

2007 TRAVEL OREGON CO-OP ADVERTISING OPPORTUNITIES

Below please find an overview of the magazine print co-op opportunities offered to our partners during this calendar year. This is an excellent opportunity to stretch your marketing dollars through Travel Oregon's media buy, and make an impact in highly targeted publications.

The 4 page insert consists of a front page, a Travel Oregon Dreamer spread, and a fourth page. We are providing you the opportunity to buy the 4th page at our discounted rate which includes exposure on page 1 and input on which ad from the Book of Oregon campaign to run as the spread. See example below.

Budget Travel

Arthur Frommer's Budget Travel magazine is published monthly except for combined issues in December/January and July/August by Newsweek Budget Travel. It's a newer travel magazine showing solid and steady growth. It has a low overall cost, combined with strong circulation that makes it an efficient buy.

ISSUE	GEOGRAPHIC DISTRIBUTION	CIRCULATION	INSERTION	CLOSE DATE	COST OF PAGE 4
May	CA, OR, WA, ID	102, 955	*Single leaf insert	02/27	\$ 3,457
September	CA, OR, WA, ID	102, 955	S4CB 4pg insert	7/3	\$ 3,606

- Single Leaf insert consists of 1 page front (with Travel Oregon Dreamer ad) and back (available to you).

Bon Appetit

Serving up a cornucopia of content on every aspect of food and drink, including comprehensive editorial features covering every big "eating" event; updates on what's new in the world of food; authoritative restaurant guides; chef profiles; video tutorials; personalized recipe boxes for users to store their favorites, and more.

ISSUE	GEOGRAPHIC DISTRIBUTION	CIRCULATION	INSERTION	CLOSE DATE	COST OF PAGE 4
May	CA, NV, WA, OR, ID, MT, UT	404, 478	S4CB 4pg insert	02/13	\$ 13,861
August	CA, NV, WA, OR, ID, MT, UT	404, 478	S4CB 4pg insert	5/14	\$ 13,861

Conde Nast Traveler

Condé Nast Traveler is the source for valid and valuable information for travelers. Their mission statement of "Truth in Travel" resonates more than ever...and because readers have an affinity for their editorial and a trust for their product they also, by extension, believe in the advertising that appears in the publication. Readers turn to *Condé Nast Traveler* for hard to find travel information to help them plan their unique and fulfilling travel experiences.

ISSUE	GEOGRAPHIC DISTRIBUTION	CIRCULATION	INSERTION	CLOSE DATE	COST OF PAGE 4
September	CA, OR, WA, ID	162, 771	S4CB 4pg insert	06/25	\$ 11,444
November	CA, OR, WA, ID	162, 771	S4CB 4pg insert	8/24	\$ 11,444

Gourmet

Addresses the lifestyle interests of both epicurean and travel enthusiasts covering subjects from food and travel to cooking, restaurants, and entertaining. Gourmet provides information on worldwide destinations, reviews and criticisms, essays and reflections on the culture of food, wine and spirits and personal style.

ISSUE	GEOGRAPHIC DISTRIBUTION	CIRCULATION	INSERTION	CLOSE DATE	COST OF PAGE 4
June	CA, NV, WA, OR, ID, MT, UT	259, 000	S4CB 4pg insert	3/26	\$ 12,372

The New Yorker

The New Yorker reports and reflects on the world at large with wit, sophistication, and originality. With its distinctive coverage of culture and art, fiction and non, business and politics, science and technology, The New Yorker offers its community of dedicated readers a unique perspective on current ideas and evolving issues, weekly.

ISSUE	GEOGRAPHIC DISTRIBUTION	CIRCULATION	INSERTION	CLOSE DATE	COST OF PAGE 4
4/23	OR, LA, SF, Seattle, NY	372, 271	S4CB 4pg insert	3/18	\$ 15,331
6/11	OR, LA, SF, Seattle, NY	372, 271	S4CB 4pg insert	5/13	\$ 15,331
9/17	OR, LA, SF, Seattle, NY	372, 271	S4CB 4pg insert	8/11	\$ 15,331
10/15	OR, LA, SF, Seattle, NY	372, 271	S4CB 4pg insert	9/15	\$ 15,331



Pg. 1



Pgs. 2-3 "Dreamer Spread"



Pg. 4