



VTC 09-10 Insertion Information Sheet

Publication	Proposed Issues	VTC Ad Unit	Ad Type	Editorial Focus	VTC Creative Selection
AAA World	Mar/Apr 09	Half Page 4C	VTC Co-Op	TBD	Eric Coulson - Beach
FY 2009					
note if ad does not run in 1st 2/3 contract is nullified	July/Aug 09	Half Page 4C	VTC Co-Op	Civil War	Mitch Bowman - Civil War
	Jul/Aug 09	1/6P 4C	VTC Only in co-op	VTC co-op	VIFL Badge
	Sep/Oct 09	Half Page 4C	VTC Co-Op	TBD	Mary Watson DeLauder - Wine
	Mar/Apr 10	Half Page 4C	VTC Co-Op	TBD	TBD
FY 2010					
American Heritage	Sep/Oct 09	2 Page Spread 4C	VTC Co-Op	Historic Guide to VA - Virginia	Mitch Bowman - Civil War
FY 2010					
American Legacy	Spring 2009	Full Page 4C	VTC Buy Down Co-Op	Black History Month	TBD
FY 2009					
	Winter 2009	Full Page 4C	VTC Buy Down Co-Op	Vacation Planning	Mitch Bowman - Civil War
	Spring 2010	Full Page 4C	VTC Buy Down Co-Op	Black History Month	TBD
FY 2010					
Blue Ridge Country	Jan/Feb 09	Full Page 4C bleed	VTC Only		Mitch Bowman - Civil War
	Mar/Apr 09	Full Page 4C bleed	VTC Only		Gary Carroll - Basket Weaver
	May/June 09	Full Page 4C bleed	VTC Only		Eric Coulson - Beach
FY 2009					
	July/Aug 09	Full Page 4C bleed	VTC Only		Kristina Robertson - Small Town
	Sep/Oct 09	Full Page 4C bleed	VTC Only		Mark Cline - HauntedMuseum
	Nov/Dec 09	Full Page 4C bleed	VTC Only		Mary Watson DeLauder - Wine ad
	Jan/Feb 10	Full Page 4C bleed	VTC Only		Mitch Bowman - Civil War
	Mar/Apr 10	Full Page 4C bleed	VTC Only		Gary Carroll - Basket Weaver
	May/June 10	Full Page 4C bleed	VTC Only		Eric Coulson - Beach
FY 2010					
Blue Ridge Outdoors	Jan-09	Full Page 4C	VTC Only	Snowsports Issue	Passionality Ad by Reflex Blue
	Jan-09	1/4P 4C	VTC Only		
	Feb-09	Full Page 4C	VTC Only	Gear Guide & Snowsports	Passionality Ad by Reflex Blue
	Feb-09	1/4P 4C	VTC Only		
	Apr-09	Full Page 4C	VTC Only	Biking Issue	Passionality Ad by Reflex Blue
	Apr-09	1/4P 4C	VTC Only		
	May-09	Full Page 4C	VTC Co-Op	Camping Issue & Summer Festival Guide	Passionality Ad by Reflex Blue
	May-09	1/2 Page Promo	VTC Only		
	Jun-09	Full Page 4C	VTC Only	Paddling Issue	Passionality Ad by Reflex Blue
	Jun-09	1/4P 4C	VTC Only		
FY 2009					
	Sep-09	Full Page 4C	VTC Co-Op	Hiking Issue- Fall Foliage	Passionality Ad by Reflex Blue
	Sep-09	1/2 Page Promo	VTC Only		
	Oct-09	Full Page 4C	VTC Only	Climbing Issue	Passionality Ad by Reflex Blue
	Oct-09	1/4P 4C	VTC Only		
	Dec-09	Full Page 4C	VTC Only	Snowbound Ski Resort Guide	Passionality Ad by Reflex Blue
	Dec-09	1/4P 4C	VTC Only		
	Jan-10	Full Page 4C	VTC Co-Op	Snowsports Issue	Passionality Ad by Reflex Blue
	Jan-10	1/2 Page Promo	VTC Only		
	Mar-10	Full Page 4C	VTC Only	Running Issue	Passionality Ad by Reflex Blue
	Mar-10	1/4P 4C	VTC Only		
	Apr-10	Full Page 4C	VTC Only		



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FY 2009						
	Apr-10	1/4P 4C	VTC Only			
	May-10	Full Page 4C	VTC Co-Op	Camping & Summer Festival Guide		Passionality Ad by Reflex Blue
	May-10	1/2 Page Promo	VTC Only			
	Jun-10	Full Page 4C	VTC Only	Paddling Issue		Passionality Ad by Reflex Blue
	Jun-10	1/4P 4C	VTC Only			
FY 2010						
Breathe	Spring 2009	Full Page 4C	VTC Co-Op	Health Issue - Spring Vacations		Eric Coulson - Beach ad
FY 2009						
	Fall 2009	Full Page 4C	VTC Co-Op	Love Issue - Romantic Getaways		Mary Watson DeLauder - Wine
	Spring 2010	Full Page 4C	VTC Co-Op			TBD
FY 2010						



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FY 2009

Budget Travel

Apr-09	Full Page 4C (4 page Gatefold) + front cover	VTC Co-Op Gatefold	"Portraits of Passion "Alex Montiel: Food & Cuisine	TBD
Apr-09 4/15/2009	Gatefold Cover VTC E-Blast	Co-Op Gatefold Cover VTC Co-Op	"Portraits of Passion "Alex Montiel: Food & Cuisine VTC Co-op - Exclusive E-Mail	TBD VIFL LP logo & copy
Spring 09	Half Page 4C (4 page Gatefold) + front cover	VTC Co-Op Gatefold	Girlfriend Getaways "Portraits of Passion" Mary Watson Delauder: Spa & Wine	TBD
Spring 09	Gatefold Cover	Co-Op Gatefold Cover	"Portraits of Passion" Mary Watson Delauder: Spa & Wine	TBD

FY 2009

Nov-09	Full Page 4C (4 page Gatefold) + front cover	VTC Co-Op Gatefold	"Portraits of Passion" Joyce Blair: Historic Inns & Architecture	TBD
Nov-09 11/11/2009	Gatefold Cover VTC E-Blast	Co-Op Gatefold Cover VTC Co-Op	"Portraits of Passion" Joyce Blair: Historic Inns & Architecture VTC Co-op	TBD VIFL LP logo & copy
Apr-10	Full Page 4C (4 page Gatefold) + front cover	VTC Co-Op Gatefold	"Portraits of Passion" Wayne Henderson: Culture & Traditions	TBD

FY 2009

Apr-10

Gatefold Cover

Co-Op Gatefold Cover

"Portraits of Passion" Wayne Henderson: Culture & Traditions

TBD





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FY 2009						
	4/14/2010	VTC E-Blast	VTC Co-Op	VTC Co-op - Exclusive E-Mail		VIFL LP logo & copy
	Spring 10	Half Page 4C (4 page Gatefold) + front cover	VTC Co-Op Gatefold	Girlfriend Getaways "Portraits of Passion" Mary Watson Delauder: Spa & Wine		TBD
	Spring 10	Gatefold Cover	Co-Op Gatefold Cover	"Portraits of Passion" Mary Watson Delauder: Spa & Wine		TBD
FY 2010						
Cooking With Paula Deen	Sep/Oct 08	Half Page 4C	VTC Only			Mary Watson DeLauder - Wine ad
	Mar/Apr 09	Half Page 4C	VTC Co-Op	Travel		Deborah Pratt - Oyster ad
FY 2009						
	Sep/Oct 09	Half Page 4C	VTC Only			Mary Watson DeLauder - Wine ad
FY 2010						
Good Housekeeping	Mar-09	Half Page 4C	Buy Down Co-Op	Festival Finder		Kristina Robertson - Small Town ad
	Apr-09	National Promo Page	Promo Page	In Good Taste		
FY 2009						
	Oct-09	Full Page 4C	VTC Co-Op	N/A		Mark Cline - Haunted Museum ad
	Oct-09	National Promo Page	Promo Page	N/A		
	Mar-10	Half Page 4C	Buy Down Co-Op	Festival Finder		Gary Carroll = Basket Maker ad
	Apr-10	National Promo Page	Promo Page	In Good Taste		
	May-10	Full Page 4C	VTC Co-Op	Family Travel		Eric Coulson - Beach ad
FY 2010						
Leisure Publishing- Family Magazine Insert	Apr-May 09	Half Page 4C	VTC Co-Op			Eric Coulson - Beach ad
FY 2009						
	Apr-May 10	Half Page 4C	VTC Co-Op			Eric Coulson - Beach ad
FY 2010						
Leisure Publishing- Heritage & Cultural Travel Magazine Insert	Apr-May 2009	Half Page 4C	VTC Co-Op			Mitch Bowman - Civil War
FY 2009						
	Apr-May 2010	Half Page 4C	VTC Co-Op			Mitch Bowman - Civil War
FY 2010						
Leisure Publishing- Spring Virginia Planner	Spring 09	2 page VTC	VTC Co-Op			Gary Carroll = Basket Maker ad



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FY 2009
FY 2009

Spring 10 2 page VTC VTC Co-Op

Gary Carroll = Basket Maker ad

FY 2010

New York Daily News 4/19/2009 2 full pages VTC Co-Op
4/19/2009 Cover art
4/19/2009 Brochure art

TBD by client - Virginia Insert, VTC Co-Op
Virginia Insert, cover - Front page image with title art or tit
Image on Brochure page

Eric Coulson - Beach ad
TBD
travel guide image



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FY 2009						
FY 2009						
	4/18/2010	2 full pages	VTC Co-Op	TBD by client - Virginia Insert, VTC Co-Op		Eric Coulson - Beach ad
	4/18/2010	Cover art		Virginia Insert, cover - Front page image with title art or tit		Deborah Pratt - Oyster ad
	4/18/2010	Brochure art		Image on Brochure page		travel guide image
FY 2010						
NY Times Magazine	5/24/2009	Not quite half page 4C	VTC Co-Op	50 States		Eric Coulson - Beach ad
FY 2009						
CANNOT CONFIRM RATES/DATES UNTIL END OF OCTOBER	9/13/09 TBD	Crossword Puzzle Sponsor	Crossword Puzzle	Crossword Puzzle		
	9/20/2009	Not quite half page 4C	VTC Co-Op	50 States		Deborah Pratt - Oyster ad
	5/16/2010	Not quite half page 4C	VTC Co-Op	50 States		Eric Coulson - Beach ad
FY 2010						
Pathfinders Travel	Mar-09	Half Page 4C - Center of Book	VTC Co-Op	Vacation Planning Guide, where to vacation with families		Eric Coulson - Beach ad
FY 2009						
	Sep-09	Half Page 4C - Center of Book	VTC Co-Op	Shoulder Season Vacations, Wine Festivals		Mary Watson DeLauder - Wine ad
	Mar-10	Half Page 4C - Center of Book	VTC Co-Op	Vacation Planning Guide, where to vacation with families		Eric Coulson - Beach ad
FY 2010						
Saveur	Apr-09	Half Page 4C	VTC Co-Op			Deborah Pratt = Oyster
FY 2009						
	Oct-09	Half Page 4C	Buy Down Co-Op			Mary Watson DeLauder - Wine ad
	Apr-10	Half Page 4C	VTC Co-Op			Deborah Pratt = Oyster
FY 2010						
Smithsonian	Apr-09	Half Page 4C	VTC Co-Op PRODUCTION			Gary Carroll = Basket Maker ad
FY 2009						
	Sep-09	Half Page 4C	Buy Down Co-Op PRODUCTION			Mary Watson DeLauder - Wine ad
	Apr-10	Half Page 4C	VTC Co-Op PRODUCTION			Mitch Bowman - Civil War
FY 2010						
Southern Living	May-09	Half Page 4C + lead in front page	VTC Co-Op	Mid Atlantic Living.		Eric Coulson - Beach ad
FY 2009						
	Sep-09	Half Page 4C + lead in front page	VTC Co-Op	Mid Atlantic Living.		Mark Cline - Haunted Museum ad
	May-10	Half Page 4C + lead in front page	VTC Co-Op	Mid Atlantic Living.		Gary Carroll = Basket Maker ad
FY 2010						
Virginia Living	Mar/Apr 09	Full Page 4C	Buy Down Co-Op (3 pgs)			Gary Carroll = Basket Maker ad
CREDIT \$5990 GOES TO MAR/APR 09	May/June 09	Full Page 4C	VTC Only			Eric Coulson - Beach ad
FY 2009						
	Sep/Oct 09	Full Page 4C	VTC Co-Op (spread)			TBD
	Mar/Apr 10	Full Page 4C	Buy Down Co-Op (3 pgs)			Kristina Robertson - Small Town ad
	May/June 10	Full Page 4C	VTC Only			Eric Coulson - Beach ad
FY 2010						
Washington Post Magazine	3/29/2009	Full Page 4C	VTC Co-Op (3 pgs)	Spring Travel Issue		Eric Coulson - Beach ad
FY 2009						
CANNOT CONFIRM RATES UNTIL END OF OCTOBER	9/13/2009	Full Page 4C	VTC Co-Op (3 pgs)	Fall Travel Issue		Mary Watson DeLauder - Wine ad



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FY 2009

3/28/2010

Full Page 4C

VTC Co-Op (3 pgs)

Spring Travel Issue

Eric Coulson - Beach ad



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FY 2009					
GROUP TOUR					
Group Tour Magazine	Mar-09	Half Page 4C	VTC Co-Op	VA itinerary and destination articles	TBD
	Jun-09	Half Page 4C	VTC Co-Op	VA itinerary and destination articles	
FY 2009					
	Sep-09	Half Page 4C	VTC Co-Op	VA itinerary and destination articles	
	Dec-09	Half Page 4C	VTC Co-Op	VA itinerary and destination articles	
	Mar-10	Half Page 4C	VTC Co-Op	VA itinerary and destination articles	
	Jun-10	Half Page 4C	VTC Co-Op	VA itinerary and destination articles	
FY 2010					
Group Travel Planet	May-09	Half Page 4C	VTC Co-Op	Mid-Atlantic Region	
FY 2009					
	Jul-09	1/3P 4C	VTC Only	Attractions	
	Sep-09	Half Page 4C	VTC Co-Op	Virginia	
	Sep-09	Tip On Cover	VTC Only	Virginia	
	Nov-09	1/3P 4C	VTC Only	TBD	
	May-10	Half Page 4C	VTC Co-Op	Mid-Atlantic Region	
	Jul-10	1/3P 4C	VTC Only	Attractions	
FY 2010					
NTA Courier	May-09	Half Page 4C	VTC Only	Spring Meet Issue	
	Jun-09	Half Page 4C	VTC Only	VA State Travel Guide	
FY 2009					
	Nov-09	Half Page 4C	VTC Only	Americas Historic East Trip Planner	
	Jun-10	Half Page 4C	VTC Only	VA State Travel Guide	
FY 2010					
Student Group Tour Magazine	Jan-09	1/2P 4C	VTC Co-Op	student group friendly destinations	
	Apr-09	1/2P 4C	VTC Co-Op	student group friendly destinations	
FY 2009					
	Oct-09	1/2P 4C	VTC Co-Op	student group friendly destinations	
	Apr-10	1/2P 4C	VTC Co-Op	student group friendly destinations	
FY 2010					
Student Youth Traveler	May-09	Half Page 4C	VTC Only	Best of Issue	
FY 2009					
	Sep-09	Half Page 4C	VTC Only	School Year Kickoff	
	May-10	Half Page 4C	VTC Only	Best of Issue	
FY 2010					
Virginia Explorer	Jun-09	Full Page 4C - Back Cover	VTC Only	All Virginia edit	
	Jun-09	1/8P 4C	VTC Only	All Virginia edit	
FY 2009					
	Dec-09	Full Page 4C - Back Cover	VTC Only	All Virginia edit	
	Dec-09	1/8P 4C	VTC Only	All Virginia edit	
	Jun-10	Full Page 4C - Back Cover	VTC Only	All Virginia edit	
	Jun-10	1/8P 4C	VTC Only	All Virginia edit	
FY 2010					



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FY 2009

GROUP TOUR TOTAL FY 2009

GROUP TOUR TOTAL FY 2010



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FY 2009				
MEETINGS & CONVENTIONS				
Black Meetings & Tourism	Feb/Mar 09	Half Page 4C	VTC Co-Op	Black History: Historic Sites & Venues
FY 2009				
REP CONFIRMED RATES WILL HOLD	Aug/Sep 09	Half Page 4C	VTC Only	VA Special Advertising Section
	Feb/Mar 10	Half Page 4C	VTC Co-Op	Black History: Historic Sites & Venues
FY 2010				
Convene	Jan-09	Jr Page 4C	VTC Only	PCMA Annual Meeting issue
FY 2009				
	Sep-09	Half Page 4C	VTC Only	Religious Meetings
	Jan-10	Jr Page 4C	VTC Only	PCMA Annual Meeting issue
FY 2010				
Convention South	Feb-09	Half Page 4C	VTC Co-Op	Reunion Planning guide
	Jun-09	Half Page 4C	VTC Co-Op	SMERF Meetings
FY 2009				
	Aug-09	Half Page 4C	VTC Co-Op	Annual Directory of CVBs
	Jun-10	Half Page 4C	VTC Co-Op	SMERF Meetings
FY 2010				
Meetings Mailer	2/4/2009	HTML e-blast PRODUCTION	VTC Co-Op	
	4/8/2009	HTML e-blast PRODUCTION	VTC Co-Op	
	6/10/2009	HTML e-blast PRODUCTION	VTC Co-Op	
FY 2009				
	8/12/2009	HTML e-blast PRODUCTION	VTC Co-Op	
	9/9/2009	HTML e-blast PRODUCTION	VTC Co-Op	
	10/14/2009	HTML e-blast PRODUCTION	VTC Co-Op	
FY 2010				
Meetings South	May-09	Half Page 4C Tab	VTC Co-Op	Hampton Roads Issue, Historic Places & Properties
FY 2009				
	Aug-09	Half Page 4C Tab	VTC Co-Op	Virginia Meetings Update
	May-10	Half Page 4C Tab	VTC Co-Op	Hampton Roads Issue, Historic Places & Properties
FY 2010				
Meetings & Conventions	Feb-09	Full Page 4C	VTC Co-Op	Virginia Destination Guide
FY 2009				
	Aug-09	Half Page 4C	VTC Co-Op	Virginia Destination Guide
	Feb-10	Full Page 4C	VTC Co-Op	Virginia Destination Guide
	Apr-10	Half Page 4C	VTC Co-Op	Virginia Destination Guide
FY 2010				
Rejuvenate	Apr/May 09	Half Page 4C	VTC Co-Op	City Wide Meetings, Young at Heart



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FY 2009					
	Jun/Jul 09	1/3P 4C		VTC Only	
FY 2009					
	Nov-09	Half Page 4C		VTC Co-Op	Rejuvenate Marketplace Show
	Dec-09	1/3P 4C		VTC Only	
	Apr/May 10	Half Page 4C		VTC Co-Op	City Wide Meetings, Young at Heart
	Jun-10	1/3P 4C		VTC Only	
FY 2010					
SMERF Meetings Journal	Summer 2009	Full Page 4C Integrated		VTC Co-Op	Florida, Virginia, Cruises
FY 2009					
	Summer 2010	Full Page 4C Integrated		VTC Co-Op	Florida, Virginia, Cruises
FY 2010					
Sports Events	Mar-09	Half Page 4C		VTC Co-Op	State of the Industry, Annual trends in sports
FY 2009					
	Dec-09	Half Page 4C		VTC Co-Op	Annual Planners Guide to Sports Friendly CVBs
	Mar-10	Half Page 4C		VTC Co-Op	State of the Industry, Annual trends in sports
FY 2010					
Sports Travel	Oct/Nov	Half Page 4C		VTC Only	State of the Industry, Annual trends in sports
FY 2010					
VirtualMeetingWorld.com	February 2010	Southeast		VTC Only	
FY 2009					
Washington Business Journal	April 2009 TBD	Half Page 4C		VTC Co-Op (1 pg or spread)	
FY 2009					
OCTOBER	TBD	Half Page 4C		VTC Co-Op (1 pg or spread)	
	April 2010 TBD	Half Page 4C		VTC Co-Op (1 pg or spread)	