

**Contact:** Liz Houhoulis  
 Blue Ridge Country  
 3424 Brambleton Avenue, SW  
 Roanoke, VA 24018  
 Phone: 540-309-0010  
 E-Mail: [lhouhoulis@leisurepublishing.com](mailto:lhouhoulis@leisurepublishing.com)

**Circulation:** 90,000

**Editorial Focus:**

*Blue Ridge Country* offers a terrific opportunity to target your message regionally. Edit focus is on mountains of the south, covering WV, VA, NC, MD/DC, PA, TN, KY, SC, GA, AL, and FL. Information from hiking trips to country roads and history/culture of the region.

The Annual Travel Guide is a popular guide that covers a 10-state region and focuses on family travel.

**Key Demographics:**

Male	45.0%
Female	55.0%
Median Age	48
Married	76%
Median HH Income	\$70,000

**Advertising Opportunity:**

**Jan/Feb 2011 - Annual Travel Guide**  
 2-page spread

**Costs:** \$850.00 1/6 page

**Added Value:** Link to website; premium placement near WV editorial.  
 Leads provided via email.

**ALL SPACE RESERVATIONS AND MATERIALS MUST BE RECEIVED NO LATER THAN **OCTOBER 12** TO:**

*Stonewall*

Amy Kaczynski  
 Stonewall Marketing  
 90 MacCorkle Ave, SW  
 Charleston, WV 25303  
 Phone: 304-957-9313  
 Fax: 304-744-7104

[akaczynski@stonewallgroup.com](mailto:akaczynski@stonewallgroup.com)

# Blue Ridge Country

## CO-OP INSERTION ORDER JAN/FEB 2011

Advertiser: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City / State / Zip: \_\_\_\_\_

Web Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Cost:

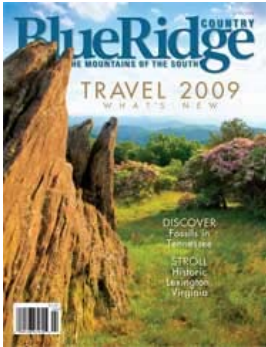
Authorized By: \_\_\_\_\_ Date: \_\_\_\_\_

E-Mail: \_\_\_\_\_

**INSERTION ORDERS, SPACE RESERVATIONS & MATERIALS MUST BE  
RECEIVED NO LATER THAN OCTOBER 12 TO:**

Amy Kaczynski  
Stonewall  
90 MacCorkle Ave. SW  
South Charleston, WV 25303  
Phone: (304) 957-9313  
Fax: (304) 744-7104

[akaczynski@stonewallgroup.com](mailto:akaczynski@stonewallgroup.com)



# BlueRidge<sup>Country</sup>

Exploring the Mountains of the South

**Contact:** Liz Houhoulis  
Blue Ridge Country  
3424 Brambleton Avenue, SW  
Roanoke, VA 24018  
Phone: 540-309-0010  
E-Mail: [lhoulis@leisurepublishing.com](mailto:lhoulis@leisurepublishing.com)

**Circulation:** 90,000

**Editorial Focus:**

*Blue Ridge Country* offers a terrific opportunity to target your message regionally. Edit focus is on mountains of the south, covering WV, VA, NC, MD/DC, PA, TN, KY, SC, GA, AL, and FL. Information from hiking trips to country roads and history/culture of the region.

**Key Demographics:**

Male	45.0%
Female	55.0%
Median Age	48
Married	76%
Median HH Income	\$70,000

**Advertising Opportunity:** **May/June 2011 - Travel Back in Time – Civil War Sites**  
2-page spread

**Costs:** **\$850.00** 1/6 page

**Added Value:** Link to website; premium placement near WV editorial.  
Leads provided via email.

**ALL SPACE RESERVATIONS AND MATERIALS MUST BE RECEIVED NO LATER THAN **MARCH 1, 2011** TO:**

*Stonewall*

Amy Kaczynski  
Stonewall Marketing  
90 MacCorkle Ave, SW  
Charleston, WV 25303  
Phone: 304-957-9313  
Fax: 304-744-7104

[akaczynski@stonewallgroup.com](mailto:akaczynski@stonewallgroup.com)

# Blue Ridge Country

## CO-OP INSERTION ORDER MAY/JUNE 2011

Advertiser: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City / State / Zip: \_\_\_\_\_

Web Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Cost:

Authorized By: \_\_\_\_\_ Date: \_\_\_\_\_

E-Mail: \_\_\_\_\_

**INSERTION ORDERS, SPACE RESERVATIONS & MATERIALS MUST BE  
RECEIVED NO LATER THAN MARCH 1, 2010 TO:**

Amy Kaczynski  
Stonewall  
90 MacCorkle Ave. SW  
South Charleston, WV 25303  
Phone: (304) 957-9313  
Fax: (304) 744-7104

[akaczynski@stonewallgroup.com](mailto:akaczynski@stonewallgroup.com)



## Blue Ridge Outdoors

**Contact:** Leah Woody  
107 West Market Street  
Charlottesville, VA 22902  
Phone: 434-817-2755 x25  
Fax: 434-817-2760  
E-Mail: [leah@blueridgeoutdoors.com](mailto:leah@blueridgeoutdoors.com)

**Circulation:** 110,000  
VA, WV, NC, SC, MD, DC, GA, TN

### Editorial Focus:

“Celebrating 15 years in publication, Blue Ridge Outdoors Magazine is the definitive guide to outdoor sports and adventure travel in the Southeast & Mid-Atlantic. BRO reaches a quarter-million readers from D.C. to Atlanta and is the country’s top regional outdoor publication.

Each month, Blue Ridge Outdoors highlights the best destinations for outdoor adventure in the region. Top regional writers and photographers come together to create an inspirational guide to the outdoors that caters to the curious and the adventurous, and shows them where to get outside and play!”

### Key Demographics:

Male	57%
Female	43%
Median Age	38
Median HH Income	\$76,590
Married	70%

### Advertising Opportunity: **February 2011**

<b>Costs:</b>	<b>\$1,470</b>	1/4 page
	<b>\$2,290</b>	1/2 page
	<b>\$3,950</b>	Full page

Partners will submit their own display ad for this co-op.

### Value Added:

Choice of web ad: 300x250 –or- 300x600. 1,200 leads generated through reader promotion; contest

**ALL SPACE RESERVATIONS AND MATERIALS MUST BE RECEIVED NO LATER THAN **DECEMBER 23, 2010** TO:**

Leah Woody  
Blue Ridge Outdoors Magazine  
107 West Market St.  
Charlottesville, VA 22902  
Phone: 434-817-2755 x16  
Fax: 434-817-2760  
[leah@blueridgeoutdoors.com](mailto:leah@blueridgeoutdoors.com)

# Blue Ridge Outdoors February 2011

## CO-OP INSERTION ORDER

Advertiser: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City / State / Zip: \_\_\_\_\_

Web Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Cost:

Authorized By: \_\_\_\_\_ Date: \_\_\_\_\_

E-Mail: \_\_\_\_\_

**INSERTION ORDERS, SPACE RESERVATIONS & MATERIALS MUST BE  
RECEIVED NO LATER THAN DECEMBER 23, 2010 TO:**

Leah Woody  
Blue Ridge Outdoors Magazine  
107 West Market St.  
Charlottesville, VA 22902  
Phone: 434-817-2755 x16  
Fax: 434-817-2760  
[leah@blueridgeoutdoors.com](mailto:leah@blueridgeoutdoors.com)



## Blue Ridge Outdoors

**Contact:** Leah Woody  
107 West Market Street  
Charlottesville, VA 22902

Phone: 434-817-2755 x25

Fax: 434-817-2760

E-Mail: [leah@blueridgeoutdoors.com](mailto:leah@blueridgeoutdoors.com)

**Circulation:** 110,000

VA, WV, NC, SC, MD, DC, GA, TN

### Editorial Focus:

“Celebrating 15 years in publication, Blue Ridge Outdoors Magazine is the definitive guide to outdoor sports and adventure travel in the Southeast & Mid-Atlantic. BRO reaches a quarter-million readers from D.C. to Atlanta and is the country’s top regional outdoor publication.

Each month, Blue Ridge Outdoors highlights the best destinations for outdoor adventure in the region. Top regional writers and photographers come together to create an inspirational guide to the outdoors that caters to the curious and the adventurous, and shows them where to get outside and play!”

### Key Demographics:

Male	57%
Female	43%
Median Age	38
Median HH Income	\$76,590
Married	70%

### Advertising Opportunity:

**December 2010 – Limited Resort co-op: Snowbound Advertorial**

### Costs:

**\$3,950** Full page + Full page editorial + Full online package  
Partners can submit camera ready ads or work with designers at *BRO*.

### Value Added:

Micro-site at [SkiSnowbound.com](http://SkiSnowbound.com)

**ALL SPACE RESERVATIONS AND MATERIALS MUST BE RECEIVED NO LATER THAN **OCTOBER 29, 2010** TO:**

Leah Woody  
Blue Ridge Outdoors Magazine  
107 West Market St.  
Charlottesville, VA 22902  
Phone: 434-817-2755 x16  
Fax: 434-817-2760  
[leah@blueridgeoutdoors.com](mailto:leah@blueridgeoutdoors.com)

# Blue Ridge Outdoors December 2010

## CO-OP INSERTION ORDER

Advertiser: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City / State / Zip: \_\_\_\_\_

Web Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Cost:

Authorized By: \_\_\_\_\_ Date: \_\_\_\_\_

E-Mail: \_\_\_\_\_

**INSERTION ORDERS, SPACE RESERVATIONS & MATERIALS MUST BE  
RECEIVED NO LATER THAN OCTOBER 29, 2010 TO:**

Leah Woody  
Blue Ridge Outdoors Magazine  
107 West Market St.  
Charlottesville, VA 22902  
Phone: 434-817-2755 x16  
Fax: 434-817-2760  
[leah@blueridgeoutdoors.com](mailto:leah@blueridgeoutdoors.com)

# Civil War Traveler



**Contact:** Amy Kaczynski  
Stonewall Marketing  
90 MacCorkle Ave, SW  
Charleston, WV 25303  
Phone: 304-957-9313  
Fax: 304-744-7104  
E-Mail: [akaczynski@stonewallgroup.com](mailto:akaczynski@stonewallgroup.com)

**Circulation:** 50,000

**Editorial Focus:**

*Civil War Traveler* is a popular annual guide to Civil War sites in West Virginia, Virginia, Maryland, Pennsylvania, North Carolina and the District of Columbia. The guide is distributed via visitor centers and major Civil War sites in the coverage areas, beginning the week before Memorial Day and continuing through September.

**Advertising Opportunity:** **May 2011**

**Costs:** **\$775.00** 1/4 page (B/W)

**ALL SPACE RESERVATIONS AND MATERIALS MUST BE RECEIVED NO LATER THAN **APRIL 15, 2011****

Participants will submit a display ad for this co-op rather than normal required materials TO:

*Stonewall*

Amy Kaczynski  
Stonewall Marketing  
90 MacCorkle Ave, SW  
Charleston, WV 25303  
Phone: 304-957-9313  
Fax: 304-744-7104  
[akaczynski@stonewallgroup.com](mailto:akaczynski@stonewallgroup.com)

# Civil War Traveler

## CO-OP INSERTION ORDER

Advertiser: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City / State / Zip: \_\_\_\_\_

Web Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Cost:

Authorized By: \_\_\_\_\_ Date: \_\_\_\_\_

E-Mail: \_\_\_\_\_

**INSERTION ORDERS, SPACE RESERVATIONS & MATERIALS MUST BE  
RECEIVED NO LATER THAN APRIL 15, 2011 TO:**

Amy Kaczynski

Stonewall

90 MacCorkle Ave. SW  
South Charleston, WV 25303

Phone: (304) 957-9313

Fax: (304) 744-7104

[akaczynski@stonewallgroup.com](mailto:akaczynski@stonewallgroup.com)

# Good Housekeeping



**Contact:** Christinia Marusic  
Good Housekeeping  
300 West 57<sup>th</sup> Street  
New York, NY 10019  
Phone: 212-649-2454  
Fax: 212-649-2208  
E-Mail: [cmarusic@hearst.com](mailto:cmarusic@hearst.com)

**Circulation:** 1,020,000  
DE, MD, DC, VA, WV, NC, SC, GA, FL,  
AL, TN, KY, MS

**Editorial Content:** Pack your bags for an adventure! This issue of Good Housekeeping offers great ideas for family travel throughout the United States.

**Key Demographics:**

Male	10.4%
Female	89.6%
Median Age	50.1
Married	62.7%
Median HH Income	\$56,026

**Advertising Opportunity:** **April 2011 – WV: The Great Outdoors**

**Costs:** \$4,600 1/6 page

**ALL SPACE RESERVATIONS AND MATERIALS MUST BE RECEIVED NO LATER THAN **DECEMBER 30, 2010** TO:**

*Stonewall*

Amy Kaczynski  
Stonewall Marketing  
90 MacCorkle Ave, SW  
Charleston, WV 25303  
Phone: 304-957-9313  
Fax: 304-744-7104

[akaczynski@stonewallgroup.com](mailto:akaczynski@stonewallgroup.com)

# Good Housekeeping

## CO-OP INSERTION ORDER

Advertiser: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City / State / Zip: \_\_\_\_\_

Web Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Cost:

Authorized By: \_\_\_\_\_ Date: \_\_\_\_\_

E-Mail: \_\_\_\_\_

**INSERTION ORDERS, SPACE RESERVATIONS & MATERIALS MUST BE  
RECEIVED NO LATER THAN DECEMBER 30, 2010 TO:**

Amy Kaczynski

Stonewall

90 MacCorkle Ave. SW  
South Charleston, WV 25303

Phone: (304) 957-9313

Fax: (304) 744-7104

[akaczynski@stonewallgroup.com](mailto:akaczynski@stonewallgroup.com)

# Heritage & Cultural Insert



**Contact:** Liz Houhoulis  
 Leisure Publishing  
 3424 Brambleton Avenue, SW  
 Roanoke, VA 24018  
 Phone: 540-309-0010  
 E-Mail: [lhoulis@leisurepublishing.com](mailto:lhoulis@leisurepublishing.com)

**Circulation**

	Preservation	Smithsonian	Civil War Times
	120,000	450,000	30,000
	Southeast, Mid-Atlantic, and Midwest		

**Editorial Focus:** History and culture play major roles in numerous travel experiences in the United States. This Heritage & Cultural Travel insert will be included in spring issues of Preservation, Smithsonian, and Civil War Times.

**Key Demographics:**

	Preservation	Smithsonian	Civil War Times
Male	46%	50%	78%
Female	54%	50%	22%
Median Age	55	53	53
Married	59%	61%	65%
Median HH Income	\$113,000	\$69,000	\$67,500

**Advertising Opportunity:** **Spring 2011 - Preservation March/April; Smithsonian & Civil War Times May**

**Costs:** \$5,250 1/8 page  
 (Cost includes placement in all three books)

**Added Value:** WV on cover; editorial mention with up to three events listed in editorial calendar; free hotlink and banner ad on Leisure Publishing with opportunity to list up to 25 WV events on the site. In-book reader service. Reader service via email.

**ALL SPACE RESERVATIONS AND MATERIALS MUST BE RECEIVED NO LATER THAN **OCTOBER 29, 2010** TO:**

*Stonewall*

Amy Kaczynski  
 Stonewall Marketing  
 90 MacCorkle Ave, SW  
 Charleston, WV 25303  
 Phone: 304-957-9313  
 Fax: 304-744-7104  
[akaczynski@stonewallgroup.com](mailto:akaczynski@stonewallgroup.com)

# Leisure Publishing Heritage Insert

## CO-OP INSERTION ORDER

Advertiser: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City / State / Zip: \_\_\_\_\_

Web Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Cost: \_\_\_\_\_

Authorized By: \_\_\_\_\_ Date: \_\_\_\_\_

E-Mail: \_\_\_\_\_

**INSERTION ORDERS, SPACE RESERVATIONS & MATERIALS MUST BE  
RECEIVED NO LATER THAN OCTOBER 29, 2011 TO:**

Amy Kaczynski  
Stonewall  
90 MacCorkle Ave. SW  
South Charleston, WV 25303  
Phone: (304) 957-9313  
Fax: (304) 744-7104  
[akaczynski@stonewallgroup.com](mailto:akaczynski@stonewallgroup.com)

# Leisure Family Insert



**Contact:** Liz Houhoulis  
 Leisure Publishing  
 3424 Brambleton Avenue, SW  
 Roanoke, VA 24018  
 Phone: 540-309-0010  
 E-Mail: [lhoulis@leisurepublishing.com](mailto:lhoulis@leisurepublishing.com)

**Circulation:** Disney's Family Fun 375,000      Family Circle 400,000      Rachel Ray 225,000  
 NJ, PA, DE, MD, DC, VA, WV, NC, SC, GA

**Editorial Focus:** Reaching the female is the goal of the Leisure Family insert – from affluent working moms with kids aged 3-12 in *Family Fun*, *Rachel Ray* to empty nesters and moms of teens in *Family Circle*.

Key Demographics:	Disney's Family Fun	Family Circle	Rachel Ray
Male	48%	10%	8%
Female	87%	90%	91%
Median Age	38	51	44
Married	76%	67%	72%
Median HH Income	\$56,395	\$52,516	\$61,636

**Advertising Opportunity:** **Disney's Family Fun – April 2011, Family Circle – May 2011, Everyday with Rachel Ray – May 2011**

**Costs:** \$4,350      1/8 page  
 (Cost includes placement in all three books)

**Added Value:** WV on cover; editorial mention with up to three events listed in editorial calendar; free hotlink and banner ad on Leisure Publishing.com with opportunity to list up to 25 WV events on the site. In-book reader service. Reader service via email.

**ALL SPACE RESERVATIONS AND MATERIALS MUST BE RECEIVED NO LATER THAN **DECEMBER 3, 2010** TO:**

*Stonewall*

Amy Kaczynski  
 Stonewall Marketing  
 90 MacCorkle Ave, SW  
 Charleston, WV 25303  
 Phone: 304-957-9313  
 Fax: 304-744-7104  
[akaczynski@stonewallgroup.com](mailto:akaczynski@stonewallgroup.com)

# Leisure Publishing Family Travel Insert

## CO-OP INSERTION ORDER

Advertiser: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City / State / Zip: \_\_\_\_\_

Web Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Cost:

Authorized By: \_\_\_\_\_ Date: \_\_\_\_\_

E-Mail: \_\_\_\_\_

**INSERTION ORDERS, SPACE RESERVATIONS & MATERIALS MUST BE  
RECEIVED NO LATER THAN DECEMBER 3, 2010 TO:**

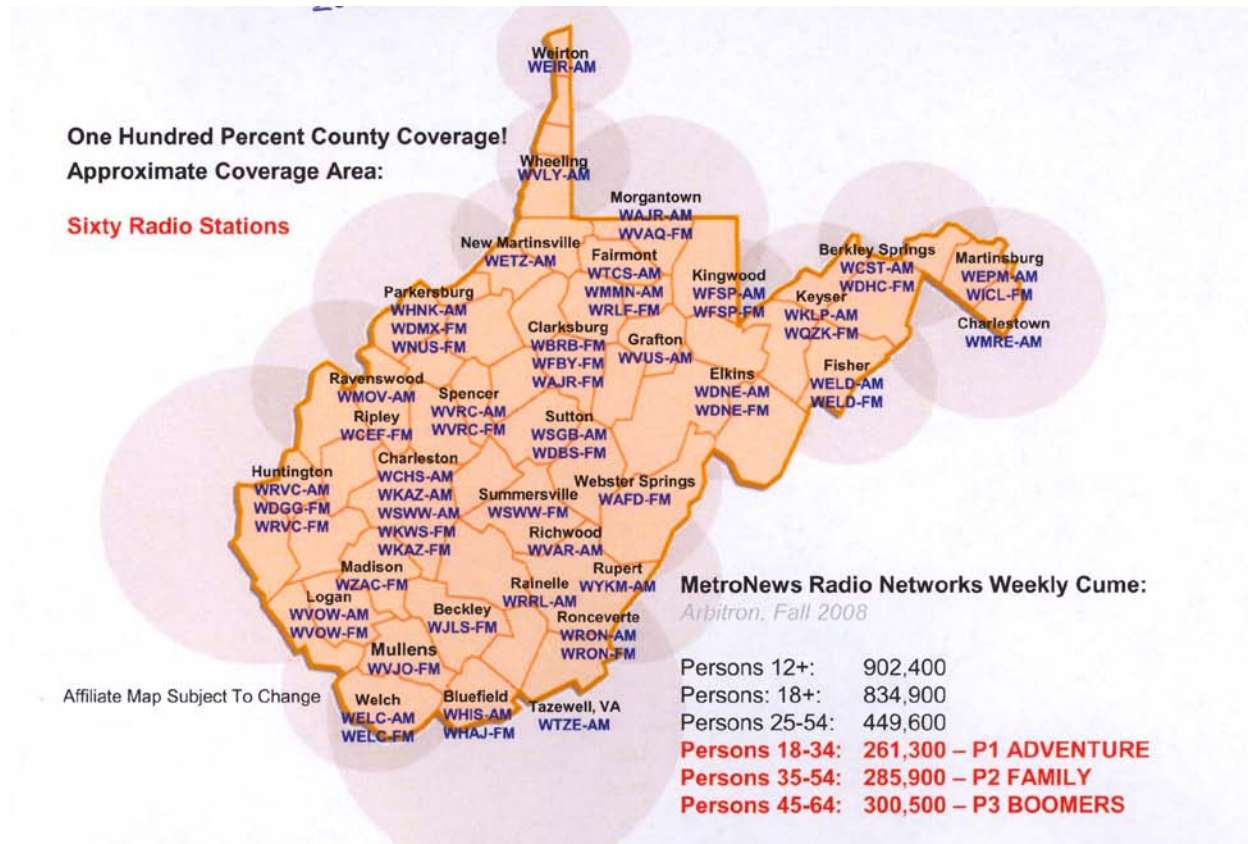
Amy Kaczynski  
Stonewall  
90 MacCorkle Ave. SW  
South Charleston, WV 25303  
Phone: (304) 957-9313  
Fax: (304) 744-7104

[akaczynski@stonewallgroup.com](mailto:akaczynski@stonewallgroup.com)

# MetroNews

The Voice of West Virginia

2010 – 2011 COOPERATIVE ADVERTISING PLAN



- Program Description:** The West Virginia Division of Tourism, in conjunction with MetroNews Networks will offer a radio advertising program. This radio co-op has been designed to help industry partners market themselves via statewide radio. The investment includes production and commercial schedule. Each individual partner order will be developed upon the receipt of an insertion order,
- Advertising Unit:** Each Radio Commercial will feature a standard 15-second West Virginia Tourism open and close. Each partner will receive the middle 30-second of the 60-second commercial.
- Campaign:** 20 Sixty Second Commercial Announcements
- Total Statewide Announcements:** 1,200
- Investment Only:** \$7,540 Net (One Partner)  
 - 50% reimbursed by WV Tourism  
 \$3,770 Net / per partner (Two Partners)  
 - 50% reimbursed by WV Tourism
- Bonus Structure:** Four 60 Second Commercial Announcements Per Weekend Based On Availability



# Metro News

## CO-OP INSERTION ORDER

Advertiser: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City / State / Zip: \_\_\_\_\_

Web Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Cost: \_\_\_\_\_

Authorized By: \_\_\_\_\_ Date: \_\_\_\_\_

E-Mail: \_\_\_\_\_

**INSERTION ORDERS, SPACE RESERVATIONS & MATERIALS MUST BE  
RECEIVED NO LATER THAN TBD TO:**

Amy Kaczynski  
Stonewall  
90 MacCorkle Ave. SW  
South Charleston, WV 25303  
Phone: (304) 957-9313  
Fax: (304) 744-7104

[akaczynski@stonewallgroup.com](mailto:akaczynski@stonewallgroup.com)

# Southern Living



**Contact:** Eric Lukehart  
2100 Lakeshore Drive  
Birmingham, AL 35209  
Phone: 205-445-6316  
E-Mail: [eric@goxmedia.com](mailto:eric@goxmedia.com)

**Circulation:** 365,000 in the Mid-Atlantic Region  
(VA,DC, WV, MD, DE, PA, NJ, NY)

## Editorial Content:

*SOUTHERN LIVING* covers today's South. Through a comprehensive editorial package highlighting foods, travel, homes and gardens, it addresses the bond between the South's traditional and cosmopolitan attitudes. It is a lifestyle guide for the ever-changing, ever-expanding South.

## Key Demographics:

Male	22%
Female	78%
Median Age	50
Married	80%
Median HH Income	\$62,639

## Advertising Opportunity: **May 2011**

Costs:	<b>\$19,600</b>	Full Page
	<b>\$13,725</b>	2/3 page
	<b>\$11,075</b>	1/2 page
	<b>\$7,850</b>	1/3 page
	<b>\$4,350</b>	1/6 page

**Value Added:** Matching page of editorial for every page sold.

**SPACE RESERVATIONS AND MATERIALS MUST BE RECEIVED NO LATER THAN  
DECEMBER 30, 2010 TO:**

Eric Lukehard  
2100 Lakeshore Drive  
Birmingham, AL 35209  
Phone: 205-445-6316  
Email: [eric@goxmedia.com](mailto:eric@goxmedia.com)

# Southern Living

## CO-OP INSERTION ORDER

Advertiser: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City / State / Zip: \_\_\_\_\_

Web Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Cost:

Authorized By: \_\_\_\_\_ Date: \_\_\_\_\_

E-Mail: \_\_\_\_\_

**INSERTION ORDERS, SPACE RESERVATIONS & MATERIALS MUST BE  
RECEIVED NO LATER THAN DECEMBER 30, 2010 TO:**

Amy Kaczynski  
Stonewall

90 MacCorkle Ave. SW  
South Charleston, WV 25303

Phone: (304) 957-9313

Fax: (304) 744-7104

[akaczynski@stonewallgroup.com](mailto:akaczynski@stonewallgroup.com)

# West Virginia Media

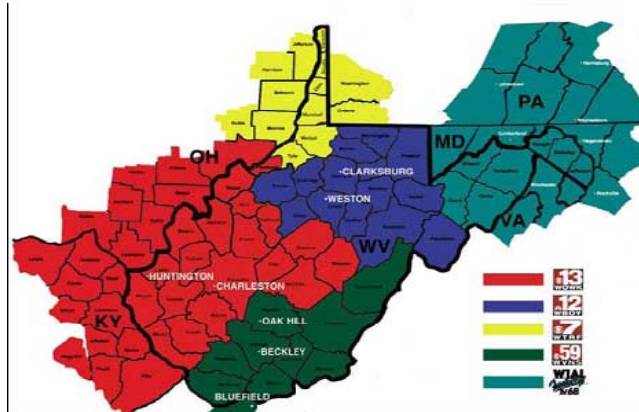
**WV Media Stations:**

WOWK -- CBS -- Charleston/Huntington  
WBOY -- NBC -- Clarksburg/Weston/Morgantown  
WTRF -- CBS -- Wheeling/Steubenville  
WVNS -- CBS -- Beckley/Oak Hill/Bluefield  
EBOY -- ABC -- Clarksburg/Weston/Morgantown  
ETRF -- FOX -- Wheeling/Steubenville  
GTRF -- ABC-- Wheeling/Steubenville  
EVNS -- FOX -- Beckley/Oak Hill/Bluefield

**Total Statewide Coverage:**

1.3 Million households

**Coverage Area:**



**Program Description:**

The 'Events' campaign is designed to provide the basic who, what, when, and where details of upcoming fairs, festivals concerts performances re enactments festivals, concerts, performances, re-enactments, excursions and other events. Each partner will receive the event name and logo, date, and contact information as the on-screen visual element. The audio element will include the event name, date or other brief description. Also available is a skyscraper ad on the 4 WV Media sites: wowktv.com, wboy.com, wtrf.com and wvns.com.

**Advertising unit:**

The 'Events' spot would feature :15 of the WV Tourism spot including West Virginia Wild and Wonderful logo and wvtourism.com web address will also be included.  
The last :15 will focus on the partner EVENT.  
Skyscraper banner ad is 160 x 600

**Partner cost:**

\$695/wk WOWK = 14 spots \$270/wk EBOY = 14 spots  
\$887/wk WBOY = 14 spots \$180/wk ETRF = 14 spots  
\$440/wk WTRF = 14 spots \$195/wk GTRF = 14 spots  
\$415/wk WVNS = 14 spots \$310/wk EVNS = 14 spots

Skyscraper Banner Ad: \$250

**To participate in this co-op please contact:**

Mark Allen  
West Virginia Media  
13 Kanawha Blvd. W. Suite 100  
Charleston, WV 25302  
(304) 720-6524  
E-Mail: [mallen@wvmh.com](mailto:mallen@wvmh.com)

Please also send a copy of the insertion order to Amy Kaczynski at [akaczynski@stonewallgroup.com](mailto:akaczynski@stonewallgroup.com)

# WV Media

## CO-OP INSERTION ORDER

Advertiser: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City / State / Zip: \_\_\_\_\_

Web Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Cost: \_\_\_\_\_

Authorized By: \_\_\_\_\_ Date: \_\_\_\_\_

E-Mail: \_\_\_\_\_

**INSERTION ORDERS, SPACE RESERVATIONS & MATERIALS MUST BE  
RECEIVED NO LATER THAN TBD TO:**

Amy Kaczynski  
Stonewall  
90 MacCorkle Ave. SW  
South Charleston, WV 25303  
Phone: (304) 957-9313  
Fax: (304) 744-7104

[akaczynski@stonewallgroup.com](mailto:akaczynski@stonewallgroup.com)

# Recreation News



**Contact:**

Karl Teel  
1713 Grafton Ridge Court  
Forest Hill, MD 21050  
Phone: 410-638-6901  
Fax: 410-638-6902  
E-Mail: [publisher@recreationnews.com](mailto:publisher@recreationnews.com)

**Circulation:**

106,000  
Metropolitan Washington DC area, Maryland and Virginia

**Editorial Focus:**

*Recreation News* covers stories on regional parks, fishing, travel, food and wine, style, culture, and sports. Each issue includes multi-state calendars of activities and events.

**Key Demographics:**

Male	46.7%
Female	53.3%
Median Age	47
Married	72%
Median HH Income	\$92,500

**Advertising Opportunity:**

**January 2011 - Winter Getaways**

**Costs:**

\$325	1/8 page
\$625	1/4 page
\$1,250	1/2 page

**Added Value:**

Baltimore edition  
Full page of editorial to match  
Front cover mention  
Recreation News contest for readers  
In-book reader response  
Feature on Recreation News radio show  
Hot links on Recreation News web

**ALL SPACE RESERVATIONS AND MATERIALS MUST BE RECEIVED NO LATER THAN **DECEMBER 1, 2010** TO:**

*Stonewall*

Amy Kaczynski  
Stonewall Marketing  
90 MacCorkle Ave, SW  
Charleston, WV 25303  
Phone: 304-957-9313  
Fax: 304-744-7104

[akaczynski@stonewallgroup.com](mailto:akaczynski@stonewallgroup.com)

# Recreation News

## CO-OP INSERTION ORDER JANUARY 2011

Advertiser: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City / State / Zip: \_\_\_\_\_

Web Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Cost:

Authorized By: \_\_\_\_\_ Date: \_\_\_\_\_

E-Mail: \_\_\_\_\_

**INSERTION ORDERS, SPACE RESERVATIONS & MATERIALS MUST BE  
RECEIVED NO LATER THAN DECEMBER 1, 2010 TO:**

Amy Kaczynski  
Stonewall  
90 MacCorkle Ave. SW  
South Charleston, WV 25303  
Phone: (304) 957-9313  
Fax: (304) 744-7104

[akaczynski@stonewallgroup.com](mailto:akaczynski@stonewallgroup.com)

# Recreation News



**Contact:**

Karl Teel  
1713 Grafton Ridge Court  
Forest Hill, MD 21050  
Phone: 410-638-6901  
Fax: 410-638-6902  
E-Mail: [publisher@recreationnews.com](mailto:publisher@recreationnews.com)

**Circulation:**

106,000  
Metropolitan Washington DC area, Maryland and Virginia

**Editorial Focus:**

*Recreation News* covers stories on regional parks, fishing, travel, food and wine, style, culture, and sports. Each issue includes multi-state calendars of activities and events.

**Key Demographics:**

Male	46.7%
Female	53.3%
Median Age	47
Married	72%
Median HH Income	\$92,500

**Advertising Opportunity:**

**June 2011 – WV Summer Getaways**

**Costs:**

\$325	1/8 page
\$625	1/4 page
\$1,250	1/2 page

**Added Value:**

Baltimore edition  
Full page of editorial to match  
Front cover mention  
Recreation News contest for readers  
In-book reader response  
Feature on Recreation News radio show  
Hot links on Recreation News web

**ALL SPACE RESERVATIONS AND MATERIALS MUST BE RECEIVED NO LATER THAN **MAY 2, 2011** TO:**

*Stonewall*

Amy Kaczynski  
Stonewall Marketing  
90 MacCorkle Ave, SW  
Charleston, WV 25303  
Phone: 304-957-9313  
Fax: 304-744-7104  
[akaczynski@stonewallgroup.com](mailto:akaczynski@stonewallgroup.com)

# Recreation News

## CO-OP INSERTION ORDER JUNE 2011

Advertiser: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City / State / Zip: \_\_\_\_\_

Web Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Cost:

Authorized By: \_\_\_\_\_ Date: \_\_\_\_\_

E-Mail: \_\_\_\_\_

**INSERTION ORDERS, SPACE RESERVATIONS & MATERIALS MUST BE  
RECEIVED NO LATER THAN MAY 2, 2011 TO:**

Amy Kaczynski  
Stonewall  
90 MacCorkle Ave. SW  
South Charleston, WV 25303  
Phone: (304) 957-9313  
Fax: (304) 744-7104

[akaczynski@stonewallgroup.com](mailto:akaczynski@stonewallgroup.com)



# FamilyCircle

**Contact:** Stacey Rosseter  
1875 Old Alabama Rd  
Suite 1320  
Roswell, GA 30076  
Phone: 678-507-0110 x108  
E-Mail: [srosseter@navigate-media.com](mailto:srosseter@navigate-media.com)

**Circulation:** BH&G      FC  
957,000      504,000  
Custom: DC, Pittsburgh, Columbus,  
Cincinnati, Cleveland, Baltimore,  
Lexington, Richmond, Roanoke, Charlotte,  
WV

**Editorial Focus:** April 2010 is the Travel Edition for each of these publications, which reach out extensively to the real travel decision makers – women.

<b>Key Demographics:</b>		BH&G	FC
	Male	19%	9%
	Female	81%	91%
	Median Age	48	52
	Married	64%	62%
	Median HH Income	\$58,809	\$49,023

**Advertising Opportunity:** **April 2011**

**Added Value:** In-book and online reader service.  
Leads will be provided via email.

**Costs:** **\$9,750**      1/6 page  
(Cost includes placement in both books)

**ALL SPACE RESERVATIONS AND MATERIALS MUST BE RECEIVED NO LATER THAN **NOVEMBER 17, 2010** TO:**

*Stonewall*

Amy Kaczynski  
Stonewall Marketing  
90 MacCorkle Ave, SW  
Charleston, WV 25303  
Phone: 304-957-9313  
Fax: 304-744-7104

[akaczynski@stonewallgroup.com](mailto:akaczynski@stonewallgroup.com)

**Meredith**  
**(Better Homes & Gardens and Family Circle)**

**CO-OP INSERTION ORDER**

Advertiser: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City / State / Zip: \_\_\_\_\_

Web Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Cost:

Authorized By: \_\_\_\_\_ Date: \_\_\_\_\_

E-Mail: \_\_\_\_\_

**INSERTION ORDERS, SPACE RESERVATIONS & MATERIALS MUST BE  
RECEIVED NO LATER THAN NOVEMBER 17, 2010 TO:**

Amy Kaczynski  
Stonewall  
90 MacCorkle Ave. SW  
South Charleston, WV 25303  
Phone: (304) 957-9313  
Fax: (304) 744-7104  
[akaczynski@stonewallgroup.com](mailto:akaczynski@stonewallgroup.com)



# Oprah Magazine

**Contact:** Alexandra Owen  
524 South Creek Dr.  
Osprey, FL 34229  
Phone: 941-966-8979  
Fax: 941-966-7366  
E-Mail: [aowen@maddenpreprint.com](mailto:aowen@maddenpreprint.com)

**Custom Circulation:** 700,000  
CT, DC, DE, FL, GA, ME, MD, MA,  
NH, NY, NJ, NC, PA, RI, SC, VT, VA, WV

**Editorial Focus:** O, THE OPRAH MAGAZINE is a women's personal growth guide for the new century, offering stories and ideas stamped with Oprah's unique vision on health, fitness, careers, finance, relationships, self-discovery, beauty, fashion, home.

**Key Demographics:**

Male	11%
Female	89%
Median Age	44
Married	66%
Median HH Income	\$68,294

**Advertising Opportunity:** **April 2011**

**Costs:** **\$5,750** 1/6 Page

**Added Value:** For West Virginia - 3 Fall holiday listings in the October 2010; O-Insider month of choice (subject to availability); Editorial Mention in Spring Issue.

**ALL SPACE RESERVATIONS AND MATERIALS MUST BE RECEIVED NO LATER THAN **DECEMBER 10, 2010** TO:**

*Stonewall*

Amy Kaczynski  
Stonewall Marketing  
90 MacCorkle Ave, SW  
Charleston, WV 25303  
Phone: 304-957-9313  
Fax: 304-744-7104

[akaczynski@stonewallgroup.com](mailto:akaczynski@stonewallgroup.com)

# Oprah

## CO-OP INSERTION ORDER APRIL, 2011

Advertiser: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City / State / Zip: \_\_\_\_\_

Web Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Cost: \_\_\_\_\_

Authorized By: \_\_\_\_\_ Date: \_\_\_\_\_

E-Mail: \_\_\_\_\_

**INSERTION ORDERS, SPACE RESERVATIONS & MATERIALS MUST BE  
RECEIVED NO LATER THAN DECEMBER 10, 2010 TO:**

Amy Kaczynski  
Stonewall  
90 MacCorkle Ave. SW  
South Charleston, WV 25303  
Phone: (304) 957-9313  
Fax: (304) 744-7104

[akaczynski@stonewallgroup.com](mailto:akaczynski@stonewallgroup.com)

# WashingtonPost.com

**Contact:** Teresa Mays  
1515 North Courthouse Rd.  
Arlington, VA 22201  
Phone: 703-469-2681  
Fax: 703-516-0867  
E-Mail: [teresa.mays@wpost.com](mailto:teresa.mays@wpost.com)

**Impressions:** 181,818

**Focus:** WashingtonPost.com offers premium advertising opportunities throughout the entire site. The website has advanced capabilities that ensure your ads reach your target audience.

**Advertising Opportunity:** **Spring 2011**

**Cost:** \$1,000

**Materials:** 120 x 60 pixel image or logo  
Headline (3 to 8 words)  
10-12 words of copy  
Hyperlink

**ALL SPACE RESERVATIONS AND MATERIALS MUST BE RECEIVED NO LATER THAN **MARCH 3, 2011** TO:**

*Stonewall*

Amy Kaczynski  
Stonewall Marketing  
90 MacCorkle Ave, SW  
Charleston, WV 25303  
Phone: 304-957-9313  
Fax: 304-744-7104  
[akaczynski@stonewallgroup.com](mailto:akaczynski@stonewallgroup.com)

# Washington Post.com

## CO-OP INSERTION ORDER SPRING 2011

Advertiser: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City / State / Zip: \_\_\_\_\_

Web Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Cost:

Authorized By: \_\_\_\_\_ Date: \_\_\_\_\_

E-Mail: \_\_\_\_\_

**INSERTION ORDERS, SPACE RESERVATIONS & MATERIALS MUST BE  
RECEIVED NO LATER THAN MARCH 3, 2011 TO:**

Amy Kaczynski  
Stonewall  
90 MacCorkle Ave. SW  
South Charleston, WV 25303  
Phone: (304) 957-9313  
Fax: (304) 744-7104

[akaczynski@stonewallgroup.com](mailto:akaczynski@stonewallgroup.com)

# WashingtonPost.com

**Contact:** Teresa Mays  
1515 North Courthouse Rd.  
Arlington, VA 22201  
Phone: 703-469-2681  
Fax: 703-516-0867  
E-Mail: [teresa.mays@wpost.com](mailto:teresa.mays@wpost.com)

**Impressions:** 444,038+

**Focus:** WashingtonPost.com offers premium advertising opportunities throughout the entire site. The website has advanced capabilities that ensure your ads reach your target audience. Banners will run on the Arts & Living front page, run-of-site. And the landing page.

**Advertising Opportunity:** **Summer 2011 (4 week campaign)**

**Cost:** \$3,500

**Materials:** 336 x 850 expanding banner ad

**ALL SPACE RESERVATIONS AND MATERIALS MUST BE RECEIVED NO LATER THAN **MAY 3, 2011** TO:**

*Stonewall*

Amy Kaczynski  
Stonewall Marketing  
90 MacCorkle Ave, SW  
Charleston, WV 25303  
Phone: 304-957-9313  
Fax: 304-744-7104

[akaczynski@stonewallgroup.com](mailto:akaczynski@stonewallgroup.com)

# Washington Post.com

## CO-OP INSERTION ORDER SUMMER 2011

Advertiser: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City / State / Zip: \_\_\_\_\_

Web Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Cost:

Authorized By: \_\_\_\_\_ Date: \_\_\_\_\_

E-Mail: \_\_\_\_\_

**INSERTION ORDERS, SPACE RESERVATIONS & MATERIALS MUST BE  
RECEIVED NO LATER THAN MAY 3, 2011 TO:**

Amy Kaczynski  
Stonewall  
90 MacCorkle Ave. SW  
South Charleston, WV 25303  
Phone: (304) 957-9313  
Fax: (304) 744-7104

[akaczynski@stonewallgroup.com](mailto:akaczynski@stonewallgroup.com)



ARTHUR FROMMER'S  
**Budget Travel**

**Contact:** Ryan McDermott  
3340 Peachtree Road NE  
Tower 100, Suite 1550  
Atlanta, GA 30326  
Phone: 404-256-3800  
Fax: 404-255-7942  
E-Mail: [Ryan@maddockandmandel.com](mailto:Ryan@maddockandmandel.com)

**Circulation:** 162,151 per issue  
WV, VA, DC, MD, OH, NC, PA, KY, SC, FL,  
Canada

**Focus:** *Arthur Frommer's Budget Travel* provides content that helps our 2.3 million+ readers get the most out of every day, every destination, and every dollar.

**Key Demographics:**

Male	36%
Female	64%
Median Age	50
Married	64%
Median HH Income	\$80,648

**Advertising Opportunity:** **March 2011 – Weekend Getaways in West Virginia**

**Costs:**

\$2,925	1/3 page
\$1,463	1/6 page
\$731	1/12 page

**ALL SPACE RESERVATIONS AND MATERIALS MUST BE RECEIVED NO LATER THAN **NOVEMBER 23, 2010** TO:**

*Stonewall*

Amy Kaczynski  
Stonewall Marketing  
90 MacCorkle Ave, SW  
Charleston, WV 25303  
Phone: 304-957-9313  
Fax: 304-744-7104

[akaczynski@stonewallgroup.com](mailto:akaczynski@stonewallgroup.com)

# Budget Travel Spring

## CO-OP INSERTION ORDER

Advertiser: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City / State / Zip: \_\_\_\_\_

Web Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Cost:

Authorized By: \_\_\_\_\_ Date: \_\_\_\_\_

E-Mail: \_\_\_\_\_

**INSERTION ORDERS, SPACE RESERVATIONS & MATERIALS MUST BE  
RECEIVED NO LATER THAN NOVEMBER 23, 2010 TO:**

Amy Kaczynski  
Stonewall  
90 MacCorkle Ave. SW  
South Charleston, WV 25303  
Phone: (304) 957-9313  
Fax: (304) 744-7104

[akaczynski@stonewallgroup.com](mailto:akaczynski@stonewallgroup.com)



## longweekends

**Contact:** Karen Matusoff  
Ohio Magazine Long Weekends  
4242 Tuller Road, Suite A  
Dublin, OH 43017  
Phone: 614-461-7645 / 1-800 426-4624 x1  
E-Mail: [kmatusoff@ohiomagazine.com](mailto:kmatusoff@ohiomagazine.com)

**Full Circulation:** 175,000

**Editorial Focus:**

*LongWeekends was created to address the hottest trends in the travel industry today, the long weekend. People are taking shorter trips, closer to home, more frequently. 225 million weekend trips are taken annually. Weekend travelers spend more money, have higher incomes and participate in more activities.*

**Key Demographics:**

Male	42%
Female	58%
Median Age	46
Education	68% College Degrees
Median HH Income	\$110,000

**Advertising Opportunity:**

**Spring 2011**

**Costs:**

**\$1,350** 1/6 page

**Added Value:**

- \*WV Tourism and each partner will receive a listing in the editorial and advertising directory
- \*Each partner will be mapped and indexed by location
- \*Web banners for WV Tourism and each partner for 6 months on long-weekends.com
- \*Reader service for WV Tourism and each partner for 6 months
- \*The LongWeekends e-newsletter will include a deals page. Each WV partner can send a deal each month for free. Deals will be 25 words or less.

**ALL SPACE RESERVATIONS AND MATERIALS MUST BE RECEIVED NO LATER THAN **FEBRUARY 17, 2011** TO:**

*Stonewall*

Amy Kaczynski

Stonewall Marketing

90 MacCorkle Ave, SW

Charleston, WV 25303

Phone: 304-957-9313

Fax: 304-744-7104

[akaczynski@stonewallgroup.com](mailto:akaczynski@stonewallgroup.com)

# Long Weekends Spring

## CO-OP INSERTION ORDER

Advertiser: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City / State / Zip: \_\_\_\_\_

Web Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Cost:

Authorized By: \_\_\_\_\_ Date: \_\_\_\_\_

E-Mail: \_\_\_\_\_

**INSERTION ORDERS, SPACE RESERVATIONS & MATERIALS MUST BE  
RECEIVED NO LATER THAN FEBRUARY 17, 2011 TO:**

Amy Kaczynski  
Stonewall  
90 MacCorkle Ave. SW  
South Charleston, WV 25303  
Phone: (304) 957-9313  
Fax: (304) 744-7104  
[akaczynski@stonewallgroup.com](mailto:akaczynski@stonewallgroup.com)

# Connect



**Contact:** Jim Hampton  
Collinson Publishing  
15 Technology Pkwy, Suite 250  
Norcross, GA 30092  
Phone: 770-582-9700  
Fax: 770-582-9898  
E-Mail: [jim@collinsonpublishing.com](mailto:jim@collinsonpublishing.com)

**Circulation:** 5,000

## Editorial Focus:

*Connect* is a magazine and trade show that targets the SMERF/Specialty Association meeting planner market. The magazine, a bi-monthly publication, is the largest SMERF/Specialty Association circulated magazine in the U.S. Accompanying the magazine is the Annual Connect Marketplace. At the Marketplace, we bring buyers and sellers together for a three-day educational conference that centers around an appointment-based-reverse trade show.

## Advertising Opportunity:

**December 2010 - November 2011**  
Co-op will run in each issue beginning in Dec 10/Jan 11

<b>Costs:</b>	<b>\$10,050</b>	Full page
	<b>\$6,925</b>	½ page
	<b>\$6,100</b>	1/3 Page

**ALL SPACE RESERVATIONS AND MATERIALS MUST BE RECEIVED NO LATER THAN **AUGUST 2, 2010** TO:**

*Stonewall*

Amy Kaczynski

Stonewall Marketing

90 MacCorkle Ave, SW

Charleston, WV 25303

Phone: 304-957-9313

Fax: 304-744-7104

[akaczynski@stonewallgroup.com](mailto:akaczynski@stonewallgroup.com)

# Connect

## CO-OP INSERTION ORDER

Advertiser: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City / State / Zip: \_\_\_\_\_

Web Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Cost: \_\_\_\_\_

Authorized By: \_\_\_\_\_ Date: \_\_\_\_\_

E-Mail: \_\_\_\_\_

**INSERTION ORDERS, SPACE RESERVATIONS & MATERIALS MUST BE  
RECEIVED NO LATER THAN AUGUST 2, 2010 TO:**

Amy Kaczynski

Stonewall

90 MacCorkle Ave. SW  
South Charleston, WV 25303

Phone: (304) 957-9313

Fax: (304) 744-7104

[akaczynski@stonewallgroup.com](mailto:akaczynski@stonewallgroup.com)



**TripAdvisor.com**

- Contact:** **Melissa Melhorn**  
Sales, Destination Marketing Organizations  
E-Mail: [mmelhorn@tripadvisor.com](mailto:mmelhorn@tripadvisor.com)  
Phone: 617-795-7788
- Impressions:** 145,832 - 583,334  
(contingent on package purchased)
- Focus:** TripAdvisor is a comprehensive travel research site dedicated to driving highly prequalified consumers to deep, content-relevant links within destination-based travel information. TripAdvisor provides the single largest audience of travel.
- Advertising Opportunity:** **April 1 – June 30, 2011**  
Inclusion in the TripAdvisor/West Virginia Tourism Advertorial
- Costs:** Package 1) **\$7,500**  
Package 2) **\$5,000**  
Package 3) **\$2,500**
- Materials:** Image and copy for West Virginia Advertorial listing  
728X90, 300X250, 160X600 for co-op promotion

**ALL SPACE RESERVATIONS AND MATERIALS MUST BE RECEIVED NO LATER THAN 30 DAYS PRIOR TO LAUNCH DATE TO:**

*Stonewall*

Amy Kaczynski

Stonewall Marketing

90 MacCorkle Ave, SW

Charleston, WV 25303

Phone: 304-957-9313

Fax: 304-744-7104

[akaczynski@stonewallgroup.com](mailto:akaczynski@stonewallgroup.com)

# Trip Advisor

## CO-OP INSERTION ORDER

APRIL-JUNE 2011

Advertiser: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City / State / Zip: \_\_\_\_\_

Web Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Cost:

Authorized By: \_\_\_\_\_ Date: \_\_\_\_\_

E-Mail: \_\_\_\_\_

**INSERTION ORDERS, SPACE RESERVATIONS & MATERIALS MUST BE  
RECEIVED NO LATER THAN 30 DAYS PRIOR TO LAUNCH. TO:**

Amy Kaczynski

Stonewall

90 MacCorkle Ave. SW

South Charleston, WV 25303

Phone: (304) 957-9313

Fax: (304) 744-7104

[akaczynski@stonewallgroup.com](mailto:akaczynski@stonewallgroup.com)

## American History – Civil War Times – America's Civil War



**Contact:** Richard Vincent  
American History, Civil War Times, America's Civil War  
[www.HistoryNet.com](http://www.HistoryNet.com)  
6054 Gallant Fox Court - Suite 711  
Gainesville, VA 20155  
Phone: 703-789-2495  
E-Mail: [REVincentAdSales@gmail.com](mailto:REVincentAdSales@gmail.com)

**Custom Circulation:** 112,000 Print per issue(s)  
7,200,000 impressions & 600,000 Unique Online  
Visitors/month

### Editorial Focus:

The Weider History Group, including AMERICAN HISTORY, AMERICA'S CIVIL WAR & CIVIL WAR TIMES, covers the history of America's greatest internal conflicts from biographies to battle stories, eyewitness accounts to period photographs and travel guides, to insightful book reviews. These Civil War history readers travel to see sites and participate in events of historic value, relating to the Civil War.

**Advertising Opportunity:** **April 2011, May 2011, June 2011 (all 4 issues of 3 titles)**

<b>Costs:</b>	<b>\$13,326</b>	2/3 page
	<b>\$10,217</b>	1/2 page
	<b>\$7,700</b>	1/3 page

**Added Value:** Military History Quarterly, "1861" Special & [www.HistoryNet.com](http://www.HistoryNet.com) online package N/C.

**ALL SPACE RESERVATIONS AND MATERIALS MUST BE RECEIVED NO LATER THAN **DECEMBER 11, 2010** TO:**

*Stonewall*

Amy Kaczynski

Stonewall Marketing

90 MacCorkle Ave, SW

Charleston, WV 25303

Phone: 304-957-9313

Fax: 304-744-7104

[akaczynski@stonewallgroup.com](mailto:akaczynski@stonewallgroup.com)

# Weider History Publications

## CO-OP INSERTION ORDER

Advertiser: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City / State / Zip: \_\_\_\_\_

Web Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Cost: \_\_\_\_\_

Authorized By: \_\_\_\_\_ Date: \_\_\_\_\_

E-Mail: \_\_\_\_\_

**INSERTION ORDERS, SPACE RESERVATIONS & MATERIALS MUST BE  
RECEIVED NO LATER THAN DECEMBER 11, 2010 TO:**

Amy Kaczynski  
Stonewall  
90 MacCorkle Ave. SW  
South Charleston, WV 25303  
Phone: (304) 957-9313  
Fax: (304) 744-7104  
[akaczynski@stonewallgroup.com](mailto:akaczynski@stonewallgroup.com)

# Washington Post Discover

**Contact:** Ellen Gerhard  
The Washington Post  
1150 15<sup>th</sup> Street NW  
Washington, DC 20071  
Phone: 202-334-7762  
E-Mail: [gerharde@washpost.com](mailto:gerharde@washpost.com)

**Circulation:** 845,588 Sunday

**Editorial Focus:** Washington Post Discover Page runs in full circulation on Sundays.

**Key Demographics:**

Male	46.6%
Female	53.4%
Median Age	51
Median HH Income	\$100,061

**Advertising Opportunity:** **Spring 2011**

**Costs:** \$1,953 1/6 page

**ALL SPACE RESERVATIONS AND MATERIALS MUST BE RECEIVED NO LATER THAN **TBD** TO:**

*Stonewall*

Amy Kaczynski  
Stonewall Marketing  
90 MacCorkle Ave, SW  
Charleston, WV 25303  
Phone: 304-957-9313  
Fax: 304-744-7104  
[akaczynski@stonewallgroup.com](mailto:akaczynski@stonewallgroup.com)

# Washington Post Discover Section Spring

## CO-OP INSERTION ORDER

Advertiser: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City / State / Zip: \_\_\_\_\_

Web Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Cost: \_\_\_\_\_

Authorized By: \_\_\_\_\_ Date: \_\_\_\_\_

E-Mail: \_\_\_\_\_

**INSERTION ORDERS, SPACE RESERVATIONS & MATERIALS MUST BE  
RECEIVED NO LATER THAN TBD TO:**

Amy Kaczynski  
Stonewall  
90 MacCorkle Ave. SW  
South Charleston, WV 25303  
Phone: (304) 957-9313  
Fax: (304) 744-7104  
[akaczynski@stonewallgroup.com](mailto:akaczynski@stonewallgroup.com)

# Regional Newspaper Insert

**Contact:** Jim Hampton  
Collinson Publishing  
15 Technology Pkwy, Suite 250  
Norcross, GA 30092  
Phone: 770-582-9700  
Fax: 770-582-9898  
E-Mail: [jim@collinsonpublishing.com](mailto:jim@collinsonpublishing.com)

**Circulation:** 1,547,000  
WV, OH, MI, PA, DC, MD, NC, KY, TN



**Advertising Opportunity:** **Spring 2011**  
**West Virginia Spring 2011 Newspaper Insert Program**

<b>Cost:</b>	<b>\$15,950</b>	Full page
	<b>\$10,950</b>	1/2 page
	<b>\$5,950</b>	1/4 page
	<b>\$4,050</b>	1/8 page
	<b>\$2,150</b>	Travel Planner

Version B only – 25% off above rate  
Version C only – 15% off above rate  
Version D only – 20% off above rate

**Value Added:** Reader response listing, on-line listing and Red Plum insert.

**ALL SPACE RESERVATIONS AND MATERIALS MUST BE RECEIVED NO LATER THAN **JANUARY 28, 2011** TO:**

Jim Hampton  
Collinson Publishing  
15 Technology Pkwy, Suite 250  
Norcross, GA 30092  
Phone: 770-582-9700  
Fax: 770-582-9898

E-Mail: [jim@collinsonpublishing.com](mailto:jim@collinsonpublishing.com)

Please also send a copy of Insertion Order to Amy Kaczynski at [akaczynski@stonewallgroup.com](mailto:akaczynski@stonewallgroup.com)

# Collinson Spring Insert

## CO-OP INSERTION ORDER

Advertiser: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City / State / Zip: \_\_\_\_\_

Web Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Cost:

Authorized By: \_\_\_\_\_ Date: \_\_\_\_\_

E-Mail: \_\_\_\_\_

**INSERTION ORDERS, SPACE RESERVATIONS & MATERIALS MUST BE  
RECEIVED NO LATER THAN JANUARY 28, 2011 TO:**

Amy Kaczynski  
Stonewall  
90 MacCorkle Ave. SW  
South Charleston, WV 25303  
Phone: (304) 957-9313  
Fax: (304) 744-7104

[akaczynski@stonewallgroup.com](mailto:akaczynski@stonewallgroup.com)

PACKAGED TRAVEL  
**Insider**

**Contact:** Kary Moening  
Phone: 866-252-7108  
E-Mail: [kary@spmags.com](mailto:kary@spmags.com)

**Circulation:** 10,000

**Editorial Focus:** *Packaged Travel Insider* is a bi-monthly resource for travel planners who arrange packages for those who travel in groups. As North America's leading magazine for group travel, it combines editorial content on important industry issues, fresh destination ideas, and smart planning tips.

**Advertising Opportunity:** **January/February 2011 Issue**

**Cost:** \$495                      2.25" x 4" ad

**Added Value:** Immediate leads with Reader Service Card Program; Complimentary Ad Design; Web Page on [packagedtravelinsider.com](http://packagedtravelinsider.com); Itinerary Posting on [packagetravelinsider.com](http://packagetravelinsider.com); Editorial in the "What's New" section; Individual listing in the Advertiser Index

**ALL SPACE RESERVATIONS AND MATERIALS MUST BE RECEIVED NO LATER THAN **OCTOBER 28, 2010** TO:**

*Stonewall*

Amy Kaczynski

Stonewall Marketing

90 MacCorkle Ave, SW

Charleston, WV 25303

Phone: 304-957-9313

Fax: 304-744-7104

[akaczynski@stonewallgroup.com](mailto:akaczynski@stonewallgroup.com)

# Package Travel Insider

## CO-OP INSERTION ORDER Jan/Feb 2011

Advertiser: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City / State / Zip: \_\_\_\_\_

Web Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Cost:

Authorized By: \_\_\_\_\_ Date: \_\_\_\_\_

E-Mail: \_\_\_\_\_

**INSERTION ORDERS, SPACE RESERVATIONS & MATERIALS MUST BE  
RECEIVED NO LATER THAN OCTOBER 28, 2010 TO:**

Amy Kaczynski  
Stonewall  
90 MacCorkle Ave. SW  
South Charleston, WV 25303  
Phone: (304) 957-9313  
Fax: (304) 744-7104

[akaczynski@stonewallgroup.com](mailto:akaczynski@stonewallgroup.com)

# PACKAGED TRAVEL **Insider**

**Contact:** Kary Moening  
Phone: 866-252-7108  
E-Mail: [kary@spmags.com](mailto:kary@spmags.com)

**Circulation:** 10,000

**Editorial Focus:** *Packaged Travel Insider* is a bi-monthly resource for travel planners who arrange packages for those who travel in groups. As North America's leading magazine for group travel, it combines editorial content on important industry issues, fresh destination ideas, and smart planning tips.

**Advertising Opportunity:** **March/April 2011 Issue**

**Cost:** \$495                      2.25" x 4" ad

**Added Value:** Immediate leads with Reader Service Card Program; Complimentary Ad Design; Web Page on [packagedtravelinsider.com](http://packagedtravelinsider.com); Itinerary Posting on [packagetraavelinsider.com](http://packagetraavelinsider.com); Editorial in the "What's New" section; Individual listing in the Advertiser Index

**ALL SPACE RESERVATIONS AND MATERIALS MUST BE RECEIVED NO LATER THAN **DECEMBER 20, 2011** TO:**

*Stonewall*

Amy Kaczynski  
Stonewall Marketing  
90 MacCorkle Ave, SW  
Charleston, WV 25303  
Phone: 304-957-9313  
Fax: 304-744-7104

[akaczynski@stonewallgroup.com](mailto:akaczynski@stonewallgroup.com)

# Package Travel Insider

## CO-OP INSERTION ORDER Mar/April 2011

Advertiser: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City / State / Zip: \_\_\_\_\_

Web Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Cost: \_\_\_\_\_

Authorized By: \_\_\_\_\_ Date: \_\_\_\_\_

E-Mail: \_\_\_\_\_

**INSERTION ORDERS, SPACE RESERVATIONS & MATERIALS MUST BE  
RECEIVED NO LATER THAN DECEMBER 20, 2011 TO:**

Amy Kaczynski  
Stonewall  
90 MacCorkle Ave. SW  
South Charleston, WV 25303  
Phone: (304) 957-9313  
Fax: (304) 744-7104

[akaczynski@stonewallgroup.com](mailto:akaczynski@stonewallgroup.com)

# Madden Media

**Contact:** Lynn Talbert  
345 E. Toole Ave.  
Tucson, AZ 85701  
Phone: 520-322-0895  
E-Mail: [ltalbert@maddenmedia.com](mailto:ltalbert@maddenmedia.com)

**Impressions:** 2.7 – 3.2 million

**Editorial Focus:** West Virginia CEO Expanding Banner Co-Op  
Each tab will feature 1 partner exclusively. Sample Co-Op Tab  
Specs: 1 background image, 3 additional image, advertiser name,  
short tagline & description, target URL, call to action.

**Advertising Opportunity:** **May 1, 2011**  
**6-week campaign**

**Cost:** **\$3,750**  
4 partners total

**Added Value:** Customized landing page on VacationFun.com

**ALL SPACE RESERVATIONS AND MATERIALS MUST BE RECEIVED NO LATER  
THAN **MARCH 1, 2011** TO:**

*Stonewall*

Amy Kaczynski

Stonewall Marketing

90 MacCorkle Ave, SW

Charleston, WV 25303

Phone: 304-957-9313

Fax: 304-744-7104

[akaczynski@stonewallgroup.com](mailto:akaczynski@stonewallgroup.com)

# Madden Media

## CO-OP INSERTION ORDER

SPRING 2011

Advertiser: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City / State / Zip: \_\_\_\_\_

Web Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Cost:

Authorized By: \_\_\_\_\_ Date: \_\_\_\_\_

E-Mail: \_\_\_\_\_

**INSERTION ORDERS, SPACE RESERVATIONS & MATERIALS MUST BE  
RECEIVED NO LATER THAN MARCH 1, 2011 TO:**

Amy Kaczynski  
Stonewall  
90 MacCorkle Ave. SW  
South Charleston, WV 25303  
Phone: (304) 957-9313  
Fax: (304) 744-7104  
[akaczynski@stonewallgroup.com](mailto:akaczynski@stonewallgroup.com)

# Dispatch Media Group

**Contact:** Doug Klingel  
ONN - Ohio's Channel  
770 Twin Rivers Drive  
Columbus, OH 43215  
Phone: 614-460-3857  
E-Mail: [doug.klingel@onntv.com](mailto:doug.klingel@onntv.com)

## Advertising Opportunity:

### Gold Package

The Columbus Dispatch: Full page(includes both Spring and Fall insertions).  
97.1 The FAN: 65x :30 second rotating spots (Mon –Fri, 6a-10p)  
Dispatch Digital Network : Listing in Travel Guide micro-site which offers “free Visitor Guides” and banner ad.  
Ohio News Network : 125x (:30) commercial announcements to air statewide  
WBNS-10TV (CBS): Two week schedule including 22x (:30) commercial announcements.

### Silver Package

The Columbus Dispatch: Half page(includes both Spring and Fall insertions).  
97.1 The FAN: 100x :30 second rotating spots (Mon –Fri, 6a-10p)  
Dispatch Digital Network : Listing in Travel Guide micro-site which offers “free Visitor Guides”  
Ohio News Network : 250x (:30) commercial announcements to air statewide

### Bronze Package

The Columbus Dispatch: Quarter page(includes both Spring and Fall insertions).  
97.1 The FAN: 40x :30 second rotating spots (Mon –Fri, 6a-10p)  
Dispatch Digital Network : Listing in Travel Guide micro-site which offers “free Visitor Guides”  
Ohio News Network : 100x (:30) commercial announcements to air statewide

**\*Packages must run during June/July or November/December unless indicated otherwise.**

<b>Costs:</b>	Gold Package	<b>\$15,000</b>
	Silver Package	<b>\$10,000</b>
	Bronze Package	<b>\$5,000</b>

**ALL SPACE RESERVATIONS AND MATERIALS MUST BE RECEIVED NO LATER THAN **TBD** TO:**

*Stonewall*

Amy Kaczynski

Stonewall Marketing

90 MacCorkle Ave, SW

Charleston, WV 25303

Phone: 304-957-9313

Fax: 304-744-7104

[akaczynski@stonewallgroup.com](mailto:akaczynski@stonewallgroup.com)

# The Dispatch Group

## CO-OP INSERTION ORDER

Advertiser: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City / State / Zip: \_\_\_\_\_

Web Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Cost:

Authorized By: \_\_\_\_\_ Date: \_\_\_\_\_

E-Mail: \_\_\_\_\_

**INSERTION ORDERS, SPACE RESERVATIONS & MATERIALS MUST BE  
RECEIVED NO LATER THAN 45 DAYS PRIOR TO LAUNCH TO:**

Amy Kaczynski  
Stonewall  
90 MacCorkle Ave. SW  
South Charleston, WV 25303  
Phone: (304) 957-9313  
Fax: (304) 744-7104

[akaczynski@stonewallgroup.com](mailto:akaczynski@stonewallgroup.com)



travelspike.com

## Travel Spike



**Contact:** Emilio Crespo  
Phone: 646-291-6658  
Fax: 501-421-0771  
E-Mail: [Emilio@travelspike.com](mailto:Emilio@travelspike.com)

**Editorial Focus:** Textlink Campaign

**Advertising Opportunity:** **Fall 2010**  
**-or-**  
**Spring 2011**

**Costs:**  
Gold- 12,850 clicks x \$0.70 cpc= **\$9,000**  
Silver- 8,000 clicks x \$0.75 cpc= **\$6,000**  
Bronze- 3,500 clicks x \$.85 cpc= **\$3,000**

All Packages will be geo-targeted  
Can be behavioral targeted: ex= family, adventure, culinary, girl  
getaways, guy getaways, etc.  
Regular rate \$1.25, All packages receive 5% bonus clicks

**ALL SPACE RESERVATIONS AND MATERIALS MUST BE RECEIVED NO LATER  
THAN **TBD** TO:**

*Stonewall*

Amy Kaczynski  
Stonewall Marketing  
90 MacCorkle Ave, SW  
Charleston, WV 25303  
Phone: 304-957-9313  
Fax: 304-744-7104

[akaczynski@stonewallgroup.com](mailto:akaczynski@stonewallgroup.com)



travelspike.com

# Travel Spike



**Contact:** Emilio Crespo  
Phone: 646-291-6658  
Fax: 501-421-0771  
E-Mail: [Emilio@travelspike.com](mailto:Emilio@travelspike.com)

**Editorial Focus:** Banner Link

**Advertising Opportunity:** **Fall 2010**  
**-or-**  
**Spring 2011**

**Costs:**  
Gold- 1,666,667 impressions x \$5 cpm= **\$9,000**  
Silver- 1 million impressions x \$6 cpm= **\$6,000**  
Bronze- 450,000 impressions x \$6.7 cpm= **\$3,000**

All Packages will be geo-targeted  
Can be behavioral targeted: ex= family, adventure, culinary, girl  
getaways, guy getaways, etc.  
Regular rate is \$10 cpm, all package receives 5% bonus impressions

**ALL SPACE RESERVATIONS AND MATERIALS MUST BE RECEIVED NO LATER  
THAN **TBD** TO:**

*Stonewall*

Amy Kaczynski  
Stonewall Marketing  
90 MacCorkle Ave, SW  
Charleston, WV 25303  
Phone: 304-957-9313  
Fax: 304-744-7104  
[akaczynski@stonewallgroup.com](mailto:akaczynski@stonewallgroup.com)



travelspike.com

# Travel Spike



**Contact:** Emilio Crespo  
Phone: 646-291-6658  
Fax: 501-421-0771  
E-Mail: [Emilio@travelspike.com](mailto:Emilio@travelspike.com)

**Impressions:** 400,000 travelers living in the geo targeting area  
Estimated 2,500 clicks each

**Editorial Focus:** West Virginia Co-Op Email Newsletter  
Creative from the Tourism Board on the top of the e-mail and then spots below for multiple Co-Op partner advertisers.

**Advertising Opportunity:** **Fall 2010**  
**-or-**  
**Winter 2010**  
**-or-**  
**Spring 2011**

**Costs:** **\$2,000**  
1 of 4 share of voice

**ALL SPACE RESERVATIONS AND MATERIALS MUST BE RECEIVED NO LATER THAN **TBD** TO:**

*Stonewall*

Amy Kaczynski

Stonewall Marketing

90 MacCorkle Ave, SW

Charleston, WV 25303

Phone: 304-957-9313

Fax: 304-744-7104

[akaczynski@stonewallgroup.com](mailto:akaczynski@stonewallgroup.com)



travelspike.com

# Travel Spike



**Contact:** Emilio Crespo  
Phone: 646-291-6658  
Fax: 501-421-0771  
E-Mail: [Emilio@travelspike.com](mailto:Emilio@travelspike.com)

**Editorial Focus:** All Inclusive West Virginia Package  
1 Insertion in special West Virginia Co-Op Email Newsletter, estimated 2,500 clicks  
3,000 textlink clicks across the TravelSpike Network  
1,000,000 banner impressions across TravelSpike Network  
Bonus 500 clicks

**Advertising Opportunity:** **Fall 2010**  
**-or-**  
**Winter 2010**  
**-or-**  
**Spring 2011**

**Costs:** **\$9,000\***  
*\*Valued at \$18,500*

**ALL SPACE RESERVATIONS AND MATERIALS MUST BE RECEIVED NO LATER THAN **TBD** TO:**

*Stonewall*

Amy Kaczynski

Stonewall Marketing

90 MacCorkle Ave, SW

Charleston, WV 25303

Phone: 304-957-9313

Fax: 304-744-7104

[akaczynski@stonewallgroup.com](mailto:akaczynski@stonewallgroup.com)

**Travel Spike**

## CO-OP INSERTION ORDER

Advertiser: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City / State / Zip: \_\_\_\_\_

Web Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Cost: \_\_\_\_\_

Authorized By: \_\_\_\_\_ Date: \_\_\_\_\_

E-Mail: \_\_\_\_\_

**INSERTION ORDERS, SPACE RESERVATIONS & MATERIALS MUST BE  
RECEIVED NO LATER THAN 30 days prior to launch TO:**

Amy Kaczynski  
Stonewall  
90 MacCorkle Ave. SW  
South Charleston, WV 25303  
Phone: (304) 957-9313  
Fax: (304) 744-7104  
[akaczynski@stonewallgroup.com](mailto:akaczynski@stonewallgroup.com)