

WINTER GETAWAY CACTUS LEAGUE

Newspaper Inserts



WINTER GETAWAY

Circulation: Reaching over one million potential visitors; Winter Getaway targets over 500,000 homes in high income zip codes. Inserted in major newspapers nationally including:

- Chicago Sun Times
- Denver Post
- Fort Worth Star-Telegram
- Los Angeles Times
- San Diego Union-Tribune
- San Francisco Chronicle

Space Due August 26, 2010

Materials Due September 2, 2010

Insert Date October 17, 2010

The Arizona Office of Tourism and Arizona Convention & Visitors Bureaus have joined together to bring you these Newspaper Inserts. Published and inserted into major newspapers' Sunday edition in cities across the U.S., an insert will again be published in the Fall of 2010 (Winter Getaway) and in January 2011 (Cactus League).

- For men 18 and older, TV advertising is no longer the main influencer in purchasing decisions — 24% now cite advertising inserts as the most influential medium, according to Vertis Communications. Overall, 27% of total adults surveyed said they turn to inserts when making a purchasing decision, compared with just 19% 10 years ago.
- Inserted into Sunday Travel Sections of high-income zip codes in target cities nationally.
- Reader Response Inquiries are provided via e-mail to all advertisers.
- Beautiful, four-color tabloid on high quality newsprint stock.
- Features display advertising and editorial about Arizona's outstanding amenities and activities.
- Advertisers receive editorial coverage through copy and/or photography.



CACTUS LEAGUE

Circulation: Print run will be a minimum of 1,000,000 inserts. Cactus League will be distributed in the following key Cactus League hometown team markets:

- Chicago Sun Times
- Chicago Tribune
- Chicago Herald
- Cleveland Plain Dealer
- Cincinnati Enquirer
- Contra Costa Times
- Denver Post
- Fort Worth Star Telegram
- Dallas/Fort Worth Weekly
- Kansas City Star
- Los Angeles Times
- Milwaukee Journal Sentinel
- Oakland Tribune
- San Diego Union Tribune
- San Diego Suburban Newspapers
- San Francisco Examiner
- Seattle Times

Space Due November 18, 2010

Materials Due November 24, 2010

Insert Date January 23, 2011

NET ADVERTISING RATES

	Winter Getaway	Cactus League	
Full Page	\$13,900	\$16,480	9.75" w x 10.3" h
1/2 Page	\$8,900	\$10,450	9.75" w x 5.1" h Horizontal 4.8" w x 10.3" h Vertical
1/4 Page	\$4,500	\$5,280	4.8" w x 5.1" h
1/8 Page	\$2,500	\$2,970	4.8" w x 2.5" h
1/16 Page	\$1,525	\$1,780	4.8" w x 1.2" h

10% discount may be applied for multiple insertions.

"To reach targeted audiences through the major newspapers in these cities on your own would cost as much as five times more than the rate your regional CVB's have negotiated on your behalf." – PHX CVB

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