BCF BOOM YOUR BRAND.

VIRGINIA TOURISM CORPORATION
FY 2009-2010 GROUP TOUR MEDIA PLAN
UPDATED: 10.06.08

				CY 09												CY 10					
				FY 09						FY 10											
GROUP TOUR				**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
GROUP TOUR MAGAZINE	CO-OP	HALF PAGE 4C	VA SECTION			MARCH			JUNE			SEPTEMBER			DECEMBER			MARCH			JUNE
GROUP TRAVEL PLANET	CO-OP, VTC ONLY	1/2P 4C, 1/3P 4C	FF, RHR CO-OP					MAY		JULY		SEPTEMBER		NOVEMBER						MAY	
NTA COURIER	VTC ONLY	HALF PAGE 4C	FF, RHR					MAY	JUNE					NOVEMBER							JUNE
STUDENT GROUP TOUR	CO-OP	HALF PAGE 4C	TBD (MA OR SE)	JANUARY			APRIL						OCTOBER						APRIL		
STUDENT YOUTH TRAVELER	VTC ONLY	HALF PAGE 4C	FF, RHR					MAY				SEPTEMBER								MAY	
VIRGINIA EXPLORER	VTC ONLY	FP4C, 1/8P 4C	BACK COVER						JUNE						DECEMBER						JUNE

VIRGINIA TOURISM CORPORATION
FY 2009-2010 MEETINGS & CONVENTIONS MEDIA PLAN
UPDATED: 08.07.08

				CY 09												CY 10					
				FY 09						FY 10											
MEETINGS & CONVENTIONS				**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
BLACK MEETINGS & TOURISM	CO-OP, VTC ONLY	HALF PAGE 4C	RHR, EDIT		FEBRUARY/MARCH						AUGUST/SEPTEMBER						FERUARY/MARCH				
CONVENE	VTC ONLY	JR PAGE, 1/2P4C	PCMA, FF, RHR	JANUARY								SEPTEMBER				JANUARY					
CONVENTION SOUTH	CO-OP	HALF PAGE 4C	VARIOUS		FEBRUARY				JUNE		AUGUST										JUNE
MEETINGS & CONVENTIONS	CO-OP	FP4C, 1/2P 4C	VA DEST GUIDE		FEBRUARY						AUGUST						FEBUARY		APRIL		
MEETINGS MAILER	CO-OP	E-BLAST	E-BLAST		4		8			10	12	9	14								
MEETINGS SOUTH	CO-OP	1/2P 4C TAB	HR, VA CO-OPS					MAY			AUGUST									MAY	
REJUVENATE	CO-OP, VTC ONLY	1/2P4C, 1/3P 4C	CO-OP, FF, RHR				APRIL/MAY		JUNE/JULY					NOVEMBER	DECEMBER				APRIL/MAY		JUNE
SMERF MEETINGS JOURNAL	CO-OP	FULL PAGE 4C	CO-OP, PG 7						SUMMER												SUMMER
SPORTS EVENTS	CO-OP	HALF PAGE 4C	CO-OP			MARCH									DECEMBER			MARCH			
SPORTS TRAVEL	VTC ONLY	HALF PAGE 4C	TEAMS										OCTOBER/NOVEMBER								
VIRTUALMEETINGWORLD.COM	CO-OP	BOOTH	SOUTHEAST			MARCH 2009-FEBRUARY 2010															
WASHINGTON BUSINESS JOURNAL	CO-OP	HALF PAGE 4C	CO-OP, RHR				3					11							APR TBD		

(IN) = INTERNET

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