VIRGINIA TOURISM CORPORATION
FY 2009-2010 CONSUMER MEDIA PLAN
UPDATED: 08.07.08

	CY 09												CY 10					
	FY 09						FY 10											
Month	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
Weeks	29, 5, 12, 19	26, 2, 9, 16	23, 2, 9, 16, 23	30, 6, 13, 20	27, 4, 11, 18, 25	1, 8, 15, 22	29, 6, 13, 20	27, 3, 10, 17, 24	31, 7, 14, 21	28, 5, 12, 19	26, 2, 9, 16, 23	30, 7, 14, 21	28, 4, 11, 18, 25	1, 8, 15, 22	1, 8, 15, 22	29, 5, 12, 19	26, 3, 10, 17, 24	31, 7, 14, 21

LIFESTYLE/GENERAL

MEDIA PARTNER	AD TYPE	VTC AD UNIT	SECTION	CY 09	CY 10
BALTIMORESUN.COM (IN)	CO-OP	VARIOUS	PROMO	MARCH-MAY; SEPTEMBER-NOVEMBER	
E-BLASTS	CO-OP	VARIOUS	E-BLAST	17; 15	
BLUE RIDGE COUNTRY	VTC ONLY	FULL PAGE 4C	FF, RHR	JANUARY/FEBRUARY; MARCH/APRIL; MAY/JUNE; JULY/AUGUST; SEPTEMBER/OCTOBER; NOVEMBER/DECEMBER	JANUARY/FEBRUARY; MARCH/APRIL; MAY/JUNE
EBRAINS (IN)	VTC CO-OP	LEADS	REGISTRATION	JANUARY-MARCH	JANUARY-MARCH
GOOD HOUSEKEEPING	CO-OP	1/2P, FULL 4C	FF, RHR	MARCH; OCTOBER	MARCH; MAY
NAT'L PROMO PAGES	PROMO PAGE	FULL PAGE 4C	NAT'L	APRIL; OCTOBER	APRIL
SCOUT (IN)	VTC ONLY	E-BLAST	E-BLAST	8; 7	7
SOUTHERN LIVING	CO-OP	HALF PAGE 4C	MID ATLANTIC LIVING	MAY; SEPTEMBER	MAY
VIRGINIA LIVING	CO-OP, VTC ONLY	FULL PAGE 4C	FF, RHR, CO-OP	MARCH/APRIL; MAY/JUNE; SEPTEMBER/OCTOBER	MARCH/APRIL; MAY/JUNE
WASHINGTON POST MAGAZINE	CO-OP	FULL PAGE 4C	CO-OP	29; 13	28
WASHINGTONPOST.COM (IN)	VTC ONLY	VARIOUS	VARIOUS	MARCH/APRIL; SEPTEMBER/OCTOBER	MARCH/APRIL
E-BLASTS	CO-OP	VARIOUS	E-BLAST	7; 8	6
VALUE CLICK (IN)	CO-OP	VARIOUS	VARIOUS	MARCH/APRIL; SEPTEMBER/OCTOBER	MARCH/APRIL
WORLD NOW (IN)	CO-OP	VARIOUS	HOME/NEWS/TRAV	MARCH/APRIL; SEPTEMBER/OCTOBER	MARCH/APRIL

TRAVEL

MEDIA PARTNER	AD TYPE	VTC AD UNIT	SECTION	CY 09	CY 10
AAA WORLD	CO-OP	HALF PAGE 4C	CO-OP	MARCH/APRIL; JULY/AUGUST; SEPTEMBER/OCTOBER	MARCH/APRIL
BONUS ADS	VTC ONLY	1/6P 4C	ROP	JULY/AUGUST	
BUDGET TRAVEL	CO-OP	FULL PAGE 4C	GATEFOLD PREMIUM	APRIL; NOVEMBER	APRIL
GIRLFRIEND GETAWAYS	CO-OP	HALF PAGE 4C	GIRLFRIEND GETAWAYS	SPRING	SPRING
E-BLASTS	CO-OP	VARIOUS	E-BLAST	15; 11	14
CONCIERGE.COM/CONDE NET (IN)	CO-OP, VTC ONLY	VARIOUS	HOME/ROS	MARCH/APRIL; SEPTEMBER/OCTOBER	MARCH/APRIL
E-BLASTS				10; 7; 8; 6	9; 6
LP FAMILY MAG INSERT	CO-OP	HALF PAGE 4C	CO-OP	APRIL/MAY ISSUES	APRIL/MAY ISSUES
LP SPRING PLANNER NP INSERT	CO-OP	2 PAGE VTC	CO-OP		
NY DAILY NEWS SPRING INSERT	CO-OP	2 PAGE VTC	CO-OP	19	18
PROMO ADS	VTC ONLY	1/16P	ROP	SEPTEMBER	
NY TIMES MAGAZINE- T TRAVEL	CO-OP	HALF PAGE 4C	50 STATES	17; 20	16
CROSSWORD PUZZLE	VTC ONLY	CROSSWORD PUZZLE		13	
PATHFINDERS TRAVEL (AA)	CO-OP	HALF PAGE 4C	CO-OP	MARCH; SEPTEMBER	MARCH

OUTDOOR / RECREATION

MEDIA PARTNER	AD TYPE	VTC AD UNIT	SECTION	CY 09	CY 10
BLUE RIDGE OUTDOORS	CO-OP, VTC ONLY	FULL PAGE 4C	FF, RHR	JANUARY; FEBRUARY; APRIL; MAY; JUNE; SEPTEMBER; OCTOBER; DECEMBER	JANUARY; MARCH; APRIL; MAY; JUNE
BONUS AD	VTC ONLY	1/4P VERT	ROP	JANUARY; FEBRUARY; APRIL; MAY; JUNE; SEPTEMBER; OCTOBER; DECEMBER	JANUARY; MARCH; APRIL; MAY; JUNE
BREATHE	CO-OP	FULL PAGE 4C	FF, RHR	MAY; AUGUST	MAY

HERITAGE / CULTURE

MEDIA PARTNER	AD TYPE	VTC AD UNIT	SECTION	CY 09	CY 10
AMERICAN HERITAGE	CO-OP	2PAGE SPREAD 4C	VA HISTORICAL GUIDE	SEPTEMBER/OCTOBER	
AMERICAN LEGACY (AA)	CO-OP	FULL PAGE 4C	CO-OP	SPRING; WINTER	SPRING
LP HERITAGE INSERT	CO-OP	HALF PAGE 4C	CO-OP	APRIL/MAY ISSUES	APRIL/MAY ISSUES
SMITHSONIAN	CO-OP	HALF PAGE 4C	CO-OP	APRIL; SEPTEMBER	APRIL

EPICUREAN / WINE

MEDIA PARTNER	AD TYPE	VTC AD UNIT	SECTION	CY 09	CY 10
COOKING WITH PAULA DEEN	CO-OP, VTC ONLY	HALF PAGE 4C	CO-OP, RHR	MARCH/APRIL; SEPTEMBER/OCTOBER	
EPICURIOUS.COM/CONDE NET (IN)	CO-OP, VTC ONLY	VARIOUS	HOME/ROS	MARCH/APRIL; SEPTEMBER/OCTOBER	MARCH/APRIL
E-BLASTS				15; 13	13
SAVEUR	CO-OP	HALF PAGE 4C	CO-OP	APRIL; OCTOBER	APRIL

MISC.

MEDIA PARTNER	AD TYPE	VTC AD UNIT	SECTION	CY 09	CY 10
AFRICAN AMERICAN NEWSPAPERS	VTC ONLY	HALF PAGE 4C	TRAVEL, ROP	MARCH-MAY	MARCH-MAY

TRAVEL GUIDES

MEDIA PARTNER	AD TYPE	VTC AD UNIT	SECTION	CY 09	CY 10
VIRGINIA TRAVEL GUIDE	VTC PUBLICATION			2009	2010
VIRGINIA GOLF GUIDE	VTC PUBLICATION			2009	2010
VIRGINIA MEETING PLANNER GUID	VTC PUBLICATION			2009	2010
VIRGINIA GROUP TOUR GUIDE	VTC PUBLICATION			2009	2010

OUTDOOR

MEDIA PARTNER	AD TYPE	VTC AD UNIT	SECTION	CY 09	CY 10
OUTDOOR ASSOC. OF VA	VTC ONLY	BILLBOARDS	VIRGINIA	MARCH-MAY	MARCH-MAY

BROADCAST

MEDIA PARTNER	AD TYPE	VTC AD UNIT	SECTION	CY 09	CY 10
VIRGINIA ASSOC. OF BROADCASTE	VTC ONLY	:30 TV & RADIO	VIRGINIA	MARCH-MAY	MARCH-MAY

(IN) = INTERNET
(AA)= AFRICAN AMERICAN

- VTC ONLY
- STANDARD CO-OP
- BUY DOWN
- VTC BONUS AD

*Please note that rates are still being negotiated and could change
*2009 & 2010 rates and dates are estimated and could change