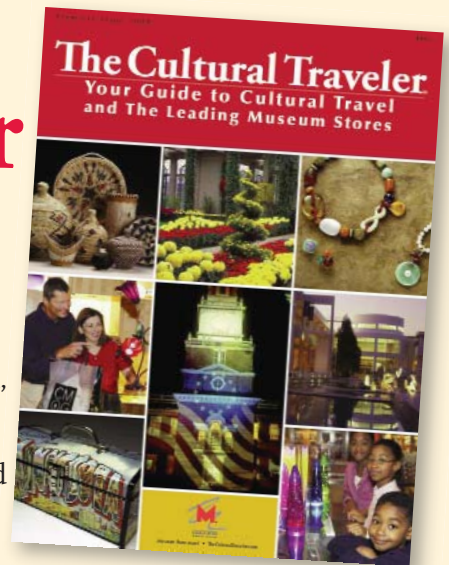


The Cultural Traveler

Your Guide To Cultural & Heritage Travel And The Leading Museum Stores

The Cultural Traveler, distributed in partnership with the Museum Store Association, U.S. Cultural & Heritage Tourism Marketing Council and Shop America Alliance reaches more than 200,000 domestic and international visitors, tour operators and travel partners through print and online versions.



2010 ISSUE—ADVERTISING OPPORTUNITIES



RATES

\$1995 Net per page for ADVERTORIAL
(includes production)

\$1995 Net per page for DISPLAY ADS

BACK COVER: \$5000 Net

INSIDE FRONT OR BACK COVER: \$2995 Net

DEADLINES

SPACE RESERVATIONSSeptember 4, 2009

ADVERTORIAL MATERIAL DEADLINE.....September 10, 2009

DISPLAY AD MATERIAL DEADLINE.....September 25, 2009

DISTRIBUTION SHIP DATENovember 20, 2009

- **EXCLUSIVE:** The only publication devoted to Cultural Heritage Travel and Shopping in North America. Shopping and Cultural Heritage Travel are among the top activities of all tourists in North America!
- **COST EFFICIENT:** \$1995 Per Page Net. All production and final copy edit is included in Advertorial pages.
- **FORMAT:** Attractive Full Page, Full Color Advertorials showcase each Museum Store and Museum in a user-friendly high image guidebook. Size 8.125" X 10.875" Paper Stock: 60 lb. gloss, with 80 lb. UV coated cover
- **DISTRIBUTION:** 40,000 print copies plus online postings generating more than 160,000 annual page views. Included: Museum Store Association, U.S. Cultural & Heritage Tourism Marketing Council and Shop America Alliance will distribute 10,000 copies of *The Cultural Traveler* at the top U.S. and international travel trade shows. Includes 200 copies shipped to each participant for their own distribution or sale. Retail price of \$9.95 printed on cover. Use as a membership premium or sell in the Museum Store to recoup your advertising investment.
- **ONLINE:** *The Cultural Traveler* will also be featured at Museum-Store.travel, TheCulturalTraveler.com, ShopAmericaTours.com, USCHT.com and other selected web sites.
- **ADVERTORIAL FULL PAGE Special Package— \$1995 Net**
Full color, full page, all production included
Provide logo, up to 5 high res images (300 dpi) and up to 300 words of copy. Publisher will edit copy as necessary and provide one proof in PDF format. Includes 200 copies of *The Cultural Traveler* for your distribution or resale.
- **DISPLAY ADS** are accepted for *The Cultural Traveler* provided that they promote Cultural and/or Heritage travel and meet with final layout approval of MSA and USCHT.
- **SPECIAL SECTIONS** promoting cities, states, regions or cultural groups are also available with reprint options at discounted rates. Ask for your custom proposal.



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"It's a great publication. We sent a copy to each one of our 60 board members. It really validates your business with your board members and shows them how you compete on a national level."

-Robert Tate, The Children's Museum of Indianapolis

"We are very excited to continue our successful collaboration on *The Cultural Traveler* and build on our experience to make the 2010 issue even more effective for all involved."

-Beverly Barsook, Museum Store Association

NEW Travel Planner Listing. FREE BONUS OR JUST \$395!

All participants in *The Cultural Traveler* guide will receive a free 5-line listing and image (either photo or logo) in the new Travel Planner section of the *The Cultural Traveler* guide and online at TheCulturalTraveler.com and Museum-store.travel. LISTING INCLUDES: Name of organization, City/State, Phone number, Email and URL, with link to your web site. Additional Travel Planner listings are available for \$395 net. Ask your Account Executive for details.

CONTACTS

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Display Ad Spec Size

| AD SIZE | NON-BLEED | BLEED |
|-----------|--|--|
| FULL PAGE | 7 ³ / ₈ " X 10 ¹ / ₈ " (7.375" X 10.125") | 8 ³ / ₈ " X 11 ¹ / ₈ " (8.375" X 11.125") |
| TRIM SIZE | 8 ¹ / ₈ " X 10 ⁷ / ₈ " (8.125" X 10.875") | |

NOTE: On all bleed materials, keep live matter 1/4" inside trim on all four sides to allow for variations in trimming, folding and binding.

Saddle Stitch Bindery

Material Information

For Display Ads. Digital File Requirements: Acceptable programs include: Quark, Photo-Shop, Illustrator or PDF files. All images must be 300 dpi or greater. Disks should include both screen and printer fonts. A color proof must accompany all ads. Changes to submitted ads are subject to additional cost to be incurred by the advertiser.



Shipping Information

All materials must be at Skies America in Beaverton, Oregon, on or before closing date.

Send all art materials, and electronic files and final proof to:

Cindy Pike
Skies America Publishing Company
9655 SW Sunshine Ct., Suite 500
Beaverton, OR 97005
Phone: 503/520-1955 ext. 154

Ads and Advertorial materials sent by e-mail should go to cindyp@skies.com.

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