



E-MAIL SIGNATURE EXAMPLES

Placing a 'Fly Monterey' message in e-mail signatures is an easy and cost-free way to promote the new flights. E-mail signature placement benefits the Fly Monterey Alliance by promoting the new flights to destination visitors flying to our region and those you correspond with locally who fly from Monterey Peninsula Airport. The placement also sends a message to customers that your property is conveniently located near the Airport and therefore is easily accessible from hundreds of destinations around the world.

The Fly Monterey Alliance does not have one specific template for e-mail signatures. The signatures need not include the Fly Monterey logo, but should include mention of: new daily non-stop flights, new destinations (Salt Lake City, Denver, Las Vegas), and connections to/from hundreds of destinations (we have found that many who live outside of those cities forget about the convenient connections to Monterey from those hub cities). Messages can include a link to the Fly Monterey web page (http://www.montereyinfo.org/page/fly_monterey/) and mention of other service (San Francisco, Los Angeles, and Phoenix). We encourage all Alliance Partners to customize e-mail signatures as they wish.

E-Mail Signature Examples with the Fly Monterey Message:

[Personal Contact Information]

FLY DIRECT or CONNECT!

Daily flights to Denver, Las Vegas, Los Angeles, Phoenix, Salt Lake City and San Francisco with connections to hundreds of other cities makes flying from Monterey Peninsula Airport easier than ever. Eliminate the hassles. Save time. Fly Monterey.

[Personal Contact Information]

Fly Monterey! - Non-stop service to and from Denver, Las Vegas, Salt Lake City, Phoenix, San Francisco and Los Angeles - with connections to hundreds of destinations!

[Personal Contact Information]

NEW "NON STOP" FLIGHTS TO/FROM DENVER, LAS VEGAS, AND SALT LAKE

[Personal Contact Information]

NOW fly non stop from Denver, Las Vegas, Salt Lake City, Phoenix, San Francisco and Los Angeles!

[Personal Contact Information]

New in 2005: Direct flights to/from Denver, Las Vegas and Salt Lake City!

FOR ADDITIONAL INFORMATION

Organizations and businesses whose primary market is the *destination visitor* can contact Nat Rojanasathira at the Monterey County Convention & Visitors Bureau at (831) 657-6416. Organizations and businesses whose primary market is the *local resident* can contact Jennifer Donat at the Monterey Peninsula Airport at (831) 648-7000 x 200.