



Offline Advertising Opportunities

The Colorado Tourism Office's FY 2010 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 2010 co-op programs have been sharpened and expanded to include several new options in the upcoming year. New for FY 2010:

- American Heritage
- Arthur Frommer's Budget Travel
- Backpacker
- Midwest Vacation Guide
- Mountain Bike

Print opportunities for FY 2010:

MAGAZINES

- AAA EnCompass
- AAA Midwest Magazine Group
- American Heritage
- Arthur Frommer's Budget Travel
- Backpacker
- Better Homes & Gardens
- Endless Vacation
- Frontier Airlines Wild Blue Yonder
- Good Housekeeping
- Gourmet
- History Channel Magazine
- Midwest Living
- Midwest Vacation Guide
- Mountain Bike
- National Geographic Traveler
- Outside
- Preservation
- Reader's Digest
- Southern Living
- Sunset
- Texas Monthly
- United Hemispheres

NEWSPAPERS

- USA Weekend
- Madden Media Insert
- Valassis Insert

RADIO

- Clear Channel Group

INTEGRATED MEDIA PROGRAMS

- CMG Heritage & Culture Program
- CMG Colorado Program



Colorado Tourism Office
FY 2010 Media Co-op
Offline Media Opportunities

Media	Circulation/ Edition	Full Pg	Net Rates			Other	Issue Date/ CTO Commitment	Added Value
			1/2 Pg	1/3 Pg	1/6 Pg			
Magazines								
<i>AAA EnCompass</i>	335,000 In-state Colorado	\$8,064	\$3,584	\$2,688	\$1,792	\$896 - 1/9 pg \$5,376 - 2/3 pg	May/June 2010 issue CTO commitment: full pg	Advertorial, reader service, online listing and link, gatefold position
<i>AAA Midwest Magazine Group</i>	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-page \$5,034 1/8-page \$2,517 1/16-page \$838 color listing w/logo	May/June 2010 issue CTO commitment: full pg	Advertorial, reader service, online listing and link, electronic brochure delivery and brochure distribution through AAA Office labels.
<i>American Heritage NEW for FY 10</i>	200,000 National edition	\$10,837	\$6,502	\$4,879	\$2,707		Spring 2010 issue CTO commitment: spread	Advertorial, reader service, online listing and link
<i>Arthur Frommer's Budget Travel NEW for FY 10</i>	100,000 Custom regional edition					1966 1/4 pg	May 2010 issue CTO commitment: full pg	In-book & online reader service listing
<i>Backpacker NEW for FY 10</i>	349,561 National edition	\$17,010	\$9,544	\$6,545	\$2,850	\$4,252 1/4 pg	May 2010 issue CTO commitment: full pg	Matching advertorial space including photo equal to ad space. Online Center for 6 months with link, Reader Service.
<i>Better Homes & Gardens</i>	1,300,000 Affluent edition	\$56,180	\$31,055	\$21,455	\$10,505 4" space	\$4,105 2" space	April 2010 issue CTO commitment: full pg	Advertorial, reader service, online listing and link, e-blast promotion, consideration of marketing event sponsorship, option to include Mobile Marketing capabilities in creative/advertorial (minimal cost may be associated), database names, opportunity for literature distribution based on final commitment
<i>Endless Vacation</i>	700,000 Western edition	\$23,291	\$13,975	\$9,317	\$4,659 Travel Planner		May/June 2010 issue CTO commitment: full pg	Advertorial, reader service, online listing and link
<i>Frontier Airlines - Wild Blue Yonder Magazine</i>	60,000 (800,000 passengers/month) National edition	\$7,448	\$4,545	\$3,170	\$1,250		May/June 2010 issue CTO commitment: full pg	Advertorial, online exposure
<i>Good Housekeeping</i>	780,000 Central edition	\$20,780	\$10,320	\$6,880	\$3,439 Travel Planner		May 2010 issue CTO commitment: full pg	Advertorial, reader service, online listing and link
<i>Gourmet</i>	Regional - 287,185 AZ, CA, IL, KS, MO, NE, OK, TX	\$34,416	\$17,213	\$11,475	\$5,738		May 2010 issue CTO commitment: full pg	Reader service, online listing, link, matching advertorial, participation in Colorado e-blast
<i>History Channel Magazine</i>	275,000 National edition	\$6,757	\$4,418	\$3,742	\$2,021		May/June 2010 issue CTO commitment: full pg	Advertorial, reader service, online listing and link
<i>Midwest Living</i>	950,000 National edition	\$27,369	\$16,447	\$10,825	\$5,350	\$3,008 2" space	Mar/Apr 2010 issue CTO commitment: full pg	Advertorial, reader service, online listing and link Destination Midwest Living- online program w/ images
<i>Midwest Vacation Guide NEW for FY 10</i>	8,000,000 Midwest Edition					\$4,662 brochure unit	Drops Sunday April 4th, 2010 CTO commitment: brochure ad	Online support with www.SpringVacGuide.com
<i>Mountain Bike NEW for FY 10</i>	155,000 National	\$9,100	\$4,550	\$3,033	\$1,516		May/June 2010 issue CTO commitment: full page	Printing/distribution of 25K promotional postcards delivered in cycling event participants' bags; Distribution of promo e-blast to 50,000 cyclists; Reader service
<i>National Geo Traveler</i>	250,000 West of MS edition Actual Circ 305,104 WOM	\$22,710	\$13,015	\$9,040	\$4,355	\$18,080 2/3 page	May/June 2010 issue CTO commitment: full pg	Advertorial, reader service, online listing and link
<i>Outside</i>	675,000 National edition	\$37,856	\$18,928	\$12,618	\$6,200	\$9,464 1/4 page	May 2010 issue CTO commitment: full pg	Matching advertorial space and photo equal to ad space; online kiosk for 3 months
<i>Preservation</i>	185,000 National edition	\$10,377	\$6,835	\$5,135	\$2,408		May/June 2010 issue CTO commitment: full pg	Advertorial, reader service, online listing and link

Note: some rates shown are estimated for 2010; contact sales reps for confirmed rates.



Media	Circulation/ Edition	Net Rates				Other	Issue Date/ CTO Commitment	Added Value
		Full Pg	1/2 Pg	1/3 Pg	1/6 Pg			
Reader's Digest	2,186,000 Central edition	\$31,000	\$16,000	\$10,750	\$5,750		April 2010 issue CTO commitment: full pg	Individual listing on print/online BRC with reader service for 6 months, and link on ReadersDigest.com
Southern Living	630,000 Southwest edition	\$39,150	\$22,348	\$15,853	\$6,678 1/4 pg Travel Planner	\$3,561 Travel Directory	May 2010 issue CTO commitment: full pg	Listing on travel info page, online listing & link, one 4c image & link on travel planning website Additional AV includes travel opportunities both in-book & online equaling up to 20% of total spending value
Sunset	1,200,000 National edition	\$59,485	\$36,621	\$25,746		Travel Planner \$10,993	April 2010 issue CTO commitment: full pg	Listing & image on internet website for 2 months, reader service listing for 2 months
Texas Monthly	300,000 National edition	\$20,457	\$12,668	\$8,558			June 2010 issue CTO commitment: full pg	Reader service, online listing and link, sweepstakes
United Hemispheres	401,000 National	\$20,950	\$10,995	\$7,335	\$3,670	\$10,944 1/2 pg Travel Planner \$5,483 1/4 pg Travel Planner	May 2010 issue CTO commitment: full pg	Advertorial, reader service, online listing and link

Newspapers

USA Weekend - 2009 - 2010						brochure ad	Mar 14, May 16, August 22, Nov 7	Reader service, online listing and link
	<i>Southern</i>	5,803,320	\$40,623	\$29,017		\$5,122		
	<i>Western</i>	4,903,810	\$34,327	\$24,519		\$4,085		
	<i>Midwest</i>	1,553,603	\$10,875	\$7,768		\$1,294		
	<i>Central Great Lakes</i>	4,667,438	\$32,672	\$23,337		\$3,887		
	*circ as of 7/5/09; subject to change - cost based on CPM level							
Madden Media Insert	1,000,000	\$29,136	\$16,023	\$10,198	\$7,285	brochure ad \$3,205	April 25, 2010 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, Colorado Springs, Dallas, Denver, Des Moines, Detroit, Houston, Kansas City, Los Angeles, Minneapolis, Oklahoma, Omaha, Salt Lake, San Diego, Chicago							
Valassis Insert	2,015,937	\$24,582	\$16,666	\$9,686		brochure ad \$3,906	March 28 & May 3 2010 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							

Spot Radio

Clear Channel Group - Select Spot Markets

Clear Channel will provide discounted rates in prime-time for Colorado co-op partners. Participants will have their choice of stations with a pre-negotiated costs per rating point for each market. Flight dates and minimum spot restrictions will apply. Costs per rating point are based on adults 25-54, Monday-Friday 6a-7p, and are seasonally adjusted. Schedules must be booked at a minimum of 60 days prior to initial broadcast date to obtain co-op rates, though Clear Channel will attempt to accommodate later bookings. Contact Clear Channel for details.

Integrated Media Program

CMG Heritage & Culture Program						marketplace ad		
Winter: November 2009	700,000 circ mag insert Email campaign - 50,000		\$13,500	\$6,500		\$3,500	November issue - Food & Wine Nov/Dec issue - National Geo Traveler On sale dates: October 15, 2009 CTO commitment: full pg	Reprints of the insert, back-end performance analysis Program consists of 1 magazine insert in 2 pubs Interactive, digital version of insert-promoted & supported via general email campaign -200,000 emails CTO-specific email: 50,000 Bonus 1/4 page ad in UK AMERICA Go Guide campaign-1 insert in 2 UK pubs-500K Circ 5,000 leads to be generated from online campaign Offline reader service listings in magazines

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			1/2 Pg	1/3 Pg	1/6 Pg			
CMG Colorado Program						marketplace ad		
Spring: March-May 2010	500,000 circ mag insert 15,000 direct mail AMEX Email Campaign - 250,000	\$39,000	\$23,400	\$15,600	\$9,750	\$4,000	April issue - Travel + Leisure May issue - Food & Wine CTO commitment: full pg	Reprints of the insert, back-end performance analysis Program consists of 1 magazine insert in 2 pubs; Interactive, digital version of insert to expand reach 250K Email campaign to promote CTO seasonal sweepstakes & digital version of insert; plus proprietary email campaign for participating industry partners; Promotional Event w/exhibit space at BNP Paribas Open Tennis Tournament in CA to expand CO presence to West Coast consumers

Note: some rates shown are estimated for 2010; contact sales reps for confirmed rates.