

## Recreation News *In Print \* On line \* On the Air*

December 24, 2009

Dear Clearfield County Marketer:

Following the tremendous success of our Pennsylvania area co-op programs in 2009 I am excited to announce our return expanded version covering Clearfield County in 2010. As you'll see, this exciting program covers the region in a special section with targeted editorial, photos, maps, informational charts, and ads for tourism in your region. We cover the region in print, on-line and on the air. First, let me refresh you about our paper!

### **About Recreation News**

For more than 28 years, *RecNews* has published 100,000 copies of their monthly recreation, travel and leisure publication to ¼ million readers each month. Distribution is primarily through the government workplaces in the Baltimore Washington area. As a result, its readers have the following characteristics:

- Virtually 100% employed recession proof audience
- Average income of \$92,500
- Readers average 47 days off per year, not counting weekends!
- Very travel oriented and active readership
- Our readers aren't "dreamers", they are "doers" – taking an average of 7 leisure trips per year!
- As federal workers, they are a highly stable, virtually recession proof audience.

### **About the Special Sections**

The Clearfield section will run in the months of February, March, April, July, September, and October to promote tourism in the area. Each of these sections will have the same format and of course new edit. You do not need to participate in all sections. The section will run approximately two pages based on participation and the pages will be tied together with a common banner. Editorial coverage will be at least 50% of the section and we will work with participants to ensure that they have input on the editorial coverage. The editorial coverage can include highlights of the region, festivals, areas of historical and environmental interest, and more. Our editorial staff works hand in hand with the county to ensure we get the message right. We will also promote this on our web site, on our radio show and with a readership contest as well.

I've attached an order form to assist in your signing up and welcome your call, fax, or email with input to help make this section a success for both my readers and your region!

Sincerely,

Karl Teel, Publisher  
Publisher@RecreationNews.com

# Recreation News

1713 Grafton Ridge Court • Forest Hill, Maryland 21050 • 410-638-6901 • recreationnews.com

## Clearfield County Co-op

### AD SPECS

Eighth page ads: 3.25"wide X 5" tall, \$391 (*normally \$664*)

Tenth page ads: 3.25"wide X 4" tall, \$312 (*normally \$571*)

Twelfth page ads: 3.25"wide X 3" tall, \$234 (*normally \$746*)

Bus. Card page ads: 3.25"wide X 2" tall, \$156 (*normally \$385*)

Other sizes are available upon request. No charge ad design and creation or resizing if needed

All ads can be emailed to [publisher@recreationnews.com](mailto:publisher@recreationnews.com)

### UNIVERSAL BONUS FEATURES

- No charge run of ad and edit in the Maryland edition
- No charge run of ad and edit in the internet edition
- No charge hot link on internet edition with ¼ page or larger ads
- Readership contest with front cover presence, interior presence and internet presence to generate excitement and interest among our readers.
- Radio coverage on our weekly travel radio show on Friday's drive time covering events and specials for federal workers
- Reader response card service. Leads are generated through mail, email, internet and fax and are compiled into an excel spread sheet and forwarded to either you or the fulfillment medium of your choice.
- Targeted editorial input

## Clearfield County Co-op Sign Up Sheet

### Contact Information:

*Please complete and email to [Publisher@RecreationNews.com](mailto:Publisher@RecreationNews.com), fax to 410-638-6902.*

Destination Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Email and/or phone: \_\_\_\_\_

Address line 1: \_\_\_\_\_

Address line 2: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

### Select which months to run:

\_\_\_\_: February 2010 (ad copy due Jan 10)      \_\_\_\_: July 2010 (ad copy due Jun 10)

\_\_\_\_: March 2010 (ad copy due Feb 10)      \_\_\_\_: Sept 2010 (ad copy due Aug 10)

\_\_\_\_: April 2010 (ad copy due Mar 10)      \_\_\_\_: Oct 2010 (ad copy due Sept 10)

### Select ad Type:

\_\_\_\_: 1/8page      \_\_\_\_: 1/10 page      \_\_\_\_: 1/12 page      \_\_\_\_: Business Card

### Select art:

\_\_\_\_: Art work will be provided      \_\_\_\_: Please contact to assist in ad design