



VIRGINIA TOURISM CORPORATION
 FY 09-10 GROUP TOUR & MEETINGS CO-OP INFORMATION
 UPDATED: 11.4.2009

*PLEASE NOTE ALL COSTS, SPECS AND DATES ARE SUBJECT TO CHANGE.
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GROUP TOUR

GROUP TOUR MAGAZINE

		ISSUE DATE:	MARCH 2009	JUNE 2009	SEPTEMBER 2009	DECEMBER 2009	MARCH 2010	JUNE 2010
		SPACE DUE:	12/1/2008	12/1/2008	12/1/2008	12/1/2008	12/1/2009	12/1/2009
		MATERIALS DUE:	12/15/2008	3/15/2009	6/15/2009	9/15/2009	12/15/2009	3/15/2010
SIZE:	MECHANICAL SPECIFICATIONS	STANDARD CO-OP	STANDARD CO-OP	STANDARD CO-OP	STANDARD CO-OP	STANDARD CO-OP	STANDARD CO-OP	STANDARD CO-OP
1/2P 4C	7.25" X 4.75" 4C	\$2,850.00	\$2,850.00	\$2,850.00	\$2,850.00	\$2,850.00	\$2,850.00	\$2,850.00
1/3P 4C	2.25" X 9.75" 4C	\$1,900.00	\$1,900.00	\$1,900.00	\$1,900.00	\$1,900.00	\$1,900.00	\$1,900.00
1/6P 4C	2.25" X 4.75" 4C	\$950.00	\$950.00	\$950.00	\$950.00	\$950.00	\$950.00	\$950.00
1/12P 4C	2.25" X 2.25" 4C	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00

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

GROUP TRAVEL PLANET

		ISSUE DATE:	MAY 2009	SEPTEMBER 2009	MAY 2010
		SPACE DUE:	3/23/2009	7/20/2009	3/22/2010
		MATERIALS DUE:	3/27/2009	7/24/2009	3/26/2010
SIZE:	MECHANICAL SPECIFICATIONS	STANDARD CO-OP	STANDARD CO-OP	STANDARD CO-OP	STANDARD CO-OP
1/2P 4C	7" x 4.75" 4C	\$3,465.00	\$3,465.00	\$3,465.00	\$3,465.00
1/3P 4C	4.604" x 4.75" 4C	\$2,665.00	\$2,665.00	\$2,665.00	\$2,665.00
1/6P 4C	2.2083" x 4.3" 4C	\$1,750.00	\$1,750.00	\$1,750.00	\$1,750.00

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STUDENT GROUP TOUR MAGAZINE

		ISSUE DATE:	JANUARY 2009	APRIL 2009	OCTOBER 2009	APRIL 2010
		SPACE DUE:	10/1/2008	10/1/2008	10/1/2008	1/1/2010
		MATERIALS DUE:	10/15/2008	1/15/2009	7/15/2009	1/15/2010
SIZE:	MECHANICAL SPECIFICATIONS	STANDARD CO-OP	STANDARD CO-OP	STANDARD CO-OP	STANDARD CO-OP	STANDARD CO-OP
1/3P 4C	2.25" x 9.75" 4C	\$2,750.00	\$2,750.00	\$2,750.00	\$2,750.00	\$2,750.00
1/6P 4C	2.25" x 4.75" 4C	\$1,100.00	\$1,100.00	\$1,100.00	\$1,100.00	\$1,100.00
1/12P 4C	2.25" x 2.25" 4C	\$550.00	\$550.00	\$550.00	\$550.00	\$550.00

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MEETINGS & CONVENTIONS

BLACK MEETINGS & TOURISM				
ISSUE DATE:		FEB/MAR 2009	MAR/APR 2010	
SPACE DUE:		12/15/2008	1/8/2010	
MATERIALS DUE:		1/5/2009	2/12/2010	
SIZE:	MECHANICAL SPECIFICATIONS	STANDARD CO-OP	STANDARD CO-OP	
Full Page 4C	7-5/8" x 10-7/8" 4C	\$5,606.00	\$5,606.00	
2/3P 4C	4-7/8" x 10" 4C	\$4,319.00	\$4,319.00	
1/2P 4C	7-1/2" x 4-7/8" 4C OR 3-3/4" x 10" 4C	\$3,179.00	\$3,179.00	
1/3P 4C	2-1/2" x 10" 4C OR 7-5/8" x 3-1/4" 4C OR 4-7/8" x 4-1/4" 4C	\$2,002.00	\$2,002.00	
1/4P 4C	4-5/8" x 3-3/4" 4C OR 3-3/4" x 4-5/8" 4C	\$1,490.00	\$1,490.00	
1/6P 4C	4-5/8" x 2-1/2" 4C OR 2-1/4" x 4-7/8" 4C	\$1,114.00	\$1,114.00	

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CONVENTIONSOUTH					
ISSUE DATE:		FEBRUARY 2009	JUNE 2009	AUGUST 2009	JUNE 2010
SPACE DUE:		12/15/2008	4/15/2009	6/15/2009	4/15/2010
MATERIALS DUE:		12/29/2008	4/24/2009	6/24/2009	4/23/2010
SIZE:	MECHANICAL SPECIFICATIONS	STANDARD CO-OP	STANDARD CO-OP	STANDARD CO-OP	STANDARD CO-OP
Full Page 4C	Bleed 9-1/4" X 11-1/8" or Non-Bleed 8-1/8" X 10" 4C	\$3,391.50	\$3,391.50	\$3,391.50	\$3,391.50
2/3P 4C	5" X 9-3/4" 4C	\$2,720.00	\$2,720.00	\$2,720.00	\$2,720.00
1/2P 4C	8-1/8" X 5-3/8" 4C or 5-1/8" X 7-5/8" 4C	\$2,278.00	\$2,278.00	\$2,278.00	\$2,278.00
1/3P 4C	5-1/8" X 5-3/8" 4C or 2-5/8" X 9-3/4" 4C	\$1,844.50	\$1,844.50	\$1,844.50	\$1,844.50

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MEETINGS MAILER							
ISSUE DATE:		FEBRUARY 4, 2009	APRIL 8, 2009	JUNE 10, 2009	AUGUST 12, 2009	SEPTEMBER 9, 2009	OCTOBER 14, 2009
SPACE DUE:		1/5/2009	3/2/2009	5/4/2009	7/6/2009	8/3/2009	9/8/2009
MATERIALS DUE:		1/19/2009	3/23/2009	5/25/2009	7/27/2009	8/24/2009	9/21/2009
SIZE:	MECHANICAL SPECIFICATIONS	BONUS CO-OP	BONUS CO-OP	BONUS CO-OP	BONUS CO-OP	BONUS CO-OP	BONUS CO-OP
Listing in Virginia E-Blast	a. copy as a text file or word document b. all pictures in jpg format (we can always make pictures smaller without loosing quality however we can not make them larger) c. logo d. web site address e. toll free phone number f. e-mail address for client to contact you with questions g. And, a great offer h. send all to design@traveldirectresponse.com	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

*Limit on number of times a partner can participate
 *First come, first served

MEETINGS SOUTH				
ISSUE DATE:		MAY 2009	AUGUST 2009	MAY 2010
SPACE DUE:		3/20/2009	6/19/2009	3/21/2010
MATERIALS DUE:		3/27/2009	6/26/2009	3/28/2010
SIZE:	MECHANICAL SPECIFICATIONS	STANDARD CO-OP	STANDARD CO-OP	STANDARD CO-OP
1/2P 4C Tabloid	10" x 6.5" 4C OR 4-5/8" x 13" 4C	\$4,165.00	\$4,165.00	\$4,165.00
1/4P 4C Tabloid	4-5/8" x 6.5" 4C	\$3,102.00	\$3,102.00	\$3,102.00

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MEETINGS & CONVENTIONS					
ISSUE DATE:		FEBRUARY 2009	AUGUST 2009	FEBRUARY 2010	APRIL 2010
SPACE DUE:		11/10/2008	5/25/2009	11/10/2009	1/10/2010
MATERIALS DUE:		12/26/2008	6/26/2009	12/18/2009	2/19/2010
SIZE:	MECHANICAL SPECIFICATIONS	STANDARD CO-OP	STANDARD CO-OP	STANDARD CO-OP	STANDARD CO-OP
Full Page 4C	8-1/8" x 10" 4C	\$10,730.00	\$10,110.00	\$10,730.00	\$10,110.00
1/2P 4C	8-1/8" x 5-3/8" 4C	\$5,960.00	\$5,620.00	\$5,960.00	\$5,620.00
1/3P 4C	5-1/8" x 5-3/8" 4C	\$3,570.00	\$3,370.00	\$3,570.00	\$3,370.00

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REJUVENATE				
ISSUE DATE:		APR/MAY 2009	NOVEMBER 2009	APR/MAY 2010
SPACE DUE:		2/18/2009	9/16/2009	2/18/2010
MATERIALS DUE:		3/3/2009	10/1/2009	3/3/2010
SIZE:	MECHANICAL SPECIFICATIONS	STANDARD CO-OP	STANDARD CO-OP	STANDARD CO-OP
1/2P 4C	7" x 4.75" 4C	\$2,975.00	\$2,975.00	\$2,975.00
1/3P 4C	4.604" x 4.75" 4C	\$2,270.00	\$2,270.00	\$2,270.00
1/6P 4C	2.2083" x 4.3" 4C	\$1,650.00	\$1,650.00	\$1,650.00

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SMERF MEETINGS JOURNAL			
ISSUE DATE:		SUMMER 2009	SUMMER 2010
SPACE DUE:		6/9/2009	6/10/2010
MATERIALS DUE:		6/18/2009	6/19/2010
SIZE:	MECHANICAL SPECIFICATIONS	STANDARD CO-OP	STANDARD CO-OP
Full Page 4C Integrated	Trim: 8-3/8" x 10-7/8" 4C OR Bleed: 8-5/8" x 11-1/8" 4C OR Non Bleed: 7-7/8" x 10-3/8" 4C E-mail Display ads: 500pi (W) by 175pi (H)	\$6,350.00	\$6,350.00
Full Page 4C	Trim: 8-3/8" x 10-7/8" 4C OR Bleed: 8-5/8" x 11-1/8" 4C OR Non Bleed: 7-7/8" x 10-3/8" 4C	\$2,900.00	\$2,900.00
1/2P 4C Integrated	7-1/8" x 4-3/4" 4C or 4-6/8" x 7-1/4" 4C E-mail Display ads: 500pi (W) by 175pi (H)	\$5,730.00	\$5,730.00

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SPORTSEVENTS				
ISSUE DATE:		MARCH 2009	DECEMBER 2009	MARCH 2010
SPACE DUE:		1/15/2009	10/15/2009	1/15/2010
MATERIALS DUE:		1/26/2009	10/26/2009	1/26/2010
SIZE:	MECHANICAL SPECIFICATIONS	STANDARD CO-OP	STANDARD CO-OP	STANDARD CO-OP
Full Page 4C	8-1/2" x 11" bleed OR 7" x 10" non bleed 4C	\$2,626.50	\$2,626.50	\$2,626.50
2/3P 4C	4-5/8" x 10" 4C	\$2,290.75	\$2,290.75	\$2,290.75
1/2P 4C	7" x 5" 4C OR 4-5/8" x 7-3/8" 4C	\$1,810.50	\$1,810.50	\$1,810.50
1/3P 4C	4-5/8" x 5" 4C OR 2-1/4" x 10" 4C	\$1,593.75	\$1,593.75	\$1,593.75

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WASHINGTON BUSINESS JOURNAL				
ISSUE DATE:		APRIL 3, 2009	SEPTEMBER 11, 2009	MARCH 2010
SPACE DUE:		3/2/2009	8/3/2009	2/19/2010
MATERIALS DUE:		3/9/2009	8/10/2009	2/26/2010
SIZE:	MECHANICAL SPECIFICATIONS	STANDARD CO-OP	STANDARD CO-OP	STANDARD CO-OP
1/2P 4C	10.3" x 6.75" 4C	\$2,970.00	\$2,970.00	\$3,585.00
1/4P 4C	5" x 6.75" 4C	\$1,815.00	\$1,815.00	\$1,815.00
1/8P 4C	5" x 3.25" OR 2.5" x 6.75" 4C	\$1,025.00	\$1,025.00	\$1,025.00

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