

IMS 2010 Rates

ENHANCED EDITORIAL/PREMIUM: Written by H&A Media Group writer and includes transportation (lodging and meals to be provided by client), Home page link for two months and archived for 10 months, 2,000 words of edit and up to six photos.

ENHANCED EDITORIAL/BASIC: Written by H&A Media Group writer, Home page link for one month and archived for five months, 1,000 words of edit and up to three photos.

VIDEO OF THE WEEK: Runs on Web site for one week and archived for 51 weeks.

MICRO SITE: Includes basic production, graphic elements to be supplied by client; Uses include contests, surveys, information requests and branding.

VIDEO STREAMING: Linked from Micro site.

CONTEST DATA MANAGEMENT: Includes one electronic file at campaign end of all collected data.

E-UPDATE BANNER: Permission based on opt-in e-mail list; 100,000 minimum circulation.

STAND ALONE BROADCAST E-MAIL: Creative supplied by client.

COMPONENT	HOME & AWAY	JOURNEYS	GO MAGAZINE	CAR & TRAVEL	AAA MIDWEST TRAVELER SOUTHERN TRAVELER	AAA TRAVELER/ NEW JERSEY
Banner Top	\$ 1,000	\$ 1,000	\$ 750	\$ 1,000	\$ 500	\$ 500
Banner Side/Side Sky	\$ 1,000	\$ 1,000	\$ 750	\$ 1,000	\$ 500	\$ 500
Enhanced Editorial/Premium	\$ 3,500	\$ 3,500	\$ 3,500	\$ 3,500	\$ 3,500	\$ 3,500
Enhanced Editorial/Basic	\$ 1,765	\$ 1,765	\$ 1,765	\$ 1,765	\$ 1,765	\$ 1,765
Enhanced Editorial/Additional site	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500
E-update Banner	\$ 1,765	\$ 1,765	NA	NA	NA	NA
Video of the Week	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800
Video of the Week/Additional site	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250

COMPONENT

Micro site (2-4 months)	\$ 5,000
Micro site Co-op (2-4 months)	\$ 10,000
Video Streaming	\$ 500
Contest Data Management	\$ 750
Online Fulfillment	\$ 750
Stand alone Broadcast E-mail	\$ 80/M
Luxury E-mail List (Americas Great Resorts) Call for Price Quote	

GUIDELINES:

- All prices are in gross dollars.
- Insertion orders are required for all IMS components.
- Pricing based on creative being supplied by client. Quotes for additional production upon request.
- Pricing that deviates from this pricing matrix **MUST** be approved, in writing, by the Integrated Marketing/Media Director.
- All IMS packages should include print.
- Specific scheduling of e-mail broadcasts is at the sole discretion of H&A Media Group.
- Banners are placed on the sites that are associated with the magazine in which client advertises.



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