



Recreation News Media Group

Recreation News is working with tourism agencies in the Smith Mountain Lake area to produce an April feature and co-op, complete with tons of edit, radio promotion, readership contest, and more. To satisfy our readers' demands, we cover this in print, on-line and on the radio. For all participating advertisers we have special pricing – the Washington edition prices – Baltimore and the internet are included free. Recreation News is the largest travel newspaper in the Mid-Atlantic. Our quarter-million readers are largely upper level government workers in the Washington/Baltimore area with average incomes of \$92,500 and an average of 47 days off per year – not including weekends. Recreation News can help bring them to the Smith Mountain Lake area.

in print

- 100,000 circulation
- 250,000 readers
- Largest recreation, travel and leisure newspaper in the Mid-Atlantic region
- Feds have been with us for 29 years!

online

RecreationNews.com

- Full e-edition in pdf view
- Archives
- Contests & Hot Deals
- Free travel info
- Subscriber services
- Expanded editorial content

added value

- FREE support coverage on radio, eblasts, website, facebook, and editorial
- FREE reader response leads
- FREE ad design
- FREE color upgrade
- FREE Baltimore and online editions

contact us

Recreation News

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ad sizes & pricing

- \$200 **Single block**
2.2" wide x 3" tall
- \$350 **Double block wide**
5" wide x 3" tall
- \$399 **1/8 page display ad**
3.25" wide x 5" tall
- \$575 **1/5 page display ad**
5" wide x 5" tall



April Issue Deadlines

Order due: March 9, 2012
Copy due: March 16, 2012

ad copy

- I will provide camera-ready art via email to publisher@RecreationNews.com
- I would like Recreation News to design the ad for me. Please include the following copy:

(continue on second sheet if needed)

order form

Destination Name _____

Contact Person _____

Phone _____

Billing Address _____

City _____ State _____ Zip _____

Email address for reader response cards _____

Signature _____

Fax completed form to 410-638-6902, or email to publisher@recreationnews.com.
Questions? Call 410-638-6901. Visit us online at recreationnews.com

Smith Mountain Lake Co-op

April 2012