



VIRGINIA TOURISM CORPORATION  
 FY 09-10 CONSUMER CO-OP INFORMATION  
 UPDATED: 9.23.09

\*PLEASE NOTE ALL COSTS, SPECS AND DATES ARE SUBJECT TO CHANGE.  
 \*PLEASE CONFIRM ALL INFORMATION WITH YOUR SALES REPS.

**CONSUMER PRINT**

<b>AAA WORLD</b>					
ISSUE DATE:		<b>MAR/APR 2009</b>	<b>JUL/AUG 2009</b>	<b>SEP/OCT 2009</b>	<b>MAR/APR 2010</b>
SPACE DUE:		1/12/2009	5/11/2009	7/13/2009	1/12/2010
MATERIALS DUE:		1/26/2009	5/25/2009	7/27/2009	1/26/2010
SIZE:	MECHANICAL SPECIFICATIONS	STANDARD CO-OP	STANDARD CO-OP	STANDARD CO-OP	STANDARD CO-OP
1/2P 4C	7.5" x 4.75" 4C	\$11,850.00	\$11,850.00	\$11,850.00	\$11,850.00
1/3P 4C	7.5" x 3" OR 3.625" x 6.1875" 4C	\$7,900.00	\$7,900.00	\$7,900.00	\$7,900.00
1/6P 4C	3.625" x 3" 4C	\$3,950.00	\$3,950.00	\$3,950.00	\$3,950.00
1/12P 4C	1.687" x 3" 4C	\$1,950.00	\$1,950.00	\$1,950.00	\$1,950.00

\*Rates are Net  
 \*2009 rates to hold through June 2010

<b>AMERICAN HERITAGE</b>		
ISSUE DATE:		<b>SEP/OCT 2009</b>
SPACE DUE:		6/15/2009
MATERIALS DUE:		6/26/2009
SIZE:	MECHANICAL SPECIFICATIONS	STANDARD CO-OP
Full Page 4C	Non-Bleed: 7-3/8" x 10-1/8" Bleed: 8-5/8" x 11-1/8" 4C	\$8,670.00
2/3P 4C	4-1/16" x 9-1/2" 4C	\$6,507.60
1/2P 4C	7" x 4-3/4" 4C	\$5,202.00
1/3P 4C	2-3/8" x 10-1/4" 4C or 5" x 5" 4C	\$3,904.05
1/6P 4C	2-3/8" x 4-3/4" 4C	\$2,167.50

\*Rates are Net

<b>AMERICAN LEGACY</b>				
ISSUE DATE:		<b>SPRING 2009</b>	<b>WINTER 2009</b>	<b>SPRING 2010</b>
SPACE DUE:		11/24/2008	8/24/2009	11/24/2009
MATERIALS DUE:		12/1/2008	8/31/2009	12/1/2009
SIZE:	MECHANICAL SPECIFICATIONS	BUY DOWN CO-OP	BUY DOWN CO-OP	BUY DOWN CO-OP
1/2P 4C	7" x 4-5/8" 4C	\$4,631.00	\$4,631.00	\$4,631.00
1/3P 4C	4-5/8" x 4-5/8" 4C	\$3,087.00	\$3,087.00	\$3,087.00
1/6P 4C	2-1/4" x 4-5/8" 4C	\$1,545.00	\$1,545.00	\$1,545.00

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<b>BLUE RIDGE OUTDOORS</b>					
ISSUE DATE:		<b>MAY 2009</b>	<b>SEPTEMBER 2009</b>	<b>JANUARY 2010</b>	<b>MAY 2010</b>
SPACE DUE:		4/1/2009	7/31/2009	12/1/2009	3/31/2010
MATERIALS DUE:		4/3/2009	8/4/2009	12/3/2009	4/2/2010
SIZE:	MECHANICAL SPECIFICATIONS	STANDARD CO-OP	STANDARD CO-OP	STANDARD CO-OP	STANDARD CO-OP
Full Page 4C	Non Bleed: 9.125" x 11.75" Bleed: 10.5" x 13.5" 4C	\$2,033.00	\$2,033.00	\$2,033.00	\$2,033.00
1/2P 4C	9.125" x 5.75" 4C	\$1,220.00	\$1,220.00	\$1,220.00	\$1,220.00
1/4P 4C	4.5" x 5.75" 4C	\$732.00	\$732.00	\$732.00	\$732.00
ONLINE CO-OP	300X600			\$245.00	

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<b>BREATHE</b>					
		ISSUE DATE:	SPRING 2009	FALL 2009	SPRING 2010
		SPACE DUE:	1/30/2009	7/17/2009	1/29/2010
		MATERIALS DUE:	2/6/2009	7/24/2009	2/5/2010
SIZE:	MECHANICAL SPECIFICATIONS	STANDARD CO-OP	STANDARD CO-OP	STANDARD CO-OP	
Full Page 4C	Non Bleed: 7.375" x 9.875". Bleed: 8.625" x 11.125" 4C	\$2,750.00	\$2,750.00	\$2,750.00	
1/2P 4C	7.375" x 4.8125" 4C	\$1,595.00	\$1,595.00	\$1,595.00	
1/4P 4C	3.5625" x 4.8215" 4C	\$990.00	\$990.00	\$990.00	

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 \*2009 rates to hold through May 2010.

<b>BUDGET TRAVEL</b>				
		ISSUE DATE:	APRIL 2009	APRIL 2010
		SPACE DUE:	1/13/2009	TBD
		MATERIALS DUE:	1/16/2009	TBD
SIZE:	MECHANICAL SPECIFICATIONS	STANDARD CO-OP	STANDARD CO-OP	
Full Page 4C Non-Bleed	6.875" x 8.386" 4C	\$22,268.00	\$22,268.00	
1/2P 4C Non-Bleed	6.875" x 4.125" 4C	\$13,106.00	\$13,106.00	
1/3P 4C Non-Bleed	2.231" x 8.386" 4C OR 4.547" x 4.125" 4C	\$9,329.00	\$9,329.00	
1/6P 4C Non-Bleed	2.231" x 4.125" 4C	\$6,162.00	\$6,162.00	
E-Blast Listing	Headline with URL link, 100-character body copy, phone # OR web address, 120X60 image tile (gif or jpg)	\$1,500.00	\$1,500.00	

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 \*2009 rates to hold through May 2010  
 \*E-Mail drop dates are 4/15/09, 11/11/09 & 4/14/10. Please see rep for space reservation and due dates for materials.

<b>BUDGET TRAVEL- GIRLFRIEND GETAWAYS</b>			
		ISSUE DATE:	SPRING 2009
		SPACE DUE:	1/20/2009
		MATERIALS DUE:	1/23/2009
SIZE:	MECHANICAL SPECIFICATIONS	STANDARD CO-OP	
Full Page 4C Non-Bleed	6.875" x 8.386" 4C	\$18,630.00	
1/2P 4C Non-Bleed	6.875" x 4.125" 4C	\$10,291.00	
1/3P 4C Non-Bleed	2.231" x 8.386" 4C OR 4.547" x 4.125" 4C	\$7,762.00	
1/6P 4C Non-Bleed	2.231" x 4.125" 4C	\$5,100.00	

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 \*2009 rates to hold through May 2010.

<b>COOKING WITH PAULA DEEN</b>			
		ISSUE DATE:	MAR/APR 2009
		SPACE DUE:	1/5/2009
		MATERIALS DUE:	1/5/2009
SIZE:	MECHANICAL SPECIFICATIONS	STANDARD CO-OP	
1/3P 4C	4.4375" x 4.6875" 4C OR 2.1875" x 9.5" 4C	\$8,100.00	
1/6P 4C	2.1875" x 4.6875" 4C OR 4.4375" x 2.3125" 4C	\$4,212.00	

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 \*Rates are estimated, check with rep on exact rates.

<b>FLAVOR MAGAZINE</b>					
		ISSUE DATE:	AUG/SEP 09	OCT/NOV 09	APR/MAY 09
		SPACE DUE:	6/25/2009	8/25/2009	2/25/2010
		MATERIALS DUE:	6/25/2009	8/25/2009	2/25/2010
SIZE:	MECHANICAL SPECIFICATIONS	STANDARD CO-OP	STANDARD CO-OP	STANDARD CO-OP	
1/4P 4C	3.485" x 4.75" 4C	\$575.00	\$575.00	\$575.00	
1/6P 4C	PLEASE SEE REP	\$450.00	\$450.00	\$450.00	

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GOOD HOUSEKEEPING					
ISSUE DATE:		MARCH 2009	OCTOBER 2009	MARCH 2010	MAY 2010
SPACE DUE:		11/28/2008	6/30/2009	11/27/2009	1/29/2010
MATERIALS DUE:		12/5/2008	7/7/2009	12/4/2009	2/5/2010
SIZE:	MECHANICAL SPECIFICATIONS	BUY DOWN CO-OP	STANDARD CO-OP	BUY DOWN CO-OP	STANDARD CO-OP
1/2P 4C	6-1/4" x 4-1/8" 4C	\$7,350.00	\$19,115.00	\$7,350.00	\$19,115.00
1/3P 4C	4-1/8" x 4-1/8" 4C OR 2" x 8-3/8" 4C	\$4,900.00	\$12,965.00	\$4,900.00	\$12,965.00
1/6P 4C	2" x 4-1/8" 4C	\$2,450.00	\$6,815.00	\$2,450.00	\$6,815.00

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LEISURE PUBLISHING FAMILY MAGAZINE INSERT			
ISSUE DATE:		SPRING 2009	SPRING 2010
SPACE DUE:		10/31/2008	10/31/2009
MATERIALS DUE:		1/5/2009	1/5/2010
SIZE:	MECHANICAL SPECIFICATIONS	STANDARD CO-OP	STANDARD CO-OP
1/3P 4C	4.5" x 4.5" 4C or 2.1875" x 9.1875" 4C	\$16,500.00	\$16,500.00
1/6P 4C	2.1875" x 4.5" 4C	\$8,260.00	\$8,260.00
Brochure 4C	For Brochure ads please provide an image or brochure and 25 words of copy plus name, phone and website. Formatted ads are produced at no charge; proof will be provided. For more details contact your Leisure Publishing advertising representative.	\$4,795.00	\$4,795.00

\*Rates are Net  
 \*Rates are subject to increase in 2010  
 \*Rates are estimated, check with rep on exact rates

LEISURE PUBLISHING- HERITAGE & CULTURE TRAVEL MAGAZINE INSERT			
ISSUE DATE:		SPRING 2009	SPRING 2010
SPACE DUE:		10/31/2008	10/31/2009
MATERIALS DUE:		11/10/2008	11/10/2009
SIZE:	MECHANICAL SPECIFICATIONS	STANDARD CO-OP	STANDARD CO-OP
1/3P 4C	4.5" x 4.5" 4C or 2.1875" x 9.1875" 4C	\$14,300.00	\$14,300.00
1/6P 4C	2.1875" x 4.5" 4C	\$6,850.00	\$6,850.00
Brochure 4C	For Brochure ads please provide an image or brochure and 25 words of copy plus name, phone and website. Formatted ads are produced at no charge; proof will be provided. For more details contact your Leisure Publishing advertising representative.	\$3,700.00	\$3,700.00

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LEISURE PUBLISHING- SPRING VIRGINIA PLANNER NEWSPAPER INSERT			
ISSUE DATE:		SPRING 2009	SPRING 2010
SPACE DUE:		11/10/2008	11/10/2009
MATERIALS DUE:		1/30/2009	1/30/2010
SIZE:	MECHANICAL SPECIFICATIONS	STANDARD CO-OP	STANDARD CO-OP
Full Page 4C	8-1/8" x 10-1/2" 4C	\$59,870.00	\$59,870.00
1/2P 4C	8-1/8" x 5-3/16" 4C	\$38,700.00	\$38,700.00
1/4P 4C	4" x 5-3/16" 4C	\$21,055.00	\$21,055.00
1/8P 4C	4" x 2-1/4" 4C	\$11,200.00	\$11,200.00
Feature Brochure	Image or Brochure and up to 30 words of copy	\$7,880.00	\$7,880.00
Brochure	Image or Brochure and up to 30 words of copy	\$5,580.00	\$5,580.00

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NEW YORK DAILY NEWS				
ISSUE DATE:		APRIL 19, 2009	APRIL 18, 2010	
SPACE DUE:		3/2/2009	3/1/2010	
MATERIALS DUE:		3/6/2009	3/5/2010	
SIZE:	MECHANICAL SPECIFICATIONS	STANDARD CO-OP	STANDARD CO-OP	
Full Page 4C	Bleed: 10.5" x 10.5" 4C OR Non-Bleed: 9.5" x 9.5" 4C	\$17,255.00	\$17,850.00	
1/2P 4C	4-5/8" x 9.5" 4C OR 9.5" x 4-5/8" 4C	\$9,095.00	\$9,350.00	
1/4P 4C	4-5/8" x 4-5/8" 4C	\$4,726.00	\$4,845.00	
1/8P 4C	2-1/4" x 4-5/8" 4C	\$2,720.00	\$2,805.00	

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NEW YORK TIMES MAGAZINE				
ISSUE DATE:		MAY 24, 2009	SEPTEMBER 27, 2009	MAY 16, 2010
SPACE DUE:		2/17/2009	6/19/2009	2/16/2010
MATERIALS DUE:		2/24/2009	6/27/2009	2/16/2010
SIZE:	MECHANICAL SPECIFICATIONS	STANDARD CO-OP	STANDARD CO-OP	STANDARD CO-OP
2.5" x 3" (6 Partners)	color photo & 30 words of text	\$2,955.00	\$2,955.00	\$2,955.00

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PATHFINDERS TRAVEL				
ISSUE DATE:		APRIL-JUNE 2009	OCT-DEC 2009	APRIL-JUNE 2010
SPACE DUE:		1/5/2009	6/25/2009	1/5/2010
MATERIALS DUE:		2/26/2009	8/27/2009	1/10/2010
SIZE:	MECHANICAL SPECIFICATIONS	STANDARD CO-OP	STANDARD CO-OP	STANDARD CO-OP
1/2P 4C	6.875" x 4.875" 4C	\$3,250.00	\$3,250.00	\$3,425.00
1/4P 4C	3.25" x 4.875" 4C	\$2,275.00	\$2,275.00	\$2,395.00
1/6P 4C	2.215" x 4.875" 4C	\$1,100.00	\$1,100.00	\$1,155.00

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SAVEUR				
ISSUE DATE:		APRIL 2009	OCTOBER 2009	APRIL 2010
SPACE DUE:		1/30/2009	7/28/2009	1/28/2010
MATERIALS DUE:		2/6/2009	8/1/2009	2/3/2010
SIZE:	MECHANICAL SPECIFICATIONS	STANDARD CO-OP	BUY DOWN CO-OP	STANDARD CO-OP
1/4P 4C	50-65 words & image at 300 dpi- horizontal picture	\$1,875.00	\$1,200.00	\$1,875.00
1/8P 4C	35-45 words & image at 300 dpi- vertical picture	\$1,000.00	\$850.00	\$1,000.00
1/16P 4C	10-15 words & image at 300 dpi- horizontal picture	\$600.00	\$500.00	\$600.00

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SMITHSONIAN				
ISSUE DATE:		APRIL 2009	SEPTEMBER 2009	APRIL 2010
SPACE DUE:		1/28/2009	6/26/2009	1/28/2010
MATERIALS DUE:		2/2/2009	7/1/2009	2/1/2010
SIZE:	MECHANICAL SPECIFICATIONS	STANDARD CO-OP	BUY DOWN CO-OP	STANDARD CO-OP
1/3P 4C	100-105 words, Image/Artwork: 2.25" wide x 4.625" tall for vertical ad or 4.75" wide x 2.75" tall for square ad. All artwork must be 300 dpi and CMYK. EPS, TIF and high-res PDF file format only.	\$4,536.00	\$2,268.00	\$4,763.00
1/6P 4C	60-65 words, Image/Artwork: 2.25" wide x 2.375" tall. All artwork must be 300 dpi and CMYK. EPS, TIF and high-res PDF file format only.	\$2,268.00	\$1,134.00	\$2,381.00
1/12P 4C	30-35 words, Image/Artwork: 2.25" wide x 1.125" tall. All artwork must be 300 dpi and CMYK. EPS, TIF and high-res PDF file format only.	\$1,134.00	\$567.00	\$1,191.00

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SOUTHERN LIVING				
ISSUE DATE:		MAY 2009	SEPTEMBER 2009	MAY 2010
SPACE DUE:		2/5/2009	5/20/2009	1/12/2010
MATERIALS DUE:		2/5/2009	5/20/2009	1/12/2010
SIZE:	MECHANICAL SPECIFICATIONS	STANDARD CO-OP	STANDARD CO-OP	STANDARD CO-OP
Full Page 4C	7-1/2" x 10" non bleed and 8-3/8" x 10-1/2" bleed Also submit copy points and images for editorial	\$19,600.00	\$19,600.00	\$19,600.00
2/3P 4C	4-5/8" x 10" 4C Also submit copy points and images for editorial	\$13,725.00	\$13,725.00	\$14,274.00
1/2P 4C	7-1/2" x 4-7/8" 4C or 3-5/8" x 10" 4C Also submit copy points and images for editorial	\$11,075.00	\$11,075.00	\$11,518.00
1/3P 4C	4-5/8" x 4-7/8" 4C Also submit copy points and images for editorial	\$7,850.00	\$7,850.00	\$8,164.00
1/6P 4C	2-1/4" x 5" 4C Also submit copy points and images for editorial	\$4,350.00	\$4,350.00	\$4,524.00

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 \* Copy points can be edited, and images may or may not be usec.

VIRGINIA LIVING				
ISSUE DATE:		MAR/APR 09	SEP/OCT 09	MAR/APR 10
SPACE DUE:		2/3/2009	8/5/2009	2/3/2010
MATERIALS DUE:		2/3/2009	8/5/2009	2/3/2010
SIZE:	MECHANICAL SPECIFICATIONS	BUY DOWN CO-OP	STANDARD CO-OP	BUY DOWN CO-OP
1/2P 4C	4-1/4" x 11-1/2" 4C OR 8-3/4" X 5-5/8" 4C	\$1,260.00	\$3,190.00	\$1,260.00
1/3P 4C	2-3/4" x 11-1/2" 4C OR 5-3/4" x 5-5/8" 4C	\$840.00	\$2,590.00	\$840.00
1/4P 4C	4-1/4" x 5-5/8" 4C	\$630.00	\$2,090.00	\$630.00
1/6P 4C	2-3/4" x 5-5/8" 4C OR 5-3/4" x 2-11/16" 4C	\$420.00	\$1,590.00	\$420.00
1/12P 4C	2-3/4" x 2-11/16" 4C	\$210.00	\$990.00	\$210.00

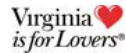
\*Rates are Net  
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VIRGINIA WINE LOVER				
ISSUE DATE:		SPRING 09	FALL 09	SPRING 10
SPACE DUE:		12/20/2008	6/20/2009	12/20/2009
MATERIALS DUE:		12/20/2008	6/20/2009	12/20/2009
SIZE:	MECHANICAL SPECIFICATIONS	STANDARD CO-OP	STANDARD CO-OP	STANDARD CO-OP
Full Page 4C	8.25" x 10.5" 4C	\$2,204.00	\$2,204.00	\$2,204.00
2/3P 4C	4.625" x 9.562" 4C	\$1,470.00	\$1,470.00	\$1,470.00
1/2P 4C	7.125" x 4.656" OR 3.5" x 9.562" 4C	\$1,102.00	\$1,102.00	\$1,102.00
1/3P 4C	4.625" x 4.687" OR 2.25" x 9.562" 4C	\$735.00	\$735.00	\$735.00
1/4P 4C	3.438" x 4.687" 4C	\$551.00	\$551.00	\$551.00
1/6P 4C	4.687" x 2.25" 4C	\$368.00	\$368.00	\$368.00
1/12P 4C	2.25" x 2.25" 4C	\$184.00	\$184.00	\$184.00

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WASHINGTON POST MAGAZINE				
ISSUE DATE:		MARCH 29, 2009	SEPTEMBER 13, 2009	MARCH 28, 2010- NEW LOW RATES!
SPACE DUE:		1/30/2009	7/23/2009	1/29/2010
MATERIALS DUE:		2/6/2009	7/30/2009	2/12/2010
SIZE:	MECHANICAL SPECIFICATIONS	STANDARD CO-OP	STANDARD CO-OP	STANDARD CO-OP
Full Page 4C	See sales representative			\$26,009.15
1/2P 4C	High Res photo JPG (300 dpi, 3" w x 3" h, 4 Color), a High Res JPG logo (300 dpi, 4 Color), phone number, URL and maximum of 125 words of copy on CD.	\$14,295.00	\$14,295.00	\$13,004.58
1/3P 4C	High Res photo JPG (300 dpi, 2" w x 2" h, 4 Color), a High Res JPG logo (300 dpi, 4 Color), phone number, URL and maximum of 65 words of copy on CD.	\$9,530.00	\$9,530.00	\$8,669.72
1/6P 4C	High Res photo JPG (300 dpi, 2.5" w x 1.75" h, 4 Color), a High Res JPG logo (300 dpi, 4 Color), phone number, URL and 50-60 words of copy on CD.	\$4,765.00	\$4,765.00	\$4,334.86
1/12P 4C	High Res photo JPG (300 dpi, 1.25" w x 0.875" h, 4 Color), phone number, URL and 20-25 words of copy on CD.	\$2,383.00	\$2,383.00	\$3,167.43

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**CONSUMER INTERACTIVE**

BALTIMORESUN.COM								
		FLIGHT DATES:	MAR-MAY 2009	MARCH 24, 2009	MAY 26, 2009	SEP-NOV 2009	SEPTEMBER 22, 2009	MARCH 23, 2010
		SPACE DUE:	10/1/2008	2/24/2009	4/21/2009	6/1/2009	8/18/2009	2/23/2010
		MATERIALS DUE:	10/1/2008	3/3/2009	4/28/2009	6/1/2009	8/25/2009	3/2/2010
SIZE:	MECHANICAL SPECIFICATIONS		STANDARD CO-OP	STANDARD CO-OP	STANDARD CO-OP	STANDARD CO-OP	STANDARD CO-OP	STANDARD CO-OP
Presenting Sponsor of Virtual Video Contest- Limit 4 partners per flight	Partner to provide free giveaway promotion (vacation package of \$2K+ value), prize details, logo, images, artwork & copy		\$5,000.00			\$5,000.00		
Sponsor Partner of Virtual Video Contest- Limit 5 partners per flight	Partner to provide runner up prize package (value of \$1K), prize details, logo, images, artwork & copy		\$2,730.00			\$2,730.00		
Banner Package	300x250		\$1,485.00			\$1,485.00		
Admail Listing	1 High Resolution Photo – please send 2 choices if possible. 25 words or less description of destination. Linking URL			\$600.00	\$600.00		\$600.00	\$600.00

\*Rates are Net  
 \*Rates are per flight (3 months). Banner package flights can vary based on partner preference.  
 \*Limited 3 partners per e-mail.

CONDE NET				
		FLIGHT DATES:	MAR 09-APR 2010	MAR 09-APR 2010
		SPACE DUE:	Mar-Apr 09: 12/31/2008 Sept-Oct 09: 6/30/2009 Mar-Apr 10: 12/31/2009	Mar-Apr 09: 12/31/2008 Sept-Oct 09: 6/30/2009 Mar-Apr 10: 12/31/2009
		MATERIALS DUE:	Mar-Apr 09: 1/31/2009 Sept-Oct 09: 7/31/2009 Mar-Apr 10: 1/31/2010	Mar-Apr 09: 1/31/2009 Sept-Oct 09: 7/31/2009 Mar-Apr 10: 1/31/2010
SIZE:	MECHANICAL SPECIFICATIONS		BUY DOWN CO-OP	STANDARD CO-OP
Co-Op Partner & Promotional Sponsor	300x250, 728x90, 3 text links, prize package (to include stay in hotel, tickets to events or attractions, dinners for 2, etc), psd logo, prize details		\$3,000.00	N/A
Standard Co-Op Partner	300x250, 728x90, 3 text link		N/A	\$3,000.00

\*Rates are Net  
 \*Participation in co-op is for 18 months, beginning in Spring 09. Partners can run their flights anytime of the year.  
 \*Rates are for participation in entire campaign  
 \*Buy down limit first 3 partners  
 \*Co-Op partners can run their on site media at any point during 2009-2010 and still participate in the sweepstakes

EBRAINS							
		FLIGHT DATES:	BASED ON PARTNER	BASED ON PARTNER	BASED ON PARTNER	BASED ON PARTNER	BASED ON PARTNER
		SPACE DUE:	8 weeks prior to campaign start date	8 weeks prior to campaign start date	8 weeks prior to campaign start date	8 weeks prior to campaign start date	3 months prior to campaign start date
		MATERIALS DUE:	5 weeks prior to campaign start date	5 weeks prior to campaign start date	5 weeks prior to campaign start date	4 weeks prior to campaign start date	2 months prior to start of campaign
SIZE:	MECHANICAL SPECIFICATIONS		STANDARD CO-OP	STANDARD CO-OP	STANDARD CO-OP	STANDARD CO-OP	STANDARD CO-OP
VTC/eBrains Shared Leads	SEE REP		\$0.50 per lead				
VTC/eBrains Named Partner Leads	SEE REP		\$1 per lead				
Virginia Partner Leads	SEE REP		\$1.50-\$1.90 per lead				
VTC E-Mail Placements	SEE REP			Varies			
Virginia Partner E-Mail Marketing	SEE REP			\$0.07 per e-mail, min 10,000			
Search Engine Optimization	SEE REP				Varies		
Pay per Click Search Marketing	SEE REP				\$0.60-\$0.80 min 10,000		
Attractions Pay per Click Co-Op	SEE REP				\$1,500 per placement		
Electronic Guide	SEE REP					\$6,000+	
Hastings Video	SEE REP						\$25,000 3 min video

\*Rates are Net  
 \*Flight dates are determined by individual partners.  
 \*See rep for specs



VIRGINIA TOURISM CORPORATION  
 FY 09-10 CONSUMER CO-OP INFORMATION  
 UPDATED: 9.23.09

\*PLEASE NOTE ALL COSTS, SPECS AND DATES ARE SUBJECT TO CHANGE.  
 \*PLEASE CONFIRM ALL INFORMATION WITH YOUR SALES REPS.

WASHINGTONPOST.COM						
		EMAIL DATES:	FEBRUARY 10, 2009	APRIL 7, 2009	SEPTEMBER 8, 2009	APRIL 6, 2010
		SPACE DUE:	1/27/2009	3/31/2009	9/1/2009	3/30/2010
		MATERIALS DUE:	1/27/2009	3/31/2009	9/1/2009	3/30/2010
SIZE:	MECHANICAL SPECIFICATIONS	BUY DOWN CO-OP	BUY DOWN CO-OP	BUY DOWN CO-OP	BUY DOWN CO-OP	BUY DOWN CO-OP
E-Mail Co-Op Listing	120x60, 75 characters text, URL link	\$750.00	\$750.00	\$750.00	\$750.00	\$750.00
*Rates are Net						
*Limited 12 partners per e-mail						

WORLDNOW NETWORK (LMN)					
		FLIGHT DATES:	MAR-APR 2009	SEP-OCT 2009	MAR-APR 2010
		SPACE DUE:	1/2/2009	6/30/2009	12/31/2009
		MATERIALS DUE:	2/23/2009	8/24/2009	2/22/2010
SIZE:	MECHANICAL SPECIFICATIONS	STANDARD CO-OP	STANDARD CO-OP	STANDARD CO-OP	STANDARD CO-OP
<b>Package A-</b> To run in markets chosen by partner. Impressions TBD based on markets and allocation of impressions (all chosen by individual industry partner)	300x250, 728x90, Pre-Roll Video (:05, :10 or :15 seconds), Custom Content Integration, Promotional Text Units. See rep for specs.	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00
<b>Package B-</b> To run in markets chosen by partner. Impressions TBD based on markets and allocation of impressions (all chosen by individual industry partner)	300x250, 728x90, Pre-Roll Video (:05, :10 or :15 seconds), Custom Content Integration, Promotional Text Units. See rep for specs.	\$7,500.00	\$7,500.00	\$7,500.00	\$7,500.00
<b>Package C-</b> To run in markets chosen by partner. Impressions TBD based on markets and allocation of impressions (all chosen by individual industry partner)	300x250, 728x90, Pre-Roll Video (:05, :10 or :15 seconds), See rep for specs.	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00
<b>Package D-</b> To run in markets chosen by partner. Impressions TBD based on markets and allocation of impressions (all chosen by individual industry partner)	300x250, 728x90, Pre-Roll Video (:05, :10 or :15 seconds), See rep for specs.	\$3,000.00	\$3,000.00	\$3,000.00	\$3,000.00
<b>Package E-</b> To run in markets chosen by partner. Impressions TBD based on markets and allocation of impressions (all chosen by individual industry partner)	300x250, 728x90, See rep for specs.	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00
*Rates are Net					
*2009 rates to hold through June 2010					
*Rates are per month.					