

Committee Recommendation: Option C									Deadline
Publication	Target	Issue	Ad Size	ibution R	Circulation	Cost	CPM	Space	Material
Better Homes and Garden <i>Special Advertising Section</i>	<i>Family Travel</i>	April	1/6 pg 4C	om Circula	969,000	\$ 7,648	\$ 7.89	12/3	12/23
				WA/OR/ID/ No. CA AZ/ND/SD/MN					
Fly Fisherman	<i>Outdoor</i>	Spring	Travel Dire	ll Circulatio	80,306	\$ 750	\$ 9.34	2/16	2/23
Travel 50	<i>Active Matu</i>	Spring	Picture/Tex	ll Circulatio	115,000	\$ 1,224	\$ 10.64	1/10	1/15
			Travel Directory						
Backpacker* <i>MT Supported Sponsored Section</i>	<i>Outdoor</i>	June	1/6 Page 4C	ll Circulatio	340,000	\$ 1,515	\$ 4.46	3/20	3/30
			Montana Section						
Budget Travel * <i>MT Supported Sponsored Section</i>	<i>Travel Enth</i>	April	1/6 Page 4C	ll Circulatio	675,000	\$ 8,577	\$ 12.71	12/15	1/10
			Montana Section						
Audubon* <i>MT Supported Sponsored Section</i>	<i>Wildlife/Bird</i>	May	ana Advert	ll Circulatio	420,000	\$ 4,076	\$ 9.70	2/10	2/17
			1/6 page 4C						
History Channel * <i>MT Supported Sponsored Section</i>	<i>History/Cul</i>	May/June	ontana Secti	ll Circulatio	300,000	\$ 3,138	\$ 10.46	3/1	3/15
			1/6 page 4C						
TOTAL OPTION C					2,899,306	\$ 26,928	\$ 9.29		

On Sale	RS	Editorial	Negotiated Bonus	Added-Value
3/15	Yes	Play in Mo	2 Months In E-Newsletter to 80,000 subscribers travelmeredith.com	\$3,600
4/10	No	Fly Fishing	15% off 8X	\$215
2/26	Yes	Spring Mon	15% Discou	\$250
5/20	Yes	Montana C	Advertoria 60% Discount on Open Rate	\$2,120
3/15	Yes	Montana F	Reader Ser Advertoria 11% Discount on Open Rate	\$6,863
5/8	Yes	Advertoria	Name listir 45% Discount on Open Rate	\$5,400
4/20	Yes	Montana C	Advertoria 26% Discount on Open Rate	\$1,200
BONUS:				\$19,648