

THE WEST'S BEST

Promotional Mailers

TRAVEL 2004

Month	Audience	Quantity	Subscriber Lists Used	Rates	Mailer Format	Matls. Due
APRIL	Travelers Residing in the Los Angeles Metro Area	20,000	National Travel Magazines	1/2: \$1,975 Full: \$3,750	4-Color, 8-Panel Accordion-Fold with Envelope	4/2/04
MAY	Meeting Planners Who Book in the West	15,000	Nation's Top Meeting Magazines with selects for states / facilities	1/2: \$1,975 Full: \$3,750	4-Color, 8-Panel Accordion-Fold with Envelope	4/16/04
JUNE	Travelers Residing in the San Francisco Bay Area	20,000	National Travel Magazines	1/2: \$1,975 Full: \$3,750	4-Color, 8-Panel Accordion-Fold with Envelope	5/20/04
JULY	Ultra-High Income Travelers residing in LA communities	20,000	National Travel and Lifestyle Magazines, by 5-digit zip codes	2-Page Spread: \$3,750	LUXURY: 4-Color, 16-Page, Digest-Sized, Self-Mailer	6/18/04
AUGUST	Travelers Residing in the San Francisco Bay Area	20,000	National Travel Magazines	1/2: \$1,975 Full: \$3,750	4-Color, 8-Panel Accordion-Fold with Envelope	7/20/04
AUGUST	Travelers Residing in the Los Angeles Metro Area	20,000	National Travel Magazines	1/2: \$1,975 Full: \$3,750	4-Color, 8-Panel Accordion-Fold with Envelope	7/20/04
SEPTEMBER	Meeting Planners Who Book in the West	15,000	Nation's Top Meeting Magazines with selects for states / facilities	1/2: \$1,975 Full: \$3,750	4-Color, 8-Panel Accordion-Fold with Envelope	8/20/04
OCTOBER	Travelers Residing in the San Joaquin Valley Area	20,000	National Travel Magazines	1/2: \$1,975 Full: \$3,750	4-Color, 8-Panel Accordion-Fold with Envelope	9/17/04
OCTOBER	Upscale Females residing in New York City communities	20,000	National Women's Magazines	1/2: \$1,975 Full: \$3,750	4-Color, 8-Panel Accordion-Fold with Envelope	9/17/04
NOVEMBER	Skiers Residing in Southern California	20,000	National Ski Magazines	1/2: \$1,975 Full: \$3,750	4-Color, 8-Panel Accordion-Fold with Envelope	10/15/04
NOVEMBER	Skiers Residing in Northern California	20,000	National Ski Magazines	1/2: \$1,975 Full: \$3,750	4-Color, 8-Panel Accordion-Fold with Envelope	10/15/04
NOVEMBER	Upscale Females Residing in San Francisco / nearby counties	20,000	National Women's Magazines	1/2: \$1,975 Full: \$3,750	4-Color, 8-Panel Accordion-Fold with Envelope	10/15/04
NOVEMBER	Ultra-High Income Travelers residing in LA communities	20,000	National Travel and Lifestyle Magazines, by 5-digit zip codes	2-Page Spread: \$3,750	LUXURY: 4-Color, 16-Page, Digest-Sized, Self-Mailer	10/15/04
DECEMBER	Travelers Residing in the San Joaquin Valley Area	20,000	National Travel Magazines	1/2: \$1,975 Full: \$3,750	4-Color, 8-Panel Accordion-Fold with Envelope	11/9/04