

Newport County Convention and Visitors Bureau Co-op Advertising Opportunities 2009/2010



The Newport County Convention and Visitors Bureau invites your participation in the 2009/2010 schedule of co-operative advertising opportunities.

When supplying your material for any of these campaigns, please include the following:

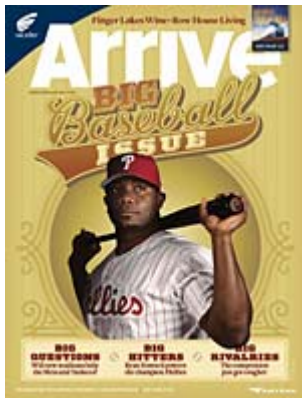
- 50 words text copy (maximum)
- One high-resolution image (300dpi)
- Special offer or package details including validity dates, blackout periods, and conditions.*
- If not a lodging property, please include a description of business, special tours, etc...
- Call to action consisting of phone number and website.

*Advertisers are encouraged to supply a package valid for 6 months from the date the campaign appears.

Production of your advertisement and the supply of proofs are fully included in the cost of your ad.

Print Opportunities

Arrive Magazine – Full page full color co-ops, 3 times a year



Arrive is Amtrak's onboard bi-monthly magazine for business and pleasure travelers you regularly ride the rails along the Northeast Corridor. There are 200,000 copies printed of each issue and the ad will have FULL DISTRIBUTION on all Amtrak trains in the northeast. This ranges from Newport News, VA to Harrisburg, PA, Buffalo and Syracuse, NY up to Boston, MA and everywhere in between. In total there are approximately 8.89 readers per copy of the magazine which equals out to 1,778,839 adult readers per issue. A full page of editorial will accompany each ad.

Cost: \$11,250 per issue total, \$2080 per partner per issue.

Partners: 4 per issue

Insertion Date: Sept/Oct2009

Focus: fall mid-week getaways

Booking and Material Deadline: 7/28/2009

Insertion Date: Jan/Feb 2010

Focus: Winter Escapes

Booking and Material Deadline: 11/24/2009

Insertion Date: March/April 2010

Focus: Spring Lodging

Booking and Material Deadline: 1/26/2010

Preservation Magazine – Full page full color co-ops, 2 times a year.



Preservation magazine has more than 450,000 readers per issue, whose average age is 61, and refer to the magazine for historical travel ideas. Their average income is \$184,000, and with an average of 6.8 overnight trips a year, they enjoy visiting diverse historic downtown communities all across the country.

We will place a full page co-op ad in their special Historic Winter Getaways section and also in their March/April issue.

Cost: \$4,000 per issue total, \$1,400 per partner per issue.

Partners: 2 per issue

Insertion Date: Nov/Dec 2009

Focus: Winter escapes

Booking and Material Deadline: 9/24/2009

Insertion Date: March/April 2010

Focus: Spring lodging campaign

Booking and Material Deadline: 1/23/2010

On-line Opportunities

Yankee's Travel Exclusive e-mail – 3 Full e-mail blasts



YankeeMagazine.com engages an active community of New Englanders and visitors with dynamic content, editorial authority and user-friendly tools that bring the region to life on-line. YankeeMagazine.com delivers your brand message and experience to our community to increase your results. The Yankee's Travel Exclusive e-mail has a bi-weekly distribution of 9,000. The content of the e-mail will be exclusive to Newport County, RI and must offer a special travel offer.

Cost: \$2800 per e-mail total, \$600 per partner per e-mail.

Partners: 4 per e-mail

Insertion Date: 11/4/2009

Focus: Winter Escapes

Booking and Material Deadline: 10/21/2009

Insertion Date: 1/20/2009

Focus: Romantic Getaways

Booking and Material Deadline: 1/5/2010

Insertion Date: 3/3/2010

Focus: Spring Lodging

Booking and Material Deadline: 2/17/2010

Boston.com Traveler e-mail – 3 full e-mails

Travel deals, offers, and information from premium travel advertisers. 100% Permission Based: E-mails are only received by people who opt in; if they don't ask for them, they don't get them. The circulation is currently 66,580.

Cost: \$2500 total per e-mail, \$500 per partner per e-mail.

Partners: 4 per e-mail

Insertion Date: TBD

Focus: Winter Escapes

Insertion Date: TBD

Focus: Romantic Packages

Insertion Date: TBD

Focus: Spring Lodging

New York Times Great Getaways – 1 full co-op e-mail

Great Getaways is the most popular ad-only e-mail at the NYT. It goes out daily to 413,000 double opt-in subscribers. The subscribers have signed up strictly to see the ads and there is proven ROI because of this.

Cost: \$11,250 total per e-mail, \$2,250 per partner per e-mail

Partners: 4

Insertion Date: TBD in March 2010

Focus: Spring Lodging Packages

For more information or to participate, please contact Annie Everson, Advertising and Marketing Manager at 845-9138 or AEverson@GoNewport.com.