VIRGINIA TOURISM CORPORATION
FY 2009-2010 CONSUMER MEDIA PLAN
UPDATED: 10.31.08

				CY 09												CY 10					
				FY 09						FY 10											
FORMATTED				JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
MEDIA PARTNER	**AD TYPE**	**VTC AD UNIT**	**SECTION**	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
NY TIMES MAGAZINE- T TRAVEL	CO-OP	HALF PAGE 4C	50 STATES					24				27								16	
CROSSWORD PUZZLE	VTC ONLY	CROSSWORD PUZZLE												22							
SAVEUR	CO-OP	HALF PAGE 4C	CO-OP				APRIL						OCTOBER						APRIL		
SMITHSONIAN	CO-OP	HALF PAGE 4C	CO-OP				APRIL					SEPTEMBER							APRIL		
WASHINGTON POST MAGAZINE	CO-OP	FULL PAGE 4C	CO-OP			29						13						28			
NONFORMATTED				JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
MEDIA PARTNER	**AD TYPE**	**VTC AD UNIT**	**SECTION**																		
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											
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				
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	
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			SPRING					FALL							SPRING			
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		
COOKING WITH PAULA DEEN	CO-OP, VTC ONLY	HALF PAGE 4C	CO-OP, RHR			MARCH/APRIL						SEPTEMBER/OCTOBER									
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		
LP FAMILY MAG INSERT	CO-OP	HALF PAGE 4C	CO-OP				APRIL/MAY ISSUES												APRIL/MAY ISSUES		
LP HERITAGE 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									
PATHFINDERS TRAVEL (AA)	CO-OP	HALF PAGE 4C	CO-OP			MARCH						SEPTEMBER						MARCH			
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	
INTERACTIVE				JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
MEDIA PARTNER	**AD TYPE**	**VTC AD UNIT**	**SECTION**																		
BALTIMORESUN.COM (IN)	CO-OP	VARIOUS	PROMO			MARCH-MAY						SEPTEMBER-NOVEMBER									
E-BLASTS	CO-OP	VARIOUS	E-BLAST			17						15									
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		
EBRAINS (IN)	VTC CO-OP	LEADS	REGISTRATION	JANUARY-MARCH												JANUARY-MARCH					
EPICURIOUS.COM/CONDE NET (IN)	CO-OP, VTC ONLY	VARIOUS	HOME/ROS			MARCH/APRIL						SEPTEMBER/OCTOBER						MARCH/APRIL			
E-BLASTS												15	13						13		
SCOUT (IN)	VTC ONLY	E-BLAST	E-BLAST				8						7						7		
WASHINGTONPOST.COM (IN)	VTC ONLY	VARIOUS	VARIOUS			MARCH/APRIL						SEPTEMBER/OCTOBER						MARCH/APRIL			
E-BLASTS	CO-OP	VARIOUS	E-BLAST				7					8							6		
WORLD NOW (IN)	CO-OP	VARIOUS	HOME/NEWS/TRAV			MARCH/APRIL						SEPTEMBER/OCTOBER						MARCH/APRIL			