



2009/2010 Advertising Flowchart

Consumer

Print	July	August	September	October	November	December	January	February	March	April	May	June
America's Best Vacations Direct (Collinson)												
Bridal Guide							Ad PU: Monmouth/Natchez FP, 4C		FP, 4C: Ad TBD M: 11/18/09		FP, 4C: Ad TBD M: 1/13/09	
Discover America USA Travel Guide							QP, 4C Ad PU: 2009 Issue					
STS: Escape to the SE Postive Energy											FP,4C + Editorial Pgs Sp/M: 1/31/10	
Gourmet					HP,4C + Match Adv						MG: BonAppetit Online/InBook	
MS Musician's Hall of Fame												
MS Tour Guide Direct (MTA)												
Portico Magazine (Direct)					FP, 4C	FP, 4C	FP, 4C	FP, 4C				
Southern Living Circ: 1,425,000				FYP: V'burg FP,4C+Adv						FP,4C+Adv M: 1/4/10		
Travel South Ad Challenge												

Internet

Frontier Strategies Reserve												
Email Contests/PR (Direct)												
Web Radio Direct per C Ray												

Radio & TV

Direct: Marty Stuart Show (per C Ray)												
On-Site Videos air inside Southern Living		Tu/Th: 8/25 & 8/27	Tu/Th: 9/1-9/24	Tu/Th: 9/29-10/1	Video streamed online							
TV/Cable 30 Sec.Spot Schedule							Markets and Spot Schedules TBD					



2009/2010 Advertising Flowchart
Group Trade

Print/Website	July	August	September	October	November	December	January	February	March	April	May	June
Directories (Direct)												
Bank Travel												
FL Motorcoach												
Going On Faith												
Group Travel Directo												
SC Motorcoach												
TN Motorcoach												
Travel S. Planner							2/3 Pg, 4C					
Grp Travel Leader							M:12/5/09					



2009/2010 Advertising Flowchart
Meetings & Conventions

Print/Website	July	August	September	October	November	December	January	February	March	April	May	June
Direct: ACAE,ASAE, GSAE,LSAE, MSAE, TSAE, Convention Forum, Convention South, MSAE Magazine												
MPI (Direct)												
Meetings South Guide (Direct-CC)												
MS Business Journal: Conv/Mtg											Ad Size: TBD Sp/Mat: TBA	
Convention South MTA Program/Wk							HP, 4C M:12/1/09	HP, 4C M:1/4/10	HP, 4C M:2/1/10			
Rejuvenate MTA Program/Wk								HP, 4C M:1/4/10		HP, 4C M:3/4/10		

