

Recreation News

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

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

May 3, 2010

Dear PA River Towns Marketer:

Following the tremendous success of our other Pennsylvania area co-op programs I am excited to announce our return newest co-op covering the PA River Towns in the July 2010 issue. 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, *Recreation News* has published 100,000 copies of its 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 Section

The PA River Towns section will run in the month of July to promote tourism in the area and will have 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. The section will run approximately two-four 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

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PA River Towns 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

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

PA River Towns Co-op Sign Up Sheet

Contact Information:

Please complete and email to 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: _____

Deadlines:

June 1 editorial input

June 10 ad space reservations

June 12 ad copy (free design assistance required)

June 15 ad copy (camera ready)

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