

OFFLINE ADVERTISING OPPORTUNITIES

The Colorado Tourism Office's FY 2011 co-op programs continue to offer a broad spectrum of options for reaching Colorado's numerous target audience segments. From high-profile women's and home service magazines (Better Homes & Gardens, Sunset) to targeted multimedia programs (CMG inserts), this year's co-op includes options to fit all budget levels. Participation is available for as low as \$838. All programs offer heightened levels of efficiency via negotiated co-op rate structures, with exciting value-added features such as advertorials, reader service and online exposure.

Based on analysis of results from prior co-op campaigns, and CTO research, FY 2011 co-op programs have been sharpened and expanded to include new options in the upcoming year.

New for FY 2011:

- Bon Appétit
- Golf Digest

Print opportunities for FY 2011:

MAGAZINES

AAA EnCompass
 AAA Midwest Magazine Group
 Arthur Frommer's Budget Travel
 Audubon
 Better Homes & Gardens
 Bon Appétit
 Cooking Light
 Endless Vacation
 Frontier Airlines Wild Blue Yonder
 Golf Digest
 Good Housekeeping
 History Channel Magazine
 Men's Journal
 Midwest Living
 National Geographic Traveler
 Outside
 Preservation
 Reader's Digest
 Southern Living
 Sunset
 Texas Monthly
 United Hemispheres

NEWSPAPERS

Collinson Insert (formerly Valassis Insert)
 Madden Media Insert
 USA Weekend
 Vacation Guide Newspaper Insert (formerly Midwest Vacation Guide)

RADIO

Radio Co-op - Select Spot Markets

INTEGRATED MEDIA PROGRAMS

CMG Heritage, Culture & Cuisine Program
 CMG Colorado Program

Colorado Tourism Office
FY 2011 Media Co-op
Offline Media Opportunities

Media	Circulation/ Edition	Full Pg	Nat Rates			Other	Issue Date/ CTO Commitment	Added Value
			1/2 Pg	1/3 Pg	1/6 Pg			
Magazines								
AAA EnCompass	335,000	\$8,226	\$3,656	\$2,742	\$1,828	\$5,484 - 2/3 Pg \$914 - 1/9 Pg	May/June 2011 issue CTO commitment: Gatefold	Advertorial, reader service, online listing and link,
AAA Midwest Magazine Group	1,441,134 Includes AAA Journeys KS, AAA Living NE and IL, Home & Away OK, and Midwest Traveler MO	\$40,270	\$20,135			\$10,068 - 1/4 Pg \$5,034 - 1/8 Pg \$2,517 - 1/16 Pg \$838 - Color listing w/logo	May/June 2011 issue CTO commitment: full pg	Reader service, online listing and link, electronic brochure delivery and brochure distribution through AAA Office labels. If 2 full-pages are sold Colorado Tourism will receive a full-page to use for advertorial purposes.
Arthur Frommer's Budget Travel	173,000 Custom TX/SW regional edition	\$9,010				\$2,252.50 - 1/4 Pg	May 2011 issue CTO commitment: full pg	In-book & online reader service listing
Audubon	375,000 National	\$14,500	\$9,520	\$4,720	\$3,115		May/June 2011 issue CTO commitment: full pg	Colorado Travel Section designed and produced by Audubon's marketing department with custom edit for each participant Readers Service Listing in Print (for 6 months) and link on website www.audubonmagazine.org (for 12 months) PDF of Colorado Travel Section to use as you wish Colorado Travel Section housed on Audubon Magazine's website Digital Issue of Audubon Magazine including Colorado Section, and enhanced links - (for digital subscribers) on Zinio Free Design of 1/6 page ads
Better Homes & Gardens	1,300,000 Geo-targeted regional paging for Colorado's top markets	\$58,989	\$32,608	\$22,528	\$11,030 4" space	\$4,310 2" space	April 2011 issue CTO commitment: full pg	Includes reader service, online listing and link on www.TravelMeredith.com. Additional added value options (based on final commitment; some have minimal cost associated with them) include e-blast promotion, consideration of marketing event sponsorship, option to include Mobile Marketing capabilities in creative/advertorial, database names, opportunity for literature distribution at marketing events.
	650,000 Geo-targeted regional paging for Colorado's top markets	\$30,174	\$16,763	\$12,128	\$5,659	\$2,237 - 2" Space	May 2011 issue CTO commitment: full pg + bonus 1/2 pg advertorial	Same added value as listed above
Bon Appétit NEW for FY11	343,500 AZ, CA, IL, KS, MO, NE, OK, TX	\$30,210	\$17,855	\$11,906	\$5,949		May 2011 issue CTO Commitment: Nat full page	Matching advertorial; listing on online travel planner, BATravel Planner.com; participation in Colorado e-blast to targeted readers
Cooking Light	585,000 West of Mississippi: WA, MT, OR, ID, WY, CA, NV, UT, AZ, NM, TX, OK, KS, NE, CO	\$17,680 match advertorial	\$8,840 match advertorial	\$5,893	\$2,947		May 2011 issue CTO commitment: full page Program must sell a minimum of 2 full pages of ad space and we will match with 2 pages of advertorial for a minimum 4 page section.	Full Page - full page advertorial. Half Page - half page advertorial All participants receive in-book listing, in-book BRC, online listing.
Endless Vacation	700,000 Western edition	\$23,291	\$13,975	\$9,317	\$4,659 Travel Planner		Summer Issue 2011 issue CTO commitment: full pg	Advertorial, reader service, online listing and link
Frontier Airlines - Wild Blue Yonder Magazine								Pub details TBD due to merger
Golf Digest NEW for FY11	300,000 Custom target markets	\$6,000				Custom 4x6" mini brochure inserted in a custom circulation. Each partner receives one page in brochure.	June 2011 issue CTO commitment: full size backing page to the 8-page booklet. The booklet requires six co-op partners; the cover page and back cover belong to CTO at no charge.	Overprints of brochure distributed at GD Experience Tour Events; 30 day listing on Golf Digest Travel Website, CO email blast to key target markets; National Reader Service listings, 2 months; One E-scapes electronic travel newsletter text listing (month TBD)





Good Housekeeping	780,000 Central edition	\$21,819	\$10,836	\$7,224	\$3,611 Travel Planner	May 2011 issue CTO commitment: full pg	Advertorial, reader service, online listing and link
History Channel Magazine	300,000 National edition	\$7,371	\$4,819	\$4,082	\$2,204	May/June 2011 issue CTO commitment: full pg	35 word reader service listing in-book and online, space on the in-book BRC, and lead reports sent every other week via excel doc. The History Channel Magazine will provide to the Colorado section a full page advertorial with a full page co-op commitment or a 1/2 page advertorial with a 1/2 page co-op commitment.
Men's Journal	700,000 National edition	\$40,600	\$24,360	\$16,240	\$8,120	May 2011 issue CTO commitment: full pg	Bonus 1/4 page promotional listing in issue that has availability. 1st come 1st served.
Midwest Living	950,000 National edition	\$27,369	\$16,447	\$10,825	\$5,350	\$3,008 2" space Mar/Apr 2011 issue CTO commitment: full pg	Advertorial, reader service, online listing and link Destination Midwest Living- online program w/ images (www.destinationmidwestliving.com)
National Geo Traveler	276,259 West of MS edition	\$23,620	\$13,535	\$9,400	\$4,530	May/June 2011 issue CTO commitment: Full Pg	Advertorial, reader service, online listing and link
Outside	675,000 National edition	\$37,856	\$18,928	\$12,618	\$6,200	\$9,464 1/4 page May 2011 issue CTO commitment: full pg	Matching advertorial space and photo equal to ad space; online kiosk for 3 months
Preservation	185,000 National edition	\$6,000	\$4,000	\$3,000	\$1,400	May/June 2011 issue CTO commitment: full pg	Advertorial, reader service, online listing and link
Reader's Digest	1,650,000 Central edition	\$29,570	\$14,785	\$9,855	\$4,930	April 2011 issue CTO commitment: full pg	Individual listing on Print/online BRC with reader service for 6 months, and link on www.RD.com/family-travel for 1 full year
Southern Living	630,000 Southwest edition	\$40,325	\$23,018	\$16,329	\$6,878 1/4 pg Travel Planner	\$3,668 Travel Directory May 2011 issue CTO commitment: full pg	Reader Service Listing (online and offline), Bonus Co-Op advertorial (run opposite CTO P4C paid ad), Southern Living Vacations eNewsletter (1 click command - 50,000 opt in subscribers)
Sunset	420,000 Southern California & Mountain Edition	\$26,000	\$13,500	\$8,100	4" \$4167 2" \$3150	April 2011 issue CTO commitment: Nat Full pg	Listing & image on internet website for 2 months, reader service listing for 2 months
Texas Monthly	300,000 National edition	\$20,477	\$12,669	\$9,101	\$10,944 1/2 pg Travel Planner	June 2011 issue CTO commitment: full pg	Reader service, online listing and link, sweepstakes
United Hemispheres						Travel planners run Feb, Mar, Aug	Reader service, online listing and link
Pub details TBD due to merger							

Newspapers

Collinson Insert	2,015,937	\$24,582	\$16,666	\$9,686	1/4 Pg brochure ad	March 28 & May 3 2011 CTO commitment: full pg	Reader service, online content (vacationplanning.net), e-mail blast, sweepstakes, conversion study
Insert markets - solo: Bergen Co NJ, New York City, San Francisco, Stamford/Greenwich CT, White Plains NY Insert markets - "America's Best Vacations": 45 markets nationwide							
Madden Media Insert	1,000,000	\$29,136	\$16,023	\$10,198	\$7,285 brochure ad	May 1, 2011 CTO Commitment: 2 full pages	Ad in Oprah with contact info, Reader Service, Lead Generation and Filtering, 120 days on VacationFun.com, Sweepstakes, Email Promotion, SEO, SEM
Insert Markets: Albuquerque, Arizona, Austin, Chicago, Colorado Springs, Dallas, Denver, Des Moines, Houston, Kansas City, Los Angeles, Minneapolis, Oklahoma, Omaha, Salt Lake, San Antonio							
USA Weekend - 2010 - 2011					brochure ad	Aug 22, Nov 7, Mar 13, May 15 brochure issue dates	Reader service, online listing and link
	Southern	5,901,275	\$41,309	\$29,506	\$5,122		
	Western	5,363,960	\$37,548	\$26,820	\$4,085		
	Midwest	963,873	\$6,747	\$4,819	\$1,294		
	Central Great Lakes	5,099,091	\$35,694	\$25,495	\$3,887		
*circ as of 5/9/10; subject to change - cost based on CPM level							
Vacation Guide Newspaper Insert	14,000,000 Midwest, South & Southeast Editions				\$8,850 - 35 Word brochure unit \$6,998 - 30 Word brochure unit \$5,795 - 25 Word brochure unit	Sunday April 10th, 2011 CTO commitment: Brochure unit	Online support with www.SpringVacGuide.com



Spot Radio

Radio Co-op - Select Spot Markets

Select Spot Markets - Participants will be able to take advantage of CTO's negotiated rates in pre-determined markets. Restrictions apply (flight dates, spot quantity, booking deadlines). Contact MMG Worldwide for details. Negotiated rates are for :60 spots only and are seasonally adjusted.

Integrated Media Program

CMG Heritage, Culture & Cuisine Program

Winter: November 2010	500,000 circ mag insert Email campaign - 50,000		\$13,500	\$6,500		marketplace ad	\$3,500	October issue - Food & Wine October issue - National Geo Traveler CTO commitment: full pg	Program consists of 1 magazine insert in 2 pubs Interactive, digital version of insert - promoted and supported via general email campaign -500,000 emails Circulated on Zinio.com e-newsstand CTO-specific email: 50,000 Bonus 1/4 page ad in UK AMERICA Go Guide campaign - one insert in two UK pubs-500K Circ. 5,000 leads to be generated from online campaign
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CMG Colorado Program

Spring: March-May 2011	500,000 circ mag insert 15,000 direct mail AMEX Email Campaign - 500,000	\$39,000	\$23,400	\$15,600	\$9,750	marketplace ad	\$4,000	April issue - Travel + Leisure May issue - Food & Wine CTO commitment: full pg	Program consists of 1 magazine insert in 2 pubs: Interactive, digital version of insert to expand reach 500K and available on Zinio.com e-newsstand; Email campaign to promote CTO seasonal sweepstakes & digital version of insert; plus proprietary email campaign for participating industry partners.
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CTO CO-OP 2011
Contact List - Offline Media

Publication/Media Company	Contact		Address				Phone	Fax	Email
AAA EnCompass	Dan	Kimball	4100 E. Arkansas Ave.	Denver	CO	80222	303-753-8800 x 8004	303-300-7710	dkimball@colorado.aaa.com
AAA Midwest Magazine Group	Sarah	Kahler	10703 J Street Suite 100	Omaha	NE	68127	800-390-7466 x. 2	402-331-5194	skahler@hamedialogroup.com
Arthur Frommer's Budget Travel	Deborah	Howard	2400 Broadway, Suite 530	Santa Monica	CA	90404	310-586.2210	310-264.9944	Deborah.Howard@BudgetTravel.com
Audubon	Frieda	Holleran	2165 Oakvale Rd	Walnut Creek	CA	94597	925-943-7878	925-943-7814	frieda.holleran@thehollerangroup.com
Better Homes & Gardens	Kim	Mishler	4307 Valley Ave, Ste 2	Pleasanton	CA	94566	925-462-6780	925-549-1760	kim@mishlermedia.com
Bon Appetit	Sarah	Ross	875 N. Michigan Avenue, Suite 3550	Chicago	IL	60611	312-649-3520	312-649-5586	sarah_ross@condenast.com
Clear Chanel Radio	Joe	Goodman	4695 South Monaco Street	Denver	CO	80237	303-221-0318	303-741-4912	joe.goodman@clearchannel.com
CMG	Stacia	Franke	4840 Roswell Road Ste B220	Atlanta	GA	30342	404-816-0844	404-816-0653	sfranke@aboutcmg.com
CMG (Miller Dixon Media)	Graham	Hickey	625 N. Michigan Ave	Chicago	IL	60611	312-440-6906	312-896-5779	graham@millerdixon.com
Collinson Insert	Jim	Hampton	15 Technology Pkwy #250	Norcross	GA	30092	800-241-9461	770-582-9898	jim@collinsonpublishing.com
Cooking Light	Dawn	Bar	4809 Cole, Suite 300	Dallas	TX	75205	214-523-4016	214-559-3867	dawn_bar@timeinc.com
Endless Vacation	Bob	Flahive	1051 Broadway Suite D	Sonoma	CA	95476	707-935-2880	707-935-0858	Robert.Flahive@flahive.com
Frontier - Wild Blue Yonder Magazine	Lauren	Henry	900 S. Broadway, Suite 300	Denver	CO	80209	303-867-8365	303-296-0339	Lhenry@wbytravel.com
Golf Digest	Linda	Dillenbeck	9720 N 80th Way	Scottsdale	AZ	85258	480-460-5650	480-460-6050	linda@theimagegroupaz.com
Good Housekeeping	Jeff	Orr	116 S. Michigan Ave-14th floor	Chicago	IL	60603	312-621-1957	312-621-1960	jorr@wkao.com
History Channel Magazine	Bob	Flahive	1051 Broadway	Sonoma	CA	95476	707-935-2880	707-935-0858	robert.flahive@flahive.com
Madden Media	Jon	Trumbull	345 E Toole Ave.	Tucson	AZ	85701	520-322-0895	520-322-9438	jtrumbull@maddenmedia.com
Men's Journal	Bob	Frankel	333 N. Michigan Ave, Suite #1105	Chicago	IL	60089	312-782-3947	312-782-5677	Robert.Frankel@mensjournal.com
Midwest Living	Kim	Mishler	4307 Valley Ave, Ste 2	Pleasanton	CA	94566	925-462-6780	925-549-1760	kim@mishlermedia.com
Natl Geographic Traveler	Layne	Middleton	P O Box 11480	Prescott	AZ	86304	928-443-8540	928-443-8408	fourcrns@aol.com
Outside Magazine	Cici	Shick	535 Pacific Street Ste B	San Francisco	CA	94133	303-440-2722	303-440-2722	cshick@outsidemag.com
Preservation	Bob	Flahive	1051 Broadway	Sonoma	CA	95476	707-935-2880	707-935-0858	robert.flahive@flahive.com
Reader's Digest	Katie	Corwin	1999 South Bascom Ave #1000	Campbell	CA	95008	408-879-6666 x 306	408-879-6669	katie.corwin@husonmedia.com
Southern Living	Chogie	Fields	541 N. Fairbanks CT., 22nd Floor	Chicago	IL	60611	312-832-0851	312-832-0863	chogie_fields@timeinc.com
Sunset Magazine - Display Contact	Lisa	Gotts	2 Embarcadero Center, Suite 1900	San Francisco	CA	94111	415-434-5263	415.434-5277	gottsl@sunset.com
Sunset Magazine - Travel Planner listing contact	Mary	Batton	80 Willow Rd	Menlo Park	CA	94025	650-324-5626	650-322-1043	battonm@sunset.com
Texas Monthly	David	Dunham	701 Brazos Ste 1700	Austin	TX	78701	512-320-6925	512-320-7324	ddunham@texasmonthly.com
USA Weekend	Rebekah	Walter	535 Madison Ave	New York	NY	10022	212-715-2020	212-715-2184	rtwalter@usaweekend.com
Vacation Guide Newspaper Insert (Travel Marketing Group)	Mike	DeVolder	10542 Justin Drive	Urbandale	IA	50322	515-251-2687	515-251-7424	mdevolder@travelmarketinggroup.com

