

Vacation Planning Guide

VACATION PLANNING GUIDE

<div style="border: 1px solid #ccc; padding: 5px;"> <div style="text-align: center; background-color: #800000; color: white; padding: 2px;"> TEXAS </div> <p style="text-align: center; font-weight: bold;">It's like a WHOLE OTHER COUNTRY</p> <p style="font-size: 8px;">To do: get a bigger to do list. Texas...It's like a whole other country that's miles away from ordinary. Local flavor. Breathtaking scenery. Chances to play cowboy, or an epic. No matter what kind of adventures you're looking for, you'll find them at TravelEx.com. With videos, trip ideas, and places to stay, TravelEx.com has everything you need to know about Texas. It's designed to make organizing and sharing your vacation plans as simple as can be. Just head to TravelEx.com to order your FREE Texas State Travel Guide and start planning your trip today.</p> </div>	<div style="border: 1px solid #ccc; padding: 5px;"> <div style="text-align: center; background-color: #000080; color: white; padding: 2px;"> LAKE OF THE OZARKS </div>  <p style="font-size: 8px;">Lake of the Ozarks, Missouri - Reconnect with loved ones at the Lake of the Ozarks. Centrally located in the beautiful northern Ozark Plateau with year-round attractions, events and festivals, we're so much more than just a lake. Request your free vacation guide and plan your Lake getaway today. www.funlake.com/chem or call 800-FUNLAKE.</p> <div style="background-color: #ff00ff; color: white; padding: 5px; text-align: center; font-weight: bold;">Sample Plan AAs</div> </div>
<div style="border: 1px solid #ccc; padding: 5px;">  <p style="font-size: 8px;">Go deep inside Alaska, where the unparalleled meets the unexpected. Fairbanks emanates a quality of light, energy and warmth found nowhere else on Earth. For much of the year, the northern lights shine brightly here. In summer, the mid-night sun will boost your energy when you think the day is already done. Fairbanks truly is the unexpected Alaska. For your free Visitor Guide on Fairbanks, Denali, Interior and Arctic Alaska call 1-800-327-5774 or visit www.explorefairbanks.com.</p> </div>	<div style="border: 1px solid #ccc; padding: 5px;">  <p style="font-size: 8px;">Come explore everything the western U.S. has to offer! With the Dude Ranchers' Association and its 100+ accredited dude and guest ranches, you can experience an all-inclusive getaway to some of the most scenic and breathtaking areas of the country. From adventures in culinary and the great outdoors to agricultural and ecotourism travel, there is something for everyone. Visit duderanch.org or call 1-866-399-2339 to learn more.</p> </div>
<div style="border: 1px solid #ccc; padding: 5px;">  <p style="font-size: 8px;">Olympic Peninsula, Washington State - Explore the lush Olympic rain forests, wild ocean beaches, snow-capped mountains, magical misty waterfalls, pristine lakes and rivers and enjoy friendly towns, tribal cultures and Olympic Coast cuisine along the way. 1-800-942-4042. www.OlympicPeninsula.org.</p> </div>	<div style="border: 1px solid #ccc; padding: 5px;"> <div style="background-color: #ff00ff; color: white; padding: 5px; text-align: center; font-weight: bold;">Sample Plan As</div> <p style="font-size: 8px;">When choosing a place to retire, Tennessee's a great state to call home! Tennessee is home to urban places and wide-open spaces, with lots of scenic rooms to roam. Come experience Tennessee and we'll show you how the good life just keeps getting better. Visit www.retiretennessee.org today!</p> </div>
<div style="border: 1px solid #ccc; padding: 5px;">  <p style="font-size: 8px;">Between Los Angeles and San Francisco, Pismo Beach is your Wine & Waves™ destination. White sandy beaches, wonderful places to stay and outstanding wine, dining, shopping and more. Pismo Beach is Classic California.</p> </div>	<div style="border: 1px solid #ccc; padding: 5px;"> <div style="text-align: center; background-color: #000080; color: white; padding: 2px;"> Buffalo City TOURISM </div> <p style="font-size: 8px;">Jamesstown, North Dakota</p> <p style="font-size: 8px;">Company is always welcome! - two lakes - a sandy beach - 13 family-friendly attractions - World's Largest Buffalo - all-time bloom. (Be Part of the Legend!)</p> <div style="background-color: #ff00ff; color: white; padding: 5px; text-align: center; font-weight: bold;">Sample Plan Bs</div> <p style="font-size: 8px;">and re... to receive informa... via email.</p> </div>

SAMPLE PAGE

The Vacation Planning Guide is a reader service section located at the back of the magazine. Each ad receives a reader service number that readers can use to request information from advertisers by visiting the website VacationsMagazine.com. When a visitor to VacationsMagazine.com selects to receive information from an advertiser on the Free Travel Info page, a link to the advertiser's website will be presented as soon as the form is submitted. VacationsMagazine.com captures the contact information for the advertiser to be delivered with the next batch of leads and gives the site visitor instant access to information from the advertisers in which they are interested.

An advertiser will receive leads that include the name, address and, when provided, the verified email address of any reader who requests more information from that specific advertiser.

These leads are sent weekly in an Excel spreadsheet via email. For \$100 per issue, advertisers will receive one mailed batch of printed labels after all leads have been collected.

The Vacation Planning Guide ads are formatted in house and are available in three sizes:

Plan AA: Six ads per page. Advertiser sends a 4/C image and 75 words of copy to the publisher.

Plan A: 12 ads per page. Advertiser sends a 4/C image and 30 words of copy to the publisher.

Plan B: 24 ads per page. Advertiser sends a B&W logo and 30 words of copy to the publisher.

Vacation Planning Guide Ad Materials Images and copy for the planning guide can be sent on disk or via email. Digital images are preferred. Images must be at least 300 dpi. Save images as CMYK or Grayscale. Convert RGB images to CMYK. Convert spot colors to CMYK. Include trapping. Use only EPS or TIFF files. JPEG is not supported. Publisher does not provide proofs of Vacation Planning Guide ads.

To submit materials or for more detailed production specifications, contact:

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