

SUMMER 2009 MEDIA PLAN	April	May	June	July	August	September
DRIVE MARKET PRINT						
Via Magazine Discover Insert (1/2 pg ad & 1/2 pg advertorial)		X				X
7x7 Magazine (1/2 page)				X	X	
Adventure Sports Journal (2/3 page)		X	X	X	X	X
Sunset Magazine Northern CA (1/2 page)			X			
Fairways & Greens (19%)			X		X	
Women's Adventure (11%)		X				
Southern California						
Westways Magazine Discover Insert (1/2 pg & 1/2 pg advertorial)			X			
LA Magazine				X		
Sunset Magazine Southern CA			X			
Regional						
Fairways & Greens (1/2 pg)			X		X	
Sunset Summer Trips (1/3 page)		X				
Womens Adventure (1/2 page)		X				
Radio						
Bay Area Radio: 140 grps, 4 weeks, 3-4 stations			X		X	
BAY AREA OUTDOOR						
Two Locations: I-80 west of the bay bridge + 1 bonus location			X	X	X	X
INTERNET (DRIVE & DESTINATION) - ESTIMATED						
VCB Co-op Search Engine Prog*	X	X	X		X	X
Shecky's (SF Database) Email			x		X	
Shecky's (LA Database) Email			X			
SF Station: Email			X		X	
KQED Newsletters					X	X
Latimes.com (Lake Tahoe/High Sierra sections)		X	X	X		
OCWeekly.com (newsletter sponsorship)		X			X	
The Rundown (newsletter sponsorship)				X	X	X
Fairways and Greens Email		X		X		
Tripadvisor (300 x 250 banner buy)			X	X	X	
MountainGetaways Emails (westcoast database)		X				
SmarterTravel: Newsletter Sponsorships		X			X	
Gordons Guide (2nd half of annual contract)				X		
Google	X	X	X	X	X	X
Yahoo and MSN	X	X	X	X	X	X
DIRECT RESPONSE						
Direct Mail Newsletter (54M Western States)		X		X		
Bay Area Direct Mail Postcard (Qty. 11,500)			X	X		
Email Blasts - Existing Database	X		X	X	X	X