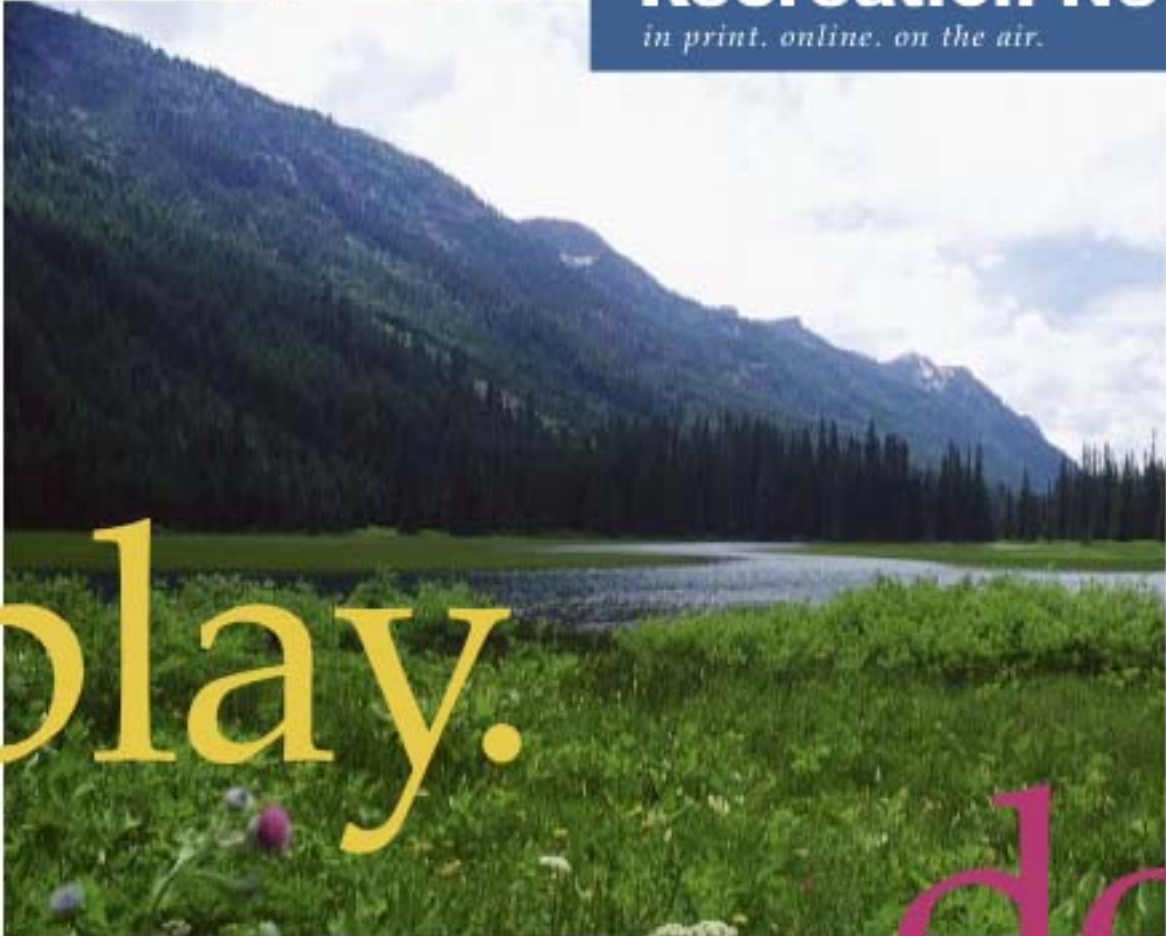


live.

**Recreation News**

*in print. online. on the air.*



play.

do.

West Virginia Tourism Co-op  
June 2010



March 31, 2010

Dear Tourism Marketer.:

I am excited to announce the upcoming annual West Virginia Summer Getaways issue of *Recreation News*. In June 2010, *Recreation News* will publish its much anticipated West Virginia Summer Getaways section, complete with tons of West Virginia edit, radio promotion, email blast, facebook presence, readership contests, and more. To satisfy our readers' demands, we cover this in print, on-line, and on the radio. I have enclosed our latest media kit, a sample of our paper, and some notes about *Recreation News*. For all West Virginia advertisers we have special pricing; just use the Washington edition prices, I'll include Baltimore and the internet free

For more than 28 years, *Recreation News* has published 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, *Recreation News* and its readers have the following characteristics:

- We are now the largest monthly travel and leisure newspaper in the Mid-Atlantic and are In Print, On-line, and On-The-Air on WFED, Federal News Radio
- Virtually 100% employed virtually 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 seven leisure trips per year!
- West Virginia Summer Getaways Issue in June with lively WV stories, WV news, and WV getaways!

Please feel free to call me to discuss this further. I can be reached at 410-638-6901, or email [publisher@RecreationNews.com](mailto:publisher@RecreationNews.com). I think *Recreation News* is a great vehicle to spread your message, and look forward to working with you.

Sincerely,

Karl Teel, Publisher

[Publisher@RecreationNews.com](mailto:publisher@RecreationNews.com)

## West Virginia Tourism June 2010 Co-op

### AD SPECS

Full page ads: 10.25" wide X 14" tall, \$2700/ 4 color (normally \$4588 B&W \$4877 /4 color)

Half page ads: 10.25" wide X 7" tall, \$1500/ 4 color (normally \$2294 B&W \$2494 /4 color)

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)

Twelfth page ads: 3.25" wide X 3" tall, \$199/4 color (normally \$384 B&W \$582 /4 color)

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
- 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

## West Virginia Tourism June 2010 Co-op Order Form

### Contact Information:

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

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

Contact for Ad: \_\_\_\_\_

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

Contact for Edit: \_\_\_\_\_

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

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

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

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

Email Address for leads: \_\_\_\_\_

### Deadlines

\_\_\_\_\_: Ad space with Edit input due May 1

\_\_\_\_\_: Ad space due May 10

\_\_\_\_\_: Ad copy due May 15)

### Select ad Type:

\_\_\_\_\_: Full page Color

\_\_\_\_\_: 1/2 page Color

\_\_\_\_\_: 1/4 page Color

\_\_\_\_\_: 1/6 page Color

\_\_\_\_\_: 1/8 page Color

\_\_\_\_\_: 1/12 page Color

### Select art:

\_\_\_\_\_: Art work will be provided

\_\_\_\_\_: Please contact to assist in ad design