



**Recreation News**

**Salutes  
the Civil War  
Sesquicentennial**

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*Recreation News* will salute the Sesquicentennial of the Civil War with special opportunities for editorial coverage of important observances, re-enactments, and other events as well as special print and online advertising opportunities.

### **About *Recreation News***

*Recreation News* is the largest monthly travel, recreation, and leisure newspaper in the Mid-Atlantic area. Now in our 28<sup>th</sup> year, we have more than 100,000 subscribers and ¼ million readers every month, a weekly radio program, an active website, and weekly opt-in email blast. About 70% of our readers are upper level government workers in the Northern Virginia/Washington/Baltimore area with an average of income of \$92,500 and an average 47 days off per year (not including weekends). They take an average of seven overnight or longer trips per year and an additional four day trips per year. In short, they are “doers” not “dreamers.” Put your message in front of them in our special coverage of the Sesquicentennial of the Civil War.

### **Editorial Opportunities**

*Recreation News* will expand its quarterly Civil War Trails feature to provide timely coverage of related events throughout the region. As a destination publication, we want to provide our readers with information about observances, re-enactments, and other related events and to expose them to other things to do in your area. The quarterly features appear in our March, June, September, and December issues. Contact [editor@recreationnews.com](mailto:editor@recreationnews.com) with your story ideas.

We are creating a special sesquicentennial mini-site on which will reside our continuing Civil War Trails features, beginning with our 2009 coverage of the John Brown raid on Harpers Ferry. The website will also include an events calendar of regional sesquicentennial events and links to important regional Civil War tourism sites.

We will also discuss important events on our weekly radio program in Washington, D.C.

### **Advertising Opportunities**

*Recreation News* will offer a series of affordable options for bringing your advertising message to our unique audience. We offer special rates for advertising on the Civil War Trails pages and additional opportunities online and in our weekly, opt-in email blast. We will also work with you on an affordable co-op ad for attractions and accommodations in your area.

### **Print Ad Specs and pricing for Civil War Trails issues**

Half-page ads	10.25" wide X 7" tall, or 5" wide X 14" tall	\$1600 B&W/ add \$99 for color
Quarter-page ads	5" wide X 7" tall	\$799 B&W/ add \$99 for color
Fifth-page ads	5" wide X 5" tall	\$549 B&W/ add \$49 for color
Eighth-page ads	3.25" wide X 5" tall	\$349 B&W/ add \$49 for color
Travel Guide ads	2.25" wide X 4.25" tall	\$249 B&W/ add \$49 for color

Many other sizes are available. Call 410-944-4852 for details.

### **Deadlines**

Ad space reservation	1 <sup>st</sup> of the month prior to edition date
Ad materials if we prepare ad	10th of the month prior to edition date
Ad materials if you prepare ad	15th of the month prior to edition date

### **Added-Value Features for Civil War Trails issues**

- Free run of ad in the Maryland and online editions
- Free hot link on internet edition with ¼ page or larger ads
- Free reader response card service. Leads are generated through mail, email, internet, and fax and are forwarded to either you or your fulfillment medium.
- Readership contest opportunity with front cover presence, interior presence, email blast presence, and internet presence to generate excitement and interest among our readers. We regularly feature getaways, meals, event tickets, and other prizes that can be combined with editorial and advertising opportunities to create a compelling message.
- Radio Coverage: We have a weekly travel radio show in Washington, D.C. and feature content, events, and "deals" from the printed paper.

### **Online opportunities**

The Civil War mini-site will also provide opportunities for separate banner ads/links. The banner ads (160 pixels wide X 200 pixels tall) can be purchased for \$75 for three months. A half-page print ad will also include the web banner/link for the month the ad runs.

### **Email Blast**

*Weekend Update*, the weekly opt-in email blast from Recreation News, promotes upcoming events, travel bargains, and our monthly contest. Space is available to promote your event at two rates

- \$75 provides up to 100 words, a hotlink, and a logo OR copy plus a graphic (125 pixels X 125 pixels)
- \$50 provides up to 75 words of text, plus a link.

We are excited about the opportunities the sesquicentennial observance offers to both our readers and our advertisers. We not only want to educate our readers, but also to bring them to your area! Call me and let me know how we can help!

Sincerely,

Marvin Bond  
Editor

## Civil War Sesquicentennial Order Form

You may order by calling 410-944-4852 or faxing this completed form to 410-638-6902

County/Destination name \_\_\_\_\_

Contact person \_\_\_\_\_

Phone \_\_\_\_\_ FAX \_\_\_\_\_ Email \_\_\_\_\_

Billing address \_\_\_\_\_

Billing address \_\_\_\_\_

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

Email address for reader response leads \_\_\_\_\_

Signature \_\_\_\_\_

Issue date (check month and fill in year – 2010-2015)

\_\_\_\_ March \_\_\_\_\_ September \_\_\_\_\_

\_\_\_\_ June \_\_\_\_\_ December \_\_\_\_\_

Ad size

\_\_\_\_ Half-page \_\_\_\_\_ Eighth-page

\_\_\_\_ Quarter-page \_\_\_\_\_ Travel Guide

\_\_\_\_ Fifth-page \_\_\_\_\_ Other (call 410-944-4852 for details and pricing)

Ad production

\_\_\_\_ We will supply ad no later than 15<sup>th</sup> of the month prior to publication

\_\_\_\_ Please create or re-size an ad for us (copy points/logos/pictures required by 10<sup>th</sup> of the month prior to publication)

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