



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

| AAA WORLD | | | | | |
|------------------|----------------------------------|---------------------|---------------------|---------------------|---------------------|
| ISSUE DATE: | | MAR/APR 2009 | JUL/AUG 2009 | SEP/OCT 2009 | MAR/APR 2010 |
| 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

| AMERICAN HERITAGE | | |
|--------------------------|--|---------------------|
| ISSUE DATE: | | SEP/OCT 2009 |
| 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

| AMERICAN LEGACY | | | | |
|------------------------|---------------------------|--------------------|--------------------|--------------------|
| ISSUE DATE: | | SPRING 2009 | WINTER 2009 | SPRING 2010 |
| 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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| BLUE RIDGE OUTDOORS | | | | | |
|----------------------------|--|-----------------|-----------------------|---------------------|-----------------|
| ISSUE DATE: | | MAY 2009 | SEPTEMBER 2009 | JANUARY 2010 | MAY 2010 |
| 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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| BREATHE | | | | | |
|----------------|--|----------------|----------------|----------------|-------------|
| | | 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.

| BUDGET TRAVEL | | | | |
|------------------------|---|----------------|----------------|------------|
| | | 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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 *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.

| BUDGET TRAVEL- GIRLFRIEND GETAWAYS | | | |
|---|--|----------------|-------------|
| | | 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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| COOKING WITH PAULA DEEN | | | |
|--------------------------------|--|----------------|--------------|
| | | 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.

| FLAVOR MAGAZINE | | | | | |
|------------------------|---------------------------|----------------|----------------|----------------|------------|
| | | 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 |

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| 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 |

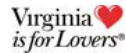
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| VIRGINIA WINE LOVER | | | | |
|---------------------|--------------------------------------|----------------|----------------|----------------|
| ISSUE DATE: | | SPRING 09 | FALL 09 | SPRING 10 |
| SPACE DUE: | | 12/20/2008 | 6/20/2009 | 12/20/2009 |
| 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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 UPDATED: 9.23.09

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

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

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| 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 |
| Package A- 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 |
| Package 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 |
| Package C- 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 |
| Package D- 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 |
| Package E- 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. | | | | | |