

# 2009 IDAHO SPRING INTEGRATED MEDIA CAMPAIGN



**Convert our state's best prospects to your destination, property or attraction all summer long.**



## 1 Newspaper Insert

### DATES & DEADLINES »

#### SPRING »

#### Scheduled Insert Date:

Sunday, May 31, 2009

#### Space Reservation Deadline:

March 20, 2009

#### Materials Due:

March 27, 2009

### DISTRIBUTION »

#### SPRING 2009

##### IDAHO:

Boise Idaho Statesman  
Coeur d'Alene Press  
Idaho Falls Post Register  
Lewiston Tribune  
Nampa Idaho Press-Tribune  
Pocatello Idaho State Journal  
Twin Falls Times-News

##### OREGON:

Portland Oregonian

##### UTAH:

Salt Lake City Tribune

##### WASHINGTON:

Seattle Times & Post Intelligencer  
Spokane Spokesman Review

**MARKETS SUBJECT TO CHANGE**

**Targeted Circulation for Spring:**

**500,000 copies**

**1,505,000 million readers**

### COMPARE AND SAVE

Estimated savings in each campaign is **\$53.73 cpm** versus equivalent sized full-color ad in the Sunday edition of these newspapers.



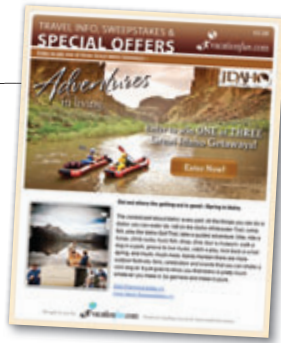
### WE SAVE TREES

**HIGHLY TARGETED DISTRIBUTION,  
VERY LITTLE WASTE**

State-of-the-art demographic software identifies the best zip codes to deliver households with the affluence and desire to travel.

## 2 4 Months of Online Marketing

- 2 highly targeted email blasts to 50,000 addressees
- Strategic search engine optimization and marketing



## 5 Leads delivered weekly

- Allows you to continue your marketing effort
  - 120 days of lead generation and reporting
  - Lead filtering system allows you to filter geographically and demographically
- Save time and money on fulfillment with an iBrochure.**
- Maximizes interactive publishing capabilities and can include video, maps, and multiple hyperlinks
  - Fulfills **65% to 75%** of your leads instantly

## 3 eZine (electronic magazine)

Allows you to market timely promotions and special offers to targeted email addresses.

### SPRING »

**eZine Blast:** sent early August  
**Materials Due:** June 15, 2009

## 4 VacationFun.com Listing

### Branding and lead generation:

Your listing goes live on May 31, 2009

- The site will attract an estimated **1.2 million user sessions during the campaign**

VacationFun.com is ranked by Hitwise in top 10% of all travel sites in the U.S.! On average, VacationFun.com draws 97 times the traffic of competing web sites.



### THE POWER OF VacationFun.com

- 3.5 million user sessions per year
- 14.5 million requests for advertisers' travel guides and brochures in 2008

## 2009 IDAHO SPRING RATES

Ad Size	Gross Rate	Net Rate
<b>Full Page</b> (Includes Reader Service)	<b>\$10,995</b>	<b>\$9,345</b>
<b>Half Page</b> (Includes Reader Service)	<b>\$5,772</b>	<b>\$4,906</b>
<b>Quarter Page</b> (Includes Reader Service)	<b>\$3,051</b>	<b>\$2,594</b>
<b>Eighth Page</b> (Includes Reader Service)	<b>\$1,580</b>	<b>\$1,343</b>



**Space is limited.  
Reserve yours today!**



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