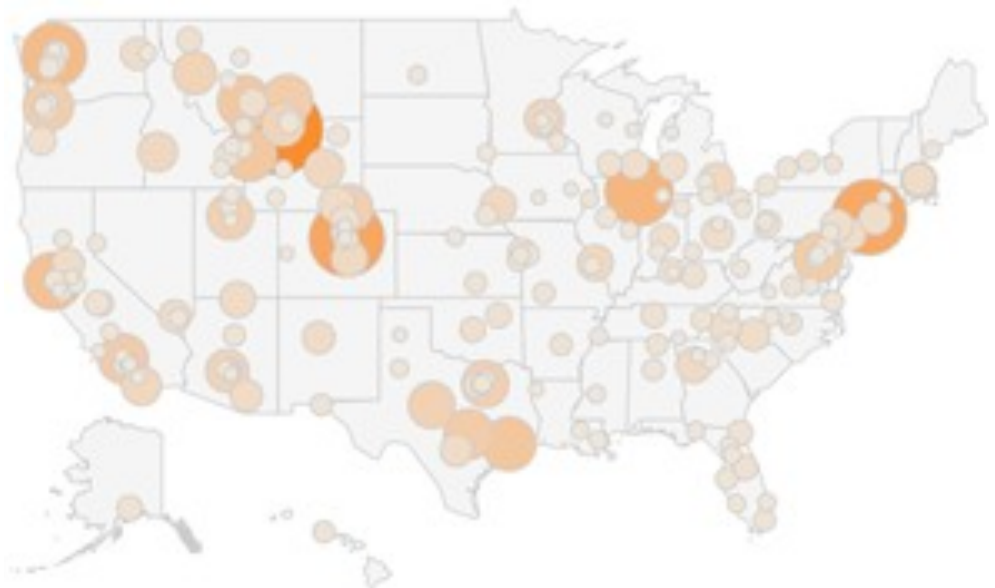
For the period Feb. 23-Mar. 23, Yellowstone Gate's time-on-site averaged as long as 3 minutes, 51 seconds, indicating a readership that values in-depth, quality content no offered at any other site. The industry average is about 2 minutes, 46 seconds.

Demographics:

Yellowstone Gate has readers from 132 different countries. About 78 percent of its readership is from the United States, with Cody being the top referring city. Cody visitors spent an average of more than 9 minutes per visit on the site. Other top-20 referring cities are: Denver, New York, Chicago, San Francisco, Houston, Jackson, Bozeman, Billings, Los Angeles, Salt Lake City, Austin, Missoula, Washington D.C., Portland, Cheyenne, Dallas, Powell, Phoenix and Minneapolis.

Viral reach:

Yellowstone and Grand Teton parks draw an engaged, impassioned readership. Our story on the unexplained sounds of Yellowstone Lake was shared more than 1,100 times on Facebook, while our April Fools' Day jackalope story has been shared with 1,700 Facebook users.



Frequent park visitation:

Whether they live in a gateway community, within a day's drive or on the far side of the ocean, our readers are frequent and enthusiastic visitors to Yellowstone and Grand Teton. In a recent informal online poll, we asked readers: Are you planning a visit any time soon to Yellowstone or Grand Teton? Turns out, 94 percent of them are! Here's how they answered:

41 %	I'll be there as soon as the parks open to spring auto traffic.
35 %	I'll get into one of the two parks at least once this summer.
18 %	I'm going to the parks multiple times this summer season.
6 %	I won't make it this year, but it's on my "bucket list."

An eye to sustainability:

Yellowstone Gate's readers represent a wide cross-section of political and environmental views. So it's no surprise that many of our readers look for sustainable practices, including when planning their travels. We asked readers: How important is sustainability to you in hotels and restaurants around Yellowstone and Grand Teton National Parks? Here's how they answered.

48 %	I strongly favor those businesses with solid sustainability policies.
36 %	It plays little to no role in my travel plans and decisions.
11 %	It's nice, but I don't want to have to pay extra for it.
5 %	It's something I look for, but it doesn't dictate my travel arrangements.

Gearing up for mobile:

According to the Gartner Group, more users will get online using mobile phones than PCs by 2013. Mobile searches have increased by 400 percent since 2010. Google found that 95 percent of smartphone users have searched for local information and 59 percent of users visit a business after searching for information about it. Yellowstone Gate recently completed Google's GoMo initiative, creating a working foundation for a mobile website, including mobile ad serving. Up to 15 percent of our daily traffic is from mobile devices, a figure that is growing. We're committed to reaching mobile users in a format that makes it easy to use our content, and see your ads.

Delivered to the desktop, handset and tablet:

Each week, Yellowstone Gate sends out a free email newsletter formatted to look great on PCs, smartphones and tablets. Our users opt-in to receive this newsletter, meaning they invite our content (and your marketing message) into their in-box. Our newsletter shows how engaged and active our users are, and subscriptions continue to grow.

Responsible privacy and marketing:

Yellowstone Gate has a posted privacy policy intended to inform readers of how we use their data. We believe in transparency and accountability in how we gather, review and use data gathered from our site. Our readers demand and deserve that we respect their privacy. We support and work to comply with the Digital Advertising Alliance's Self-Regulatory Program for Online Behavioral Advertising. That means we're working to make sure your ads won't end up alienating your target audience because of how they're implemented on our site.