

travel & adventures

2011-2012



Featured Travel Shared E-mail Blast

Will go out to 25,000+ newsobserver.com registered users every month.

<p>SOUTHERN SHORES REALTY</p> <p>For over 50 years, Southern Shores Realty has provided Outer Banks visitors with courteous, and dependable service. With over 600 affordable weekly rental properties you're sure to find the perfect spot for your next vacation.</p> <p>800.334.1000 www.southernshores.com</p> <p>Book your 2010 vacation NOW!</p>	<p>CAPTAIN STACY FISHING CENTER</p> <p>NC's finest charter & head boat fishing service, offering sport and bottom fishing. Full, half day & 24 hour trips.</p> <p>800.533.9417 www.CaptStacy.com</p> <p>Season Discount Packages!</p>
---	--

<p>SHELL ISLAND</p> <p>Cape Fear Kite Festival at Shell Island! Enjoy an exceptional kite with a front row seat to a sky filled with colorful kites.</p> <p>800.680.6765 www.shellisland.com</p> <p>Call for \$109 "Kite Festival Rate"!!!</p>	<p>BOONE, NC</p> <p>South Of The High Country Drive is the heart of the High Country but when you want to discover the real, travel the Back Roads. Directions and downloadable CD are online!</p> <p>800.699.5057 www.HighCountryBackRoads.com</p> <p>Click here for Free CD</p>	<p>LAKE LURE & THE BLUE RIDGE FOOTHILLS</p> <p>Experience AUTUMN FALLS</p> <p>Our trees think fall goes into November. So we play along. Experience the Autumn Peak of Lake Lure and the Blue Ridge Foothills.</p> <p>800.849.5998 www.AutumnFalls.com</p> <p>Visit and Stay</p>
---	--	---

<p>WEST JEFFERSON</p> <p>Visit West Jefferson for a Hometown Christmas and Choose and Cut Christmas Trees. 2009 Season begins November 23 through December 31.</p> <p>1.866.697.0003 www.westjefferson.org</p> <p>Enjoy holidays in West Jefferson!</p>	<p>MAST GENERAL STORE</p> <p>Warm up by the pelletized stove and browse clothes that will meet everything you need for the weekend and holiday.</p> <p>828.563.6511 www.mastgeneralstore.com</p> <p>Live in anyone's must visit!</p>	<p>BLUEWATER GMAC</p> <p>It's time to vacation! (Offpeak prices are here for our entire inventory of over 800 rentals throughout the Coast!</p> <p>800.849.5998 www.bluewater.com</p>
--	---	--

<p>SHERATON ATLANTIC BEACH</p> <p>Temperatures are cooling off but our discounts are HOT! Enjoy a beautiful Thanksgiving with our extensive buffet brunch. Hang in the New Year with an ALL-INCLUDES package for less.</p> <p>800.624.8875 www.sheratonatlanticbeach.com</p> <p>NEW YEARS EVE PARTY \$248</p>	<p>CHIMNEY ROCK</p> <p>Print & bring this ad to our Old Rock Cafe for 15% off your food order of \$5 or more.</p> <p>800.277.9611 chimneyrock.com</p> <p>Fabulous Fall Color!</p>
--	--

only \$190.00 per month

Based on a 12 month campaign

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

30 day cancellation notice and previous months rebilled at \$225 monthly rate.



To advertise, contact your Account Executive or Robert Ball
 Melanie France • 919-812-2234 or 800-849-5839 • melanie.france@newsobserver.com
 Harry Preddy • 252-728-4646 or 800-849-5235 • harry.preddy@newsobserver.com
 Leila Tabatabai • 910-508-1940 • leila.tabatabai@newsobserver.com
 Robert Ball • 919-836-5742 • robert.ball@newsobserver.com