

**DISCOVER**  **AMERICA**<sup>®</sup>  
**USA TRAVEL GUIDE**  
**2011 Multimedia Program**



Nearly 25 million overseas travelers are expected to visit the USA in 2011.\*  
 Another 32 million international travelers are expected to arrive from Canada and Mexico in 2011.\*

\*U.S. Department of Commerce, ITA, Office of Travel & Tourism Industries, IHS Global Insight (October 2009 Forecast)

## Print

- 1,000,000 issues
- Published in English, French, German, Italian, Japanese and Spanish
- Distributed in 25 countries

## Online

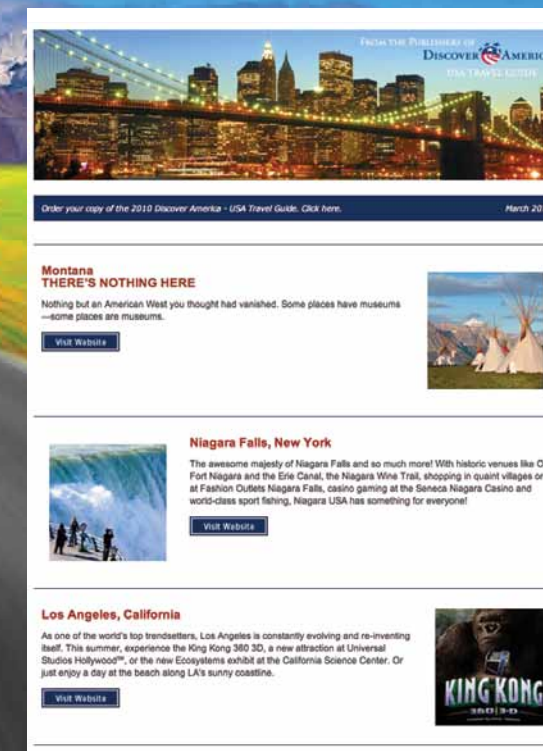
- Display advertising and/or content, videos or brochures on *DiscoverAmerica.com* - The Official Travel and Tourism Website of the United States

## Email Marketing

- Multi-language e-mail campaign
- Reach up to 500,000 international prospects with your own photos, copy and link
- Includes all translations and posting on *GreatUSAEscapes.com*

## Newsstand

- BONUS DISTRIBUTION, with copies now on sale at more than 1,200 locations worldwide



The average overseas traveler stays for 16 days and spends \$3,791.\*

The average travel party spends \$5,939.\*

The average household income of overseas travelers is \$100,204.\*

\*"Profile of Overseas Travelers to the United States: 2008" from the International Trade Administration, Manufacturing and Services, Office of Travel and Tourism Industries

## 2011 Rates

 <p><b>DISCOVER AMERICA®</b> USA TRAVEL GUIDE <i>Endorsed by the U.S. Travel Association</i></p>	<p><b>Open Rate</b></p>	<p><b>Early Book Discount</b> (signed insertion order and 50% deposit by July 16th)</p>	<p><b>Early Book Discount</b> (signed insertion order without 50% deposit by July 16th)</p>
<p><b>Full-page</b> (includes four months of display advertising on all six DiscoverAmerica.com sites and a four month e-mail marketing campaign)</p>	<p>\$39,000</p>	<p>\$35,100</p>	<p>\$37,050</p>
<p><b>Half-page, horizontal</b> (includes three months of display advertising on all six DiscoverAmerica.com sites and a three month e-mail marketing campaign)</p>	<p>\$21,000</p>	<p>\$18,900</p>	<p>\$19,950</p>
<p><b>Quarter-page</b> (includes two months of display advertising on all six DiscoverAmerica.com sites and a two month e-mail marketing campaign)</p>	<p>\$11,000</p>	<p>\$9,900</p>	<p>\$10,450</p>
<p><b>Sixth-page in co-op or Travel Guide</b> (includes one month of display advertising on all six DiscoverAmerica.com sites and a one month e-mail marketing campaign)</p>	<p>\$7,500</p>	<p>\$6,750</p>	<p>\$7,125</p>

DiscoverAmerica.com display ads maybe placed on city, state or activity pages. Some restrictions apply. All rates are NET.

## 2011 Language Specific Rates

Edition / Circulation	Full-page	Half-Page	Quarter-page
European - English (250,000)	\$13,000	\$7,500	\$5,000
German (250,000)	\$13,000	\$7,500	\$5,000
North America - English (100,000)	\$7,500	\$4,000	\$2,500
French (100,000)	\$7,500	\$4,000	\$2,500
Italian (100,000)	\$7,500	\$4,000	\$2,500
Japanese (100,000)	\$7,500	\$4,000	\$2,500
Spanish - Mexico (75,000)	\$5,000	\$3,000	\$1,500
Spanish - Spain (25,000)	\$2,500	\$1,500	\$1,000

All rates are NET. 10% Early Book discount by July 16th for signed order with 50% deposit.  
5% Early Book discount by July 16th for signed insertion order without deposit.

For 2011 advertising information, please contact  
AJR Media Group at 713.942.7676 ext. 10 or DA@AJRMediaGroup.com.

Space Deadline: October 1, 2010  
Materials Deadline: October 1, 2010