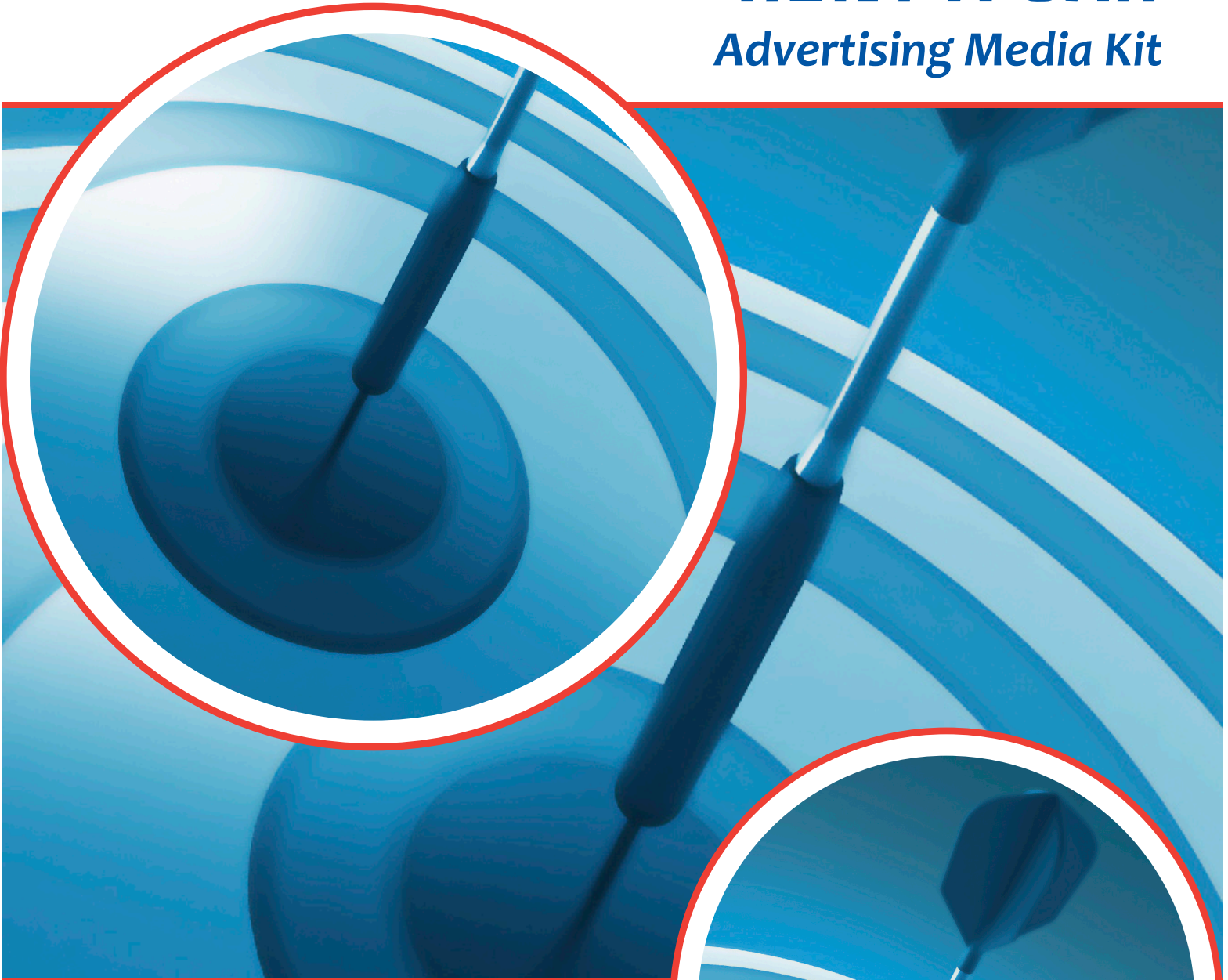
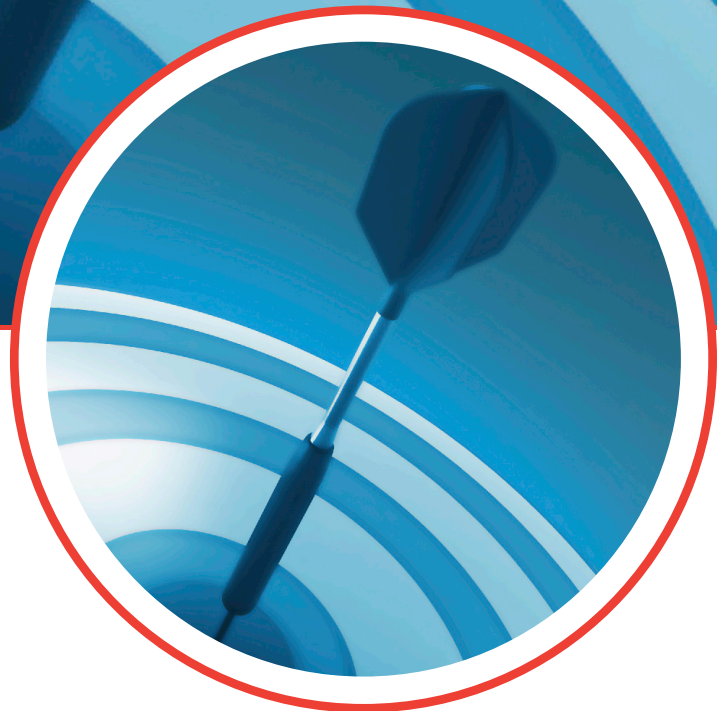




E-Z
RENT-A-CAR
Advertising Media Kit



YOUR BEST VALUE
TARGETING TOOL



ABOUT US WHY EZ?



E-Z Rent A Car has been the
“Best Value in Car Rental”
since 1994.

- With over **500k page views per month**, our website provides an excellent medium to send your marketing message.
- Our website attracts the internet savvy, leisure traveler and our **newsletter base grows steadily each month**. We currently have over **250k subscribers**.
- Our inventory is **distributed over multiple channels** including **Travelocity, Orbitz, and Cheaptickets** resulting in **1500 - 1800 reservations** each day.
- Advertising here will help you **reach a broad demographic range** but you'll find we are most popular among an affluent, educated, middle aged audience.



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ADVERTISING OPPORTUNITIES



Customized advertising programs to bring your business measurable results.

We offer a **wide range of advertising opportunities** and will work with you to create an effective plan for your business. Whether you're looking to attract the online shopper, leisure traveler, or reach a **specific demographic target** (ex. a 40 year old business traveler in Miami) we'll create a **customized campaign** to fit your budget.

Advertising Options:

- **Website Banners** - Including interstitial page advertising that can be targeted by age, location, and even dates of travel.
- **Newsletter Banners** - Reach hundreds of thousands of travelers all at once.
- **Confirmation E-mails** - Can also be targeted by age, location, and even dates of travel.
- **In-Location Ads** - Including Area Map Sponsorships.



www.ezrac.com

WEBSITE TRAFFIC STATISTICS



High and continually growing traffic rates provide the perfect place to broadcast your message.

- We provide over **500,000 page views** to send your marketing message to targeted customers **each month**.
- Most websites have a bounce rate between 27% and 42%, ours is much lower and often falls below 20%.
- The average visitor will view 8 or more pages per visit and will spend 5 minutes on our website.
- Our daily and **monthly traffic** continually **rises**.



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NEWSLETTER STATISTICS



Choose from biweekly e-mail marketing messages or fully dedicated features.

- Our newsletter reaches **over 250k e-mail in-boxes every 2 weeks.**
- We offer standard banner options in our newsletters including leader board, skyscraper, and button ads.
- We offer **special incentive programs** that combine with our E-Z Money program. Customers can **earn double points** for participating in your offer.



E-MAIL CONFIRMATIONS & IN LOCATION ADVERTISING



**Travelers need help finding
YOUR business, we'll help you
reach them.**

- We receive between **1500 and 1800 reservations** each day.
- Our confirmation e-mails are the perfect way to **reach leisure and business travelers** who will be visiting your city.
- These **travelers are looking** for places to go, and want to find your business. They can't find you unless they know you are there.
- **Ad space** here can be targeted **by location** as well as **age, DMA and more.**



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WEBSITE DEMOGRAPHIC DATA



While the majority of our visitors are affluent and educated, we attract a well rounded audience.

- Our website is most popular among a middle aged, more educated and more affluent audience. However, **our audience is well rounded, and attracts visitors from many demographic categories.**
- We're the **only rental car company to reach 18-21 year old consumers** & offer them the ability to rent a car.

OUR AUDIENCE	AGE	INCOME	EDUCATION
51% Male	43% 35-49	32% \$60k - \$100k	43% College Degree
49% Female	32% 50+	29% \$100k +	19% Graduate Degree
	23% 18-34	23% \$30k - 60K	



BOOKING

DEMOGRAPHIC DATA



Who Are Our Renters, And Where are they going?

We serve customers from around the world, but the majority of our reservations come from consumers living in the following cities:

- Orlando
- Miami
- Houston
- Atlanta
- Washington DC
- Chicago
- New York
- Tampa
- Los Angeles
- Dallas

Our busiest locations include:

- Orlando
- Dallas
- Denver
- West Palm Beach
- Fort Lauderdale
- Tampa
- Los Angeles
- Seattle
- Atlanta
- Miami
- Cancun



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A SUCCESSFUL CAMPAIGN



**We are here to help you
succeed, call us today!**

Whether you're looking to increase revenue, grow brand awareness, or drive traffic we'll work with you to create a customized and successful campaign.

Contact Us Today.

Ann Graf

(407) 888-0513

agraf@ezrac.com



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