BOOM YOUR BRAND.

VIRGINIA TOURISM CORPORATION
FY 11-12 MASTER MEDIA PLAN
UPDATED: 9.28.10

LIFESTYLE/GENERAL			
MEDIA PARTNER	**AD TYPE**	**VTC AD UNIT**	**SECTION**
AFRICAN AMERICAN NEWSPAPERS	VTC ONLY	HALF PAGE 4C	FF, RHR
ARRIVE MAGAZINE	VTC CO-OP SPECIAL SECTION	FP4C	VTC CO-OP
BALTIMORESUN.COM (WEB)	VTC CO-OP	ADVERGAME	LIFESTYLE, LOCAL NEWS, CONTESTS
	VTC CO-OP	E-BLAST	VTC CO-OP E-BLAST
BLUE RIDGE COUNTRY	VTC ONLY	FP4C	BACK COVER, PREMIUM
BLUE RIDGE COUNTRY (WEB)	VTC ONLY	SKYSCRAPER	ROS
GOOD HOUSEKEEPING	VTC CO-OP	FP4C	FAMILY TRAVEL, FESTIVAL FINDER, ESCAPE ORDINARY
EBRAINS LEAD GENERATION (WEB)	VTC CO-OP	LEAD GENERATION	VA, DC, MD, PA, NY, DE, OH, WV, NC, TN
LEISURE FAMILY INSERT	VTC CO-OP	HP 4C	VTC CO-OP
LEISURE SPRING NP INSERT	VTC CO-OP	2 PAGES	VTC CO-OP
MADDEN MEDIA CEO (WEB)	VTC CO-OP	VARIOUS ONLINE	TRIP ADVISOR, TIME INC, USATODAY.COM
MEREDITH WOMENS NETWORK (WEB)	VTC ONLY	VARIOUS ONLINE	PARENTS.COM, LADIESHOMEJOURNAL, BETTERHOMES, FITNESS
NY TIMES MAGAZINE	VTC CO-OP SPECIAL SECTION	AD & ADVERTORIAL	T: TRAVEL
SOUTHERN LIVING	VTC CO-OP SPECIAL SECTION	HP4C AND LEAD IN	MID ATLANTIC
SPIRIT MAGAZINE	VTC CO-OP SPECIAL SECTION	FP4C	YOUR ADVENTURE IN VA
VIRGINIA LIVING	VTC CO-OP	FP 4C	VTC CO-OP
WASHINGTONPOST.COM (WEB)	VTC ONLY	VARIOUS ONLINE	LIFESTYLE, ROS, BEHAVIORAL TARGETING
	VTC CO-OP	E-BLAST	VTC CO-OP E-BLAST
WORKING MOTHER	VTC ONLY SPECIAL SECTION	FP4C SPREADVERTORIAL	VTC SPECIAL SECTION
WORLD NOW (WEB)	VTC CO-OP	VARIOUS ONLINE	NEWS WEBSITES

TRAVEL			
MEDIA PARTNER	**AD TYPE**	**VTC AD UNIT**	**SECTION**
AAA WORLD	VTC CO-OP	FP4C	CIVIL WAR, CO-OP
BUDGET TRAVEL MAGAZINE	VTC CO-OP	FP4C	VTC CO-OP
BT GIRLFRIEND GETAWAYS	VTC CO-OP	FP4C	GIRLFRIEND GETAWAYS VTC CO-OP
BUDGET TRAVEL (WEB)	VTC ONLY	VARIOUS	FAMILY TRAVEL, ROS
	VTC CO-OP	E-NEWSLETTER	EXCLUSIVE E-MAIL ALERTS
PATHFINDERS TRAVEL	VTC CO-OP	HP4C	VTC CO-OP
SHERMANS TRAVEL (WEB)	E-NEWSLETTER CO-OP	E-NEWSLETTER	VTC CO-OP
VIRGINIA TRAVEL GUIDE	SPONSORSHIP OF TRAVEL GU	SPONSOR	VTC CO-OP

OUTDOOR/RECREATION			
MEDIA PARTNER	**AD TYPE**	**VTC AD UNIT**	**SECTION**
BLUE RIDGE OUTDOORS	VTC ONLY, CO-OP	FP4C, PROMOS	CO-OPS, RELEVANT EDIT
IEXPLORE (WEB)	VTC ONLY	VARIOUS ONLINE	US TRAVEL CONTENT
	VTC CO-OP	E-BLAST	VTC CO-OP E-BLAST
VIRGINIA GOLF GUIDE	SPONSORSHIP OF TRAVEL GU	SPONSOR	VTC CO-OP

EPICURE/WINE			
MEDIA PARTNER	**AD TYPE**	**VTC AD UNIT**	**SECTION**
FLAVOR MAGAZINE	VTC CO-OP	FP4C	VTC CO-OP
SAVEUR	VTC CO-OP	HP 4C	VTC CO-OP
VIRGINIA WINE LOVER	VTC CO-OP	FP 4C	VTC CO-OP

HERITAGE/CULTURE			
MEDIA PARTNER	**AD TYPE**	**VTC AD UNIT**	**SECTION**
HISTORY CHANNEL MAGAZINE	VTC CO-OP SPECIAL SECTION	FP 4C	VTC CO-OP
	E-NEWSLETTER CO-OP	E-NEWSLETTER	VTC CO-OP
LEISURE HERITAGE INSERT	VTC CO-OP	HP 4C	VTC CO-OP

BROADCAST			
STATIONS	**AD TYPE**	**VTC AD UNIT**	**GEO-TARGET**
VIRGINIA ASSOC. OF BROADCASTERS	VTC ONLY	:30 TV & RADIO	VIRGINIA ONLY

OUTDOOR CAMPAIGNS			
COMPANY	**AD TYPE**	**VTC AD UNIT**	**GEO-TARGET**
VA OUTDOOR ASSOC.	VTC ONLY	BILLBOARDS/POSTERS	VIRGINIA ONLY

VIRGINIA MOBILE		
MOBILE	**AD TYPE**	
VIRGINIA2GO.COM	MOBILE SITE	
IPHONE APP	APP	

GROUP TOUR			
MEDIA PARTNER	**AD TYPE**	**VTC AD UNIT**	**SECTION**
DESINATIONS MAGAZINE	VTC CO-OP	HP 4C	RELEVANT EDITORIAL/VA EDITORIAL
GROUP TOUR MAGAZINE	VTC CO-OP	HP 4C	VA EDITORIAL
GROUP TRAVEL LEADER	VTC CO-OP	HP 4C	FIRST HALF OF BUYERS GUIDE/VA EDITORIAL
GROUP TRAVEL PLANET	VTC CO-OP	HP 4C	VA EDITORIAL
LEISURE GROUP TRAVEL	VTC CO-OP	HP 4C	WITHIN VA EDITORIAL/RELEVANT EDITORIAL
STUDENT GROUP TOUR	VTC CO-OP	HP 4C	MID-ATLANTIC
VIRGINIA GROUP TOUR GUIDE	SPONSORSHIP OF TRAVEL GU	SPONSOR	VTC CO-OP

MEETINGS & CONVENTIONS			
MEDIA PARTNER	**AD TYPE**	**VTC AD UNIT**	**SECTION**
BLACK MEETINGS & TOURISM	VTC ONLY	FP 4C	RELEVANT EDITORIAL
CONNECT	VTC CO-OP	HP 4C, 1/3 4C	RELEVANT EDITORIAL
CONVENTION SOUTH	VTC CO-OP	HP 4C	WITHIN FEATURE EDITORIAL
CONVENTIONPLANIT.COM	VTC ONLY & CO-OP	VARIOUS	CONVENTIONPLANIT.COM/ EMAIL BLAST
MEETINGS SOUTH	VTC CO-OP	HP 4C	VIRGINIA; HAMPTON ROADS
MEETINGS & CONVENTIONS	VTC CO-OP	HP 4C; FP 4C	VA FEATURE, VA ADVERTORIAL, DESTINATION GUIDE
REJUVENATE	VTC CO-OP	HP 4C, 1/3 4C	RELEVANT EDITORIAL
RELIGIOUS CONFERENCE MANAGER	VTC CO-OP	HP 4C	RELEVANT EDITORIAL
SPORTSEVENTS	VTC CO-OP	HP 4C	FF,RHR
WASHINGTON BUSINESS JOURNAL	VTC CO-OP	HP 4C	HOSPITALITY
WASHINGTON BUSINESS JOURNAL WEB	VTC ONLY	WEBSITE SPONSORSHIP	HOSPITALITY SECTION OF WEBSITE (1 WEEK)
VIRGINIA M&C GUIDE	SPONSORSHIP OF TRAVEL GU	SPONSOR	VTC CO-OP

TRADE EVENTS			
EVENT NAME	**LOCATION**	**DATE**	
FRATERNAL EXEC. ASSN	BELLEVUE, WA	7/7-7/10	
VACVB QUARTERLY MEETING	TBD	TBD	
NATIONAL MOTORCOACH NETWORK	TBD	TBD	
CONNECT MARKETPLACE	LOUISVILLE, KY	8/12-8/15	
AMERICAN SOCIETY OF ASSN. EXEC.	LOS ANGELES, CA	8/21-8/24	
GOING ON FAITH TRAVEL CONF.	JOPLIN, MO	8/24-8/26	
STUDENT YOUTH TRAVEL ASSN.	SACRAMENTO, CA	8/27-8/30	
AFFORDABLE MEETINGS	WASHINGTON DC	9/8-9/9	
PROF. FRATERNITY ASSOC.	LEXINGTON, KY	9/12-9/15	
VA. SOCIETY OF ASSN. EXEC. FALL MARK	RICHMOND, VA	10/7/2010	
TEAMS CONFERENCE	CHARLOTTE, NC	10/19-10/23	
VACVB QUARTERLY MEETING	TBD	TBD	
NTA CONVENTION	MONTREAL QUEBEC	11/13-11/17	
AAA CAROLINA SHOW	CHARLOTTE, NC	11/19-11/20	
NEW JERSEY MOTORCOACH SHOW	ATLANTIC CITY, NJ	TBD	

(WEB)= ONLINE
(AA)= AFRICAN AMERICAN

VTC ONLY
STANDARD CO-OP
BUY DOWN