

DISCOVER  AMERICA®
USA TRAVEL GUIDE
2011 Multimedia Program



Nearly 25 million overseas travelers are expected to visit the USA in 2011.*
 Another 32 million international travelers are expected to arrive from Canada and Mexico in 2011.*

*U.S. Department of Commerce, ITA, Office of Travel & Tourism Industries, IHS Global Insight (October 2009 Forecast)

Print

- 1,000,000 issues
- Published in English, French, German, Italian, Japanese and Spanish
- Distributed in 25 countries

Online

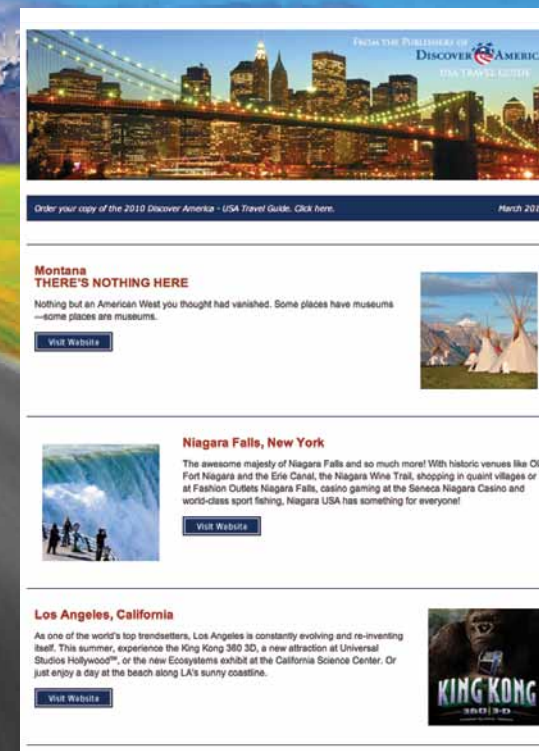
- Display advertising and/or content, videos or brochures on *DiscoverAmerica.com* - The Official Travel and Tourism Website of the United States

Email Marketing

- Multi-language e-mail campaign
- Reach up to 500,000 international prospects with your own photos, copy and link
- Includes all translations and posting on *GreatUSAEscapes.com*

Newsstand

- BONUS DISTRIBUTION, with copies now on sale at more than 1,200 locations worldwide



The average overseas traveler stays for 16 days and spends \$3,791.*

The average travel party spends \$5,939.*

The average household income of overseas travelers is \$100,204.*

*"Profile of Overseas Travelers to the United States: 2008" from the International Trade Administration, Manufacturing and Services, Office of Travel and Tourism Industries

2011 Rates

 <p>DISCOVER AMERICA® USA TRAVEL GUIDE <i>Endorsed by the U.S. Travel Association</i></p>	Open Rate	Early Book Discount <i>(signed insertion order and 50% deposit by July 16th)</i>	Early Book Discount <i>(signed insertion order without 50% deposit by July 16th)</i>
Full-page (includes four months of display advertising on all six DiscoverAmerica.com sites and a four month e-mail marketing campaign)	\$39,000	\$35,100	\$37,050
Half-page, horizontal (includes three months of display advertising on all six DiscoverAmerica.com sites and a three month e-mail marketing campaign)	\$21,000	\$18,900	\$19,950
Quarter-page (includes two months of display advertising on all six DiscoverAmerica.com sites and a two month e-mail marketing campaign)	\$11,000	\$9,900	\$10,450
Sixth-page in co-op or Travel Guide (includes one month of display advertising on all six DiscoverAmerica.com sites and a one month e-mail marketing campaign)	\$7,500	\$6,750	\$7,125

DiscoverAmerica.com display ads maybe placed on city, state or activity pages. Some restrictions apply. All rates are NET.

2011 Language Specific Rates

Edition / Circulation	Full-page	Half-Page	Quarter-page
European - English (250,000)	\$13,000	\$7,500	\$5,000
German (250,000)	\$13,000	\$7,500	\$5,000
North America - English (100,000)	\$7,500	\$4,000	\$2,500
French (100,000)	\$7,500	\$4,000	\$2,500
Italian (100,000)	\$7,500	\$4,000	\$2,500
Japanese (100,000)	\$7,500	\$4,000	\$2,500
Spanish - Mexico (75,000)	\$5,000	\$3,000	\$1,500
Spanish - Spain (25,000)	\$2,500	\$1,500	\$1,000

All rates are NET. 10% Early Book discount by July 16th for signed order with 50% deposit.
5% Early Book discount by July 16th for signed insertion order without deposit.

For 2011 advertising information, please contact
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Space Deadline: October 1, 2010
Materials Deadline: October 1, 2010