



FY 2006
Media Plan
February 7, 2006

NAMC FY06 MEDIA SCHEDULE

OUT OF STATE PRINT	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE
NATIONAL												
AMERICAN HERITAGE Circulation: 340,000 6x/year: Feb/Mar, Apr/May, Jun/Jul, Aug/Sep, Oct, Nov/Dec Rep Name: Steve Thompson phone: 415-435-4678 fax: 415-435-8099 email: stevet@mediacentricinc.com Space/Materials Deadline										NAMC "Historic Travel" 1/3P 4C BL (on sale Mar. 13) RSL GC Family S/M: 2/15-2/22		
US AIRWAYS Circulation: 375,000 BRC qty: 127,500 Rep name: Ernie Mulholland phone: 602-997-7200 x13 fax: 480-968-1041 email: ernie@skyword.com Space/Materials Deadline Costs											NAMC FP4CBL GC Havasu S/M: 3/15-3/25	
NATIONAL PARKS Circulation: 265,000 quarterly Rep name: Holly Baker phone: 913 469-1110 x292 fax: 913 469-0806 email: hbaker@ascendmedia.com Space/Materials Deadline							"Spring/Summer Vacation Planning Guide" 1/2P 4C BL plus 1/2P 4C advertorial words plus images RSL GC Family S/M: 10/27 - 11/12			"Guide to Historic Travel" 1/2P 4C BL plus 1/2P 4C advertorial words plus images RSL GC Couple S/M: 1/21 - 2/6		
NATIVE PEOPLES Circulation: 50,000 6x per year Rep name: Matt Ramsey phone: 602-265-4855 x 122 fax: 602-265-3113 email: mramsey@nativepeoples.com Space/Materials Deadline									"Travel issue" 1/2P 4C BL RSL EZ Advtg GC Havasupai S/M: 1/2 - 1/10			
SUNSET Circulation: 1,450,000 May: 290,000 AZ, NM, TX, NV, CO, ID, MT, UT, WY, CANADA Rep name: Virginia Williams phone: 310-268-7585 fax: 310-268-7607 email: williamsv@sunset.com Space/Materials Deadline											"Travel Planner - Destination: Southwest & Mtn" 1/3P 4C non-bleed square special circulation EZ Advtg Travel Planner RSL Salsa Rosa S/M: 2/24-2/24	

Formula Funds: Out of State National Print:

Prop 202: Out of State National Print:

NAMC FY06 MEDIA SCHEDULE

OUT OF STATE PRINT	JULY	AUGUST	SEPT	OCT	NOV	DEC	JAN	FEB	MARCH	APRIL	MAY	JUNE
REGIONAL												
AAA: WESTWAYS (Southern California) Circulation: 3,550,000 6x per year Rep name: Lori Ann Rhodes phone: 760-416-1505 fax: 760-416-1700 email: loriann@rhodesmedia.biz Space/Materials Deadline											1/2P4C ad plus 1/2 P4C article "handbook promotion, Grand Canyon editorial" HANDBOOK BRC, Qty: 4,448,400 RSL S/M: 3/20-3/27	GC Family
LOS ANGELES MAGAZINE Circulation: 150,000 Rep name: Kara Sulcov phone: (323) 801-0038 fax: (323) 801-0103 email: ksulcov@lamag.com Space/Materials Deadline											"Great Escapes" formatted section photo & 80 words S/M: 3/5-3/10	
OUT OF STATE ONLINE	JULY	AUGUST	SEPT	OCT	NOV	DEC	JAN	FEB	MARCH	APRIL	MAY	JUNE
TARGETED ONLINE and OPTIMIZATION Rep name: Bill Caspare phone: 480-998-6061 fax: none email: billc@fifthnetworkmedia.com Materials Deadline								Targeted IP addresses: Chicago and Southern CA	Targeted IP addresses: Southern CA		Targeted IP addresses: Southern CA	Targeted IP addresses: Southern CA
			S/M:	S/M:	S/M:	S/M:	S/M:	S/M:	S/M:	S/M:	S/M:	S/M:

NAMC FY06 MEDIA SCHEDULE

INSTATE PRINT	JULY	AUGUST	SEPT	OCT	NOV	DEC	JAN	FEB	MARCH	APRIL	MAY	JUNE
AAA: ARIZONA HIGHROADS Circ: 380,000 Rep name: Loriann Rhodes phone: 760-416-1505 fax: 760-416-1700 email: loriann@rhodesmedia.biz Space/Materials Deadline											1/2P4C plus 1/2 P4C advertorial "handbook promotion, Grand Canyon editorial" EZ Advtg online RSL only GC Family S/M: 3/20 - 3/27	
ARIZONA REPUBLIC TUCSON CITIZEN / STAR Circ: 596,993 / 178,113 Rep name: Suzanne Yazell phone: (602) 444-8438 fax: (602) 444-8691 email: Suzanne.Yazell@pni.com Space/Materials Deadline												June 4 "Summer Vacation Guide" 1/2P4C ad AZ Subsection tabloid format EZ Advtg Salsa Rosa S/M: 5/10-5/25 est '06
EAST VALLEY TRIBUNE Circ: Daily & Sat. 103,997, Sunday 86,277 Rep name: Marty Marshall phone: (480) 898-5638 fax: 480-898-6463 email: mmarshall@aztrib.com Space/Materials Deadline										Date: 4/9 "Arizona Getaways" 6 c.x 5.25" 4C Broadsheet EZ Advtg GC Family S/M: 3/31-4/2		
HEARD MUSEUM GUILD INDIAN FAIR & MARKET PROGRAM Circulation: 15,000 Rep name: Matt Ramsey phone: 602-265-4855 x 122 fax: 602-265-3113 email: mramsey@nativepeoples.com Space/Materials Deadline									1/2 P4C Bleed Sedona S/M: 1/2-1/12			
PHOENIX MAG Circ: 63,152 Rep name: Michael Hiatt phone: 480-664-3960 fax: 480-664-3963 email: mhiatt@citieswestpub.com Space/Materials Deadline												"Summer Getaways" 1/2 P SPD 4C BL Salsa Rosa S/M: 4/15-4/20

NAMC FY06 MEDIA SCHEDULE

INSTATE BROADCAST		JULY	AUGUST	SEPT	OCT	NOV	DEC	JAN	FEB	MARCH	APRIL	MAY	JUNE
RADIO Rep name: phone: fax: email: Space/Materials Deadline												1 week - date TBD Phoenix and Tucson 100 TRP/week/market	
RADIO Rep name: phone: fax: email: Space/Materials Deadline												One week TBD around National Tourism week Skyview Radio Network, ;30 spots 30 stations around AZ	
												S/M: TBD depending on flight dates	
INSTATE ONLINE		JULY	AUGUST	SEPT	OCT	NOV	DEC	JAN	FEB	MARCH	APRIL	MAY	JUNE
TARGETED ONLINE and OPTIMIZATION Fifth Network Media / Klipmart Rep name: Bill Caspare phone: 480-998-6061 fax: none email: billc@fifthnetworkmedia.com Materials Deadline					Targeted IP addresses: Phoenix and Tucson S/M:	Targeted IP addresses: Phoenix and Tucson S/M:					Targeted IP addresses: Phoenix and Tucson S/M:	Targeted IP addresses: Phoenix and Tucson S/M:	Targeted IP addresses: Phoenix and Tucson S/M:
AOT DATABASE		JULY	AUGUST	SEPT	OCT	NOV	DEC	JAN	FEB	MARCH	APRIL	MAY	JUNE
TARGETED E-BLAST Contact: Casey Ambrose Materials Deadline				50,000 names to instate & So. CA "Fall Colors" S/M:					50,000 names Chicago "Spring Travel" S/M:				

SAP FY06 MEDIA SCHEDULE

OUT OF STATE PRINT													JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE
NATIONAL																								
AUDUBON Circulation: 400,000 6x/year Rep name: Frieda Holleran phone: 707-935-9296 fax: 707-935-9297 email: frieda.holleran@thehollerangroup.com Space/Materials Deadline																								
FRONTIER "Wild Blue Yonder" Circulation: 53,000 Denver Hub Rep name: John Greenwood phone: 303-293-3020 x255 fax: 303-296-3410 email: jgreenwood@proxypartnerships.com Space/Materials Deadline																								
NATIONAL GEOGRAPHIC TRAVELER Circulation: 715,000 8x per year Rep name: Layne Middleton phone: 928-443-8540 fax: 928-443-8408 email: fourcms@aol.com Space/Materials Deadline																								
OUT OF STATE PRINT													JULY	AUGUST	SEPT	OCT	NOV	DEC	JAN	FEB	MARCH	APRIL	MAY	JUNE
REGIONAL																								
SUNSET Circulation: 1,450,000 nat'l CA: 775,000 Rep name: Virginia Williams phone: 310-268-7585 fax: 310-268-7607 email: williamsv@sunset.com Space/Materials Deadline																								

SAP FY06 MEDIA SCHEDULE

OUT OF STATE ONLINE	JULY	AUGUST	SEPT	OCT	NOV	DEC	JAN	FEB	MARCH	APRIL	MAY	JUNE
TARGETED ONLINE CAMPAIGN SAP Fifth Network Media / Klipmart Rep name: Bill Caspare phone: 480-998-6061 fax: none email: billc@fifthnetworkmedia.com Materials Deadline							SAP Chicago S/M:			SAP Los Angeles S/M:		
SOUTHWEST.COM Rep name: Sheri Salas phone: 214-792-3133 fax: (214) 792-6711 email: Sheri.Salas@wnco.com Materials Deadline							SAP Jan 17 Tucson: Featured Destination 5 million emails S/M: 1/2			SAP April 11 Tucson: Featured Destination 5 million emails S/M: 3/27		
INSTATE PRINT	JULY	AUGUST	SEPT	OCT	NOV	DEC	JAN	FEB	MARCH	APRIL	MAY	JUNE
EAST VALLEY TRIBUNE Circ: Daily & Sat. 103,997, Sunday 86,277 Rep name: Marty Marshall phone: (480) 898-5638 fax: 480-898-6463 email: mmarshall@aztrib.com Space/Materials Deadline											SAP Date: 5/15 "Summer Escapes" FP4C EZ Advtg Tabloid Jacuzzi S/M: 5/5-5/8	
PHOENIX MAG Circ: 63,152 Rep name: Michael Hiatt phone: 480-664-3960 fax: 480-664-3963 email: mhiatt@citieswestpub.com Space/Materials Deadline											SAP "Drive Guide" 1/2 P SPD 4C BL 1pg edit "Driving AZ" Jacuzzi S/M: 3/15-3/20	

SAP FY06 MEDIA SCHEDULE

INSTATE BROADCAST	JULY	AUGUST	SEPT	OCT	NOV	DEC	JAN	FEB	MARCH	APRIL	MAY	JUNE
RADIO Phix: est CPP \$275 Tuc: est CPP \$100 Rep name: phone: fax: email: Space/Materials Deadline												SAP Phoenix & Tucson S/M: TBD
RADIO Skyview Radio Network Statewide stations :30 commercials Rep name: Barbara McGrath phone: (480) 503-8735 fax: (480) 503-8745 email: barbara@skyviewsat.com Space/Materials Deadline												SAP Skyview Radio Network w/o 6/19 S/M: TBD
AOT DATABASE	JULY	AUGUST	SEPT	OCT	NOV	DEC	JAN	FEB	MARCH	APRIL	MAY	JUNE
AOT DATABASE Contact: Casey Ambrose Materials Deadline					50,000 names Chicago "Southern AZ Travel" S/M:					50,000 names So. California "Southern AZ Travel" S/M:		
			S/M:	S/M:		S/M:	S/M:	S/M:	S/M:	S/M:	S/M:	S/M:
SPONSORSHIP	JULY	AUGUST	SEPT	OCT	NOV	DEC	JAN	FEB	MARCH	APRIL	MAY	JUNE
TUCSON OPEN Rep name: Judy McDermott phone: 800-882-4660 fax: 520-571-0444 email:judymcd@tucsonconquistadores.com Space/Materials Deadline												
								S/M: TBD				

PRINT MEDIA RECOMMENDATION

	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE
AAA: MIDWEST TRAVELER Circulation: 463,000 MO, So. IL, So. IN Rep name: Bonnie Gill phone: 800-390-7466 ext. 1 fax: 402-331-5194 email: BGill@homeandawaymagazine.com Space/Materials Deadline							"Arizona" 1/2P SPD 4C BL RSL Jacuzzi Suite S/M: 10/14 - 10/28					
AMERICAN HERITAGE Circulation: 340,000 6x/year: Feb/Mar, Apr/May, Jun/Jul, Aug/Sep, Oct, Nov/Dec Rep Name: Steve Thompson phone: 415-435-4678 fax: 415-435-8099 email: stevet@mediacentricinc.com Space/Materials Deadline					1/2P 4C BL AZ Section 500 words & photos EZ Advtg (on sale Nov 6) RSL Jacuzzi Suite S/M: 9/30 - 10/7			1/6P 4C Non-bleed Nightclub S/M: 12/15-1/6	NAMC "Historic Travel" 1/3P 4C BL (on sale Mar. 13) RSL GC Family S/M: 2/15-2/22			
AMERICAN - "American Way" Circulation: 344,000 two issues per month Rep name: Ryan McLoughlin phone: 310-648-6387 fax: 310-648-6377 email: ryan.mcloughlin@aa.com Space/Materials Deadline				Oct. 15th issue FP 4C BL rate based on minimum 2x buy Nightclub S/M: 9/1 - 9/6	Nov. 15th issue FP 4C BL rate based on minimum 2x buy Sedona Limbo S/M: 10/3 - 10/4							
ARCHAEOLOGY MAGAZINE Circulation: 215,000 6x/year Rep name: Meegan Daly phone: (718) 472-3050 x 23 fax: 718-472-3051 email: meegan@archaeology.org Space/Materials Deadline			1/2P 4C BL Horiz 3x rate RSL Jacuzzi S/M: 7/8 - 7/12		1/2P 4C BL Horiz 3x rate RSL Salsa Rosa S/M: 9/9-9/13		1/2P 4C BL Horiz 3x rate RSL GC Family S/M:11/8-11/10		1/3P 4C square BONUS RSL Wildlife S/M:1/6-1/9			
ARCHITECTURAL DIGEST Circulation: 800,000 Special circ: 496,000 Top DMAs Rep name: Ellen Lewis phone: 972-960-2889 fax: 972-960-2886 email: elewis@airmail.net Space/Materials Deadline		"Destination Deluxe: Scottsdale" 1/2P SPD 4C BL + match.advert. copy/photos due: May 17 Online RSL Perfect Pair SM: 5/12 - 6/15		"Destination Deluxe: Phoenix" 1/2P SPD 4C BL + match.advert. copy/photos due: June 29 RSL Nightclub S/M: 6/23 -7/11			BARN DOOR through GPCVB Online RSL GC Family S/M: 10/13	Online RSL	Online RSL	Online RSL	Online RSL	Online RSL RSL

PRINT MEDIA RECOMMENDATION

	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE
ARTHUR FROMMERS BUDGET TRAVEL Circulation: 525,000 10x per year Rep name: Angelo Lombardo phone: (310) 586-2213 fax: 310-264-9944 email: Angelo.Lombardo@newsweekbt.com Space/Materials Deadline						"Warm Winter Destinations" 1/2P 4C non-bleed Advertorial RSL Perfect Pair S/M: 9/20-10/7		1/2P 4C non- RSL GC Family S/M: 11/23-11/30				
AZ- THE GOLF STATE Circulation: 783,000 Rep name: Jennifer phone: 520.322.0895 fax: 520.322.9438 email: Space/Materials Deadline				1/2P SPD 4C BL 24 page insert in the following regional golf magazines: Score Golf (Oct - Canada), NCGA News (Oct - Northern CA), FORE Magazine (Nov - Southern CA), Philadelphia Golfer (Oct & Nov - serves PA, NJ, Delaware, and No. Maryland), Long Island Golfer (Nov), New Jersey Golf News (Nov), Michigan Links (Nov), Colorado Avid Golfer (Dec), Golf Washington (Puget Sound WA), Golf Chicago (Feb) Nightclub RSL SM: 7/1 - 7/6								
AZ Travel Parks Directory Circulation: 120,000 Rep name: Ron Sleight phone: 480-699-4849 fax: 480-699-4853 email: csgltd@cox.net Space/Materials Deadline				2006 Annual Directory Full Page, 4 color, bleed Salsa Rosa SM: 9/9 - 9/16								
AUDUBON Circulation: 400,000 6x/year Rep name: Frieda Holleran phone: 707-935-9296 fax: 707-935-9297 email: frieda.holleran@thehollerangroup.com Space/Materials Deadline							SAP 1/2P 4C BL RSL Jacuzzi S/M: 11/1 - 11/5	SAP 1/2P 4C BL EZ Advtg RSL Southern Golf S/M: 1/3 - 1/7				
CONDE NAST TRAVELER Circulation: 750,000 Rep name: Trica Baak phone: 323-965-3757 fax: 323-965-7148 email: tbaak@cntraveler.com Space/Materials Deadline					"Reader's Choice" FP4C non-bleed RSL Perf Pair S/M: 9/1-9/5		"Gold List" BARN DOOR through GPCVB RSL Nightclub S/M: 11/1	Scottsdale FP4CBL is this Prop 202 or Formula Funds? S/M: 12/7				

PRINT MEDIA RECOMMENDATION

	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE
COOKING LIGHT Circulation: 1,650,000 Rep name: Susan Davis phone: 800-366-4712 ext. 6302 fax: 205-445-8662 email: susan_davis@timeinc.com Space/Materials Deadline				"Treks & Travels Directory" 1/6P4C RSL Hint of Ginger S/M: 8/1-8/1	"Treks & Travels Directory" 1/6P4C RSL Salsa Rosa S/M: 9/1-9/1				"Treks & Travels Directory" 1/6P4C RSL Fine Dining S/M: 1/2-1/3			
FORTUNE Circulation: 930,000 Rep name: Tom Lewis phone: 972-335-6200 fax: 972-335-6202 email: Tom_Lewis@timeinc.com Space/Materials Deadline						Dec. 26 "Arizona Special Section" Silver Package 1/2 P, 4C, BL + 50 reprints online RSL Nightclub S/M: 11/16						
FRONTIER "Wild Blue Yonder" Circulation: 53,000 Denver Hub Rep name: John Greenwood phone: 303-293-3020 x255 fax: 303-296-3410 email: jgreenwood@proxypartnerships.com Space/Materials Deadline					1/2P 4C BL online RSL Nightclub S/M: 9/16-9/23		SAP 1/2P 4C BL online RSL Southern Golf S/M: 11/14-11/21					
GOLF DIGEST Circulation: 1,550,000 nat'l "Golf West" circ: 358,348 "Golf in AZ": 500K total (300GD&200GFW) upper income demo Rep name: Linda Dillenbeck phone: 480-460-5650 fax: 480-460-6050 email: linda.dillenbeck@golfdigest.com Space/Materials Deadline							"Golf in Arizona" 1/2P 4C BL + 5-6 copy pts 2-3 images due: 10/13 RSL Nightclub S/M: 10/7-10/27		"Golf in the West" FP 4C BL + 5-6 copy pts 2-3 images due: 12/7 RSL Sedona Limbo S/M: 12/5-12/22			
GOLF FOR WOMEN Circulation: 484,994 "Golf in AZ": 500K total (300GD&200GFW) 6x per year Rep name: Linda Dillenbeck phone: 480-460-5650 fax: 480-460-6050 email: linda.dillenbeck@golfdigest.com Space/Materials Deadline			1/2P 4C BL RSL Perf Pair S/M: 7/5-7/10				"Golf in Arizona" 1/2P 4C BL plus 5-6 copy pts 2-3 images due: 10/13 RSL cost is part of package with GD Nightclub S/M: 10/7-10/27					

PRINT MEDIA RECOMMENDATION

	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE
GOLF MAG Circulation: 1,400,000 Nat'l "Golf in AZ" Nov:551,000 CA,CO,IL,IN,MI,MN,MT,NY,OH,OR,TX,WA "Golf in AZ" Feb:381,000 AK,AZ,CA,CO,HI,ID,IL,KS,MD,NE NV,NM,ND,OK,OR,SD,W,TX, VT,WA,WY,W,CANADA Rep name: Rita Allen phone: (310) 268-7109 fax: 310-268-7115 email: rita.allen@time4.com Space/Materials Deadline					"Golf in AZ" 1/2P SPD 4C BL plus advertorial EZ Advtg Nat'l RSL Nightclub S/M: 8/22-9/5			"Golf in AZ" 1/2P SPD 4C BL plus advertorial EZ Advtg Nat'l RSL Jacuzzi S/M: 11/22-12/5				
GOURMET Circulation: 950,000 Rep name: Ellen Lewis phone: 972-960-2889 fax: 972-960-2886 email: elewis@airmail.net Space/Materials Deadline	RSL	RSL	RSL	"10th Annual Restaurant Issue" "AZ Section" 1/2P SPD 4C BL 1/2P SPD 4C BL advertorial RSL Perfect Pair S/M: 8/1-8/1	RSL	BARN DOOR through GPCVB RSL GC Family S/M: 10/3 - 10/3	RSL	1/2P SPD 4C BL Advertorial RSL Nightclub S/M: 12/1-12/1	RSL	RSL	"Travel" 1/2P4C BL horizontal RSL Fine Dining S/M: 3/1-3/1	RSL
MIDWEST LIVING Circulation: 925,000 6x/year Rep name: Teri A. Marshall phone: 415-986-7762 fax: 415-986-7860 email: TMarshall@bbasf.com Space/Materials Deadline					1/2P 4C BL EZ Advtg RSL Perfect Pair S/M: 8/29 - 8/29		Single Page, Double sided 4 Color, Bleed, insert Perforated on 80lb. Stock materials produced by MA/AOT insert printed by Meredith w/GPCVB S/M: 11/9					
MORE Circulation:1,000,000 10x/year Rep name: Teri A. Marshall phone: 415-986-7762 fax: 415-986-7860 email: TMarshall@bbasf.com Space/Materials Deadline				1/2P 4C BL Perfect Pair S/M: 7/22-7/22				1/2P 4C BL Sedona Limbo S/M: 11/22-11/22				
NATIONAL GEOGRAPHIC ADVENTURE Circulation: 500,000 10x per year (Jun/Jul, Dec/Jan) Rep name: Layne Middleton phone: 928-443-8540 fax: 928-443-8408 email: fourcrns@aol.com Space/Materials Deadline									FP4CBL special 2x rate EZ Advtg RSL Sedona Limbo S/M: 12/15-12/15	FP4CBL special 2x rate RSL GC Havasu S/M: 1/5-1/5		

PRINT MEDIA RECOMMENDATION

	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE
NATIONAL GEOGRAPHIC TRAVELER Circulation: 715,000 8x per year Rep name: Layne Middleton phone: 928-443-8540 fax: 928-443-8408 email: fourcrns@aol.com Space/Materials Deadline					1/2P SPD 4C BL		SAP 1/2P SPD 4C BL (SAP) plus 1/2 page advertorial (AOT)					
					RSL Perfect Pair		RSL Jacuzzi					
					S/M: 9/6-9/6		S/M: 11/4-11/14					
NATIONAL PARKS Circulation: 265,000 quarterly Rep name: Holly Baker phone: 913 469-1110 x292 fax: 913 469-0806 email: hbaker@ascendmedia.com Space/Materials Deadline							NAMC "Spring/Summer Vacation Planning Guide" 1/2P 4C BL plus 1/2P 4C advertorial words plus images RSL GC Family			NAMC "Guide to Historic Travel" 1/2P 4C BL plus 1/2P 4C advertorial words plus images RSL GC Couple		
							S/M: 10/27 - 11/12			S/M: 1/21 - 2/6		
NATIVE PEOPLES Circulation: 50,000 6x per year Rep name: Matt Ramsey phone: 602-265-4855 x 122 fax: 602-265-3113 email: mramsey@nativepeoples.com Space/Materials Deadline			1/2P 4C BL		1/2P 4C BL		1/2P 4C BL		NAMC "Travel" 1/2P 4C BL RSL EZ Advtg GC Havasupai		1/2P 4C BL	
			RSL		RSL		RSL				RSL	
			Jacuzzi		Salsa Rosa		Jacuzzi				Native American	
			S/M: 6/17 - 7/1		S/M: 9/1 - 9/10		S/M: 11/1 - 11/10		S/M: 1/2 - 1/10		S/M: 3/1 - 3/10	
NY TIMES: T TRAVEL Circulation: 1,676,885 Sunday Rep name: Sherri Zigman phone: 310-914-2067 fax: (310) 479-7414 email: zigmans@nytimes.com Space/Materials Deadline			Sept. 25 "Discover 50 states" FP4CBL + copy points due July 15 RSL Perfect Pair				Jan 8 Scottsdale co-op (I.O. to NY Times) part of 6-8 page formatted section FP 4C BL RSL Nightclub					
			S/M: 7/28-8/16				S/M: 12/10-12/10					
O- THE OPRAH MAG Circulation: 2,150,000 nat'l Eastern Region: 700,000 March: 729,259 (CA,CO,IL,MN,NY,WA,NV) Rep name: Allison Cessna phone: 877-568-4681 fax: 520-297-7168 email: allison@preprint.com Space/Materials Deadline				"Girls Getaway VacationFun Insert" by MaddenPrePrintMedia 1/2P SPD 4C BL eastern region circ only RSL Perfect Pair				"Romantic Escapes" Vacationfun insert 1/2 P 4C BL Eastern Region FP 4C BL Midwest/West RLS GC Havasupai	AOT Custom Insert, 4 pages Printed by Madden FP 4C BL RSL			
				S/M: 6/17 - 6/24			S/M: 10/14 - 10/21	S/M: 11/18 - 12/22				

PRINT MEDIA RECOMMENDATION

	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE
OUTSIDE MAGAZINE Circulation:650,000 Rep name: Nick Pavach phone: 213-457-0354 fax: 213-457-0362 email: npavach@outsidemag.com Space/Materials Deadline					1/2P SPD 4C BL Nature Valley promotion in select markets online RSL Hint of Ginger S/M: 8/12 - 8/24			1/2P SPD 4C BL Nature Valley promotion in select markets online RSL Jacuzzi S/M: 11/12 - 11/19				1/2P SPD 4C BL Nature Valley promotion in select markets online RSL GC Havasupai S/M: 3/21-3/24
OUTSIDE TRAVELER Circulation:300,000 Traveler - 2x/year Rep name: Nick Pavach phone: 213-457-0354 fax: 213-457-0362 email: npavach@outsidemag.com Space/Materials Deadline				"Fall/Winter" comes out Sept 28 polybagged with October Outside FP 4C BL EZ Advtg RSL Jacuzzi S/M: 7/29-8/10					"Spring/Summer" comes out Mar 29 polybagged with April Outside FP 4C BL EZ Advtg RSL GC Havasupai S/M: 1/28-2/10			
PREPRINT Circulation: Sept.825K Jan. 825K "Best of American Travel" Feb: IL 750K, NY 900K Rep name: Allison Cessna phone: 877-568-4681 fax: 520-297-7168 email:allison@preprint.com Space/Materials Deadline			Sept. 25 FP 4C non-bleed select city papers cover design due : 7/15 EZ Advtg RSL Holidays S/M: 7/15 - 7/22				Jan. 15 FP 4C non-bleed select city papers plus FP 4C for Calendar of Events due : 10/16 cover design due : 10/28 EZ Advtg RSL Springtime S/M: 10/28 - 11/4					
PRESERVATION Circulation: 185,000 6x/year Rep name: Christine Tye phone: 707-939-0269 fax: 707-6939-0279 email: christinetye@vom.com Space/Materials Deadline					"Treasures of the Historic Southwest" FP 4C BL plus 150 words & photo due 8/26 RSL Jacuzzi S/M: 8/26-9/2		"Travel Directory" 1/6P b/w RSL GC Black S/M: 11/1-11/8					
RUNNER'S WORLD Circulation:600,000 Rep name: Julie Amalfi phone: 310-252-7526 fax: 310-615-0867 email: Julie.Amalfi@rodale.com Space/Materials Deadline				1/2P 4C non-bleed Hint of Ginger S/M:7/18 - 7/20		1/2P 4C non-bleed Jacuzzi S/M: 9/12 - 9/14						

PRINT MEDIA RECOMMENDATION

	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE
SAVEUR Circulation:375,000 9x per year Rep name: Steve Thompson phone: 415-435-4678 fax: 415-435-8099 email: stevet@mediacentricinc.com Space/Materials Deadline				"Authentic Arizona" FP 4C BL plus 1/3PV4CBL sidebar online RSL Perfect Pair S/M: 7/29 - 8/5	1/3P 4Cnon-bleed horizontal added value plus Maitre D' Section Nightclub S/M: 9/1 - 9/8							
SHAPE Circulation:1,600,000 Rep name: Sarah Halbardier phone: 818-595-0403 fax: 818-716-5626 email: shalbardier@weiderpub.com Space/Materials Deadline					1/2P 4C BL Perfect Pair S/M: 8/25-9/31			1/2P 4C BL Sedona Limbo S/M: 11/21-11/30				
SMITHSONIAN Nat'l Circ: 2,000,000 Great Escapes: 1 M circ. Gold Edition RSL: NA in Jan & July/Aug Rep name: Gary Thompson phone: 310-478-3833 fax: 310-478-1633 email: thompson@simag.si.edu Space/Materials Deadline				"Great Escapes" FP 4C non-bl +FP advertorial w/copy pts & images Gold Edition circulation RSL - in book & online Jacuzzi S/M: 7/11 - 7/25	1/2P SPD 4C BL full circulation RSL - in book & online Nightclub S/M: 9/9 -9/15				"Great Escapes" FP 4C bleed +FP advertorial w/copy pts & images Gold Edition circulation RSL - in book & online Native Amer S/M: 1/9-1/16			
SOUTHWEST SPIRIT Circulation: 372,000 Rep name: Ellynn Adoue phone: 817-931-1232 fax: 817-931-3015 email: ellynn.adoue@aa.com Space/Materials Deadline					"Spirit of AZ" 1/2P SPD 4C BL + copy/images logo & URL RSL Perfect Pair S/M: 9/6-9/10	"Spirit of Golf" 1/3P 4C BL horizontal RSL Sedona Limbo S/M: 10/5-10/7			1/3P 4C BL horizontal Masthead RSL Jacuzzi S/M: 1/13 - 1/20	1/3P 4C BL horizontal Masthead RSL GC Family S/M: 2/15 - 2/22		
SUNSET Circulation: 1,450,000 May: 290,000 AZ,NM,TX,NV,CO,ID,MT,UT,WY,CANADA Rep name: Virginia Williams phone: 310-268-7585 fax: 310.268.7607 email: williams@sunset.com Space/Materials Deadline					"Travel Planner - Destination: Southwest" 1/3P 4C non-bleed horizontal full circulation EZ Advtg Travel Planner RSL Jacuzzi S/M: 9/1-9/1					NAMC "Travel Planner - Destination: Southwest & Mtn" 1/3P 4C non-bleed Horiz RSL special circulation EZ Advtg Travel Planner Salsa Rosa S/M: 2/24-2/24		

PRINT MEDIA RECOMMENDATION

	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE
TEXAS MONTHLY Circulation: 300,000 Rep Name: Kristen Belt Phone: 512-320-6924 Fax: 512-476-9007 email: kbelt@texasmonthly.com Space/Materials Deadline					"Winter Retreats" 1/3P 4C non-bleed RSC Perfect Pair S/M: 9/5 - 9/15			"Arizona" FP 4C non-bleed RSL EZ Advtg Nightclub S/M: 12/5 - 12/12				
THE NEW YORKER Circulation: 950,000 46x /year Luxury Retreats: Top DMA circ. @484,500 Rep name: Mike Stafford phone: 972-960-2889 fax: 972-960-2886 email: ellenmik@airmail.net Space/Materials Deadline					11/28 "Cartoon Issue" BARN DOOR through GPCVB RSL GC Family S/M: 10/26							
TRAVEL & LEISURE Circulation: 950,000 Rep name: Joseph Messer phone: 310-268-7463 fax: 310-268-7604 email: Joseph.A.Messer@aexp.com Space/Materials Deadline				"Arizona: Land of the Sun" 1/2P SPD 4C BL + copy points images due: Jun 20 RSL Jacuzzi S/M: 6/15 - 8/5			"500 Issue" FP 4C BL RSL Jacuzzi S/M: 11/2 - 11/11	"Scottsdale" FP 4C BL RSL GC Family S/M: 11/1 - 11/12		1/2P SPD 4C BL RSL GC Family S/M: 2/13		
TRAVEL & LEISURE FAMILY Circulation: 250,000 3x per year - April June & Oct. Rep name: Joseph Messer phone: 310-268-7463 fax: 310-268-7604 email: Joseph.A.Messer@aexp.com Space/Materials Deadline				"Fall" (polybagged with Oct. Travel & Leisure) FP4CBL RSL Jacuzzi S/M: 8/3						Spring (polybagged with April: Travel & Leisure) 1/2P SPD 4C BL RSL GC Family S/M: 1/13 - 1/27		
TRAVEL & LEISURE GOLF Circulation: 625,000 6x/year Rep name: Michelle Johnson phone: (760) 633-1673 fax: (760) 633-1671 email: michelle.d.johnson@aexp.com Space/Materials Deadline			"Arizona Golf Section" 1/2P SPD 4C BL Section created with AOT direction, copy & images due: June 3 RSL Nightclub S/M: 5/31 - 7/8									

PRINT MEDIA RECOMMENDATION

	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE
TRUE WEST Circulation: 45,000 10x per year Rep Name: Joel Klasky Phone: Fax: email: joel@twmag.com Space/Materials Deadline										"Travel Issue" 1/2P 4C BL EZ Advtg RSC Salsa Rosa S/M: 11/30-1/3		
US AIRWAYS Circulation: 375,000 BRC qty: 127,500 Rep name: Ernie Mulholland phone: 602-997-7200 x13 fax: 480-968-1041 email: ernie@skyword.com Space/Materials Deadline	1/2P SPD 4C BL	"Travel AZ" 1/2P SPD 4C BL	1/2P SPD 4C BL	"Tribal Tourism Section" 1/2P SPD 4C BL plus overprints special section	FP4C BL	2-page spread 4C BL 1/2P SPD	"Cactus League" 1/2P SPD 4C BL EZ Advtg	"Travel AZ" 1/2P SPD 4C BL	1/2P SPD 4C BL	"Travel AZ" 1/2P SPD 4C BL + copy pts & photo EZ Advtg	NAMC FP4CBL	1/2P SPD 4C BL
	Water Park	New Sed Golf	Nightclub	Hint of Ginger	Jacuzzi Suite	GC Family	Perfect Pair	GC	Fine Dining	Native American	GC Havasu	Fine Dining
	S/M: 5/15-5/25	S/M: 6/15-6/25	S/M: 7/15-7/25	S/M: 7/15	S/M: 9/15 - 9/25	S/M: 10/15-10/25	S/M: 11/15 - 11/25	S/M: 12/15-12/25	S/M: 1/15-1/25	S/M: 2/15-2/25	S/M: 3/15-3/25	S/M: 4/15-4/25
WOMAN'S DAY Circulation: 4,000,000 Rep name: Brian Davis phone: 972-960-2889 fax: 972-960-2886 email: bdavis@airmail.net Space/Materials Deadline									March 7 RSL comes out Feb. 14th			

ONLINE for FISCAL 2006

	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE
TARGETED ONLINE CAMPAIGN and OPTIMIZATION PROGRAM	The AOT FY06 online campaign will be optimized from the start using a state-of-the art technology to tag each ad creative. This will help define the geographical targets and effectively use the impressions to reach the desired target audience.											
Fifth Network Media / Klipmart Rep name: Bill Caspare phone: 480-998-6061 fax: none email: billc@thefifthnetwork.com	Suggested sites: Yahoo, Weatherbug/Accuweather, Reuters, Slate, Washington Post, Newsweek, The Fifth Network, IBSYS, Advance, Knight Ridder, Gannett, Away, iExplore, AOL, CNN, USA Today, MSN, AEN Networks, Discovery, History, The Globe and Mail.											
Materials Deadline				Start Oct. 10th								
TARGETED ONLINE CAMPAIGN				S/M:	S/M:	S/M:	S/M:	S/M:	S/M:	S/M:	S/M:	S/M:
NAMC								NAMC	NAMC		NAMC	NAMC
Fifth Network Media / Klipmart Rep name: Bill Caspare phone: 480-998-6061 fax: none email: billc@thefifthnetwork.com								Chicago & So. California	So. California		So. California	So. California
Materials Deadline				S/M:	S/M:	S/M:	S/M:	S/M:	S/M:	S/M:	S/M:	S/M:
TARGETED ONLINE CAMPAIGN												
SAP							SAP			SAP		
Fifth Network Media / Klipmart Rep name: Bill Caspare phone: 480-998-6061 fax: none email: billc@thefifthnetwork.com							Chicago			Los Angeles		
Materials Deadline				S/M:	S/M:	S/M:	S/M:	S/M:	S/M:	S/M:	S/M:	S/M:
GOOGLE												
Rep name: phone: fax: email:	Search engine key words bought during the heaviest months of advertising exposure. Dollar amounts are just estimates for budgeting purposes. AOT will use "non-traditional" search words to capture travelers interested in unique travel experiences.											
Materials Deadline							S/M:	S/M:	S/M:			
SOUTHWEST.COM							SAP			SAP		
Rep name: Sheri Salas phone: 214-792-3133 fax: (214) 792-6711 email: Sheri.Salas@wnco.com							Jan 17 Tucson: Featured Destination 5 million emails			April 11 Tucson: Featured Destination 5 million emails		
Materials Deadline							S/M: 1/2			S/M: 3/27		
TRAVELINFORMATION.COM												
Rep name: Linda Dilworth phone: 203-385-3401 fax: 203-385-3435 email: vps@travelinformation.com												
Materials Deadline												

ONLINE for FISCAL 2006

	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE
TARGETED E-BLAST			NAMC					NAMC				
Contact: Casey Ambrose			50,000 names to instate					50,000 names Chicago				
			& So. CA "Fall Colors"					"Spring Travel"				
Materials Deadline			S/M:					S/M:				

REGIONAL AND INSTATE

	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE
REGIONAL PRINT												
AAA: ARIZONA HIGHROADS Circ: 380,000 Rep name: Michael Huffman phone: 877-416-3441 fax: (616) 588-6310 email: mike@huffmanmedia.com	1/2P4C plus 1/2 P4C advertorial "handbook promotion" online RSL only Water Park (Mex)	1/2P4C plus 1/2 P4C advertorial "handbook promotion" EZ Advtg online RSL only Jacuzzi	1/2P4C plus 1/2 P4C advertorial "handbook promotion" FREE SUPPLIED BRC, Qty:444,400 online RSL only Nightclub	1/2P4C plus 1/2 P4C advertorial "handbook promotion" online RSL only Perfect Pair	1/2P4C plus 1/2 P4C advertorial "handbook promotion" online RSL only Salsa Rosa	NAMC Cultural Tourism section 1/2P4C plus 1/2 P4C advertorial "handbook promotion" EZ Advtg GC Family online RSL only						
Space/Materials Deadline	S/M: 5/2 - 5/6	S/M: 7/1 - 7/6	S/M: 9/1 - 9/6	S/M: 11/21 - 11/28	S/M: 1/16 - 1/23	S/M: 3/20 - 3/27						
AAA: NEW MEXICO JOURNEYS Circulation: 90,000 6x per year Rep name: Lori Ann Rhodes phone: 760-416-1505 fax: 760-416-1700 email: loriann@rhodesmedia.biz		1/2P4C plus 1/2 P4C advertorial "handbook promotion" RSL Jacuzzi	1/2P4C plus 1/2 P4C advertorial "handbook promotion" FREE SUPPLIED BRC, Qty: 99,000 RSL Nightclub		1/2P4C plus 1/2 P4C advertorial "handbook promotion" RSL Salsa Rosa							
Space/Materials Deadline		S/M: 6/20 - 6/27	S/M: 8/22 - 8/27		S/M: 1/16 - 1/23							
AAA: WESTWAYS (Southern California) Circulation:3,550,000 6x per year Rep name: Lori Ann Rhodes phone: 760-416-1505 fax: 760-416-1700 email: loriann@rhodesmedia.biz		1/2P4C plus 1/2 P4C advertorial "handbook promotion" RSL Jacuzzi				NAMC 1/2P4C plus 1/2 P4C advertorial "handbook promotion" FREE SUPPLIED BRC, Qty: 4,448,400 RSL GC Family						
Space/Materials Deadline		S/M: 6/20 - 6/27				S/M: 3/20 - 3/27						
AARP Circulation: 22,000,000 nat'l CA circ/Age 50-59: 539,000 Rep name: Sue Todd phone: (415) 543-5001 fax: (415) 543-0569 email:st_ppw@pacbell.net					1/2P4C CA circulation only Age 50-59 edition RSL Sedona Limbo	RSL						
Space/Materials Deadline					S/M:10/1-10/8	S/M:11/24-11/24						
ARIZONA FOOTHILLS Circulation: 60,000 Rep name: Chrissie Holder phone:(480) 460-5203 x209 fax:(480) 460-2345 email: CHolder@mediathatdeelifers.com					1/2P SPD 4C BL EZ Advtg Horses							
Space/Materials Deadline					S/M: 12/5-12/12							

REGIONAL AND INSTATE

	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE
AZ HIGHWAY PATROLMAN Circulation: 1,700 quarterly phone: 602-278-4235 fax: 602-278-4235 email: Space/Materials Deadline					Winter Issue 1/3 P, color (pickup from 2004) S/M: 10/21							
AZ HOTEL & LODGING GUIDE Circ: 25,000 Rep name: Michelle Wade phone: 602-604-0729 fax: 602-604-0769 email: mwade@azhla.com Space/Materials Deadline			2P4C 30,000 Circ Perf Pair S/M: 7/1-8/1				PIR Fan Guide FP4C 400,000 Circ Perf Pair S/M: 10/3-10/31					
AZ GOLF GUIDE & DIRECTORY Circ: 100,000 Madden Publishing Rep name: Bill Bohannon phone: 480-946-4499 x 18 fax: 480-946-5181 email: bohannon@maddenpublishing.com Space/Materials Deadline					1/2P SPD 4C BL Nightclub S?M: 7/29-8/3							
ARIZONA REPUBLIC TUCSON CITIZEN / STAR Circ: 596,993 / 178,113 Rep name: Suzanne Yazell phone: (602) 444-8438 fax: (602) 444-8691 email: Suzanne.Yazell@pni.com Space/Materials Deadline					"Winter Vacation Guide" Tab-FP4C Back Cover with 1pg editorial written by paper EZ Advtg Snow S/M: 10/14-10/17 noon					Phx: 5/21 Tuc: 6/4 "SummerScapes" FP4C Tabloid S/M: 5/5-5/11 est '06	NAMC June 4 "Summer Vacation Guide" 1/2P4C ad AZ Subsection EZ Advtg Salsa Rosa S/M: 5/10-5/25 est '06	
COTTAGE LIVING Circ: 345,000 - Western Circ Rep name: Todd Henricks phone: 310.268.7202 fax: email: todd_henricks@timeinc.com Space/Materials Deadline							Civano, AZ Section FP4C 11/21/2005					

REGIONAL AND INSTATE

	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE
EAST VALLEY TRIBUNE Circ: Daily & Sat. 103,997, Sunday 86,277 Rep name: Marty Marshall phone: (480) 898-5638 fax: 480-898-6463 email: mmarshall@aztrib.com Space/Materials Deadline										NAMC Date: 4/9 "Arizona Getaways" Insert size: TBD AOT ad: 6 c.x 5.25" 4C Broadsheet EZ Advtg GC Family S/M: 3/31-4/2	SAP Date: 5/15 "Summer Escapes" FP4C EZ Advtg Tabloid Jacuzzi S/M: 5/5-5/8	
EXPERIENCE AZ Rep name: Marilyn Pomerantz phone: 602-277-6045 fax: email: mpomerantz@azbusinessmagazine.com Space/Materials Deadline							2006 Edition FP4CBL BONUS S/M: 12/23					
HEARD MUSEUM GUILD INDIAN FAIR & MARKET PROGRAM Circulation: 15,000 Rep name: Matt Ramsey phone: 602-265-4855 x 122 fax: 602-265-3113 email: mramsey@nativepeoples.com Space/Materials Deadline									NAMC 1/2 P4C Bleed Sed Limbo S/M: 1/2-1/12			
LOS ANGELES MAGAZINE Circulation: 150,000 Rep name: Lizet Gamboa phone: (323) 801-0037 fax: (323) 801-0103 email: LGamboa@lamag.com Space/Materials Deadline			"Destination: AZ" FP 4C non bleed Roper Starch Survey, RSL EZ Advtg Perfect Pair S/M: 7/9 - 7/15	"Great Escapes" formatted section photo & 80 words RSL S/M: 8/5-8/12	"Travel Notebook: Holiday Getaways" 1/2P4C non-bl RSC Jacuzzi S/M: 9/2-9/9					NAMC "Great Escapes" formatted section photo & 80 words S/M: 3/5-3/10		
LOS ANGELES TIMES Circulation: Rep name: Charles Hirsch phone: (213) 237-6171 fax: (213) 237-2007 email: chirsch@tribune.com Space/Materials Deadline								Feb 12 FP4CBL Sunday Magazine "West" S/M: 1/23		Date TBD 3 col x 10.5", 4C S/M: ???		Date TBD 3 col x 10.5", 4C S/M: ???

REGIONAL AND INSTATE

	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE
MEDIA NETWORKS, INC. Circulation: varies per magazine Rep name: Ellen Weiner phone: (602) 508-6028 fax: (602) 508-6029 email: ellen.weiner@mni.com Space/Materials Deadline	HEALTH & BEAUTY NETWORK: COSMOPOLITAN, ELLE, FITNESS, BAZAAR, HEALTH & MARIE CLAIRE Full page- 4 color bleed ad in each magazine Markets: Las Vegas/Reno, Los Angeles, Orange County, Phoenix/Tucson, San Diego (351,560 total circ) NEWS NETWORK U.S. NEWS & WORLD REPORT, NEWSWEEK, TIME, SPORTS ILLUSTRATED Full page- 4 color bleed ad in each magazine Market: Las Vegas (55,850 circ)				NEWS Network FP 4C BL added value Nightclub S/M: 8/9-8/9				HEALTH & BEAUTY FP 4C BL Sedona S/M: 12/9-12/9		HEALTH & BEAUTY FP 4C BL GC Havasupai S/M: 2/10-2/10	HEALTH & BEAUTY FP 4C BL LA/OC only
PHOENIX MAG Circ: 63,152 Rep name: Michael Hiatt phone: 480-664-3960 fax: 480-664-3963 email: mhiatt@citieswestpub.com Space/Materials Deadline								"Arizona Travel Guide" 1/2 P SPD 4C BL EZ Advtg GC S/M: 12/15-12/20			SAP "Drive Guide" 1/2 P SPD 4C BL 1pg edit "Driving AZ" Jacuzzi S/M: 3/15-3/20	NAMC "Summer Getaways" 1/2 P SPD 4C BL Salsa Rosa S/M: 4/15-4/20
PREPRINT Circ: 500,000 Rep name: Allison Cessna phone: 520-275-6070 fax: 520-797-1910 email: allison@preprint.com Space/Materials Deadline											May 2FP4C (Direct Mailed in Phoenix & Tucson) EZ Advtg (GC) S/M: 2/24-3/3	
SUNSET Circulation: 1,450,000 nat'l CA: 775,000 Rep name: Virginia Williams phone: 310-268-7585 fax: 310-268-7607 email: williamsv@sunset.com Space/Materials Deadline				1/3P 4C BL CA circ only RSL Nightclub S/M: 8/1-8/1				SAP 1/3P 4C BL CA circ only RSL Jacuzzi S/M: 12/1-12/1 est. '06				

REGIONAL AND INSTATE

	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE
TUCSON LIFESTYLE Circ: 35,000 plus add'l circ in KUAT program: 16,000 Rep name: Fran Katz phone: 520-721-2929 fax: 520-721-8665 email: fran@tucsonlife.com Space/Materials Deadline								"Arizona Driving Trips" 1/2 PSP4C Bleed Matching 1pg advertorial Jacuzzi S/M: 12/6-12/13				"AZ Summer Pleasures" 1/2 PSP4C Bleed Matching 1pg Advertorial EZ Advtg West Coast S/M: 4/6-4/13

BROADCAST

CALIFORNIA RADIO

DODGER'S RADIO KFWB Rep name: Matthew Provost phone: (323) 769-0836 fax: 323-769-0828 email: msprovost@kfwb.cbs.com Space/Materials Deadline		:60 commercial schedule :30 pre-and post Dodger's games commercials Grand Canyon Railroad & Amtrak sweepstakes partners S/M: 8/8 (Copy, spots and online creative due)									
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ARIZONA RADIO

RADIO Rep name: phone: fax: email: Space/Materials Deadline											NAMC Phoenix & Tucson S/M: TBD	SAP Phoenix & Tucson S/M: TBD
RADIO Skyview Radio Network Statewide stations :30 commercials Rep name: Barbara McGrath phone: (480) 503-8735 fax: (480) 503-8745 email: barbara@skyviewsat.com Space/Materials Deadline											NAMC Skyview Radio Network National Tourism Week S/M: TBD	SAP Skyview Radio Network w/o 6/19 S/M: TBD

REGIONAL AND INSTATE

	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE
GOVERNOR'S TREASURES: Arizona Rural Radio												
INSTATE RADIO	July 1 - 6 Radio spots Prescott & Flagstaff 317 spots											
Rep name: phone: fax: email: Space/Materials Deadline												
ARIZONA OUT-OF-HOME												
TRANSIT ADVERTISING GROUP BUS WRAP												
Red Line Route Rep name: Burt Brownell phone: (602) 371-8100 fax: (602) 371-8626 email: burt@transitadgroup.com Space/Materials Deadline	Contract will run through the end of February 2006. One tail, king and interior card change per month has been included in each											
				Includes Wrap Change								
BILLBOARDS Phoenix & Tucson												
Clear Channel Rep name: Jon Charles phone: (602) 957-8116 fax: (602) 381-5767 email: joncharles@clearchannel.com Space/Materials Deadline	Contract will run through the end of February 2006.											
				Includes production charge								

Regional Marketing

	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE
SAN DIEGO												
COFFEE WRAPS 150,000 wraps, 50 cafes Rep: Aaron Stettner Phone: 415-374-8208 Fax: 888-755-5282 email: aaron@britevision.com Space/Materials Deadline									150,000 wraps 50 cafes 100% coverage S/M: 1/30			
EMAIL BLASTS Rep name: phone: fax: email: Space/Materials Deadline									S/M:	S/M:		
DRY CLEANING BAGS EMG Worldwide Rep name: Phil Provost phone: fax: email: Space/Materials Deadline									S/M: 1/2-1/23			
GO CARD Rep name: phone: fax: email: Space/Materials Deadline									S/M: 1/2-2/1			

Regional Marketing

	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE
ON SCREEN THEATRES National Cinemedia, Inc. Rep name: Scott Strubbe phone: 480-633-1600 fax: 480-633-1700 email: Scott.Strubbe@nationalcinemedia.com Space/Materials Deadline												
									Trail, Limbo, Dining			
									S/M: 2/6	S/M: pickup		
ONLINE WEBSITES Fifth Network Media / Klipmart Rep name: Bill Caspare phone: 480-998-6061 fax: none email: billc@fifthnetworkmedia.com Space/Materials Deadline												
									S/M: 2/6-2/13			
OUT OF HOME - MALLS BACKLIT KIOSKS Clear Channel Malls Rep name: Jennifer Mennes phone: 212-972-0515 fax: email: Space/Materials Deadline												
									S/M: 1/2-2/3			
OUT OF HOME - TRANSIT FULL WRAP BUS Clear Channel Outdoor Rep name: Jon Charles phone: fax: email: Space/Materials Deadline												
									S/M: 1/2-2/1			
RADIO CAMPAIGN Demo: Adults 25-54 100 TRP/week, 4 weeks total Space/Materials Deadline									Weeks of: 3/6 & 3/13 (hiatus 3/20)	Weeks of: 3/27 & 4/3		
									S/M: 1/2-2/27 estimated	estimated		

Regional Marketing

	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE
LAS VEGAS												
EMAIL BLASTS												
Rep name: phone: fax: email: Space/Materials Deadline									S/M:	S/M:		
DRY CLEANING BAGS												
EMG Worldwide Rep name: Phil Provost phone: fax: email: Space/Materials Deadline									S/M: 1/2-1/23			
GO CARD												
Rep name: phone: fax: email: Space/Materials Deadline									S/M: 1/2-2/1			
ON SCREEN THEATRES												
National Cinemedia, Inc. Rep name: Scott Strubbe phone: 480-633-1600 fax: 480-633-1700 email: Scott.Strubbe@nationalcinemedia.com Space/Materials Deadline												
									Trail, Limbo, Dining			
									S/M: 1/2-2/6	S/M: pickup		
ONLINE WEBSITES												
Fifth Network Media / Klipmart Rep name: Bill Caspare phone: 480-998-6061 fax: none email: billc@fifthnetworkmedia.com Space/Materials Deadline									S/M: 2/6-2/13			

Regional Marketing

	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE
OUT OF HOME - MALLS BACKLIT KIOSKS Clear Channel Malls Rep name: Jennifer Mennes phone: 212-972-0515 fax: email: Space/Materials Deadline												
OUT OF HOME - TRANSIT FULL WRAP BUS Vector Media Rep name: Tiffani Palacios phone: 702.361.3660 fax: 702.361.3266 email: tiffani@vectormedia.com Space/Materials Deadline												
RADIO CAMPAIGN Demo: Adults 25-54 100 TRP/week, 4 weeks total Space/Materials Deadline									Weeks of: 3/6 & 3/13 (hiatus 3/20) S/M: 1/2-2/27 estimated	Weeks of: 3/27 & 4/3 estimated		

TELEVISION

	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE
NBC Astrovision Screen Imps: Over 21 Million Jack Crew - O'Hsin Technology P:416.849.3322 F:416.849.3348 Time Square NY, NY Materials Deadline					Nov 14-27th	Dec 23 - Jan1						
STREET TV NETWORK 357,120 total TV spots Hestia International, Inc. Nick Eliades P:416.869-0770 x 15 F:416.869-3788 Materials Deadline						Dec. 1 - 31 Six spots per hour, at each of 80 locations in NYC S/M: Nov. 7						
NEW YEAR'S EVE/TIMES SQUARE 36 spots, approx 1M impressions Global Television Network Phil Stott P:011-44-207-537-6770 F: 011-44-207-537-6800 Materials Deadline						Dec. 31 6 spots/hr on six screens, for six hours S/M: TBD						
SEATTLE				Week of Oct. 24	Weeks of Oct. 31 & Nov 7		TARGET CITY CAMPAIGN					
MINNEAPOLIS				Week of Oct. 24	Weeks of Oct. 31 & Nov 7		TARGET CITY CAMPAIGN					
LAS VEGAS				Week of Oct. 24	Weeks of Oct. 31 & Nov 7				Weeks of Mar. 6 & Mar 13	Weeks of Apr. 10 & Apr. 17		
SAN DIEGO				Week of Oct. 24	Weeks of Oct. 31 & Nov 7			Week of Feb. 20	Weeks of Feb. 27, Mar. 6 & Mar. 13			

CHICAGO - TARGET CITY CAMPAIGN - FY06

	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE
Chicago - Print												
CHICAGO MAGAZINE					"Destinaton: Arizona"		1/2P SPD 4C BL					
Circ: 175,000					1/2P SPD 4C BL							
Rep name: Christy Chittenden					+1/2P SPD advert							
phone:(310) 264-7575					400 words,							
fax: (310) 264-7560					3 images							
email: christyc@sdmedia.com					Nightclub		Forecast					
Space/Materials Deadline					S/M: 9/14 -9/14		S/M:11/14-11/14					
CHICAGO TRIBUNE NEWSPAPER					Nov. 6, Sunday		4 C strips on					
Circulation: Sun: 1,100,000					"Arizona Travel"		bottom of					
Rep name: Charles Hirsch					1/2P4C		weather page					
phone: (213) 237-6171							1x each week					
fax: (213) 237-2007							Jan. 9, 16 & 23					
email: chirsch@tribune.com					Blaze a trail		Blaze, Frostbite, Forecast					
Space/Materials Deadline					S/M: 11/1-11/1		S/M: 1/2-1/4					
CHICAGO TRIBUNE NEWSPAPER					"Winter Pleasures"		Sunday, Jan. 22					
SUNDAY MAGAZINE					Sunday , Nov. 20		FP4CBL					
Circulation: Sun: 1,100,000					FP4CBL							
Rep name: Charles Hirsch												
phone: (213) 237-6171												
fax: (213) 237-2007												
email: chirsch@tribune.com					Frostbite		Forecast					
Space/Materials Deadline					S/M: 10/17-10/21		S/M: 12/10-12/20					
PREPRINT INSERTS							Jan. 15					
Circulation: 152,500 Chicago papers							Chicago Tribune +					
Rep name: Allison Cessna							Suburban Chicago papers					
phone: 520-275-6070							Part of					
fax: 520-797-1910							PrePrint insert					
email:allison@preprint.com							mailings					
Space/Materials Deadline							S/M: 10/28 - 11/4					
Chicago - Promotional												
COFFEE WRAPS							cafes near					
200,000 wraps @ 500,000 contract rate							train stations					
Rep: Aaron Stettner												
Phone: 415-374-8208												
Fax: 888-755-5282												
email: aaron@britevision.com							Feel fingers					
Space/Materials Deadline							S/M:					

CHICAGO - TARGET CITY CAMPAIGN - FY06

	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE
Chicago - Out-of-Home												
TRAIN STATION Phx Rep name: Mark Cosmas phone: (602) 246-9569 fax: (602) 433-2482 Chic. Rep: Bill Latin 312-396-5736 email: Mark.Cosmas@ViacomOutdoor.com Space/Materials Deadline		Two-Sheet Posters: 46"H x 60"W Min: 56 qty (quarter showing)			November 7, 2005 through January 29, 2006							
					Careful: daydreaming, take ride, caution: ledge							
TRAIN STATION Rep name: Mark Cosmas phone: (602) 246-9569 fax: (602) 433-2482 Chic. Rep: Bill Latin 312-396-5736 email: Mark.Cosmas@ViacomOutdoor.com Space/Materials Deadline		City Panels: 30"H x 60"W Min: 15 (half showing) Split between Financial & Loop				December 5 - January 1						
					Blaze trail, windchill, tee times							
PARTIALLY WRAPPED BUS Rep name: Mark Cosmas phone: (602) 246-9569 fax: (602) 433-2482 Chic. Rep: Bill Latin 312-396-5736 email: Mark.Cosmas@ViacomOutdoor.com Space/Materials Deadline		No window coverage, Flyer route bus, downtowr three month minimum					production & install bus wrap (IMAGIC produces) No King Poster S/M: 12/14	Think warm				
LED DISPLAY Rep name: Mark Cosmas phone: (602) 246-9569 fax: (602) 433-2482 Chic. Rep: Bill Latin 312-396-5736 email: Mark.Cosmas@ViacomOutdoor.com Space/Materials Deadline		Two: 8' X 10' LED displays Lincoln Park & Downtown Chicago						Can run 3 SPOTS Trail, Limbo S/M:				
GO MODELS Rep name: phone: fax: email: Space/Materials Deadline								4 actors/models 1 project manager 8 (4 hour shifts) plus training shift				

CHICAGO - TARGET CITY CAMPAIGN - FY06

	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE
Chicago - Direct Mail												
Database Names												
Rep name: phone: fax: email:												
Space/Materials Deadline								S/M:				
Chicago - Broadcast												
RADIO				Week of Oct. 24	Week of Oct. 31		Weeks of Jan. 9 & 16					
100 grps/week four weeks												
Space/Materials Deadline				S/M:	S/M:		S/M:					
TELEVISION:				Week of Oct. 31	Week of Oct. 31		Weeks of Jan. 9 & 16					
Rep name: phone: fax: email:												
Space/Materials Deadline				S/M:	S/M:		S/M:					

CHICAGO - TARGET CITY CAMPAIGN - FY06

	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE
Chicago - IMAX												
Chicago Tribune Online												
IMAX Promotion Rep name: Charles Hirsch phone: (213) 237-6171 fax: (213) 237-2007 email: chirsch@tribune.com Space/Materials Deadline							TBD					
TRAFFIC SPONSORSHIPS												
IMAX Promotion Rep name: Paige Harper phone: 480.607.4211 fax: email: paige_harper@metronetworks.com Space/Materials Deadline						1/2-1/8 (AOT Message bonus week) 1/9 - 1/15 (IMAX Message) 11/28-12/12						
CHICAGO TRIBUNE NEWSPAPER Circulation: Sun: 1,100,000 IMAX promotion Rep name: Charles Hirsch phone: (213) 237-6171 fax: (213) 237-2007 email: chirsch@tribune.com Space/Materials Deadline						Arts & Entertainment Section 6 col x 2" (Imax message) S/M: 1/2-1/2						
CHICAGO MAGAZINE Circ: 175,000 IMAX promotion Rep name: Christy Chittenden phone:(310) 264-7575 fax: (310) 264-7560 email: christyc@sdmedia.com Space/Materials Deadline						Bonus Eblast for IMAX Promotion 1/13						

MINNEAPOLIS - TARGET CITY CAMPAIGN - FY06

	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE
Minneapolis - Print												
AAA: HOME AND AWAY							"Arizona" FP 4C BL RSL Blaze Trail S/M: 10/14 - 10/28					
Circulation: 106,850 Minneapolis circ only Rep name: Bonnie Gill phone: 800-390-7466 ext. 1 fax: 402-331-5194 email: BGill@homeandawaymagazine.com Space/Materials Deadline												
MPLS ST.PAUL magazine Circ: 82,723 RPC 2.6 Rep name: Jennifer Martone phone: 612-336-9219 fax: 612-339-5806 email: JMartone@mspmag.com Space/Materials Deadline							1/2P SPD 4C BL					
							Forecast S/M: 11/22 - 11/29					
PREPRINT INSERTS Circulation: 100,000 Rep name: Allison Cessna phone: 877-568-4681 fax: 520-297-7168 email: allison@preprint.com Space/Materials Deadline	Overrun the PrePrint Insert from January 15th Insert into select zipcodes to reach our target demographics.						100,000 inserts					
							S/M: 10/28 - 11/4					

Minneapolis - Broadcast

TELEVISION:							Weeks of: Jan. 2,9,16,23					
Rep name: phone: fax: email: Space/Materials Deadline							S/M:					
RADIO							Weeks of Jan 9 & 16					
100 GRPS/WEEK Two Weeks Space/Materials Deadline							S/M:					

MINNEAPOLIS - TARGET CITY CAMPAIGN - FY06

	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE
Minneapolis - Promotional												
COFFEE WRAPS 75,000 wraps @ 500,000 contract rate Rep: Aaron Stettner Phone: 415-374-8208 Fax: 888-755-5282 email: aaron@britevision.com Space/Materials Deadline							near train stations					
							Feel fingers					
							S/M:					
Minneapolis - Out-of-Home												
TRAIN STATIONS Rep name: Mark Cosmas phone: (602) 246-9569 fax: (602) 433-2482 email: Mark.Cosmas@ViacomOutdoor.com Space/Materials Deadline		Backlit Dioramas: 20 units, upscale locations Min: 3 months										
							Blaze trail, feel toes, take ride, tee times					
FULL WRAP BUSES - 3 Rep name: Mark Cosmas phone: (602) 246-9569 fax: (602) 433-2482 Minn rep: Bill Regis 952-920-1657 email: Mark.Cosmas@ViacomOutdoor.com Space/Materials Deadline		Three fully wrapped buses					3 wraps production & install wrap (IMAGIC produces)					
							Breath S/M: 12/9					
V-SHAPED ROTARY BULLETIN Rep name: Jon Charles phone: (602) 957-8116 fax: (602) 381-5767 Minn rep: Evelyn Schoellermann 612-605-5145 email: joncharles@clearchannel.com Space/Materials Deadline		Two sides, V-shaped Rotary Bulletin, near Target Center										
								Windchill, tee times S/M: 1/9				
GO MODELS Rep name: phone: fax: email: Space/Materials Deadline							4 actors/models 1 project manager 8 (4 hour shifts) plus training shift S/M:					

MINNEAPOLIS - TARGET CITY CAMPAIGN - FY06

	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE
Minneapolis- Direct Mail												
Database Names												
Rep name:												
phone:												
fax:												
email:												
Space/Materials Deadline								S/M:				

SEATTLE - TARGET CITY CAMPAIGN - FY06

	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE
Seattle - Print												
SEATTLE MAGAZINE Circ: 39,470 Rep name: Melissa Coffman phone: 206-284-1750 fax: 206-284-2550 email: melissa@seattlemag.com Space/Materials Deadline							FP 4C BL					
							Forecast					
							S/M: 11/19-11/23					
ALASKA AIRLINES Circ: 60,000 (Seattle Hub) Rep name: Beth Scofield phone: 760-771-0830 fax: 760-771-0878 email: bethscofield@dc.rr.com Space/Materials Deadline						"Golf" FP 4C BL	"Arizona Feature" FP 4C BL					
						RSL (24x rate)	RSL (24x rate)					
						Nightclub	Perf Pair					
						S/M: 10/14 - 10/21	S/M: 11/15 - 11/22					
PREPRINT INSERTS Circulation: 100,000 Rep name: Allison Cessna phone: 877-568-4681 fax: 520-297-7168 email: allison@preprint.com Space/Materials Deadline	Overrun the PrePrint Insert from January 15th Insert into select zipcodes to reach our target demographics.											
							100,000 inserts					
							S/M: 10/28 - 11/4					

Seattle - Broadcast

RADIO 100 GRP/WEEK TWO WEEKS Space/Materials Deadline							Weeks of Jan 9 & 16					
							S/M:					
TELEVISION: Rep name: phone: fax: email: Space/Materials Deadline							Weeks of Jan. 2,9,16,23					
							S/M:					

SEATTLE - TARGET CITY CAMPAIGN - FY06

	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE
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Seattle - Promotional

COFFEE WRAPS

200,000 wraps @ 500,000 contract rate

Rep: Aaron Stettner

Phone: 415-374-8208

Fax: 888-755-5282

email: aaron@britevision.com

Space/Materials Deadline

upscale
cafes

Feel fingers

S/M:

Seattle - Out-of-Home

BILLBOARDS

Rep name: Jon Charles

phone: (602) 957-8116

fax: (602) 381-5767

email: joncharles@clearchannel.com

Space/Materials Deadline

4 Boards
incl production

Exchange puddles, leave showers, tee times

BUS WRAP

Rep name: Pamela Quadros

phone: 206.762.2531

fax: 206.762.2532

email: pamela.quadros@titanoutdoor.com

Space/Materials Deadline

2 Buses in downtown garage

12/21/05 - 2/15/05

8 weeks

Silver lining

11/30/2005

Seattle - Direct Mail

Database Names

Rep name:

phone:

fax:

email:

Space/Materials Deadline

S/M:

SPONSORSHIPS

	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE
ARIZONA DIAMONDBACKS												
Circ: Rep name: Tim Emory phone: 602-462-6635 fax: 602-757-2641 email: temory@arizonadiamondbacks.com Space/Materials Deadline							Diamondbacks On Deck Partnership Program for 2006					
							S/M: ???					
FIESTA BOWL						Sponsorship Package Including: Print, online, Mega Vision tv spots S/M: varies						
Rep name: Patty McQuivey/Nat Stout phone: (480) 517-6293 fax: (480) 736-4163 email: pmcquivey@fiestabowl.org email: nstout@fiestabowl.org Space/Materials Deadline												
ROCK n ROLL MARATHON												
Rep name: Tim Murphy phone: (858) 450-6510 fax: (858) 450-6905 email: tim@eliteracing.com Space/Materials Deadline							S/M:					
TUCSON OPEN							SAP					
Rep name: Judy McDermott phone: 800-882-4660 fax: 520-571-04444 email: judymcd@tucsonconquistadores.com Space/Materials Deadline							S/M: TBD					

Prop 302

	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE
SAMSONITE Innes Communications, Inc. Rep name: Peter Innes phone: 201-794-1661 fax: 201-794-6602 email: peter@innesadvertising.com Space/Materials Deadline	SAMONITE IN-STORE PROMOTION * 500 posters (two per store) * 20,000 luggage tags * 200 customized entry boxes * average 40,000 sweepstakes entries with 5 - 7,000 opt-in requests * production & distribution of 100,000 4 color rack brochures on the destination, non sweeps oriented * featured placement on the Samsonite Corporation website - with AOT/CVB designed splash page * 90 days post-promotion destination receives summary data report reflecting store traffic, website activity, sample store photos & data base collected from sweepstakes DESTINATION PROVIDES: 7 days/ 6 night hotel stay. Samsonite will provide the two airfare tickets from American Airlines. S/M: 9/15 Promotion runs November 15, 2005 - January 3, 2006											
CACTUS LEAGUE INSERT Circulation: 1,000,000 select city newspapers with teams who practice in Arizona Rep name: Kathleen Lockhart phone: 602-906-3085 fax: 602-906-3785 email: kathleen@hennenpublishing.com Space/Materials Deadline							Jan 15th FP4C non-bleed FP advertorial (650-750 words) 2500 overprints RSL Nightclub S/M: 11/18 - 12/2					
TARGETED ONLINE CAMPAIGN Fifth Network Media / Klipmart Rep name: Bill Caspare phone: 480-998-6061 fax: none email: billc@fifthnetworkmedia.com Space/Materials Deadline											S/M:	S/M:
VANITY FAIR Circulation: 1,075,000 Rep name: Ellen Lewis phone: 972-960-2889 fax: 972-960-2886 email: elewis@airmail.net Space/Materials Deadline							BARN DOOR through GPCVB RSL Perfect Pair S/M: 11/1					

TOURISM DEVELOPMENT FY06

	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE
AZCentral.com Rep name: Rose Cerato phone: 602-444-4756 fax: (602) 444-8239 email: rcerato@azcentral.com	AZ Museum for Youth White Mountains Partnership											
America West Airlines Circulation: 125,000 Rep name: Ernie Mulholland phone: 602-997-7200 x13 fax: 480-968-1041 email: ernie@skyword.com						Destination Profile Cactus League Baseball Feature: Canada/AZ Connection Scottsdale CVB Globe-Miami PACT Surprise			Destination Profile Scottsdale, AZ Feature: Shop Arizona Papago Salado Globe-Miami Lake Havasu CVB Page			
American Heritage Circulation: 340,000 Rep name: Steve Thompson phone: 415-435-4678 fax: 415-435-8099 email: stvet@mediacentricinc.com						Arizona Section: Editorial, Traveler's Aid section, cultural activities, parks and recreation. Reader Service Listings, matching advertorial text, online advertising. Bisbee Sierra Vista CVB Sunland						
Arizona Drive Guide Circulation: 150,000 Rep name: Cyndi Turer phone: 480-860-0328 fax: 480-860-0954 email: cturer@aol.com						Fountain Hills PACT Peoria Lake Havasu CVB Rim Country Wickenburg CC Yuma CVB City of Douglas Navajo Nation Tourism Dept Page Sunland Tombstone				June, July, August 2006 Fountain Hills Peoria Rim Country Flagstaff CVB Navajo Nation Tourism Dept Page Tombstone		
Arizona Highroads Circ: 405,000 Rep name: Michael Huffman phone: 877-416-3441 fax: email: mike@huffmanmedia.com			Glendale Surprise Friends of AZ Highways Grand Canyon CC Lake Havasu CVB PACT White Mountains Partnership Wickenburg CC Winslow							PACT Pinetop-Lakeside San Carlos Apache Tribe White Mountains Partnership Williams Winslow		

TOURISM DEVELOPMENT FY06

	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE
Arizona Holiday Guide Circ: 80,000 Rep name: Dan Canham phone: (44) 208.237.7977 fax: (44) 208.237.7999 email: dan@mcccluskey.co.uk							Bi-Annual to come out in 2006 Yuma CVB Flagstaff CVB Kingman Lake Havasu CVB Navajo Nation Tourism Dept					
Arizona Foothills Circ: 63,853 Rep name: Chrisie Holder phone: 480-460-5203 fax: 760-416-1770 email: cholder@mediathatdelivers.com							Golf Issue FBR Open Bonus Circulation Lake Havasu CVB Wickenburg CC					
Arizona Official State Visitors Guide 2006 Circulation: 425,000 Rep name: Casey Ambrose phone: 602-364-3700 fax: 602-364-3702 email: cambrose@azot.gov							Phoenix CVB, Peoria, Flagstaff CVB, Glendale, AZ Travel Parks, AZ Watchable Wildlife, Boyce Thompson Arboretum, Cochise County, Colorado River Valley Regional, Fountain Hills, Gila River Indian Community, Kingman, Lake Havasu CVB, PACT, Phoenix Art Museum, Santa Cruz (Reg.), Sedona Chamber, Williams, Winslow, Yuma CVB					
Arizona Republic/Tucson Star Citizen Circ: 596,993 / 178,113 Rep name: Suzanne Yazell phone: (602) 444-8438 fax: (602) 444-8691 email: suzanne.yazell@pni.com				Winter Travel Guide White Mountains Partnership Bisbee Glendale Phoenix Art Museum Grand Canyon CC							Summer Travel Guide Gila River Indian Communit White Mountains Partnersh PACT Pintetop-Lakeside	
Audubon Circulation: 450,920 Rep name: Freida Holleran phone: 707-935-9296 fax: 707-935-9297 email: frieda_holleran@vom.com								Special Arizona Advertising Section Feature: Bird Watching Cochise County La Ruta Navajo Nation Tourism Dept. Sedona Chamber				

TOURISM DEVELOPMENT FY06

	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE
Canadian Travel Press (Baxter) Circulation: 12,130 Rep name: Rodney Tugwell phone: 416-968-7252 fax: 416-968-2377 email: rtugwell@baxter.net					W.O. 11/28 Feature: United States Yuma CVB							
Canadian Traveller Circulation: 14,701 Rep name: Stephen Fountaine phone: 250-861-9006 fax: 250-861-4811 email: stephenfountaine@canadiantraveller.net			Arizona Supplement Fountain Hills Yuma CVB PACT Page Tombstone Maricopa Parks and Rec. Sedona Chamber Sierra Vista CVB									
Golf Magazine Circulation: 1,426,304 Rep name: Shannon Solvera phone: 310-268-7409 fax: 310-268-7115 email: shannon.silveira@time4.com					Arizona Golf Feature Fountain Hills Surprise			Arizona Golf Feature Page				
Group Tour Circulation: Rep name: Tom Ward phone: 925.673.0771 fax: 925.673.0773 email: tom@grouptour.com							Winter Issue Yuma CVB Flagstaff CVB Fountain Hills Sierra Vista CVB Page Sports Hall of Fame					
Los Angeles Magazine Circulation: 153,284 Rep name: Kara Sulcov phone: (323) 801-0038 fax: (323) 801-0103 email: ksulcov@lamag.com			Destination Arizona PACT Sedona Chamber									

TOURISM DEVELOPMENT FY06

	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE
Midwest Living Circulation: 831,110 Rep name: Teri May phone: 415.986.7762 fax: 415.986.7860 email: tmay@bbastf.com					Travel Feature Sedona Chamber							
NATIONAL GEOGRAPHIC ADVENTURE Circulation: 500,000 Rep name: Layne Middleton phone: 928-443-8540 fax: 928-443-8408 email: fourcms@aol.com									Feature: Best of the SW Friends of AZ Highways Navajo Nation Tourism Dept. PACT Williams			
Native Peoples Circulation: 50,000 Rep name: Matt Ramsey phone: 602-265-4855 fax: 602-265-3113 email: mramsey@nativepeoples.com									Travel Destinations CRIT Fountain Hills Friends of AZ Highways PACT Colorado River Valley Regional Gila River Indian Community Navajo Nation Tourism Dept. Page			
NTA Courier Circulation: 6,000 Rep name: David Krause phone: 800-682-8886 x 4350 fax: 859-226-4424 email: david.krause@hostcommunications.com										Arizona Guide Yuma CVB		
OUTSIDE TRAVELER Circulation: 300,000 Rep name: Nick Pavach phone: 213-457-0354 fax: 213-457-0362 email: npavach@outsidemag.com												
Phoenix Magazine Circulation: 62,704 Rep name: Michael Hiatt phone: 480-664-3960 fax: 480-664-3963 email: mhiatt@citieswestpub.com			Fall/Winter Issue: Desert Section	Outside PACT Sierra Vista CVB			Polybagged with the Oct issue of					
								Travel Guide Glendale Papago Salado Sierra Vista CVB Surprise PACT Wickenburg CC Globe-Miami				

TOURISM DEVELOPMENT FY06

	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE
Phoenix Official Visitors Guide Circulation: 300,000 Rep name: Lesley Kontowicz phone: 520-275-6070 fax: 520-322-9438 email: kontowicz@maddenpublishing.com					Papago Salado Peoria Glendale Santa Cruz (reg.) Flagstaff CVB Fountain Hills Phoenix Art Museum Maricopa Parks and Rec. Sedona Chamber Sierra Vista CVB Tombstone							
PREPRINT Circulation: 9/25: 825,000 1/15 -825,000 5/3: 500,000 Rep name: Allison Cessna phone: 520-275-6070 fax: 520-297-7168 email: cessna@maddenpublishing.com			9/25/05 New York, Chicago, California Tucson CVB Gila River Indian Community Lake Havasu CVB Phoenix Art Museum Yuma CVB Cochise County Fountain Hills Friends of AZ Highways Kingman PACT Page Sedona Chamber Tombstone			1/15/06 New York, Chicago and Short Haul Markets Scottsdale CVB Tucson CVB Flagstaff CVB Lake Havasu CVB Phoenix Art Museum Cochise County Colorado River Valley Regional Fountain Hills Friends of AZ Highways PACT Page Sedona Chamber Surprise Tombstone Williams				5/3/05 In-State Female skew Tucson CVB Flagstaff CVB White Mountains Partnership Pinetop-Lakeside City of Douglas Cochise County Colorado River Valley Regional Lake Havasu CVB PACT Page Sedona Chamber Tombstone		
SUNSET Circulation: 1,450,000 Rep name: Virginia Williams phone: 310-268-7585 fax: 310-268-7607 email: williamsv@sunset.com					Travel Planner Full Run 1450000 Circ Glendale Grand Canyon Chamber Greater Green Valley La Ruta Page Sedona Chamber Tombstone Wickenburg CC Yuma CVB						Travel Planner SW Region 290,000 Circ Bisbee PACT Sedona Chamber Williams Winslow Yuma CVB	
TEXAS MONTHLY Circulation: 308,910 Rep Name: Kristen Belt Phone: 512-320-6924 Fax: 512-476-9007 email: kbelt@texasmonthly.com							Spring Travel Planner Phoenix CVB					

TOURISM DEVELOPMENT FY06

	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE
Tribune - East Valley & Scottsdale Circ: 98,000 daily Rep name: Laura Schwartz phone: 480-898-5638 fax: 480-898-6463 email: lschwartz@aztrib.com										Arizona Getaways Date: TBD PACT Pinetop-Lakeside	Summer Escapes Date: TBD PACT Pinetop-Lakeside Bisbee San Carlos Apache Tribe White Mountains Partnership Cochise County Colorado River valley Regional Sedona Chamber Globe-Miami	
True West Circ: 192,500 Rep name: Joel Klasky phone: 480-575-1881 fax: 480-575-1903 email: joel@twmag.com										Travel Issue Sierra Vista CVB Grand Canyon CC Navajo Nation Tourism Dept Yuma CVB Colorado River Valley Regional PACT Page Benson Tombstone		
Tucson Lifestyle Circ: 34,000 Rep name: Fran Katz phone: 520-721-2929 fax: 520-721-8665 email: fran@tucsonlife.com												Travel Section PACT Sierra Vista CVB Pinetop-Lakeside San Carlos Apache Tribe Globe-Miami Tombstone Bisbee Sedona Chamber Sports Hall of Fame
Tucson Official Visitors Guide Circulation: 140,000 Rep name: Lesley Kontowicz phone: 520-322-0895 fax: 520-322-9438 email: kontowicz@maddenpublishing.com		Santa Cruz (Reg.), Wickenburg CC, City of Douglas, Cochise County, Bisbee, Sports Hall of Fame, Tombstone, Tucson Children's Museum						Santa Cruz (Reg.), City of Douglas, Cochise County, Bisbee, Sports Hall of Fame, Tombstone, Tucson Children's Museum				
West Circulation: 120,000 Rep name: Osamu Hoshino phone: 801.266.3345 fax: 801.262.9570 email: ohoshino@comcast.net							Annual Sedona Chamber Page Navajo nation Tourism Dept					

TOURISM DEVELOPMENT FY06

	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE
Valley Guide Circulation: 70,000 Quarterly Rep name: Bill Bohannon phone: 480-946-4499 fax: email: bohannon@maddenpublishing.com				Glendale PACT Wickenburg CC Flagstaff CVB Maricopa Parks and Rec Due: July 29th								

Del Outdoor Rep name: Paul Lightner phone: 928.343.1135 fax: 928.783.5479 email: plightner@deloutdoor.com												
	Contract through July 1st, 2005-June 30th, 2006 Production charge is waived 1X (Used in August)											

Travel Industry Marketing

	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE
AMERICA JOURNAL					1/2 P 4C BL Motorcycle Trips				1/2 P 4C BL Golf		1/2 p 4c BL	
Circ: 40,000 Rep name: Detlef Fox phone: 212-896-3881 fax: 212-629-3988 email: america-journal@comcast.net Space/Materials Deadline										Jacuzzi S/M: 9/16-9/23		GC Family S/M:1/20-1/27
CANADIAN TRAVELLER			AZ Supplement 16-pages, 4 color RSL S/M: 8/1-8/9		bonus ad		bonus ad					
Circ: 16,000												
Rep name: Stephen Fontaine phone: 250-861-9006 fax: 250-861-4811 email: stephenfontaine@canadiantraveller.net												
GC Family					Horses							
Canadian Travel Press					28-Nov Full Page 4C TEAM							
Circ: 13,069												
Rep name: Rodney Tugwell phone: (416) 968.7252 fax: (416) 968.2377 email: rtugwell@baxter.net												
Perf Pair S/M: 11/6-11/14												
CVA Magazine							Annual					
Circ: 15,000												
Mexico City and Guadalajara Rep name: Hubert Knippertz phone: 52.55.2146.6100 fax: email:hk@turistampa.com												
Full Page 4C Inside Front Cover S/M: 12/1-12/15												
Travel Agent							1/2/05 16+ page Travel planner with online program					
Circ: 46,003												
Rep name: Suzanne Craven phone: (818) 227.4495 fax: 818-227-4181 email: scraven@auestex.com												
Horses GC Family												
NTA - COURIER									1/2 P4C Bleed			
Circ: 6,000												
Rep Name: David Krause phone: 800-682-8886 x 4350 859-226-4424 email: KrauseD@bncstcommunications.com												
KrauseD@bncstcommunications.com					TEAM Mon. Valley S/M: 12/27 - 1/10	TIM						

	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE
NTA - Profile Form Notebook Circ: 650 Rep Name: David Krause phone: 800-682-8886 x 4350 859-226-4424 email: KrauseD@hostcommunications.com					AZ TAB Bleed S/M: 5/27-9/1							

CANADA

	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE
THE GLOBE AND MAIL/PRINT					Nov. 5, Saturday		Jan 21, Saturday					
Circulation: 316,644 Mon-Fri 393,474 Saturday Rep name: Lesley Hayes phone: 480-585-5342 fax: 480-585-4105 email: lesleyhayes@qwest.net					Southern AZ editorial 1/4 page, 4c		"Northern Az/ Grand Canyon" editorial 1/2 page, 4C					
					Jacuzzi		GC Family					
Space/Materials Deadline					S/M: 10/21		S/M: 1/6					
THE GLOBE AND MAIL . COM					Nov. 5-30	Dec. 1-15	Jan. 9-31					
Circulation: 316,644 Mon-Fri 393,474 Saturday Rep name: Lesley Hayes phone: 480-585-5342 fax: 480-585-4105 email: lesleyhayes@qwest.net					VIDEO STREAMING 160,000 impressions	VIDEO STREAMING 96,000 impressions	VIDEO STREAMING 384,000 impressions					
					SIZE: 300 x 250	SIZE: 300 x 250	SIZE: 300 x 250					
Space/Materials Deadline					S/M: 10/21	S/M: pickup	S/M: pickup					
WEST JET - "Up! Magazine"					1/2P 4C		1/2P 4C					
Circulation: 30,000												
Rep name: Cynthia Jollymore phone: (514) 735-5191, ext. 230 fax: 514-342-9406 email: cynthia@mcgown.com												
Space/Materials Deadline					Nightclub S/M: 9/19 -9/26		Jacuzzi S/M: 11/14-11/21					

Northern Mexico - Prop 202 funds

	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE
El Imparcial Circ: 38,000	7/22 1/2 Page 4C			10/2 Cover - glossy stock	11/11 1/2 Page 4C	12/8 1/2 Page 4C				4/7 1/2 Page 4C	5/12 1/2 Page 4C	6/14 1/2 Page 4C
Sonora	Baseball/Shop Section Baseball			Shop/Play Supplement-TAB	Discover/PhxTempe Section	Christmas Supp				Easter Supp	Phoenix Baseball Section	Fathers Day Special Section
Rep name: Leyla Cattán phone: 520.297.5442 fax: 520.742.3540	7/28 1/2 Page 4C Back to School Supp Shopping	8/26 1/2 Page 4C Labor Day Section Baseball		10/21 1/2 Page 4C Discover/PhxTempe Section Shopping	11/17 1/2 Page 4C Thanks/Christmas Supp	12/29 1/2 Page 4C Year End Sales Section					5/19 1/2 Page 4C Fun in Sun Supp	6/30 1/2 Page 4C 4th of July Section
email: lcattan@elimparcial.com	7/17 1/2 Page 4C Sun Sociales Shopping		9/11 1/2 Page 4C Sun Sociales Shopping	10/30 1/2 Page 4C Sun Sociales Snow	11/27 1/2 Page 4C Sun Sociales							
Noroeste Circ: 40,250 Sinaloa		8/21 1/2 Page 4C Arizona Sunday Page Golf		10/16 1/2 Page 4C Sunday Shopping	11/6 1/2 Page 4C Sunday	12/4 1/2 Page 4C Christmas				4/2 1/2 Page 4C Easter Section	5/7 Est. 8% increase	6/4
Rep name: Josefina Pulido				10/23 1/2 Page 4C Sunday Snow	11/13 1/2 Page 4C Sunday	12/11 1/2 Page 4C Sunday					5/21 1/2 Page 4C Sun Sociales(8%)	6/18 1/2 Page 4C Sun Sociales(8%)
phone: 6622-62-02-96 fax: email: jfinap@hotmail.com												
El Diario Circ: 25,000 Chihuahua/Juarez Chihuahua	7/3 1/2 Page 4C Sun Sociales Shopping				11/6 1/2 Page 4C Sun Sociales	12/4 1/2 Page 4C Sun Sociales				Date: First Week 1/2 Page 4C Easter Section	Dates TBD 1/2 Page 4C Mothers Day Supp	Dates TBD 1/2 Page 4C Sun Sociales
Rep name: Marie Elena Acosta phone: 915.772.1043 fax: 915.225.1431 email: ma_diario@yahoo.com Cell: 915.820.0023	7/24 1/2 Page 4C Sun Sociales Golf			10/23 1/2 Page 4C Sun Sociales Shopping	11/20 1/2 Page 4C Thanksgiving Section	12/18 1/2 Page 4C Christmas Section					Dates TBD 1/2 Page 4C Sun Sociales	Dates TBD 1/2 Page 4C Sun Sociales
N Circ: 50,000 Sonora	Summer 2005 Billed in FY05		Fall 2005 Full Page 4 Color BL? Back to school, Mexican Independence Day, Day of the Revolution Shopping SM: 7/29-9/12		Winter 2005 Full Page 4 Color BL? Christmas Shopping SM: 10/28-11/11							Summer 2006 Full Page 4C BL? Summer Vacation & Back to School! SM: 4/24-5/8
Viacom Outdoor Rep Name: Mark Cosmas Phone: 602.246.9569 Fax: 602.433.2482 Email: Mark.Cosmas@ViacomOutdoor.com				3 Month Campaign One Board in Sonora						April, May, June, July One Board in each market		
	Our current boards go through August											
Paisajes Magazine Circ: 26,000	7/3/05 Full Page 4C Water Park SM: 6/27/05											
Rep Name: Horacio Macalpin phone: email: operasol@infosel.net.mx												