



AIANTA Rate

Full page (includes four months of display advertising on all six DiscoverAmerica.com sites and a four month email marketing campaign)	\$39,000
Half-page, horizontal (includes three months of display advertising on all six DiscoverAmerica.com sites and a three month email marketing campaign)	\$21,000
Quarter-page (includes two months of display advertising on all six DiscoverAmerica.com sites and a two month email marketing campaign)	\$11,000
Sixth-page in co-op or Travel Guide (includes one month of display advertising on all six DiscoverAmerica.com sites and a one month email marketing campaign)	\$7,500

Monthly DiscoverAmerica.com display ad campaigns are based on "State" page placement. Other options may be available. Please check with your advertising representative. All Rates are NET..

All ad space matched with equal advertorial space

For 2011 advertising information, please contact Lisa Schwartz at 425-289-3462 or lisa@smallworldpublications.com. Space Deadline: October 8, 2010 Materials Deadline: October 8, 2010



Discover Native America 2011

A featured editorial section in the six-language, ONE MILLION-issue Guide



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
- All *Discover Native America* section advertising matched with equal advertorial



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