



2008 *winter fun* escapes

Featuring Winter Snow Destinations



Newspaper – Retail – Web – Fulfillment Program

Distribution: Mid Atlantic - December 7, 2008

*Target 9 Major
Travel Markets*

*Reach Over 2.25 Million
Potential Visitors*

Total Circulation: Mid Atlantic 800,000

Your Ad Demographically Targeted To Household Incomes Above \$75,000

Program Includes:

-  4-color display ad under one banner for your State or Region
-  Distributed in 9 Major Market Newspapers
-  Distribution to 103 Outdoor & Sports Retail Locations
-  Web ad on www.winterfunesCAPES.com
-  Events, Packages & Specials Calendar from December 2008 to April 2009
-  **New!** Winter Fun Escapes changes seasons! Submit your Summer & Fall events May 2009 to October 2009
-  Leads e-mailed to you in your preferred format
Multiple Links to your website
-  **New!** 1/4 page or larger advertisers can upload video for additional \$250 to www.winterfunesCAPES.com
-  Editorial cross reference of advertisers

Contact: Pat Kobela, KK media partners
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Distribution

Newspapers

Mid Atlantic December 7, 2008

Asbury Park Press
Atlantic City Press
Bergen County Record
New York Daily News
New York Newsday
Newark Star Ledger
Philadelphia Metro Newspapers

CTM Distribution

Sports and Outdoor Program
Mid Atlantic 103 Locations

Adventure Expo In Travel

New York, New York



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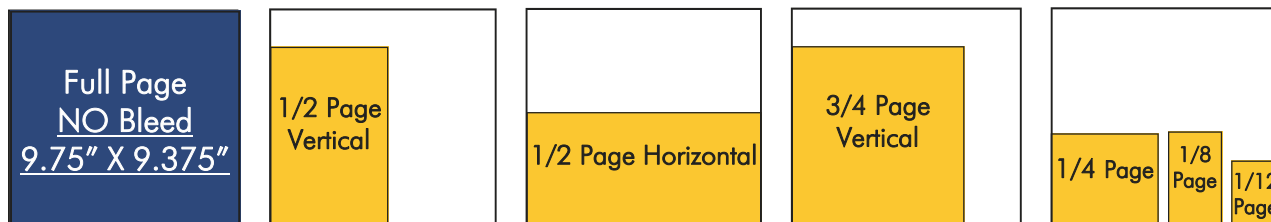
Ad Size	Width	Depth	Gross Rates
Back Cover	9.75"	9.375"	\$25,500
Inside Front Cover	9.75"	9.375"	\$24,500
Full Page	9.75"	9.375"	\$23,500
3/4 Page Vertical	7.25"	9.375"	\$18,700
1/2 Page Vertical	4.75"	9.375"	\$12,500
1/2 Page Horizontal	9.75"	4.375"	\$12,500
1/4 Page	4.75"	4.375"	\$6,600
1/8 Page	2.25"	4.375"	\$3,500
1/12 Page	2.25"	2.625"	\$2,400
Brochure Unit	1.00"	3.00"	\$1,300

Ad Agency Commission -15% (except Brochure) All ads are non-bleed.

Space & Materials Deadline: September 30, 2008

Insertion Dates: Sunday, December 7, 2008

Publication Trim Size: 10.5" x 11"



Bonus Internet Advertising

Purchase a full, 3/4 or 1/2 Page advertisement and you receive:

Leaderboard Web Ad—Size 728 x 90

- Unlimited submission of Calendar of events.
- 4 relevant winter editorial features with photo.
- Featured in 2 E-blast for the winter

Purchase a 1/4 Page advertisement and you receive:

Small Rectangle Web Ad - Size 80 x 150

- Unlimited submission of Calendar of events.
- 2 relevant winter editorial features with photo.

Purchase a 1/8 or 1/12 Page advertisement and you receive:

Button Web Ad - Size 120 x 90

- Unlimited submission of Calendar of events.
- 1 relevant winter editorial features with photo.

2008-09 New Value Added Feature...

Winter Fun Escapes changes Seasons....
Keep generating traffic to your website through Winter Fun Escapes.

Tell us your summer events from May to October.

Web Materials Deadline: October 31, 2008

Materials Shipping Address: KK media partners, 25 Evergreen Lake Drive, Mountaintop, Pa 18707
Email: carl@kkmediapartners.com

KKmedia
PARTNERS

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