

great getaways

SPECIAL ADVERTISING SECTION

— **may**2012 CLOSE: 3/2 ON-SALE: 4/20

The Great Getaways special advertising section in our May issue highlights unique **travel destinations** to help readers plan their next **coastal vacation**.



print

- Display advertisers receive bonus advertorial copy and image within section*
- In-book Reader Response listing
- Leads generated through our Reader Response BRC



online

- Great Getaways section featured online with links to advertiser sites
- Bonus Reader Response listing—hyperlink, logo, and 30 words of copy



social media

- Great Getaways online section promoted via *Coastal Living's* Facebook and Twitter pages

CoastalLiving.com—Campaigns based on one month flight date and availability

\$5K—Comprehensive media program throughout CoastalLiving.com with 300x250 and 728x90 ROS ads
EST IMPRESSIONS: 333,333

\$10K—**Exclusive Sponsorship** of the Travel Channel Main Page with supporting media throughout CoastalLiving.com

or video pre-roll with 300x250 and 728x90 ROS ads and 170x30 logo
BONUS! Sponsorship of a travel-related eNewsletter distributed to 130,000+ subscribers

EST IMPRESSIONS: 480,000

\$15K—**Exclusive Sponsorship** of a travel-related editorial

package within the travel channel with supporting media throughout CoastalLiving.com with 300x250 and 728x90 ROS ads and 300x100 and 170x30 logo

BONUS! Sponsorship of a travel-related eNewsletter distributed to 130,000+ subscribers

EST IMPRESSIONS: 750,000



COASTAL LIVING

you deserve a beautiful day

* Copy length based on paging. FP = 100 words; Other display (1/2, 1/3) = 50 words; Directory advertisers (1/4, 1/6) = 30 words. Only FP and display advertisers receive an image (1.625"W x 1.2589"H).