

07/15/11	8/1/11	regl	fall	DM	direct mail		Fall DIRECT MAIL - CO/TX/KS/OK/MO
TOTAL FALL DIRECT MAIL							
08/01/11	8/15/2011	CO	fall	elec	5280 Steals & Deals	eblast	Front Range
08/24/11	9/1/11	natl	fall	elec	Colorado.com	photo/text	Sept IS e-blast
07/20/11	8/1/11	natl	Fall	Elec	DiscoverColorado.com	August Skemail	18,000 + subscribers confirm dates
07/25/11	8/4/11	regl	fall	Elec	Dunhill Vacations	Tvl Flash - HTML Postcard	Custom blast to OK, KS, CA, TX, CO
07/27/11	7/27/11	natl	fall	Elec	Dunhill Vacations	TTV	5+ million subscribers
08/21/11	8/24/11	natl	fall	Elec	Dunhill Vacations	TTV	5+ million subscribers
09/01/11	9/7/11	natl	fall	Elec	Dunhill Vacations	TTV	2.4 million + subscribers
08/09/11	8/16/11	natl	fall	elec	Elevation Outdoors e-bl	August e-blast	List of 6,500+
09/05/11	9/13/11	natl	fall	elec	Elevation Outdoors e-bl	September e-blast	List of 6,500+
07/22/11	8/2/11	natl	fall	Elec	E-Tvl Mkt/Tvl Agt Promo		100,000+ travel agents - monthly blast
08/26/11	9/6/11	natl	fall	Elec	E-Tvl Mkt/Tvl Agt Promo		100,000+ travel agents - monthly blast
09/24/11	10/4/11	natl	fall	Elec	E-Tvl Mkt/Tvl Agt Promo		100,000+ travel agents - monthly blast
07/09/11	7/19/11	natl	fall	Elec	InstaCom Tvl Agents	Tvl Agt Eblast	105,000 travel agents- monthly blast
07/15/11	07/19/11	natl	fall	Elec	InstaCom Tvl Agents	Tvl Agt Eblast	105,000 travel agents- monthly blast
08/06/11	8/26/11	natl	fall	Elec	InstaCom Tvl Agents	Tvl Agt Eblast	105,000 travel agents- monthly blast
09/10/11	9/20/11	natl	fall	Elec	InstaCom Tvl Agents	Tvl Agt Eblast	105,000 travel agents- monthly blast
08/01/11	8/1/11	regl	fall	Elec	KC.com e-blast	HTML	Fall 150,000
07/27/11	7/28/11	regl	fall	Elec	Media Spade - BOGO	HTML	Regional September Splendor
08/15/11	8/17/11	regl	fall	Elec	Media Spade - BOGO	HTML	Regional hunters (100,000 total)
08/18/11	8/19/11	CO	fall	Elec	Media Spade - BOGO	HTML	Colorado September Splendor
07/03/11	7/14/11	natl	fall	Elec	MntnGetaways.com	Title Sponsor	140,000+ subscribers
07/22/11	8/4/11	natl	fall	Elec	MntnGetaways.com	Title Sponsor	140,000+ subscribers
08/20/11	9/1/11	regl	fall	Elec	Texas Monthly	photo & text	E-newsletters Trip Planner
08/31/11	9/5/11	CO	fall	inet	Denver Post	iPad 728x90	120k impressions Colorado
08/20/11	9/1/11	natl	fall	Inet	Elevation Outdoors onlir	med rect	Sept
03/20/11	4/1/11	regl	fall	Inet	Game & Fish	HTML	728x90 300x250 160x600 banners fishing-360,000 impressions A
07/05/11	7/15/11	regl	fall	Inet	Game & Fish	HTML	728x90 300x250 160x600 banners fishing 160,000 impressions J
09/05/11	09/15/11	regl	fall	Inet	Game & Fish	HTML	728x90 300x250 160x600 banners fishing-160,000 impressions J
08/01/11	8/1/11	natl	fall	Inet	MntnGetaways.com	banners	total buy \$10,000 split 3 seasons
07/18/11	7/25/11	regl	fall	inet	Time Warner Texas Bar	web banners	partner sites...Yahoo, Bing, MSN and more
TOTAL FALL INTERNET/E-COMMUNICATION							
06/01/11	8/1/2011	CO	fall	print	5280 Mag	1/4 page	Front Range
07/07/11	9/1/11	CO	fall	print	AAA Colorado Encomp	1/3 p 4C	5% increase from 09
05/25/11	9/1/11	natl	fall	print	AARP Fall	1/6 p4C	Texas Edition

05/24/11	8/1/11	natl	fall	print	American Cowboy	1/6 p4C	destination guide section
07/21/11	10/1/11	natl	fall	print	American Cowboy	1/6 P4C	destination guide section
07/01/11	8/1/11	regl	fall	print	Austin Monthly Magazin	1/2 p V 4C	August issue value ad tvl page austinmo.com
08/01/11	9/1/11	CO	fall	print	Elevation Outdoors	1/2 V 4C	Colorado Outdoor Rec Mag
07/27/11	9/1/11	natl	fall	print	Frontier/Wild Blue Yond	1/3 p 4C	printed every other month
08/01/11	10/1/11	natl	fall	print	Group Tour Magazine	1/3 p 4c	fall quarterly
07/27/11	10/1/11	regl	fall	print	High Country Anglers M	Full p 4C	fall quarterly
06/29/11	8/1/11	regl	fall	print	KC Spaces Magazine	2/3 4.833x9.721	August
09/01/11	9/1/11	regl	fall	print	Mountain Flyer	FP 4C	qtrly issue
06/01/11	8/1/11	regl	fall	print	Oklahoma Magazine	1/2 p 4C	August issue
07/01/11	8/1/11	CO	fall	print	PEAK Region Cyclist	full page	5 issues May, June, July, Aug & Sept
08/01/11	9/1/11	CO	fall	print	PEAK Region Cyclist	full page	5 issues May, June, July, Aug & Sept
05/15/11	7/1/11	natl	fall	print	SkyWest Inflight UAL	1/6 page	July/Aug Budget Friendly editorial; get aways
06/03/11	8/1/11	natl	fall	print	True West Mag	Full p 4C	promote SeptSplendorintheRockies
07/10/11	8/1/11	regl	fall	print	Tulsa People	1/6 page	booked AprMayJuneJulAugOct
TOTAL FALL PRINT							
09/01/11	9/8/11	CO	fall	radio	KOA/KVOR	Wed-Fri	Fall RADIO 9/8-10; 9/15-18 DEN and COS
TOTAL FALL RADIO							
GRAND TOTAL FALL							
04/20/11	5/5/11	regl	smmr	DM	direct mail		Summer DIRECT MAIL-CO/TX/KS/OK/MO
TOTAL SUMMER DIRECT MAIL							
05/29/11	6/10/2011	CO	smmr	elec	5280 Steals & Deals	eblast	Front Range
07/01/11	7/14/2011	CO	smmr	elec	5280 Traveler	eblast	Front Range
06/03/11	6/8/11	CO	smmr	elec	Colorado Parent	10 e-news sponsorships	\$90/week for 10 weeks
06/24/11	7/1/11	natl	smmr	elec	Colorado.com	photo/text	July OOS e-blast
06/24/11	7/1/11	natl	smmr	elec	Colorado.com	photo/text	July IS e-blast
07/12/11	7/19/11	natl	smmr	elec	Competitor Mag	eblast sponsor	300x100 x6 weeks
05/09/11	5/16/11	natl	smmr	Elec	DiscoverColorado.com	May Skemail	18,000 + subscribers confirm dates
06/09/11	6/16/11	natl	smmr	Elec	DiscoverColorado.com	June Skemail	18,000 + subscribers confirm dates
05/11/11	05/18/11	natl	smmr	Elec	Dunhill Vacations	TTV	2.4 million + subscribers
05/20/11	6/1/11	natl	smmr	Elec	Dunhill Vacations	TTV	2.4 million + subscribers
05/20/11	6/2/11	regl	smmr	Elec	Dunhill Vacations	Tvl Flash - HTML Postcard	Custom blast to OK, KS, CA, TX, CO
06/10/11	6/22/11	natl	smmr	Elec	Dunhill Vacations	TTV	2.4 million + subscribers
07/05/11	7/12/11	natl	smmr	elec	Elevation Outdoors e-bl	June e-blast	List of 6,500+
06/12/11	6/17/11	intl	smmr	Elec	Essentially American	Listing - 20 words/logo	50,000 British travelers
05/27/11	6/7/11	natl	smmr	Elec	E-Tvl Mkt/Tvl Agt Promo		100,000+ travel agents - monthly blast

06/25/11	7/5/11	natl	smmr	Elec	E-Tvl Mkt/Tvl Agt Promo		100,000+ travel agents - monthly blast
07/12/11	7/22/11	regl	smmr	Elec	Game & Fish	HTML	Featured sponsor e-blast to 192,000 subscribers
05/07/11	5/17/11	natl	smmr	Elec	InstaCom Tvl Agents	Tvl Agt Eblast	105,000 travel agents- monthly blast
06/11/11	6/21/11	natl	smmr	Elec	InstaCom Tvl Agents	Tvl Agt Eblast	105,000 travel agents- monthly blast
06/15/11	06/15/11	regl	smmr	Elec	KC.com e-blast	HTML	Summer 150,000
05/24/11	5/24/11	regl	smmr	Elec	Media Spade - BOGO	HTML	Regional Arts/Rec to 300,000
05/27/11	5/27/11	regl	smmr	Elec	Media Spade - BOGO	HTML	Regional food and wine send
06/13/11	6/15/11	regl	smmr	Elec	Media Spade - BOGO	HTML	Regional bikers (CO, TX, KS, UT, OK....) 250,000
06/20/11	6/21/11	regl	smmr	Elec	Media Spade - BOGO	HTML	Regional families (CO, TX, KS, UT, OK)
07/20/11	7/20/11	CO	smmr	Elec	Media Spade - BOGO	HTML	Colorado Arts/Rec to promote late summer
06/12/11	6/21/11	natl	smmr	Elec	MntnGetaways.com	Custom E-blast	Includes insertions sent to 145,000+ subscribers
06/10/11	6/29/11	regl	smmr	Elec	Texas Monthly	photo & text	E-newsletters Trip Planner
07/20/11	8/3/11	regl	smmr	Elec	Texas Monthly	photo & text	E-newsletters Trip Planner
06/10/11	6/17/11	CO	smmr	Elec	WestWord	Music Leaderboard	subscriber e-blast
06/14/11	06/21/11	CO	smmr	Elec	WestWord	Promo Leaderboard	subscriber e-blast
07/07/11	7/8/11	natl	smmr	inet	Competitor Mag	banners	VeloNews/Singletrack.com
07/07/11	7/15/11	natl	smmr	inet	Dirtrag.com	banners	ROS UPCC banner ads July/Aug
04/20/11	5/1/11	natl	smmr	Inet	Elevation Outdoors onlir med rect		May/June
06/20/11	7/1/11	natl	smmr	Inet	Elevation Outdoors onlir med rect		July/August
03/20/11	4/1/11	regl	smmr	Inet	Game & Fish	HTML	728x90 300x250 160x600 banners fishing-360,000 impressions A
07/05/11	7/15/11	regl	smmr	Inet	Game & Fish	HTML	728x90 300x250 160x600 banners fishing 160,000 impressions J
06/01/11	6/9/11	natl	smmr	Inet	MntnGetaways.com	banners	total buy \$10,000 split 3 seasons
07/07/11	7/8/11	natl	smmr	inet	Mtbkie.com	banners	ROS UPCC banner ads July/Aug
TOTAL SUMMER INTERNET/E-COMMUNICATION							
05/20/11	7/1/2011	CO	smmr	print	5280 Mag	1/4 page	Front Range
03/14/11	5/1/11	CO	smmr	print	AAA Colorado Encompæ	1/2 p 4C	CTO co op 1/2 page ad (no rate increase)
05/05/11	7/1/11	CO	smmr	print	AAA Colorado Encompæ	1/3 p 4C	5% increase from 09
02/25/11	5/1/11	regl	smmr	print	AAA Kansas	3 7/16 X 4 3/16	May/June CTO co-op
05/05/11	7/1/11	regl	smmr	print	AAA Kansas	4.625 x 4.75	July/Aug 1/3 page
03/07/11	5/1/11	regl	smmr	print	AAA New Mexico Maga.	1/3 p 4C	no increase from 2010
05/05/11	7/1/11	regl	smmr	print	AAA New Mexico Maga.	1/3 p 4C	no increase from 2010
05/05/11	7/1/11	regl	smmr	print	AAA Oklahoma	4.625 X 4.75	July/August
03/07/11	5/1/11	regl	smmr	print	AAA Texas Magazine	1/3 p 4C	4% increase over 2010
05/05/11	7/1/11	regl	smmr	print	AAA Texas Magazine	1/3 p 4C	4% increase over 2010
03/24/11	6/1/11	natl	smmr	print	American Cowboy	FP + 1/6	value added in destination guide
04/04/11	5/1/11	CO	smmr	print	Applause Publishing Ho	FP 4C	May/June Den Performing Arts; co-op w/CBMF; 1/2 ea.

04/01/11	5/1/11	regl	smmr	print	Austin Monthly Magazin	1/2 p V 4C	May issue value ad tvl page austinmo.com
05/01/11	6/1/11	regl	smmr	print	Austin Monthly Magazin	1/2 p V 4C	June issue value ad tvl page austinmo.com
05/19/11	07/01/11	regl	smmr	print	Austin Monthly Magazin	1/2 p V 4C	last minute deal half off
04/01/11	5/19/11	CO	smmr	print	Boulder Wkly	1/2 p V 4C	Summer Scene 50,000 copies/insert and distrib.
05/05/11	6/1/11	CO	smmr	print	Colorado Parent	1/4 p 4C	quarter p square
06/05/11	7/1/11	CO	smmr	print	Colorado Parent	1/4 p 4C	quarter p square
06/01/11	7/1/11	CO	smmr	print	Denver Life	1/2 p	July/Aug Spec Issue featuring Gunnison
04/28/11	5/16/11	CO	smmr	print	Durango Summer Guide	full page	Summer guide out 4 months
03/01/11	4/1/11	CO	smmr	print	Elevation Outdoors	1/2 V 4C	Colorado Outdoor Rec Mag
04/01/11	5/1/11	CO	smmr	print	Elevation Outdoors	1/2 V 4C	Colorado Outdoor Rec Mag
03/24/11	4/9/11	CO	smmr	print	FreePress Mesa Co. Cy	full page	20,000 copies; utah (Moab), eagle/garfield/mesa counties
05/26/11	7/1/11	natl	smmr	print	Frontier/Wild Blue Yond	1/3 p 4C	printed every other month
02/10/11	5/1/11	CO	smmr	print	Grand Jct Ride Bike Ma	full page	summer guide
05/10/11	6/1/11	CO	smmr	print	Grand Jct Vacationland	full page	summer guide 50,000 copies on stands 5 mos
05/01/11	7/1/11	natl	smmr	print	Group Tour Magazine	1/3 p 4c	summer quarterly
06/01/11	7/1/11	regl	smmr	print	High Country Anglers M	Full p 4C	summer quarterly
03/30/11	5/1/11	regl	smmr	print	KC Spaces Magazine	2/3 4.833x9.721	May
05/04/11	6/1/11	regl	smmr	print	KC Spaces Magazine	2/3 4.833x9.721	combined June/July issue
05/10/11	6/1/11	regl	smmr	print	Mountain Flyer	FP 4C	qtrly issue
05/01/11	7/1/11	regl	smmr	print	Oklahoma Magazine	FP 4C	July issue
05/01/11	6/1/11	CO	smmr	print	PEAK Region Cyclist	full page	5 issues May, June, July, Aug & Sept
06/01/11	7/1/11	CO	smmr	print	PEAK Region Cyclist	full page	5 issues May, June, July, Aug & Sept
04/12/11	5/13/11	CO	smmr	print	Pueblo Chieftain	FP 4C	Summer Vac Guide 6.25 x 10"
04/27/11	6/1/11	regl	smmr	print	San Antonio Mag	1/2 v	June Special Section getaways
05/27/11	7/1/11	regl	smmr	print	San Antonio Mag	1/2 v	July/August
09/27/11	11/1/11	regl	smmr	print	San Antonio Mag	1/2 v	November
03/09/11	5/1/11	natl	smmr	print	SkyWest Inflight UAL	1/6 page	May/June Budget Friendly editorial; get aways
04/15/11	6/1/11	regl	smmr	print	Texas Monthly	1/3 page	Colorado Postcard/CTO co op
04/09/11	6/1/11	natl	smmr	print	True West Mag	Full p 4C	monthly pub
05/03/11	7/1/11	natl	smmr	print	True West Mag	Full p 4C	monthly pub
04/10/11	5/1/11	regl	smmr	print	Tulsa People	1/6 page	booked AprMayJuneJulAugOct
05/10/11	6/1/11	regl	smmr	print	Tulsa People	1/2 page	July half vertical
04/15/11	7/1/11	regl	smmr	print	Wedding Sites & Servic	full page	Invoice \$1000 from GCB Wed Cncl 4/15/11
04/25/11	7/1/11	regl	smmr	print	Wedding Sites & Servic	full page	Summer issue
05/10/11	6/2/11	CO	smmr	print	WestWord	1/2 vertical	summer guide...out all summer
05/10/11	6/15/11	CO	smmr	print	Yellow Scene	1/2 vertical	5.167 x 7.563 Boulder Lifestyle Mag

06/01/11	6/4/11	CO	smmr	radio	KOA/KVOR	Wed-Fri
05/15/11	5/26/2011	CO	spg	elec	5280 Traveler	eblast
04/18/11	4/24/11	natl	spg	elec	American Cowboy	Editor's Newsletter
03/24/11	4/1/11	natl	spg	elec	Colorado.com	sponsor banner
04/25/11	05/01/11	natl	spg	elec	Colorado.com	sponsor banner
05/24/11	6/1/11	natl	spg	elec	Colorado.com	sponsor banner
04/13/11	04/20/11	natl	spg	Elec	Dunhill Vacations	TTV
03/22/11	3/29/11	natl	spg	elec	Elevation Outdoors	e-blast; April e-blast
03/25/11	4/5/11	natl	spg	Elec	E-Tvl Mkt/Tvl Agt Promo	
04/23/11	5/3/11	natl	spg	Elec	E-Tvl Mkt/Tvl Agt Promo	
02/20/11	3/1/11	regl	spg	Elec	Game & Fish	HTML
03/17/11	3/22/11	regl	spg	Elec	Game & Fish	HTML
03/05/11	3/15/11	natl	spg	Elec	InstaCom Tvl Agents	Tvl Agt Eblast
04/09/11	4/19/11	natl	spg	Elec	InstaCom Tvl Agents	Tvl Agt Eblast
05/12/11	05/17/11	regl	spg	Elec	KC.com e-blast	HTML
03/30/11	4/5/11	regl	spg	Elec	Media Spade - BOGO	HTML
05/08/11	5/10/11	CO	spg	Elec	Media Spade - BOGO	HTML
05/24/11	5/24/11	regl	spg	Elec	Media Spade - BOGO	HTML
05/02/11	5/12/11	natl	spg	Elec	MntnGetaways.com	Title Sponsor
05/08/11	5/17/11	natl	spg	Elec	MntnGetaways.com	Custom E-blast
05/16/11	5/26/11	natl	spg	Elec	MntnGetaways.com	Title Sponsor
05/30/11	6/1/11	natl	spg	Elec	MntnGetaways.com	Title Sponsor
05/01/11	5/1/11	regl	spg	Elec	Mountain Flyer	HTML
02/26/11	2/26/11	natl	spg	Elec	Paddling.net	JPG & Text
03/28/11	03/28/11	natl	spg	Elec	Paddling.net	banner
04/25/11	04/25/11	natl	spg	Elec	Paddling.net	banner
05/10/11	5/25/11	regl	spg	Elec	Texas Monthly	photo & text
05/15/11	6/1/11	regl	spg	Elec	Texas Monthly	Custom E-blast
06/04/11	6/15/11	regl	spg	Elec	Texas Monthly	photo & text
04/12/11	4/13/11	natl	spg	elec	TRO- Dennis Reedy	web/Elec
04/26/11	5/3/11	natl	spg	elec	TRO- Dennis Reedy	web/Elec
05/26/11	5/31/11	natl	spg	elec	TRO- Dennis Reedy	web/Elec
05/20/11	5/27/11	CO	spg	Elec	WestWord	Music Leaderboard

TOTAL SUMMER PRINT

Summer RADIO

TOTAL SUMMER RADIO

GRAND TOTAL SUMMER

Front Range
 Editor's Newsletter sponsorship
 April OOS e-blast
 May IS e-blast
 June IS e-blast tower
 5+ million subscribers
 List of 6,500+
 100,000+ travel agents - monthly blast
 100,000+ travel agents - monthly blast
 Hunt & fish custom blast to 20,000
 Fish/Flyfish custom blast to 11,500
 105,000 travel agents- monthly blast
 105,000 travel agents- monthly blast
 Spring 150,000
 Fishing e-blast (150,000)
 Colorado bikers (150,000 total)
 Regional astronomy interest
 140,000+ subscribers
 Includes insertions sent to 145,000+ subscribers
 140,000+ subscribers
 140,000+ subscribers
 E-blasts TBD (MF is just starting e-blasts)
 E-newsletter sponsorship
 week-long website sponsorship
 week-long website sponsorship
 E-newsletters Trip Planner
 Single sponsorship email blast
 E-newsletters Trip Planner
 E-blast - solo send
 E-blast - solo send
 E-blast - solo send
 subscriber e-blast

05/24/11	5/31/11	CO	spg	Elec	WestWord	Promo Leaderboard	subscriber e-blast
02/11/11	4/15/11	natl	spg	Inet	Collinson Media	500 K impressions	value added with 2.3 million newsprint insert; state co-op
02/20/11	3/1/11	natl	spg	Inet	Elevation Outdoors	onlir med rect	March
03/20/11	4/1/11	natl	spg	Inet	Elevation Outdoors	onlir med rect	April
02/20/11	3/1/11	regl	spg	Inet	Game & Fish	HTML	728x90 300x250 160x600 banners promoting hunting - 130,000 ir
03/20/11	4/1/11	regl	spg	Inet	Game & Fish	HTML	728x90 300x250 160x600 banners fishing-360,000 impressions A
05/01/11	5/1/11	natl	spg	Inet	MntnGetaways.com	banners	total buy \$10,000 split 3 seasons
05/08/11	5/17/11	natl	spg	Inet	MntnGetaways.com	sponsor	Travel offers & medium rectangle 5/17/2011 - 8/31/2011
05/06/11	5/9/11	natl	spg	Inet	Outside Hub	Camping, Hiking, Boating Channe	behavioral targeting - geo
04/12/11	4/13/11	natl	spg	inet	TRO- Dennis Reedy	banners	Banner ad
TOTAL SPRING INTERNET/E-COMMUNICATION							
04/05/11	6/1/2011	CO	spg	print	5280 Mag	1/4 page	Front Range
02/25/11	5/1/11	regl	spg	print	AAA Missouri	3 7/16 X 4 3/16	May/June CTO co-op
02/25/11	5/1/11	regl	spg	print	AAA Nebraska	3 7/16 x 4 3/16	May/June CTO co-op ad
01/10/11	3/1/11	regl	spg	print	AAA New Mexico Maga	1/3 p 4C	no increase from 2010
02/25/11	5/1/11	regl	spg	print	AAA Oklahoma	3 7/16 X 4 3/16	May/June CTO co-op
01/20/11	3/1/11	regl	spg	print	AAA Texas Magazine	1/3 p 4C	4% increase over 2010
01/20/11	4/1/11	natl	spg	print	American Cowboy	FP + 1/6	Annual Resource issue
01/03/11	2/1/11	regl	spg	print	Austin Monthly Magazin	1/2 p V 4C	Spring Wedding issue
02/03/11	3/1/11	regl	spg	print	Austin Monthly Magazin	1/2 p V 4C	Mar issue value ad tvl page austinmo.com
02/08/11	5/1/11	natl	spg	print	Budget Tvl	1/4 p 4C	MayCTO Coop (need specs)
02/11/11	4/15/11	natl	spg	print	Collinson Media	1/8 p 4C	insert 2.3 million; 500K impr; top feeder mkts/ state co-op
04/05/11	5/1/11	CO	spg	print	Colorado Parent	1/4 p 4C	3/8 p. vertical
01/15/11	2/1/11	natl	spg	print	Competitor Mag	full page	50% disc
02/20/11	5/1/11	natl	spg	print	Cooking Light	1/6 p	CTO Co-op BRC card and .com/traveldeals
02/04/11	3/1/11	CO	spg	print	Elevation Outdoors	1/2 V 4C	Colorado Outdoor Rec Mag
01/25/11	3/1/11	natl	spg	print	Frontier/Wild Blue Yond	1/3 p 4C	printed every other month
03/25/11	5/1/11	natl	spg	print	Frontier/Wild Blue Yond	1/3 p 4C	printed every other month
02/01/11	4/1/11	natl	spg	print	Group Tour Magazine	1/3 p 4c	spring quarterly
03/11/11	4/1/11	regl	spg	print	High Country Anglers M	Full p 4C	spring quarterly
02/10/11	3/1/11	regl	spg	print	Mountain Flyer	FP 4C	qtrly issue
04/01/11	6/1/11	regl	spg	print	Oklahoma Magazine	FP 4C	June issue
04/01/11	5/1/11	CO	spg	print	PEAK Region Cyclist	full page	5 issues May, June, July, Aug & Sept
03/27/11	5/1/11	regl	spg	print	San Antonio Mag	1/2 v	May Special Travel Section
01/09/11	3/1/11	natl	spg	print	SkyWest Inflight UAL	1/6 page	Mar/Apr Budget Friendly editorial; get aways
02/10/11	4/1/11	natl	spg	print	True West Mag	Full p 4C	monthly pub

03/09/11	5/1/11	natl	spg	print	True West Mag	Full p 4C	monthly pub
03/10/11	4/1/11	regl	spg	print	Tulsa People	1/6 page	booked AprMayJuneJulAugOct
04/10/11	5/15/11	CO	spg	print	Yellow Scene	1/2 vertical	5.167 x 7.563 Boulder Lifestyle Mag
TOTAL SPRING PRINT							
05/01/11	5/20/11	CO	spg	radio	KOA/KVOR	Wed-Fri	Spring RADIO
TOTAL SPRING RADIO							
GRAND TOTAL SPRING							
09/15/11	10/1/11	regl	wntr	DM	direct mail		Winter DIRECT MAIL - CO/TX/KS/OK/MO/IL/FL/NY/CA
TOTAL WINTER DIRECT MAIL							
09/24/11	10/1/11	natl	wntr	elec	Colorado.com	photo/text	Oct OOS e-blast
09/24/11	10/1/11	natl	wntr	elec	Colorado.com	photo/text	Oct. IS e-blast
10/24/11	11/1/11	natl	wntr	elec	Colorado.com	photo/text	Nov. OOS e-blast
10/24/11	11/1/11	natl	wntr	elec	Colorado.com	photo/text	Nov. IS e-blast
12/05/11	12/28/11	natl	wntr	elec	Colorado.com	photo/text	Dec. IS e-blast
09/20/11	10/1/11	natl	wntr	Elec	DiscoverColorado.com	October Skemail	18,000 + subscribers confirm dates
01/20/11	2/2/11	natl	wntr	Elec	Dunhill Vacations	TTV	2.4 million + subscribers
09/30/11	10/5/11	natl	wntr	Elec	Dunhill Vacations	TTV	2.4 million + subscribers
10/25/11	11/3/11	regl	wntr	Elec	Dunhill Vacations	Tvl Flash - HTML Postcard	Custom blast to OK, KS, CA, TX, CO
11/30/11	12/7/11	regl	wntr	Elec	Dunhill Vacations	TTV	2.4 million + subscribers
12/28/11	1/5/11	natl	wntr	Elec	Dunhill Vacations	TTV	2.4 million + subscribers
12/06/11	12/13/11	natl	wntr	elec	Elevation Outdoors e-blast	December e-blast	List of 6,500+
01/24/11	2/3/11	natl	wntr	Elec	E-Tvl Mkt/Tvl Agt Promc	seasonal pkgs/events	100,000+ travel agents - monthly blast
02/21/11	3/1/11	natl	wntr	Elec	E-Tvl Mkt/Tvl Agt Promo		100,000+ travel agents - monthly blast
10/20/11	11/1/11	natl	wntr	Elec	E-Tvl Mkt/Tvl Agt Promo		100,000+ travel agents - monthly blast
10/20/11	11/08/11	natl	wntr	Elec	E-Tvl Mkt/Tvl Agt Promo		100,000+ travel agents - monthly blast
11/26/11	12/6/11	natl	wntr	Elec	E-Tvl Mkt/Tvl Agt Promo		100,000+ travel agents - monthly blast
01/20/11	1/24/11	natl	wntr	Elec	InstaCom Tvl Agents	Tvl Agt Eblast	105,000 travel agents- monthly blast
02/05/11	2/15/11	natl	wntr	Elec	InstaCom Tvl Agents	Tvl Agt Eblast	105,000 travel agents- monthly blast
10/08/11	10/28/11	natl	wntr	Elec	InstaCom Tvl Agents	Tvl Agt Eblast	105,000 travel agents- monthly blast
11/05/11	11/15/11	natl	wntr	Elec	InstaCom Tvl Agents	Tvl Agt Eblast	105,000 travel agents- monthly blast
12/10/11	12/20/11	natl	wntr	Elec	InstaCom Tvl Agents	Tvl Agt Eblast	105,000 travel agents- monthly blast
10/25/11	11/1/11	regl	wntr	Elec	Media Spade	HTML	40,000 regional yoga - Yoga Rocks the Butte
01/10/11	1/11/11	CO	wntr	Elec	Media Spade - BOGO	HTML	Colorado "Dump" alert - 75,000 Colorado skiers
10/13/11	10/17/11	regl	wntr	Elec	Media Spade - BOGO	HTML	Texas Skiers - 150,000 in Oct, same 150,000 Nov. 15
10/13/11	10/17/11	regl	wntr	Elec	Media Spade - BOGO	HTML	GA/FL skiers - 75000 in Oct., same 75000 in Nov. on Nov. 15
01/10/11	1/11/11	regl	wntr	Elec	Media Spade - comp	HTML	Regional ice fisherman (7,301 total)

01/10/11	1/11/11	regl	wntr	Elec	Media Spade - comp	HTML	Regional ice fisherman (7,301 total)
01/22/11	02/02/11	natl	wntr	Elec	OnTheSnow.com	Title Sponsor	Title sponsorships
08/31/11	9/8/11	natl	wntr	Elec	OnTheSnow.com	Title Sponsor	Title sponsorships
09/15/11	9/15/11	natl	wntr	Elec	OnTheSnow.com	All components	custom and newsletter blasts
09/20/11	10/1/11	natl	wntr	Elec	OnTheSnow.com	Travel Offers	600,000 Travel Offer impressions on Colorado pages
10/01/11	10/11/11	natl	wntr	Elec	OnTheSnow.com	Custom E-blast	Travel offer custom blast
10/03/11	10/13/11	natl	wntr	Elec	OnTheSnow.com	Title Sponsor	Title sponsorships
10/05/11	10/15/11	natl	wntr	Elec	OnTheSnow.com	Medium Rectangles	450,000 Rectangle (300x250) impressions
10/17/11	10/27/11	natl	wntr	Elec	OnTheSnow.com	Title Sponsor	Title sponsorships
10/23/11	11/3/11	natl	wntr	Elec	OnTheSnow.com	Title Sponsor	Title sponsorships
11/21/11	12/1/11	natl	wntr	Elec	OnTheSnow.com	Title Sponsor	Title sponsorships
12/05/11	12/15/11	natl	wntr	Elec	OnTheSnow.com	Title Sponsor	Title sponsorships
12/20/11	1/3/12	natl	wntr	Elec	OnTheSnow.com	Skin (Their Specs)	Skin (Home Page Take Over)
10/03/11	10/13/11	natl	wntr	Elec	SkiMag.com	Custom E-blast	winter packages/air
11/01/11	11/10/11	regl	wntr	Elec	SkiMag.com	Custom E-blast	Dallas, Houston, Atlanta, Chic & LA mkts;7,000 skiers/air focus
12/03/11	12/13/11	regl	wntr	Elec	SkiMag.com	Custom E-blast	DFW/IAH/ATL/ORD LA. markets;7,000 skiers/air focus
08/27/11	9/7/11	regl	wntr	Elec	Texas Monthly	photo & text	E-newsletters Trip Planner
10/20/11	11/2/11	regl	wntr	Elec	Texas Monthly	photo & text	E-newsletters Trip Planner
11/20/11	12/1/11	regl	wntr	Elec	Texas Monthly	photo & text	E-newsletters Trip Planner
01/20/11	1/20/11	natl	wntr	Inet	Dunhill Vacations	Text Link	Text deal links \$250 cap
02/15/11	2/20/11	natl	wntr	Inet	Dunhill Vacations	Text Link	Text deal links \$250 cap
03/01/11	3/5/11	natl	wntr	Inet	Dunhill Vacations	Text Link	Text deal links \$250 cap
04/01/11	4/5/11	natl	wntr	Inet	Dunhill Vacations	Text Link	Text deal links \$250 cap
05/01/11	5/5/11	natl	wntr	Inet	Dunhill Vacations	Text Link	Text deal links \$250 cap
06/01/11	6/5/11	natl	wntr	Inet	Dunhill Vacations	Text Link	Text deal links \$250 cap
07/01/11	7/5/11	natl	wntr	Inet	Dunhill Vacations	Text Link	Text deal links \$250 cap
08/01/11	8/5/11	natl	wntr	Inet	Dunhill Vacations	Text Link	Text deal links \$250 cap
09/01/11	9/5/11	natl	wntr	Inet	Dunhill Vacations	Text Link	Text deal links \$250 cap
10/01/11	10/5/11	natl	wntr	Inet	Dunhill Vacations	Text Link	Text deal links \$300 cap
10/31/11	11/1/11	natl	wntr	inet	Dunhill Vacations	Text Links (2)	Text deal links \$300 cap (2 for Nov.)
11/30/11	12/01/11	natl	wntr	Inet	Dunhill Vacations	Text Link	Text deal links \$300 cap
01/01/11	1/1/11	natl	wntr	Inet	Elevation Outdoors	onlir med rect	Jan/Feb
09/20/11	10/1/11	natl	wntr	Inet	Elevation Outdoors	onlir med rect	Oct
10/20/11	11/1/11	natl	wntr	Inet	Elevation Outdoors	onlir med rect	Nov/Dec
11/01/11	11/15/11	natl	wntr	inet	Nordic Ski Colorado		web banner full page print;listing in print and on their site
09/01/11	4/1/12	natl	wntr	inet	SkiCoupon.com	1100	9463 banner impressions; two ski coupons included in deal

10/05/11	10/15/11	natl	wntr	inet	SkiMag.com	728x90 and 300x250
01/01/11	12/31/11	natl	wntr	inet	Snow Monsters kids	web site
09/15/10	1/1/11	natl	winter	print	Master Skier Magazine	1/2 p 4C
09/02/11	11/1/11	regl	wntr	print	AAA Kansas	4.625 X 4.75
06/24/11	09/01/11	regl	wntr	print	AAA Living	co-op
09/02/11	11/1/11	regl	wntr	print	AAA Oklahoma	4.625" X 4.75"
09/22/11	12/1/11	natl	wntr	print	American Cowboy	1/2 p 4C
12/03/10	1/1/11	regl	wntr	print	Austin Monthly Magazin	1/2 p V 4C
09/03/11	10/1/11	regl	wntr	print	Austin Monthly Magazin	1/2 p V 4C
02/21/11	2/24/11	CO	wntr	print	CB News Gay Ski Weel	1/4 p 4C
08/14/11	10/1/11	CO	wntr	print	Colorado Expressions	FP 4C
09/09/11	11/1/11	natl	wntr	print	Cross Country Skier	1/2 p 4C
09/09/11	12/1/11	natl	wntr	print	Cross Country Skier	1/2 p 4C
09/09/11	1/1/12	natl	wntr	print	Cross Country Skier	1/2 p 4C
12/04/10	1/1/11	CO	wntr	print	Elevation Outdoors	1/2 V 4C
09/25/11	11/1/11	natl	wntr	print	Frontier/Wild Blue Yond	1/3 p 4C
11/01/11	1/1/11	natl	wntr	print	Group Tour Magazine	1/3 p 4c
12/01/10	1/1/11	regl	wntr	print	High Country Anglers M	Full p 4C
10/14/10	12/1/10	regl	wntr	print	KC Spaces Magazine	1/4 page
09/28/11	11/1/11	regl	wntr	print	KC Spaces Magazine	2/3 4.833x9.721
11/18/11	11/27/11	regl	wntr	print	KC Star Newspaper	1/4 page
11/11/11	12/1/11	regl	wntr	print	Mountain Flyer	FP 4C
11/01/11	11/15/11	CO	wntr	print	Nordic Ski Colorado pub	
11/01/10	1/1/11	regl	wntr	print	Oklahoma Magazine	1/2 p 4C
07/15/11	9/1/11	natl	wntr	print	SkyWest Inflight UAL	1/4 page
09/01/11	11/1/11	natl	wntr	print	SkyWest Inflight UAL	1/4 page
11/01/10	1/1/11	regl	wntr	print	Tulsa People	Full p 4C
10/01/11	1/1/12	regl	wntr	print	Wedding Sites & Servic	full page
11/10/11	1/1/12	regl	wntr	print	Wedding Sites & Servic	full page
10/15/11	12/15/11	regl	wntr	radio	radio Texas Houston	
10/15/11	12/15/11	regl	wntr	radio	radio Texas/WBAP	
01/01/11	12/31/11	natl	year	Elec	E-Tvl Mkt/Tvl Agt Promc	HTML

Runs through 11/30
 3 custom kids websites
TOTAL WINTER INTERNET/E-COMMUNICATION
 Winter 2011/2012 issue
 Nov/Dec
 makegood ad from May/June to NE; IL-IA/MN/ND
 Sept/Oct
 value added Dec/Jan 2012 issue 1/2 page
 Jan issue value ad tvl page austinmo.com
 Winter Wedding Resource Guide issue
 Gay Ski Week "welcome booklet"
 Holiday Gift Guide
 Nov
 Dec pick up
 Jan pick up
 Colorado Outdoor Rec Mag
 printed every other month
 winter quarterly
 winter issue quarterly pub
 Dec - Jan issue paid in 2010 budget
 Nov
 Nov ski issue drops 11.27.11
 qtrly issue
 full page
 Jan issue
 Sept/Oct Ski Profile 1/2 page
 Nov/Dec Ski Profile 1/2 page
 booked Jan/Apr/May/June/Aug
 Invoice \$1000 from GCB Wed Cncl 11/10/11
 Winter issue
TOTAL WINTER PRINT
 Winter RADIO
 Winter RADIO
TOTAL WINTER RADIO
GRAND TOTAL WINTER
 100,000+ travel agents - monthly blast

01/01/11	12/31/11	natl	year	Elec	InstaCom Tvl Agents	HTML	105,000 travel agents- monthly blast
02/28/11	3/7/11	natl	year	Elec	TripAdvisor	DMO Sponsorship	Online VP link, photos, events, more
01/01/11	1/1/11	natl	year	Inet	24-7Vacations.com	listing	bud\$400/month cap regardless of # of inquiries
12/28/10	01/01/11	natl	year	Inet	Colorado Directory		All Colorado Directory Components for 2011 (with discount)
12/28/10	01/01/11	natl	year	Inet	Colorado Directory		Web Downloadable Map
12/28/10	01/01/11	natl	year	Inet	Colorado Directory		Thumbnail Photo
12/28/10	01/01/11	natl	year	Inet	Colorado Directory		4 Photos
12/28/10	01/01/11	natl	year	Inet	Colorado Directory		West Elk Scenic Byway Listing & Silver Thread Byway
12/28/10	01/01/11	natl	year	Inet	Colorado Directory		Banner: Crested Butte Calendar Of Events Page
12/28/10	01/01/11	natl	year	Inet	Colorado Directory		Banner: Greater Gunnison Area
12/28/10	01/01/11	natl	year	Inet	Colorado Directory		Banner: Black Canyon Of The Gunnison National Park
12/28/10	01/01/11	natl	year	Inet	Colorado Directory		Banner: Crested Butte Town Page
12/28/10	01/01/11	natl	year	Inet	Colorado Directory		Banner: Blue Mesa Reservoir/Curecanti
12/28/10	01/01/11	natl	year	Inet	Colorado Directory		Banner: Gunnison Town Page
12/28/10	01/01/11	natl	year	Inet	Colorado Directory		Banner: Downhill Skiing & Snowboarding
12/28/10	01/01/11	natl	year	Inet	Colorado Directory		Banner: Fishing By River Map
01/01/11	01/01/11	natl	year	Inet	Colorado Directory		Banner: Calendar of Events
01/01/11	01/01/11	natl	year	Inet	Colorado Directory		Banner: Colorado Lodging & Lodges
01/01/11	01/01/11	natl	year	Inet	Colorado Directory		Banner: Cabins by town
01/01/11	01/01/11	natl	year	Inet	Colorado Directory		Banner: National Parks
01/01/11	01/01/11	natl	year	Inet	Colorado Directory		Direct Link
12/15/10	1/1/11	natl	year	inet	Colorado.com	Welc.Lead Gener.	lead generator from email newsletter sign up
12/15/10	1/1/11	natl	year	inet	Colorado.com	web ads	600,000 formatted banner impressions
12/15/10	1/1/11	natl	year	inet	Colorado.com	web ads	384,000 Small Rec impressions
12/15/10	1/1/11	natl	year	inet	Colorado.com	web ads	286,576 Large Rec impressions
12/15/10	1/1/11	natl	year	inet	Colorado.com	web ads	105, 263 Large Rec Impressions added to original agreement
12/15/10	1/1/11	natl	year	inet	Colorado.com	listings	Hot Deals
10/01/10	1/1/11	natl	year	inet	Colorado.com listings	web and print	listings web and in OSVG
01/01/11	1/1/11	natl	year	Inet	DiscoverColorado.com	All components	many indexes; 4 SKE mails; home page rotat. Banner
01/01/11	12/31/11	natl	year	Inet	Dunhill Vacations	Text Deals - Avg of 1/month	Total cost for all text links detail below
01/01/11	12/31/11	natl	year	Inet	Go-Colorado.com	listing	chg seasonal message
01/01/11	12/31/11	natl	year	Inet	Group Tour Magazine	listing	Value added no cost sky 160x400
04/01/11	12/31/11	natl	year	Inet	Group Tour Magazine	listing	Value added no cost sky 160x400
07/01/11	12/31/11	natl	year	Inet	Group Tour Magazine	listing	Value added no cost sky 160x400
10/01/11	12/31/11	natl	year	Inet	Group Tour Magazine	listing	Value added no cost sky 160x400
01/01/11	12/31/11	Natl	year	Inet	Mountain Flyer	banner ads	web component for year

04/01/11	4/1/11	natl	year	inet	MyWedding.com	Listing
04/12/11	4/15/11	regl	year	Inet	TheKnot.com	Category Badge - 12 mo
01/01/11	12/31/11	natl	year	Inet	TravellInformation.com	Listing
02/28/11	3/7/11	natl	year	inet	TripAdvisor	CO content banners
05/01/11	4/1/12	natl	year	Inet	TrueWest.com	Listing/photos
12/01/10	11/30/11	natl	year	Inet	USATourist.com	Listing
10/01/11	1/1/12	regl	year	Inet	Wedding Sites & Service	Listing
01/01/11	1/1/11	natl	year	other	Colorado Activity Ctr	
01/05/11	1/10/11	natl	year	Other	Dirxtion CD's	
01/01/11	12/31/11	natl	year	other	InterSpace GUC	
11/01/11	11/1/12	Loc	year	other	Mtn Express bus sign	
09/15/11	1/1/11	natl	year	other	Paddling.net	
01/25/11	3/1/11	natl	year	print	Colorado Activity Ctr	
06/25/11	9/1/11	natl	year	print	Colorado Activity Ctr	
01/01/11	03/01/11	natl	year	print	Colorado Directory	1/2 p 4C
10/01/10	1/1/11	natl	year	print	Colorado OSVG	1/2 p print
10/01/10	1/1/11	natl	year	print	Colorado OSVG	1/2 p + 1/3 p print
05/01/11	6/1/11	natl	year	print	RV Journal	listings
10/18/10	1/1/11	natl	year	print	True West Annual Sour	Full p 4C

E-brochure
Wedding Venues - Colorado 120x90, lodging listing
budgeted for 6000 leads @\$1 per lead.
263158 impressions
May 2010 to Apr 2011 directory listing listing/2 images
12/1/09 thru 11/30/10
2063 summer & winter issues; inet \$375; \$1000 from GCBW

TOTAL YEAR-ROUND INTERNET/E-COMMUNICATION

DIA Brochure Distribution
3,000 CD's of 2011 Vacation Planner
2 brochure racks at GUC \$80/month
11/1/11 thru 11/1/12
2012 Calendar November photo/200 word of copy

TOTAL OTHER MEDIA YEAR-ROUND

summer planner ad(co-ops pay CAC direct)
winter planner ad (co-ops pay CAC direct)
includes highlighted listings for G and CB
TA 1/2 p billed to Tourism Assn
\$11,020.60 co op 1/2 pagebilled by Weaver to partners
smmr/fall/winter 2011; spg 2012
2011 Source Book shelf life one year pay in 2011 budget

TOTAL PRINT YEAR-ROUND

GRAND TOTAL YEAR-ROUND

Budget amount
Unallocated