

# Fun, Excitement and Relaxation in Myrtle Beach



Spring and Summer  
e-mail editions



Myrtle Beach E-mail Blast to 50,000 newsobserver.com Registered Users

SAMPLE

- Feature your destination in this E-mail Blast targeting Triangle area residents who are only three hours away from Myrtle Beach.
- Increase your Web traffic.
- Target your advertising message.
- Promote your Spring and Summer specials and getaways.
- Ad placement will be determined on a first come, first served basis.

**Delivery Dates: April 14 & June 23**

**Deadlines: April 8 & June 17**

**Cost: \$350/blast; Only \$600 for both dates**

**Delivered: High income ZIP codes within the Triangle**

Take advantage of both Myrtle Beach  
Spring & Summer campaigns for only  
**\$600**

- Myrtle Beach is the No. 1 local destination among Raleigh-Durham DMA adults.
- Nearly 25% of all Raleigh-Durham DMA adults visited Myrtle Beach in the last 12 months
- 55% of Myrtle Beach visitors from the Raleigh-Durham DMA have children at home.

~Scarborough Research, Raleigh-Durham DMA, October 2007-September 2008.

Despite current economic conditions and lagging consumer confidence, the forecast shows that half (48%) of all respondents stated they were not planning any changes to their future travel plans as result of the recent turmoil in the financial markets. Consumers are likely to plan and purchase leisure trips differently with the pursuit of a "good value" as the primary reason why. Three quarters (76%) "expect to book a packaged vacation to save money" and six out of ten (58%) "plan to comparison shop for prices and rates specifically on the Internet."

Source: Travel Industry Association (TIA), 10-31-2008

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