



# CALIFORNIA FIVES

## 2010 Spring/Summer Consumer Co-op Marketing Campaign

**Reaching Upscale Travelers in the Western US**

### Campaign Overview

For spring/summer 2010, CTTC will continue to showcase the best of the state through "California Fives", a new and fresh approach to presenting inside scoops and insider information offline and online. In addition to reinforcing California's unique attitude and lifestyle, this multi-page editorial-style travel planner will reinforce why you'll get more value from a California vacation this spring/summer.

**Total Print Circulation 700,000**

### Magazine Inserts

<i>Travel + Leisure</i>	205,000 (Apr. 2010)
<i>Budget Travel</i>	270,000 (March 2010)
<i>Outside</i>	225,000 (March 2010)

### CMG Online Extension - Dedicated Emails

With your print advertisement receive your own email campaign:

- Turnkey, customized email blasts to geo/demo targeted consumers to reinforce your message and create interest in your destination.
- Tracking report with open and click through rates will be provided.

Full Page Advertisers receive 50,000 Emails

Half Page Advertisers receive 25,000 Emails



### CTTC Online Extension

Given that 87% of travelers are online and nearly 7 in 10 are researching their trip online (source: 2009 Forrester data), CTTC has become increasingly focused on the web as a channel to cost efficiently and effectively reach active travel buyers and has invested in targeted online media programs and long-term online sponsorships with the likes of Expedia, Travelocity and TripAdvisor.

Participating Full Page partners will be included as content partners within California's larger sponsorship programs with the OTAs. Partners can incorporate content and offers on the microsites themselves and also participate as co-branded participants with microsite promotional opportunities. Full Page partners will also be integrated within CTTC's 'new and improved' eNewsletter program. Specific details regarding this online extension will be provided upon finalization of CTTC's online sponsorships and media plan.

### RATES

<b>Full Page</b>	<b>\$29,500 Net</b>
<b>1/2 Page</b>	<b>\$19,175 Net</b>
<b>1/3 Page</b>	<b>\$11,800 Net</b>
<b>1/6 Page</b>	<b>\$ 7,080 Net</b>

### Deadlines:

Closing: November 20, 2009

Supplied Ad Materials: November 30, 2009