

travel & adventures

2011-2012



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Based on a 12 month campaign

- Feature your destination in this monthly shared e-mail blast.
- Keep users up-to-date about YOUR travel destination.
- Drive monthly traffic to your destination Web site.
- Feature monthly offers, specials, etc.
- 12 month campaign
- Space limited to 24 advertisers per month.
- Campaign includes your choice of month to be one of the two feature advertisers. Based on first come, first served basis.

e-mail blast specifications for:

- advertiser spotlight** - 40 words of copy (no headline)
- phone number
 - active link to Web site
 - 1 image

- regular advertisers** - 20 words of copy (no headline)
- phone number
 - active link to Web site
 - 1 image

delivery date

Thurs. March 24
Thurs. April 28
Thurs. May 26
Thurs. June 23
Thurs. July 28
Thurs. Aug 25
Thurs. Sept 29
Thurs. Oct 27
Wed. Nov 23
Wed. Dec 28
Thurs. Jan 26
Thurs. Feb 23

copy changes

Mon. March 14
Mon. April 18
Mon. May 16
Mon. June 13
Mon. July 18
Mon. Aug 15
Mon. Sept 19
Mon. Oct 17
Mon. Nov 14
Mon. Dec 19
Mon. Jan 16
Mon. Feb 13

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