

November 2008 thru April 2009 - Winter Season	November	December	January	February	March	April
DRIVE MARKET PRINT						
San Francisco Magazine (1/2 pg)	X					
Sunset Magazine Northern CA Reno/Tahoe Section (1/3 pg)	X					
Outside Magazine	X		X			
Ski Press Coop Ads		X				
Women's Adventure Magazine	X		X			
Ski Magazine	X	X				
Skiing Magazine	X	X				
Bay Bridge Outdoor Board: 12' x 24" Illuminated	X	X	X	X	X	
Bay Area Cable Television: 3 week buy/480 total spots			X	X		
Bay Area Radio Buy: 3 week buy/3 week promotion				X	X	
DESTINATION PRINT						
Southern California						
Los Angeles Magazine (1/2 page)			X			
Newsweek LA Metro Buy (1/2 page)	X		X			
Regional Print						
Outside Magazine: Western Circ. (Full pg & 1/2 pg)	X		X			
Ski Press Coop (Full pg, 4C, 2-4 partners)		X				
Womens Adventure Magazine (1/2 pg)	X		X			
Ski Magazine	X	X				
Skiing Magazine	X	X				
ANNUAL PRINT						
AAA Tourbook	X	X	X	X	X	X
CA Visitors Guide Coop Ad, Full pg, 4C, 8 partners	X	X	X	X	X	X
NV Travel Planner/Visitor Guide Coop Ad, Full pg, 4C, 4 part	X	X	X	X	X	X
INTERNET (DRIVE & DESTINATION) - ESTIMATED						
VCB Co-op Search Engine Prog*	X	X	X	X	X	X
OnlyinSanFrancisco.com (SF CVB website)	X	X	X	X	X	X
Trip Advisor CPC		X	X	X		
Outsidemag.com email			X			
Visitcalifornia.com	X	X	X	X	X	X
Sunset.com	X	X		X		
Google	X	X	X	X	X	X
Yahoo	X	X	X	X	X	X
KQED.org Newsletter Sponsorship					X	
OCRegister.com Stand Alone Email Blast			X			
Sheckys.com SF Stand Alone Email Blast			X		X	
Sheckys.com LA Stand Alone Email Blast				X		
LATimes.com Banner Ad Travel Section		X				
SkiDazzle.com Email Blast to LA Database			X			
SkiDazzle.com Email Blast to Nor Cal Database					X	
Gordon's Guide Custom Visitor Guide		X				
Sacramento Bee Email Blast					X	
SFStation.Com Email Blast				X		
SFWeekly.Com Newsletter Sponsorship					X	
DIRECT RESPONSE						
Direct Mail Newsletter (55k-65k to Western States DB)		X				
Email Blasts - Existing Database	X	X	X	X	X	
COOPERATIVE PROGRAMS						
Sierra Ski Marketing Council	X	X	X	X	X	X
Regional Marketing Committee	X	X	X	X	X	X
North Tahoe Wedding & Honeymoon Association	X	X	X	X	X	X
CA Snow Campaign	X	X	X	X	X	X