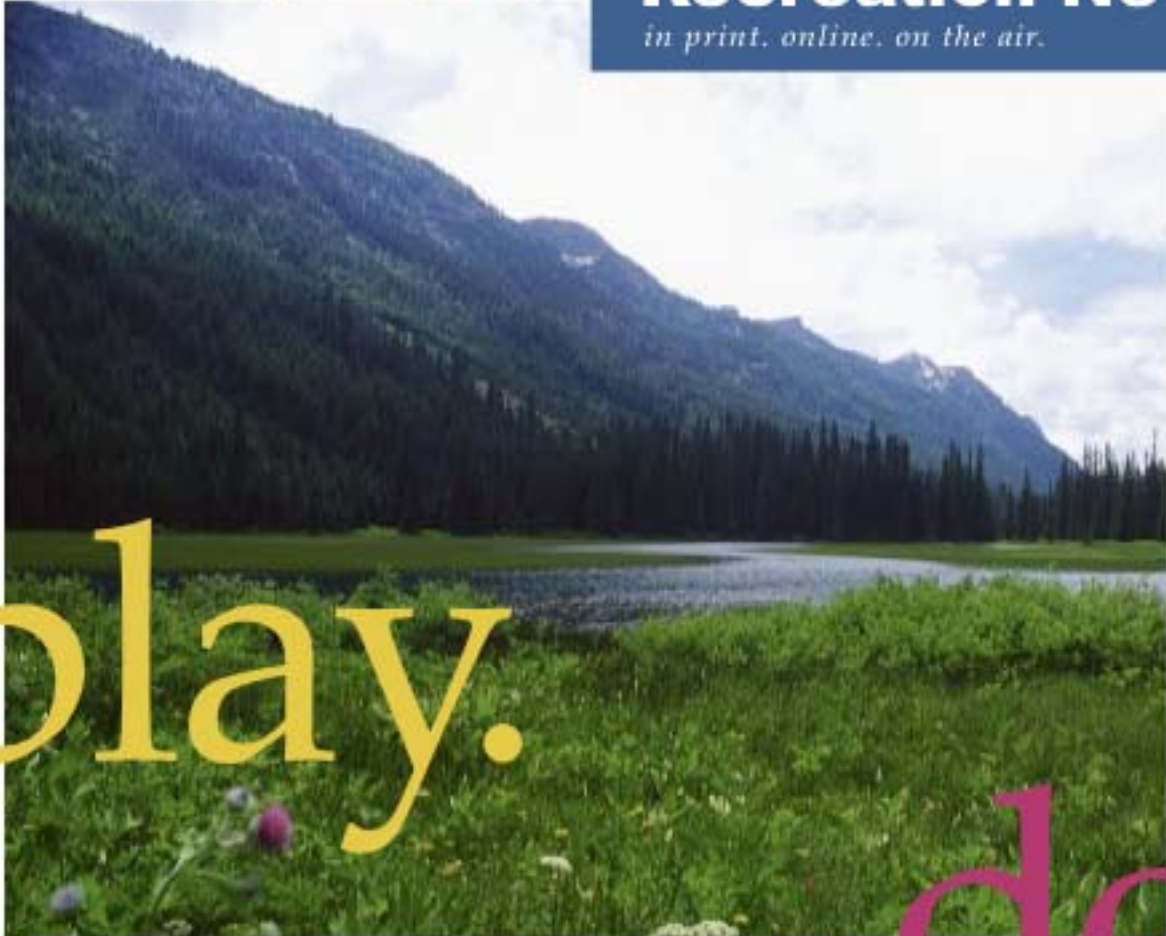


live.

Recreation News

in print, online, on the air.



play.

do.

Blue Ridge Parkway
75th Anniversary Co-op



October 27, 2009

Catherine Fox
Roanoke Valley CVB

Dear Catherine:

Recreation News will include a series of stories about the Blue Ridge Parkway and specific communities near the parkway in April, June, and August 2010, creating great editorial and advertising opportunities to reach a highly desirable target audience and generate proven leads.

It's no secret that Washington, D.C. and Northern Virginia are prime "feeder markets" for tourism. *Recreation News* offers an economical way to reach that market with a highly targeted readership of federal employees, contractors, private business employees, and individuals in the Washington/Northern Virginia/Baltimore region. Jovandra Cox, Director of Advertising for Virginia Tourism Corp., says, "VTC has enjoyed a strong relationship with *Recreation News* over the years and I genuinely believe in the effectiveness of your publication and continue to recommend it to Virginia tourism industry partners as a cost-effective vehicle to reach one of Virginia's top target markets."

Now in its 28th year, *Recreation News* publishes 100,000 copies of its recreation, travel, and leisure publication to one-quarter million readers each month. The majority of circulation is to government workers in the Washington/Baltimore area. As a result, its readers have the following characteristics:

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

I have outlined below a combination of editorial and advertising opportunities that I hope will meet your needs. Please call me at 410-944-4852 or email editor@recreationnews.com. I think *Recreation News* is a great vehicle to spread your message, and look forward to working with you.

Sincerely,

Marvin Bond
Editor

Marvin Bond 204 Greenwood Road, Linthicum, Maryland 21090 410-944-4852



Blue Ridge Parkway Co-op

Co-op Schedule

April 2010 – Staunton/Waynesboro area

June 2010 – Roanoke/Lexington area

August 2010 – Floyd/Blue Ridge Highlands/Mt. Airy, NC area

Value-Added 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
- No charge reader response card service. Leads are generated through mail, email, internet, and fax. They are compiled into an excel spread sheet and forwarded to either you or the fulfillment medium of your choice.
- Roanoke/Lexington area editorial coverage
- Possible contest giveaway to generate readership excitement
- Radio coverage for specials for Federal workers, events, and festivals

Ad Specs

Special local co-op: 8 slots in half-page themed ad space with localized heading.

Each ad 2.5" wide x 3" tall, \$200/4 color; double slot, \$350/4 color

(normally \$310/\$620)

Quarter-page ads: 5" wide X 7" tall, \$821/4 color

(normally \$1147 B&W \$1347 /4 color)

Sixth- page ads: 3.25" wide X 7" tall, \$547/4 color

(normally \$764 B&W \$964 /4 color)

Eighth-page ads: 3.25" wide X 5" tall, \$391/4 color

(normally \$546 B&W \$746 /4 color)

No charge for ad design and creation or resizing if needed. Other sizes available.

All ads can be emailed to publisher@recreationnews.com

Marvin Bond 204 Greenwood Road, Linthicum, Maryland 21090 410-944-4852



Blue Ridge Parkway Co-op Order Form

*Please complete and email to Publisher@RecreationNews.com,
or fax to 410-638-6902. For questions, feel free to call 410-944-4852*

Space Deadline: 1st of month prior to publication date (e.g. March 1 for April)

Materials Deadline: 10th of month prior to publication date if we create/re-size ad
15th of month prior to publication date if you provide
complete ad

Contact Information:

Company Name: _____

Contact for Ad: _____

Email and/or phone: _____

Email and/or phone: _____

Address line 1: _____

Address line 2: _____

City: _____ State: _____ Zip: _____

Email Address for leads: _____

Select Month:

___ April ___ June ___ August

Select ad Type:

___: Single slot (\$200) ___: 1/8 page Color (\$391)
___: Double slot (\$350)
___: 1/4 page Color (\$821) ___: 1/6 page Color (\$574)

Select art:

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