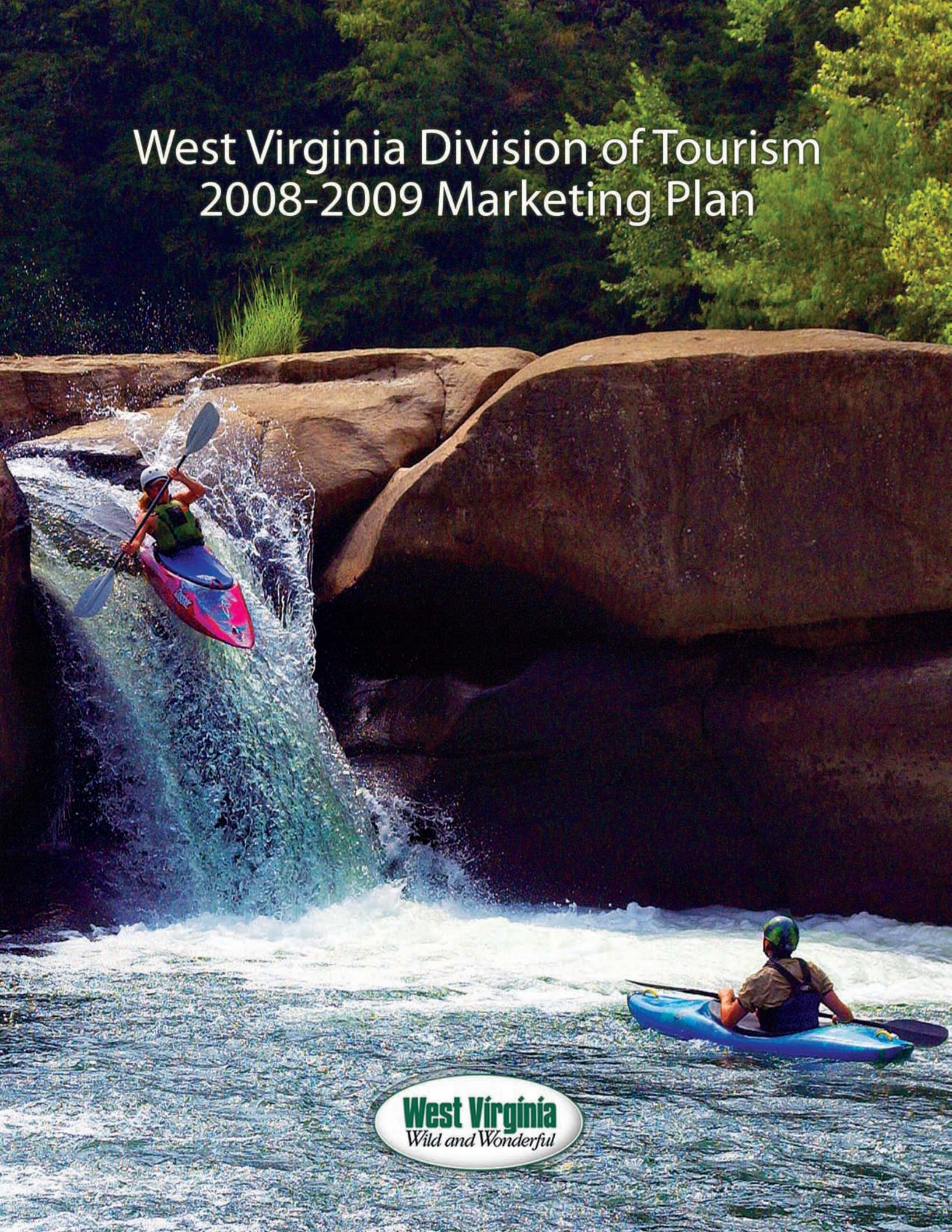


West Virginia Division of Tourism 2008-2009 Marketing Plan





West Virginia is a collection of breathtaking natural resources, dramatic heritage and Appalachian culture interspersed within four seasons of mountain geography. It is a special place that attracts tourists from across the region who seek an escape from the stressful responsibilities and tireless monotony of busy family calendars, long commutes, demanding jobs and daily tasks. While the softening economy continues to impact tourism overall, West Virginia's proximity to large concentrations of urban population will not change. Families and individuals are working hard to strike a balance between work and play, vacations and budgets. The message that tourism sends out will communicate an understanding of those challenges and offers West Virginia as a solution.

- There is a great opportunity to increase tourism within West Virginia by focused promotion of the state's convenient location and agreeable lifestyle to key target markets.
- Tourists must be encouraged to explore more of the state thus spending more time and money within the state.
- It is important to increase awareness of tourism product availability 12 months a year – spring, summer, fall and winter.
- Tourists should be encouraged to return for repeat visits, increasing volume and revenue.
- Tourism should be considered as one avenue that can be used to attract new residents and businesses.

Increased awareness of the important contribution tourism plays in state and local economies has led to increased competition for tourism business. In order for West Virginia to retain and grow its share of this market, state and local communities must work together to promote our tourism assets. Tourism is often times the first exposure people have to the state. Tourism serves as a platform for not only the destinations, attractions and events tourists seek, but also as an introduction to the state as a destination to be considered home for businesses, families and individuals.

Travel and tourism in West Virginia is a growth industry – one that makes an important economic contribution to our state's economy. From the primary revenues generated by tourism (lodging, fuel, food, souvenirs) to the secondary and tertiary impact of development, ancillary support services and personnel, the financial implications of tourism are far reaching. The ripple effect created by consumer investment in tourism is significant. The direct impact of tourism is measured when companies receive money for goods/services, use it to pay salaries, purchase goods/services for their businesses and pay taxes. The indirect impact is when individuals and businesses receiving those payments turn around to spend that money on additional goods and services.

West Virginia's Visitor Base

- The visitor industry in West Virginia is significant – 54.6 million visitor parties chose West Virginia in 2007.
- Those who stayed overnight – 14.7 million parties – stayed for an average of 3.4 nights.
- The overwhelming majority of visitors to the state experienced West Virginia as a day trip. A significant portion of those day trips is generated by visits to gaming facilities.

Economic Impact – 2006 (Dean Runyan)

Economic Impact:	\$3.974 Billion
State Tax Revenues:	\$532 Million
Total Employment:	44,000 West Virginians

Overnight Visitor Profile – 2007 (Longwoods)

Overnight Visitors:	14.7 Million
11.7 Million Adults	Up 2.4% (11.43 Million/2006)
3 Million Children	

Day Visitor Profile – 2006 (Longwoods)

Day Visitors: 39.9 Million Day Visitors

Geographic Composition of Visitor Base

Overnight Visitor Profile – 2007 (Longwoods)

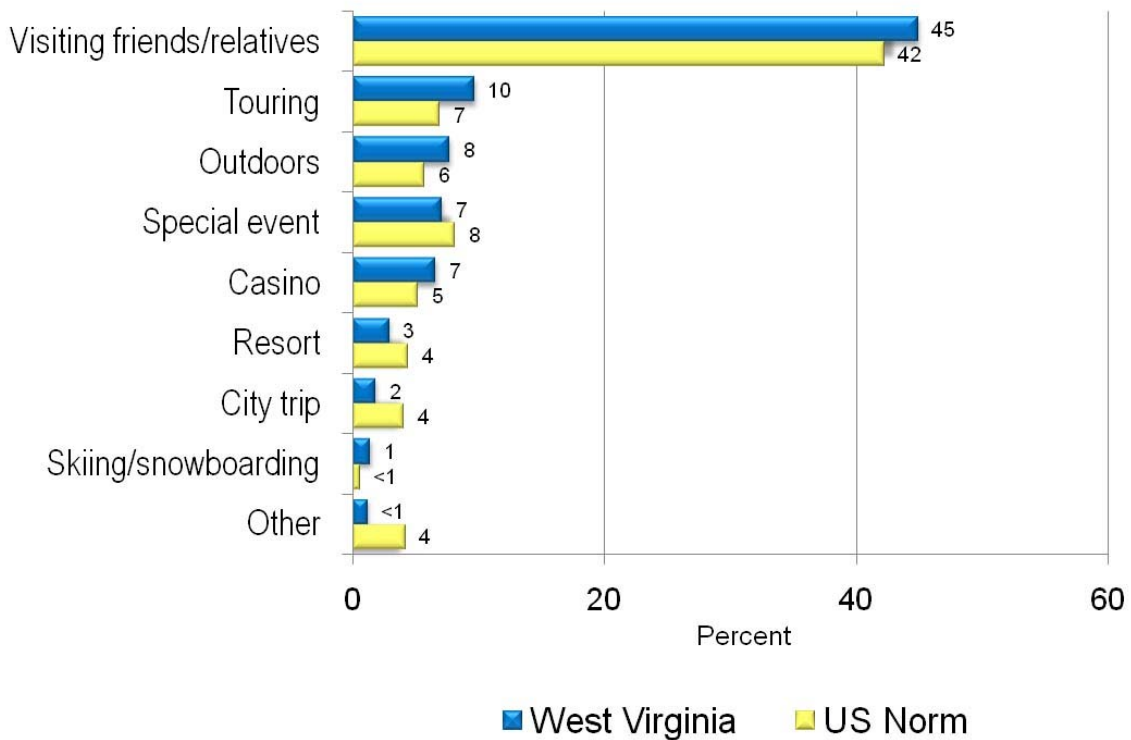
- State Sources of **Overnight** Visitors:
 - West Virginia – 23%
 - Ohio – 14%
 - Pennsylvania – 12%
 - Virginia – 9%
 - Maryland – 7%
 - North Carolina – 5%
 - Florida – 5%
- Urban Sources of **Overnight** Visitors:
 - Charleston-Huntington – 13%
 - Pittsburgh – 9%
 - Washington D.C. – 9%
 - Cleveland – 7%

Day Visitor Source Profile – 2006 (Longwoods)

- Day Visitors: 39.9 Million **Day** Visitors:
 - Ohio – 28%
 - Pennsylvania – 19%
 - Maryland – 17%
 - West Virginia – 17%
 - Virginia – 11%
- Urban Sources of **Day** Visitors:
 - Washington D.C. – 18%
 - Pittsburgh – 17%
 - Charleston-Huntington – 9%
 - Lexington – 7%
 - Cleveland – 7%

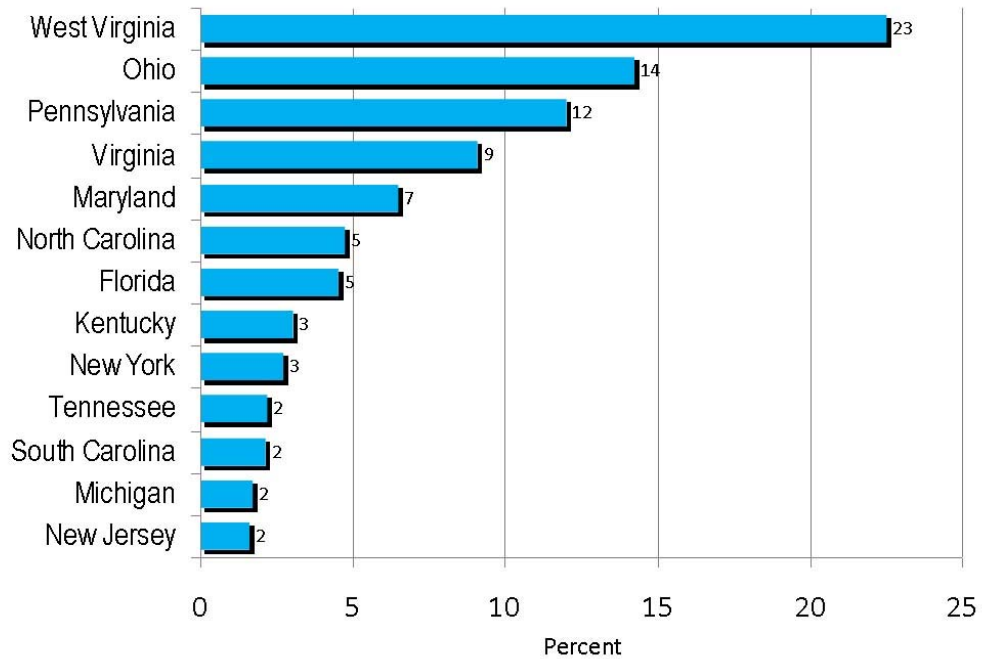
Orientation of Visitor Base

- Visitors to West Virginia staying in resorts, hotels and motels are the most important segment for the state in terms of the economic contribution made by tourists. Nearly 33% of tourist expenditures is for lodging.
- Restaurants benefit from tourists – nearly 23% of total tourist spending on overnight trips went towards food and beverages.
- Additionally, 20% of spending went towards retail purchases and 17% for recreational activities.
- The majority of overnight travel to West Virginia occurs between July and September (5 million trips), while the remainder of visitation is evenly spread among the three other seasons.
- The primary purpose for the vast majority of overnight trips (45%) is to visit friends or relatives. Other activities are as follows¹:

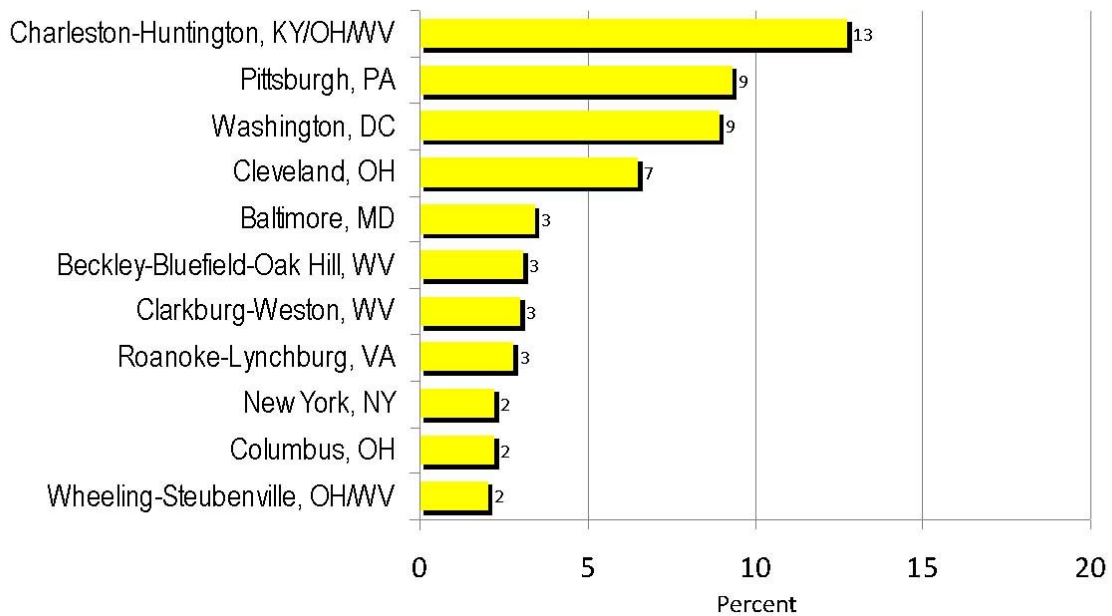


¹ Longwoods Travel USA 2007 Visitors Report

Source of Overnight Business by State ²

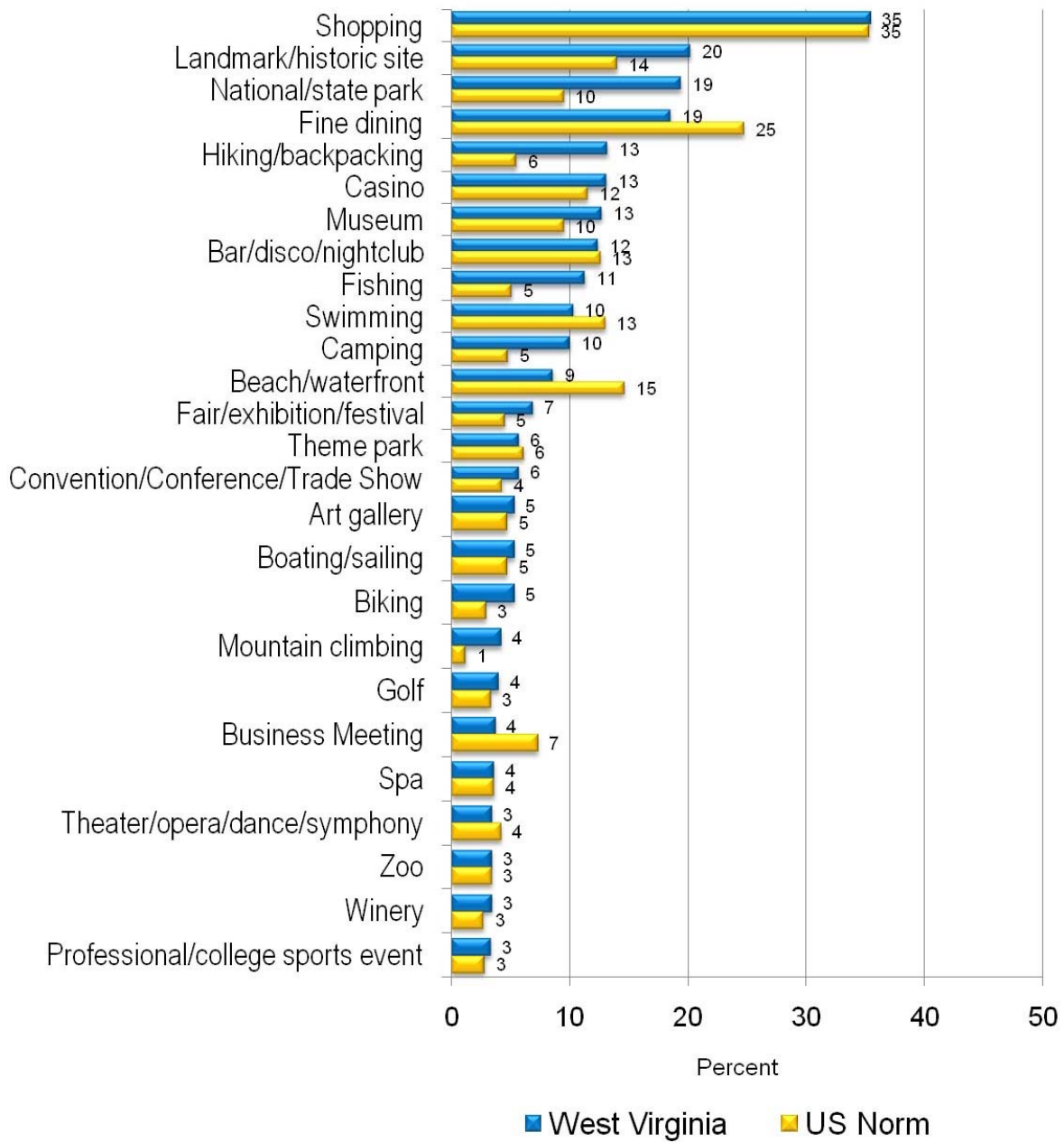


Source of Overnight Business by DMA



² Longwoods Travel USA 2007 Visitors Report

Activities and Experiences ³



³ Longwoods Travel USA 2007 Visitors Report

Key Travel Trends

The trend of visitors taking **shorter, more frequent trips** is predicted to continue. This is influenced by escalating fuel costs, budgets and time constraints of travelers. The nearby major urban areas of high concentration of population (Washington, Pittsburgh, and Columbus) will continue to be critical segments to target. Additionally, we will continue encouraging in-state residents to explore their “big backyard” instead of traveling outside of the state.

Across the nation, visitors are increasingly demanding **deeper travel experiences**, thus increasing the need to link the diverse mix of the state’s products to create a unique “West Virginia” experience. Based on surveys conducted by the Travel Industry of America, outdoor/nature-based and cultural/heritage activities are areas that command a great deal of interest from tourists nationwide. The state will continue to showcase these offerings, partnering with regions and CVBs to create a robust tourist experience.

Travelers continue to use **online resources** in planning and booking travel. Consumer generated content through online reviews and blogs has become an important factor in the decision making process – 33% of consumers decided against a purchase because of a negative blog post. It is critical that the state monitor online marketing trends and develop marketing programs that embrace emerging technologies.

The nation is quickly embracing “Green Practices” and earth-friendly programs. **Sustainable tourism** – tourism that sustains or enhances the geographical character of a place, its environment, aesthetics, heritage, and well-being of its residents - is a highly visible way to illustrate the state’s commitment to the environment. The Division of Tourism looks forward to working with members of state and local communities as programs to support this effort are developed.

According to YPartnerships, one in four American leisure travelers would be willing to trade an increase in pay for an increase in vacation time. Americans get the least amount of vacation time among countries in the industrialized world – an average of 8.1 days after one year on the job and 10.2 days after three years, according to the U.S. Bureau of Labor Statistics. In addition, the average American works the equivalent of one month more per year today than in 1976. Now is the time for West Virginia and the Division of Tourism to remind people to take a vacation, enjoy their lives, their families and our state.

Strategic Priorities

- Through innovative advertising and marketing programs, continue to educate and entice tourists from nearby regions as to the variety of unique tourist experiences to be enjoyed in West Virginia.
- Increase collaboration among industry partners to create a deeper visitor experience.
- Develop new initiatives that help engage the visitor and deliver a “West Virginia Experience.” Collaborate with partners for enhanced marketing exposure.
- Create awareness of the increased functionality and expanded content within the website, wvtourism.com, when it is re-launched.
- Utilize website analytics to optimize website content by performance indicators.
- Increase ongoing communication to participants, leadership and citizens regarding the value of the tourism industry.
- Maximize visibility of the wide variety of tourism product and experiences available by participation in special events or promotions surrounding the sesquicentennial of the Civil War.
- Increase awareness of and participation in the Matching Advertising Partnership Program (MAPP).
- Capitalize on all earned media opportunities.
- Continue to support the co-op advertising program by offering a wide variety of high performance media programs.

As an agency within the Department of Commerce, the Division of Tourism will be focusing on messaging that includes a subtle invitation to begin dialogue that goes beyond vacation travel. In addition to introducing West Virginia as a vacation destination, the seeds of thought regarding making West Virginia home will begin to filter into tourism advertising. Font treatment, compatible phrasing and image selection are among some of the very subtle elements that will be infused in advertising and marketing projects under the Department of Commerce umbrella. The Division of Tourism will strive for a cohesive alignment among all communication channels, including collateral materials, website, print and broadcast materials.

Cultivate and Nurture Prospects – Present and Future

It is our job to increase communication with, and engagement of, visitors as they consider making West Virginia their travel destination. The current communication plan includes:

- Exemplary customer service and product knowledge administered by Welcome Center and Call Center staffs;
- Prompt delivery of a comprehensive State Travel Guide, Golf Guide and other materials (as requested);
- Opt-in subscription to the West Virginia Escapes e-newsletter program;
- Updated website database listings (calendar of events, destinations, and attractions) and content; and
- Collaboration among tourist associations, agencies, CVBs and the Division to cross-promote and educate.

Special Initiatives

- The redesign of Tourism’s website within the Department of Commerce umbrella platform will provide the industry and the state an opportunity to update and verify databases and content. Website reporting provided by the new technology will allow for in-depth analytics to assist with assessing trends and consumer preferences.
- Continue cost efficiencies of niche advertising that direct consumers to the mini-sites. The following websites are now operational:
 - escape2wv.com – Choose your escape to West Virginia
 - wvmountainrider.com – Great rides, authentic people, unique experiences
 - adventuresinwv.com – Explore the wild side of West Virginia
 - wvtraditions.com – Civil War history, Appalachian arts/crafts/music, scenic railroad and coal heritage
 - wvriversports.com – Whitewater rafting, kayaking, boating, other water sports
 - wvescapes.com – Featuring several of West Virginia’s “small-town” gems
 - wwintersports.com – Downhill skiing, snowboarding, tubing, winter fun
 - wwweekends.com – Golf and golf resorts, with a full listing of all state courses
 - wvbyways.com – Featuring all of the state’s designated scenic byways and backways
 - wvnight.com – You will love our nightlife!

- The sesquicentennial of the Civil War and West Virginia's statehood provide a unique opportunity to promote our heritage product to editors and travelers alike. Throughout the next few years, the Division will be working in collaboration with state and national parks, neighboring states, destinations, historians and interested citizens in promoting educational and entertaining programs showcasing the events that will be commemorated and celebrated leading up to the 150th anniversary itself.
- The Civil War signage program is an initiative designed to drive historical tourists as well as interested families and laymen to the sites of important Civil War events. It will serve as a cornerstone to sustained promotion of historic events long after the sesquicentennial is over. The program includes erecting interpretive signage at approved locations. Sites that participate in the program are included in a mass cross-promotional marketing effort facilitated by Civil War Trails, Inc., throughout WV, NC, VA, MD and TN. To learn how communities can get involved with this program, please contact Justin Gaull at jgaull@wvtourism.com.
- Conduct social media workshops throughout the travel regions.
- Strengthen relationships with interest-based associations and groups. In early 2008, the Tourist Train Association was formed to help support collaborative marketing and product development efforts of the various tourist trains operating throughout the state. The Division looks forward to working with this group, as well as many other consumer and business oriented associations, such as:
 - WV Group Tour Association (new)
 - WVPRO
 - B&B Association
 - Civil War Task Force
 - Convention and Visitors Bureau Association
 - WV Hospitality and Travel Association (WVHTA)
 - Fairs and Festivals
 - Division of Natural Resources
 - Hunting and Fishing
 - Camping
 - State Parks
 - Mountain Bike Association
 - Preservation Alliance
 - National and State By-Ways Program
 - Appalachian Regional Commission
 - Department of Agriculture

Group Travel and Tours

- Expand the network of tour operators, who include motorcoach tours to West Virginia in their sales portfolio, by attending trade shows and networking with the group tour community.
- Increase awareness of the destinations and events throughout the state that can accommodate group tours.
- Establish a marketable, sustainable tourism product for promotion to tour groups.
- Partner with the tourism industry to ensure a comprehensive and unified promotional effort geared towards attracting and supporting the group tour market.

Conferences Fiscal 2009 (First-half)

American Bus Association: January 7-14, 2009, Charlotte, NC. Marketplace for member tour operators/bus owners to meet with destination representatives and suppliers to discuss tour options for their clients. Division staff will meet in one-on-one prescheduled appointments with up to 55 tour operators to discuss West Virginia as a destination for their groups.

Heartland Travel Showcase: February 20-22, 2009. Marketplace for tour operators to meet with destination representatives and suppliers from the Heartland area of the U.S. to discuss tour options for their groups. Division staff will meet one-on-one with up to 40 tour operators in prescheduled appointments and on the open tradeshow floor. February 17-19, the Division will be hosting tour operators on a pre-fam tour of the Canaan/ Elkins/Philippi/Weston area of West Virginia.

Pennsylvania Bus Association: March 24, 2009, Harrisburg, PA. Tradeshow for qualified group leaders to meet with destination representatives and suppliers to learn about new ideas and destinations for their groups. Group leaders travel with member tour operators of the association and are qualified by the tour companies. Division staff will meet with 200-300 group leaders throughout the tradeshow, many of whom are interested in the gaming market and one-night trips.

Travel South USA Showcase: April 5-8, 2009, Kissimmee, FL. Marketplace for qualified tour operators and media to meet with destination representatives and suppliers from the 12 southern states to learn about new ideas for their groups. Division staff will meet with 40-50 tour operators to discuss West Virginia facilities and destinations.

International Travel

The intelligence gathered through the VisaVue© research program (see Research) will allow considerable insight as to where the greatest number of international tourists arrive from and their spending patterns. The international marketing strategy will be reviewed upon receipt of the new data. The Division will continue its relationship with contacts in both the UK and Germany. Additionally, we will continue to advertise to Canadians through marketing alliance programs.

The Division is partnering with the WV Development Office in exploration of joint trade missions to strategic target markets.

Fulfillment

- The state distributes 350,000 State Travel Guides annually. This is the primary fulfillment piece for tourists requesting information about the state. Despite the growing number of people seeking travel information online, this printed piece is still highly requested.
- The 2009 State Travel Guide will be the first of its kind in West Virginia to include a gatefold spread showcasing the beauty of our four-season state. The guide will include feature stories for every travel region plus editorial content covering outdoor recreation, artisans, history and much more.
- In addition to the Travel Guide, the Division of Tourism also distributes nearly 1.5 million brochures and 75,000 Golf Guides. Website traffic to wvtourism.com and our network of mini-sites might be reaching 3,000,000 visitors, but the demand for printed material has not diminished in pace with online growth.
- In the spring of 2008, a new, comprehensive Camping brochure was produced. It features a listing of all of the camp sites and their amenities within the state. Hot off the press is a Hauntings brochure. This will be used to fulfill frequent requests for information on paranormal events and ghost sightings around the state. Also this year, we will be working on updating train heritage resources as well other Civil War materials.
- West Virginia Executive magazine will be producing a comprehensive Meeting Planners Guide in early 2009. The publication, which will include a listing of all of the meeting facilities within the state, will be used by the Division as a fulfillment piece for meeting planner inquiries.

Customer Service Centers

The main goal of the Call Center and Welcome Centers is to sell West Virginia. Our initiative is to increase the length of visits and encourage overnight stays. Education and training are vital tools needed to sell the state's many tourist destinations. In 2009 we will focus on:

- Educational training and industry presentations
- Familiarization tours
- Exemplary customer service
- Cross communication to share best practices and knowledge

The Welcome Center Staff Support Services will continue to:

- extend marketing opportunities to industry members that showcase West Virginia attractions, destinations and events through seasonal and theme related activities – new topics of interest to be featured this year include Agri-tourism and Handicap Accessibility;
- provide support service information to new tourism businesses;
- assist with research/surveys in conjunction with educational projects;
- maintain an up-to-date inventory of all promotional materials;
- promote and facilitate advertising Service Packages to the tourism industry that include photos and policy regarding Duratran and display case advertising;
- provide support services to the WV Film Office by shooting photos of locations and by distributing Film Office promotional materials; and
- distribute WV Development Office literature for the Department of Commerce.

By March of 2009, the Welcome Centers will be equipped to provide wireless Internet access to visitors stopping at the Centers.

A remnant room inventory program will be put into place later this year whereby travelers without reservations can find out about discounted inventory at last-minute prices through the Customer Service Center staff. This will bring value to the consumer and revenue to the lodging facilities.

NOTE: The I-79 Welcome Center is currently under construction. Visitor information is available at a temporary location, off I-79 (Exit 152) in Morgantown.

Call Center Staff will provide support services, such as:

- supporting information to new tourism business;
- conducting research and survey projects;
- hosting an on-line chat service to assist Internet browsers with travel questions;
- conducting database presentations to visitors to the Call Center;
- providing staff support to the mail room and front desk coverage;
- directing callers to the State Parks website to make on-line reservations; and
- making updates to data used in the Travel Planner on the CallWVA.com website and mini-sites.

Fulfillment Center staff will provide support services, such as:

- coordinating bulk order requests among Welcome Centers, industry and the warehouse;
- arranging for tourism literature from industry members to be added to the monthly shipments to Welcome Centers; and
- promoting cost efficiency and time savings by accessing a UPS program to print our own labels and prepare packages for daily shipment.

Safety training updates are provided to Call Center, Welcome Center and Fulfillment Center employees. The Welcome Center staff will continue certification in CPR and Fire Extinguisher Training.

The Division will also continue to work closely with the Department of Transportation. Of importance is:

- Maintenance and signage,
- Upgrade interiors for select Welcome Centers, and
- Installation and upkeep of security systems at the Welcome Centers.

Matching Advertising Partnership Program (MAPP)

The Perfect “Match” of Public and Private Investment

MAPP is a reimbursable matching advertising partnership program started by the legislature in 1995. It provides matching funds for innovative and effective direct advertising projects that increase visitation and travel expenditures in West Virginia and impact the economic growth of the travel industry. It is managed by the West Virginia Tourism Commission and the Division of Tourism and assists in promoting West Virginia as a premier tourist destination.

The purpose of the program is to bring tourism businesses together to form partnerships that increase the number of visitors to West Virginia. All the dollars awarded are matched by tourism destinations and their partners. This is an investment in the future, not only by the state, but by every participating business investing its own dollars. The program has encouraged tourism businesses of all sizes — small towns, large cities and entire regions — to invest their dollars and work together to increase visitation to the state.

In August 2007, Internet advertising was added to the MAPP program during a special legislative session. The tourism industry has quickly utilized this new addition, as the Internet is one of the most used tools by potential visitors for vacation planning. The current year has again shown great growth with newly approved Internet advertising accounting for nearly \$1 million in total advertising investment within just the first six months of 2008.

For 2008-2009, the MAPP program will enter an entirely new phase of development by initiating a new web-based system for applicants of the program. This ground-breaking system, the first of its kind nationally, will greatly assist applicants in preparation and management of their MAPP projects, offering tourism industry members a technological bird’s eye view from the application process through reimbursement. The new system will also enable the Division to inform the industry of precise outcomes of media buys by regions and industry segments.

In order to assist the tourism industry on use of the new system, the Division will conduct educational workshops, as well as continue to offer training on the MAPP program application process, overall grant writing, and reimbursement and audit requirements.

Matching Advertising Partnership Program (MAPP)

State Tax Receipts Generated by Travel Spending

Since 1995, more than 2,550 matching partnership applications have been approved, allowing tourism businesses across the state to invest in the future and produce performance-driven projects that have a pronounced economic impact on state tax receipts:

1990 – 1994 (Prior to program inception) State Tax Receipts Generated by Travel Spending

1990	1991	1992	1993	1994
\$165	\$169	\$176	\$182	\$189
Million	Million	Million	Million	Million

2005 – 2006 (Projected) State Tax Receipts Generated by Travel Spending

2005	2006
\$504	\$532
Million	Million

Tourism Industry – MAPP Success Stories – 2008

The following are just a few of the many success stories tourism industry members and the State of West Virginia have enjoyed as a result of the MAPP program:

Potomac Eagle Scenic Railroad – Hampshire County - \$10,000+ application: “Last year’s grant had a major impact on our business, and we are hoping that we can continue the advertising program it made possible. Through the use of television in the Maryland, Virginia and the DC market, we were able to “sell out” many of our rail excursions in the fall of 2007. Television exceeded our expectations so much that we had to request additional telephone lines in our reservations office. As a result of our media efforts in 2007, our ridership has increased more than 30% from targeting this geographical area.”

Berkeley Springs Studio Tour – Morgan County - \$7,500 application: “Studio tour attendance rose 13% over the spring tour. Sales were up an average of 44.91% for artists participating in both tours. Most of our visitors were from the Metro DC area in which we had invested heavily in display advertising.”

American Mountain Theater – Randolph County - \$10,000+ application: “In 2008, our motorcoach groups will be approximately 250 and our overall attendance is on pace to be approximately 32,500 (up from 15,000 in 2007). These motorcoach groups and individual vacationers bring tens of thousands of dollars into West Virginia’s economy. I would estimate that 60% or more of our customers come from outside the state and we have had visitors from 27 states so far.”

MAPP – The Future

Many states have programs similar to the one in West Virginia, but ours is one of the oldest, most respected and far reaching of any of the states. Many states utilize our format for applications and program requirements, as we continue to benchmark with other states to incorporate the best elements produced by the top minds in the tourism industry into our program.

Initiatives for the future include:

- initiating new technological upgrades (the first of its kind nationally) through a new web-based system for applications/reimbursement;
- utilizing tracking and evaluation through a new web-based system to inform the industry of precise outcomes by regions and industry segments, and negotiate statewide and regional media rates based on usage;
- working with the WV Development Office and other agencies to promote the program and educate potential investors;
- creating varied advertising templates through Commerce Communications for industry use within the MAPP program to deliver a unified image of West Virginia tourism advertising while aiding small businesses;
- providing training for industry members on the use of the new web-based system for applications and reimbursement, and continue to provide educational workshops in grant writing and reimbursement/audit requirements;
- including industry, state, federal and local agency speakers for educational workshops in related areas of expertise, including tracking and evaluation, etc.; and
- working with the Tourism Commission and the Administration to integrate emerging technology and media into the program.

For information regarding the application process and educational workshops on the West Virginia Division of Tourism’s Matching Advertising Partnership Program (MAPP), visit www.wvtourism.com under Industry Information.

Research Initiatives

- Continue to track overnight and day domestic visitor profiles
 - Origin, activities, demographics
- Smith Travel Research
 - Track lodging occupancy rates and revenues generated throughout the state
- VisaVue® Research Report
 - The National Council of State Travel Directors has embarked on a new research program that should help each state gain a much broader insight into in-bound tourism from foreign countries. Currently, there is no accurate measurement of country of origin, lodging patterns or travel expenditure estimates for international travelers to the United States.

In 2009, each state (and subscribing DMOs) can enter into a research agreement with Visa Bank Cards that will allow tracking of tourism related expenditures charged to Visa Cards by country of origin. Preliminary testing of this program has shown it to be a valuable resource for gaining insight into where international travelers are departing from, their destinations and what those travelers are spending their money on. While the program is not representative of total international spending, it is expected to be a reliable indicator of trends and information.

Domestic and International Public Relations

- Utilizing the Commerce Communications staff, use PR as a key tool in presenting integrated story ideas and news to state, national and international media to benefit the nine travel regions in West Virginia. Utilize online technology to maximize distribution and resources.
 - Develop/distribute a series of tailored story pitches and press releases, coordinated with the Calendar of Events.
- Develop innovative communication materials to deliver information into the hands of travel writers and editors.
- Conduct media visits to brief key media on special events.
- Coordinate familiarization tours for vetted travel writers and editors.
- Coordinate with the WV Development Office for collaborative opportunities to enhance presence and maximize budget.
- Bolster public relations efforts directed specifically at Canada as a prime source of international tourism.

Message Distribution Channels – In State

- West Virginia newspapers (print and web)
- Local radio stations (and their websites)
- Local televisions (and their websites)
- WV CVB Association
- WVHTA
- www.wvtourism.com
- E-notes
- State Agencies

Story Concepts

- Seasonal angles including:
 - Calendar of events
 - Perennial adventures
 - Uniquely West Virginia experiences
 - Regional collaboration
- Emerging travel trends and products
 - Sustainable tourism
 - New product

Online Distribution

- Utilize Commerce Communications to deliver stories online with photography, video, and website resources readily available to writers.
- Utilize online newsroom made available through the Tourism website and Commerce portal.

Media Strategy

- Print publications selected in 2008-2009 will:
 - Continue to reinforce regional targeting to prime and secondary markets,
 - Have editorial content that reinforces West Virginia travel offerings,
 - Provide an ROI through generated leads, and
 - Provide cost efficiencies.
- In the spring of 2009, the Division plans to have a new television commercial available for regional advertising and online distribution.
- A concentrated effort will continue to be made to promote the online resources popular to tourists browsing for information. The Division will continue to invest in paid search while working to optimize all of its sites for maximum organic search optimization. Additionally, advertising programs will be created using direct response creative to target high-traffic tourist information websites. These tools will be used in addition to traditional advertising.
- Cooperative advertising media buys have been negotiated for the following publications (costs and deadline information can be found at wvtourism.com):
 - Blue Ridge Country/Blue Ridge Outdoors
 - Civil War Traveler
 - Destinations
 - Endless Vacations
 - Field & Stream
 - Good Housekeeping
 - Heritage & Cultural Insert (Preservation, Smithsonian, Civil War Times)
 - Better Homes and Gardens, Ladies Home Journal, Family Circle Bundle
 - Family Circle, Disney's Family Fun, Hallmark Bundle
 - Ohio Magazine/Long Weekends
 - National Geographic Traveler
 - Oprah Magazine
 - Newspaper Inserts via Madden Publishing
 - Recreation News
 - Rejuvenate Magazine
 - Ski Magazine
 - Southern Living
 - Washington Post.com
 - West Virginia Media Television
 - Metro News Radio

See Appendix for Media Plan and Co-op Advertising



2008-2009 Marketing Plan West Virginia Film Office

GOAL: Increase the number of productions that select West Virginia as a place to conduct film industry business by:

- promoting the WV Film Industry Investment Act;
- continuing to build upon brand recognition of the Film Office, its logo, and its theme “Signature Locations”;
- scouting and photographing locations statewide based on client needs and maintaining comprehensive digital locations library;
- distributing Production Services Directory that identifies workforce available for hire and businesses that provide support to the film industry;
- increasing national and international visibility of the Film Office by participating as an exhibitor at key film industry events to promote tax and other business incentives, locations, and the state’s workforce and businesses; and
- increasing in-state visibility of the Film Office and its services by hosting community-oriented “Business of Film: Paths to Opportunity” workshops.

Strategy: Workforce & Business Promotion

- Maintain comprehensive and complimentary print and on-line versions of Production Services Directory to distribute to clients/potential clients, which identifies industry workforce available for hire and businesses providing support services to the film industry.
- Determine methods to increase the number of workforce and business listings; create on-line registration process.
- Host interactive video-conference workshops similar to the industry event held in conjunction with DVD release of “We Are Marshall.”

Strategy: Locations Development & Promotion

- Maintain and promote digital Locations Library database on website with cataloging and keyword functions; enhance library with video clips.
- Maintain contact-project-image management system (in progress by Terradon).
- Identify locations statewide that need scouted for inclusion in Locations Library.
- Continue scouting specific locations based on client requests.
- Identify locations that can stand in for locations across the nation/globe.
- Identify and maintain list of fee-free locations.

- Develop mechanism that allows property owners to upload images to Locations Library (in progress by Terradon).
- Develop 3-day FAM tours for key industry executives to introduce them to West Virginia and to scout yet-to-be-discovered locations.
- Create Locations Package for consumers to help explain what to expect when a company wants to film on their property.

Strategy: National Visibility Via Industry Events & Memberships

- Maintain membership in Association of Film Commissioners International (AFCI).
- Participate as an exhibitor at the annual AFCI Locations Expo in Santa Monica.
- Attend AFCI's annual educational Cineposium.
- Participate as an exhibitor at the annual American Film Market in Santa Monica.
- Identify industry events for participation as an attendee or exhibitor to achieve greater visibility (e.g., Boards, ShowEast, Sundance Film Festival, etc.).

Strategy: Statewide Visibility & Community Development

- Host community-oriented "Business of Film: Paths to Opportunity" workshops to provide overview of tax incentives and how they will benefit state businesses, how communities may become film friendly, what to expect and how to handle filming when it knocks on the door, and how to work effectively with the Film Office.
- Develop a long-term "Certified Film Friendly Community" training program to allow communities to be officially recognized by the Film Office as "certified film friendly communities," which is a marketable incentive by the Film Office and the community.
- Continue partnerships with selected organizations whose focus generally supports the mission of the Film Office.
- Continue supporting and developing networking opportunities for West Virginia's emerging industry workforce with the state's established industry professionals.
- Identify relevant events for which the Film Office should attend as a speaker, participant, or partner/sponsor.
- Develop network of educational institution representatives to assist Film Office outreach to students showing interest in the filming industry.
- Participate with an exhibit booth at the annual Tourism Day at the Legislature.

Strategy: Advertising & Marketing

- Promote the recently enacted WV Film Industry Investment Act to increase the number of productions that select West Virginia as a place to conduct film industry business.
- Continue distribution of the Production Services Directory.
- Continue distribution of tailored locations and production packages to clients upon request and via production leads.
- Continue building on the “Signature Locations” theme.
- Continue rotation of “Location of the Month” on the website.
- Create locations scrapbook.
- Conduct contest for Film Office Locations DVD via contest for WV filmmakers.
- Update current Locations DVD to incorporate new locations that have been scouted, upload to website, and have available to distribute to clients and at industry events.
- Utilize images of “crews in action” in materials to promote the state’s workforce and productions that have selected West Virginia locations.
- In exchange for publicity, support in-state workshops through film festivals and similar events whose focus generally supports the mission of the Film Office.
- Revamp information available on the website after re-launch (in progress by Terradon).
- Continue publication of the Film Office Email Newsletter, which provides topical information about the filming industry in West Virginia and elsewhere.
- Continue participation as a sponsor member of the Locations Managers Guild of America.
- Continue advertising in the Motion Picture, Television & Theatre Directory.
- Continue distributing Film Office merchandise (hats, totes, T-shirts, mugs) to visiting producers and scouts, in-state workforce, and selected others.
- Continue complimentary detailed listing in the international book, “The Location Guide.”
- Continue complimentary text listings in numerous industry publications.
- Distribute Film Office brochures at industry events, in client packages, at relevant events, and to others as appropriate.
- As needed, update “Mountain State Cinematic Footprints” brochure, a joint publication of Tourism and the Film Office that promotes filming sites across the state and other film-related information.



Appendix A – Media Plan

2008-2009 Media Plan

Publication	FY 2008-2009												
	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	July
AAA World Eastern PA, NJ, DE, MD, DC, VA	FP/4C												
AARP DC, DE, MD, VA, IN, KY, OH, WV													FP/4C
Arthur Frommer's Budget Travel East of the Mississippi							FP/4C Hitting the States		FP/4C Small Town Games	FP/4C Escapes		FP/4C Travel South	
BH&G, Family Circle, Ladies Home Journal DC, MD, NC, OH, PA, VA, WV (custom circ)										FP/4C Co-op			
Blue Ridge Country WV, VA, NC, TN, KY, OH, PA, MD/DC, SC, GA, AL, FL	FP/4C							FP/4C Co-op Annual Travel Guide			FP/4C		FP/4C Co-op
Blue Ridge Outdoors VA, DC, NC, MD, WV	Back Cover/4 C	Back Cover/4 C	Back Cover/4 C	Back Cover/4 C	Back Cover/4 C	Back Cover/4 C	Back Cover/4 C	Back Cover/4 C	Back Cover/4 C	Back Cover/4 C	Back Cover/4C	Back Cover/4 C	Back Cover/4C
Blue Ridge Outdoors VA, DC, NC, MD, WV	mail Blast								Email Blast				
Cincinnati Magazine											FP/4C Escape Section		FP/4C Escape Section
Civil War Traveller											FP/4C Co-op		
Endless Vacation									HP/4C Co-op				
Field & Stream										FP/4C Co-op			
Good Housekeeping DE, MD, DC, VA, WV, NC, SC, GA, FL, AL, MS, TN, KY										FP/4C	FP/4C Co-op	FP/4C	
Let's Golf Travel Directory							Full Page/4c						
National Geographic Traveler										1/2 Pg/4C Cultural Tours of			
Northern Virginia Magazine											FP/4C Great Escapes	FP/4C	
O Magazine Eastern Region - CT, DC, DE, FL, GA, ME, MD, MA, NH,	FP/4C		FP/4C Autumn Escapes	FP/4C Girlfrie nd							FP/4C Togethe r with		

Publication	FY 2008-2009												
	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	July
Ohio Magazine Long Weekends IL, IN, KY, MI, NY, OH, PA, WV			FP/4C							FP/4C Co-op			
Eastern Regional - NJ, NY, PA, CT, MA, ME, NH, RI, VT, DE, DC												FP/4C	
Recreation News							FP/4C Co-op					FP/4C	
Ski Magazine East of the Mississippi							FP/4C Co-op						
Southern Living Mid Atlantic			FP/4C MidAtlantic						Two Page Spread		FP/4C Co-op	FP/4C	
Woman's Day				FP/4C Travel								FP/4C	
Courier (National Tour Association)	FP/4C												
Destinations									FP/4C Co-op				
Group Tour Magazine Northeastern Region													
Leisure Group Travel		FP/4C											
Rejuvenate						FP/4C Co-op							
Heritage & Culture Insert Civil War Times, Smithsonian, Preservation; American History									FP/4C Co-op				
Family Fun Insert (Disney's Family Fun, Family Circle, Hallmark) NJ, PA, DE, MD, DC, VA, WV, NC, SC, GA										HP/4C Co-op			
Madden Pre-print Insert Regional				8 PG/4C Co-op							16 PG/4C Co-op		
Madden Pre-print Added Value in Washington Suburban Press				2 col x 2"							2 col x 2"		
International Publications													
Canadian Geographic Traveler Canada			FP/4C							FP/4C			
Discover America United Kingdom							1/4 PG/4C						
Radio/TV													
MetroNews Network Statewide													
WV Media Statewide													
WV Media Statewide		National Tour											
Metro Networks							15 School Closings						
Regional Cable & Network TV Pittsburgh, Cleveland, Columbus, Cincinnati, DC												Spring TV Buy	
Internet													
Yahoo													
virtualltourist.com													
Washingtonpost.com			Email Blast Co-op			Email Blast Co-op			Email Blast Co-op			Email Blast Co-op	
Orbitz/Away/Corp													
Advertising.com (Ad Network)													
Google													
Southernliving.com										Email Blast			

longweekends



Contact: Karen Matusoff
Ohio Magazine Long Weekends
4242 Tuller Road, Suite A
Dublin, OH 43017
Phone: (614) 461-7645 / 1-800 426-4624
E-Mail: kmatusoff@ohiomagazine.com

Circulation: 160,000

Editorial Focus: *Longweekends* is the only magazine in the Midwest that delivers a highly-targeted audience with the information that they are looking for when planning their next long weekend. Each issue features great travel, dining, lodging and shopping guides.

Key Demographics:

Male	42%
Female	58%
Median Age	46
Married	72%
Median HH Income	\$110,000

Advertising Opportunity: September 2008

Costs: **\$1,500** 1/6 page

Added Value: WV Tourism and partners will receive a rotating rectangular banner on Long-Weekends.com for the shelf life of the printed publication (7 months). Partners will also have the ability to change their ads in the electronic version, which allows readers to immediately click through to your home page. You will also receive an advertiser index listing and reader response leads.

ALL SPACE RESERVATIONS AND MATERIALS MUST BE RECEIVED NO LATER THAN

JULY 8, 2008 TO:

Allison McCarty
Charles Ryan Associates
300 Summers Street, Suite 1100
Charleston, WV 25301
Phone: 304-556-9144
Fax: 304-342-1941
amccarty@charlesryan.com



Contact: Brenda Hart

1875 Old Alabama Rd
Suite 1320
Roswell, GA 30076
Phone: 678-507-0110
E-Mail: bhart@navigate-media.com

	BH&G	LHJ	FC
Circulation	1,460,000	717,000	728,040
	WV, VA, DC, MD, OH, NC, PA, KY		

Editorial Focus: April 2009 is the Travel Edition for each of these publications, which reach out extensively to the real travel decision makers -- women.

Key Demographics:		BH&G	LHJ	FC
	Male	21%	6%	10%
	Female	79%	94%	90%
	Median Age	49	54	51
	Married	65%	63%	63%
	Median HH Income	\$60,826	\$54,815	\$52,382

Advertising Opportunity: April 2009

Added Value: In-book and online reader service.
Leads will be provided via email.

Costs: **\$12,500** 1/6 page
(Cost includes placement in all three books)

ALL SPACE RESERVATIONS AND MATERIALS MUST BE RECEIVED NO LATER THAN

JANUARY 7, 2009 TO:

Allison McCarty
Charles Ryan Associates
300 Summers Street, Suite 1100
Charleston, WV 25301
Phone: 304-556-9144
Fax: 304-342-1941
amccarty@charlesryan.com

longweekends



Contact: Karen Matusoff
Ohio Magazine Long Weekends
4242 Tuller Road, Suite A
Dublin, OH 43017
Phone: (614) 461-7645 / 1-800 426-4624
E-Mail: kmatusoff@ohiomagazine.com

Circulation: 160,000

Editorial Focus: *Longweekends* is the only magazine in the Midwest that delivers a highly-targeted audience with the information that they are looking for when planning their next long weekend. Each issue features great travel, dining, lodging and shopping guides.

Key Demographics:

Male	42%
Female	58%
Median Age	46
Married	72%
Median HH Income	\$110,000

Advertising Opportunity: September 2008

Costs: **\$1,500** 1/6 page

Added Value: WV Tourism and partners will receive a rotating rectangular banner on Long-Weekends.com for the shelf life of the printed publication (7 months). Partners will also have the ability to change their ads in the electronic version, which allows readers to immediately click through to your home page. You will also receive an advertiser index listing and reader response leads.

ALL SPACE RESERVATIONS AND MATERIALS MUST BE RECEIVED NO LATER THAN

JULY 8, 2008 TO:

Allison McCarty
Charles Ryan Associates
300 Summers Street, Suite 1100
Charleston, WV 25301
Phone: 304-556-9144
Fax: 304-342-1941
amccarty@charlesryan.com

Rejuvenate Magazine



Contact: Jim Hampton
Collinson Publishing
15 Technology Pkwy, Suite 250
Norcross, GA 30092
phone: 770-582-9700
fax: 770-582-9898
jim@collinsonpublishing.com

Circulation: 5,000

Editorial Focus: *Rejuvenate Magazine* is a new publication for conference planners and suppliers targeting the faith-based meetings market. *Rejuvenate* delivers a 'reverse trade show format' where suppliers can meet with planners in an exhibit booth environment.

Advertising Opportunity: December 2008 - November 2009
Co-op will run in each issue beginning in Dec 08/Jan 09

Added Value: November 2008 *Rejuvenate Conference* issue will be a bonus

Costs: **\$5,500** 1/6 Page

ALL SPACE RESERVATIONS AND MATERIALS MUST BE RECEIVED NO LATER THAN
SEPTEMBER 19, 2008 TO:

Jim Hampton
Collinson Publishing
15 Technology Pkwy, Suite 250
Norcross, GA 30092
Phone: 770-582-9700
Fax: 770-582-9898
Email: jim@collinsonpublishing.com

Please also send a copy of the insertion order to Allison McCarty amccarty@charlesryan.com

Washington Post.com

Contact: Matt Ross
1515 North Courthouse Rd
Arlington VA, 22201
phone: 703-469-2791
fax: 703-997-4265
matt.ross@wpri.com

Impressions: 181,818

Focus: Washingtonpost.com offers premium advertising opportunities throughout the entire site. The website has advanced capabilities that ensure your ads reach your target audience.

Advertising Opportunity: Winter 08/09

Costs: **\$1,000**

Materials: 120 x 60 image or logo
Headline (3 to 8 words)
10-12 words of copy
Hyperlink

ALL SPACE RESERVATIONS AND MATERIALS MUST BE RECEIVED NO LATER THAN

OCTOBER 16, 2008 TO:

Allison McCarty
Charles Ryan Associates
300 Summers Street, Suite 1100
Charleston, WV 25301
Phone: 304-556-9144
Fax: 304-342-1941
amccarty@charlesryan.com

Recreation News

Contact: Karl Teel
1713 Grafton Ridge Court
Forest Hill, MD 21050
Phone: 410-638-6901
Fax: 410-638-6902
publisher@recreationnews.com

Circulation: 106,000
Metropolitan Washington DC area, Maryland and Virginia

Editorial Focus: *Recreation News* covers stories on regional parks, fishing, travel, food and wine, style, culture, and sports. Each issue includes multi-state calendars of activities and events.

West Virginia will be featured in the January issue focused on skiing.

Key Demographics:

Male	46.7%
Female	53.3%
Median Age	47
Married	72%
Median HH Income	\$92,500

Advertising Opportunity: **January 2009 - Escape to West Virginia**

Costs: **\$700** 1/6 Page

Added Value: Baltimore edition
Full page of editorial to match
Front cover mention
Recreation News contest for readers
In-book reader response
Feature on Recreation News radio show
Hot links on Recreation News web

ALL SPACE RESERVATIONS AND MATERIALS MUST BE RECEIVED NO LATER THAN

DECEMBER 3, 2008 TO:

Allison McCarty
Charles Ryan Associates
300 Summers Street, Suite 1100
Charleston, WV 25301
Phone: 304-556-9142
Fax: 304-342-1941
amccarty@charlesryan.com

BlueRidge Country
Exploring the Mountains of the South



Contact: Liz Houhoulis
Blue Ridge Country
3424 Brambleton Avenue, SW
Roanoke, VA 24018
Phone: (540) 989-6138
E-Mail: lhouhoulis@leisurepublishing.com

Circulation: 91,000

Editorial Focus: *Blue Ridge Country* offers a terrific opportunity to target your message regionally. Edit focus is on mountains of the south, covering WV, VA, NC, MD/DC, PA, TN, KY, SC, GA, AL, and FL. Content on hiking trips to country roads and history/ culture of the region.

The Annual Travel Guide and Farmer's Almanac is a popular guide that covers a 10-state region and focuses on family travel. The Farmer's Almanac is a monthly guide on wit and wisdom, recipes, top events and key travel information.

Key Demographics:

Male	45%
Female	55%
Median Age	48
Married	76%
Median HH Income	\$70,000

Advertising Opportunity: Jan/Feb 2009 - Annual Travel Guide and Farmer's Almanac

Costs: **\$950** 1/6 page

Added Value: Link to website; premium placement near WV editorial; free banner ads on *Blue Ridge Country* website for two months on WV web editorial pages and calendar of events page; Leads provided via email.

ALL SPACE RESERVATIONS AND MATERIALS MUST BE RECEIVED NO LATER THAN

OCTOBER 15, 2008 TO:

Allison McCarty
Charles Ryan Associates
300 Summers Street, Suite 1100
Charleston, WV 25301
Phone: 304-556-9144
Fax: 304-342-1941

Email: amccarty@charlesryan.com

Ski Magazine



Contact: Garey Bell
Navigate Media
1875 Old Alabama Road, Suite 1320
Rosewell, GA 30076
phone: 678-507-0110 Ext. 115
fax: 678-507-0118
gbell@navigate-media.com

Circulation: 400,000
National Circulation

Editorial Focus: *Ski Magazine* covers the ski life, resorts, and ski equipment. Each issue includes tips and fitness programs to follow. The January issue will include editorial for East of the Mississippi locations.

Key Demographics:

Male	73%
Female	27%
Median Age	46
Median HH Income	\$130,250

Advertising Opportunity: **January 2009**
1/3 Page Vertical

Added Value: In-book reader response
Listing on SkiNet.com under 'Partner Links'

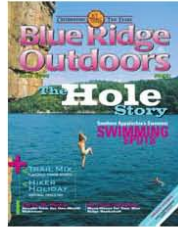
Costs: **\$5,000** 1/6 Page

ALL SPACE RESERVATIONS AND MATERIALS MUST BE RECEIVED NO LATER THAN

OCTOBER 13, 2008 TO:

Allison McCarty
Charles Ryan Associates
300 Summers Street, Suite 1100
Charleston, WV 25301
Phone: 304-556-9142
Fax: 304-342-1941
amccarty@charlesryan.com

Blue Ridge Outdoors



Contact: Blake DeMaso/Charles Leonard
107 West Market Street
Charlottesville, VA 22902
Phone: 434-817-2755 ex. 17/25
Fax: 434-817-2760
charles@blueridgeoutdoors.com

Circulation: 110,000
VA, WV, NC, SC, MD, DC, GA, TN

Editorial Focus: For twelve years, Blue Ridge Outdoors Magazine has been the definitive guide to outdoor sports, health, and adventure travel in the Southeast. BRO reaches a quarter-million readers from D.C. to Atlanta and is the country's top regional outdoor publication.

Each month, Blue Ridge Outdoors highlights the best destinations for outdoor adventure in the Southeast. Top regional writers and photographers employ their craft to bring together the curious and the adventurous, and teach them how and where to get outside and play.

Key Demographics:

Male	57%
Female	43%
Median Age	38
Median HH Income	\$75,590
Married	70%

Advertising Opportunity: February 2009

Costs:

\$1,320	1/4 page
\$2,198	1/2 page
\$3,621	Full page

Partners will submit their own display ad for this co-op.

ALL SPACE RESERVATIONS AND MATERIALS MUST BE RECEIVED NO LATER THAN

DECEMBER 28, 2008 TO:

Charles Leonard
Blue Ridge Outdoors Magazine
107 West Market Street
Charlottesville, VA 22902
Phone: 434.817.2755 x25
Fax: 434.817.2760
charles@blueridgeoutdoors.com

Please also send a copy of Insertion Order to Allison McCarty at amccarty@charlesryan.com

Endless Vacation



Contact: Wheeler Morrison
Endless Vacation
2406 Mt. Vernon Road, suite 130
Atlanta, GA 30338
phone: 770-391-1029
fax: 770-391-1317
wheeler@orangegroup.com

Circulation: 1,000,000
East of the Mississippi

Editorial Content: Each issue of *Endless Vacation* features diverse vacation destinations for America's most frequent travelers. Articles feature culture, history, skiing and family destinations.

Key Demographics:

Male	39%
Female	61%
Median Age	49
Median HH Income	\$83,827

Advertising Opportunity: March/April 2009 - Escape to the Southeast

Costs: **\$5,750** 1/6 page

**SPACE RESERVATIONS AND MATERIALS MUST BE RECEIVED NO LATER THAN
DECEMBER 18, 2008 TO:**

Allison McCarty
Charles Ryan Associates
300 Summers Street, Suite 1100
Charleston, WV 25301
Phone: 304-556-9144
Fax: 304-342-1941
amccarty@charlesryan.com

Heritage & Cultural Insert



Contact: Liz Houhoulis
 Leisure Publishing
 3424 Brambleton Avenue, SW
 Roanoke, VA 24018
 Phone: (540) 989-6138
 E-Mail: lhoulis@leisurepublishing.com

	Preservation	Smithsonian	Civil War Times
Circulation	120,000	450,000	30,000
	Southeast, Mid-Atlantic, and Midwest		

Editorial Focus: History and culture play major roles in numerous travel experiences in the United States. This Heritage & Cultural Travel insert will be included in spring issues of Preservation, Smithsonian, and Civil War Times.

		Preservation	Smithsonian	Civil War Times
Key Demographics:	Male	46%	50%	78%
	Female	54%	50%	22%
	Median Age	55	53	53
	Married	59%	61%	65%
	Median HH Income	\$113,000	\$69,000	\$67,500

Advertising Opportunity: Spring 2009 - Preservation March/April; Smithsonian & Civil War Times May

Costs: **\$5,712** 1/6 page
 (Cost includes placement in all three books)

Added Value: WV on cover; editorial mention with up to three events listed in editorial calendar; free hotlink and banner ad on Leisure Publishing with opportunity to list up to 25 WV events on the site. In-book reader service. Reader service via email.

ALL SPACE RESERVATIONS AND MATERIALS MUST BE RECEIVED NO LATER THAN

OCTOBER 24, 2008 TO:

Allison McCarty
 Charles Ryan Associates
 300 Summers Street, Suite 1100
 Charleston, WV 25301
 Phone: 304-556-9144
 Fax: 304-342-1941
amccarty@charlesryan.com

Leisure Family Insert



Contact Liz Houhoulis
 Leisure Publishing
 3424 Brambleton Avenue, SW
 Roanoke, VA 24018
 Phone: (540) 989-6138
 E-Mail: lhhouhoulis@leisurepublishing.com

Circulation

Disney's Family Fun	Family Circle	Hallmark
375,000	400,000	225,000
WV, VA, DC, MD, OH, NC, PA, KY, FL, SC, GA, MS, TN, NJ		

Editorial Focus: Reaching the female is the goal of Leisure's Family insert - from affluent working moms with kids aged 3-12 in *Family Fun*, to empty nesters and moms of teens in *Family Circle* and *Hallmark*

Key Demographics:

	Disney's Family Fun	Family Circle	Hallmark
Male	13%	10%	2%
Female	87%	90%	98%
Median Age	38	51	45
Married	76%	67%	74%
Median HH Income	\$65,507	\$52,531	\$87,700

Advertising Opportunity: Disney's Family Fun - April 2009, Family Circle - May 2009, Hallmark - May 2009

Costs: **\$4,500** 1/8 Page
 (Cost includes placement in all three books)

Added Value: WV on cover of insert; editorial mention with up to three events listed in editorial calendar; free hotlink and banner ad on LeisurePublishing.com with opportunity to list up to 25 WV events (total) on the site. In-book reader service. Leads provided via email.

**ALL SPACE RESERVATIONS AND MATERIALS MUST BE RECEIVED NO LATER THAN
 DECEMBER 8, 2008 TO:**

Allison McCarty
 Charles Ryan Associates
 300 Summers Street, Suite 1100
 Charleston, WV 25301
 Phone: 304-556-9144
 Fax: 304-342-1941
amccarty@charlesryan.com

Destinations



Contact: Joe D'Angelo
385 Oxford Valley Road, Suite 420
Yardley, PA 19067
Phone: 800-394-5157 x 68
Email: jdangelo@buses.org

Distribution:

51% motorcoach and group tour operators. These members either own motorcoaches and provide services, such as charters, tours and sightseeing, or organize tours (without owning equipment) and obtain contracts for transportation services.
33% travel industry representatives (DMO/CVB/Attraction/Lodging). These members are from tourism-related companies and organizations, including travel/ tourism/ destination marketing organizations, accommodations, attractions, and food service organizations, or they are tourism service professionals, such as receptive operators who specialize in tour planning for a local area.
15% paid/comp/office
1% associates, manufacturers, and suppliers. These members provide bus products and services.

Editorial Content:

Each issue of *Destinations* highlights outside-the-box and emerging tour trends, and the latest business concepts and issues facing the motorcoach and group travel industry.

Each motorcoach brings travelers to your city, region, attraction, accommodation, restaurant, etc.

Advertising Opportunity: March/April 2009

Costs: **\$480** 1/6 Page

Added Value: E-Response reader service

SPACE RESERVATIONS AND MATERIALS MUST BE RECEIVED NO LATER THAN

JANUARY 22, 2009 TO:

Allison McCarty
Charles Ryan Associates
300 Summers Street, Suite 1100
Charleston, WV 25301
Phone: 304-556-9144
Fax: 304-342-1941
amccarty@charlesryan.com

Oprah Magazine



Photo: Matthew Rolston

Contact: Alexandra Owen
524 South Creek Dr.
Osprey, FL 34229
phone: 941-966-8979
fax: 941-966-7366
aowen@maddenpreprint.com

Circulation: 610,000
CT, DC, DE, FL, GA, ME, MD, MA,
NH, NY, NJ, NC, PA, RI, SC, VT, VA, WV

Editorial Focus: The mission of O, the Oprah Magazine, is to speak and connect to women in a way no other publication ever has; to help women "live their best life." The April 2009 issue has a "Together with Family and Friends" editorial focus.

Key Demographics:

Male	11%
Female	89%
Median Age	44
Married	66%
Median HH Income	\$68,294

Advertising Opportunity: April 2009

Costs: **\$5,750** 1/6 Page

ALL SPACE RESERVATIONS AND MATERIALS MUST BE RECEIVED NO LATER THAN

DECEMBER 12, 2008 TO:

Allison McCarty
Charles Ryan Associates
300 Summers Street, Suite 1100
Charleston, WV 25301
Phone: 304-556-9142
Fax: 304-342-1941
amccarty@charlesryan.com



Contact: Brenda Hart

1875 Old Alabama Rd
Suite 1320
Roswell, GA 30076
Phone: 678-507-0110
E-Mail: bhart@navigate-media.com

	BH&G	LHJ	FC
Circulation	1,460,000	717,000	728,040
	WV, VA, DC, MD, OH, NC, PA, KY		

Editorial Focus: April 2009 is the Travel Edition for each of these publications, which reach out extensively to the real travel decision makers -- women.

Key Demographics:		BH&G	LHJ	FC
	Male	21%	6%	10%
	Female	79%	94%	90%
	Median Age	49	54	51
	Married	65%	63%	63%
	Median HH Income	\$60,826	\$54,815	\$52,382

Advertising Opportunity: April 2009

Added Value: In-book and online reader service.
Leads will be provided via email.

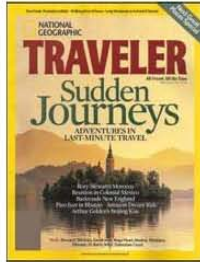
Costs: **\$12,500** 1/6 page
(Cost includes placement in all three books)

ALL SPACE RESERVATIONS AND MATERIALS MUST BE RECEIVED NO LATER THAN

JANUARY 7, 2009 TO:

Allison McCarty
Charles Ryan Associates
300 Summers Street, Suite 1100
Charleston, WV 25301
Phone: 304-556-9144
Fax: 304-342-1941
amccarty@charlesryan.com

National Geographic Traveler



Contact: Rob Wood
1145 17th Street N.W.
Washington, DC 20036-4688
Phone: (202) 775-7814
Fax: (202) 828-5658
[Email: rwood@ngs.org](mailto:rwood@ngs.org)

Circulation: 405,000
East of the Mississippi

Editorial Focus: The Cultural Tour of the Authentic South issue focuses on music, history, culture, sightseeing, and outdoor activities. This unique section will inform and enlighten readers about how and where they can experience authentic Southern culture.

Key Demographics:

Male	56%
Female	44%
Median Age	45
Married	52%
Median HH Income	\$59,152

Advertising Opportunity: April 2009 - Cultural Tour of the Authentic South

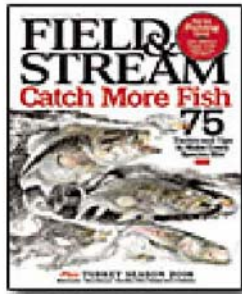
Costs: **\$6,376** 1/6 page

Added Value: In book and online national reader service
Email Newsletter Sponsorship

**ALL SPACE RESERVATIONS AND MATERIALS MUST BE RECEIVED NO LATER THAN
JANUARY 26, 2009 TO:**

Allison McCarty
Charles Ryan Associates
300 Summers Street, Suite 1100
Charleston, WV 25301
Phone: 304-556-9142
Fax: 304-342-1941
amccarty@charlesryan.com

FIELD & STREAM



Contact: Paula Iwanski
600 Main Street Unit 6
Plantsville, CT 06479
Phone: 860-426-2142
Email: paula.iwanski@bonniercorp.com

Circulation: 400,000

Editorial Content:

Devoted to the complete outdoor lifestyle, Field & Stream gives its readers knowledge and inspiration to pursue the sports they love. The brand celebrates the outdoor experience with great stories, compelling photography, and sound advice, while honoring the traditions hunters and fisherman have passed down for generations.

Key Demographics:	Male	83%
	Female	17%
	Median Age	45
	Median HH Income	\$53,638

Advertising Opportunity: April 2009

Costs: **\$2,755** 1/6 Page

SPACE RESERVATIONS AND MATERIALS MUST BE RECEIVED NO LATER THAN

FEBRUARY 1, 2009 TO:

Allison McCarty
Charles Ryan Associates
300 Summers Street, Suite 1100
Charleston, WV 25301
Phone: 304-556-9144
Fax: 304-342-1941
amccarty@charlesryan.com

Good Housekeeping



Contact: Christina Marusic
Good Housekeeping
300 West 57th Street
New York, NY 10019
phone: 212-649-2454
fax: 212-649-2208
cmarusic@hearst.com

Circulation: 1,020,000
DE, MD, DC, VA, WV, NC, SC, GA, FL, AL,
TN, KY, MS

Editorial Content: Pack your bags for an adventure! This issue of Good Housekeeping offers great ideas for family travel throughout the United States.

Key Demographics:

Male	10.4%
Female	89.6%
Median Age	50.1
Married	62.70%
Median HH Income	\$56,026

Advertising Opportunity: May 2009 - Family Travel Guide

Costs: **\$6,500** 1/6 page

SPACE RESERVATIONS AND MATERIALS MUST BE RECEIVED NO LATER THAN

JANUARY 21, 2009 TO:

Allison McCarty
Charles Ryan Associates
300 Summers Street, Suite 1100
Charleston, WV 25301
Phone: 304-556-9144
Fax: 304-342-1941
amccarty@charlesryan.com

Southern Living



Contact: Eric Lukehart
2100 Lakeshore Drive
Birmingham, AL 35209
Phone: 205-445-6316
Email: eric@goxmedia.com

Circulation: 365,000 in the Mid-Atlantic Region (VA,DC, WV, MD, DE, PA, NJ, NY)

Editorial Content:

Southern Living covers today's South. Through a comprehensive editorial package highlighting foods, travel, homes and gardens, it addresses the bond between the South's traditional and cosmopolitan attitudes. It is a lifestyle guide for Southerners, or Southerners at heart. Plus the state of West Virginia is featured in every issue. West Virginia advertisers will always be placed within the West Virginia section.

Key Demographics:

Male	22%
Female	78%
Median Age	50
Married	80%
Median HH Income	\$62,639

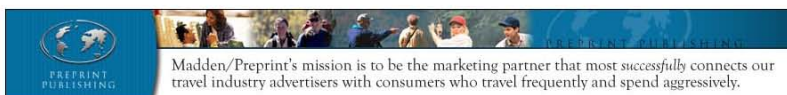
Advertising Opportunity: May 2009

Costs	\$19,600	2/3 page
	\$13,725	1/2 page
	\$7,850	1/3 page
	\$4,350	1/6 page

SPACE RESERVATIONS AND MATERIALS MUST BE RECEIVED NO LATER THAN

FEBRUARY 5, 2009 TO:

Eric Lukehart
2100 Lakeshore Drive
Birmingham, AL 35209
Phone: 205-445-6316
Email: eric@goxmedia.com



Regional Newspaper Insert

Contact:	Lynn Talbert Madden Preprint Publishing 255 Smith Road Westminster, MD 21158 Phone: (866) 226-9680 Fax: (410) 635-8678 ltalbert@maddenpreprint.com	
Circulation:		
	Alexandria Times (DC)	15,000
	Baltimore Sun (MD)	55,000
	Fairfax Times (DC)	15,000
	Frederick Gazette (DC)	15,000
	Gaithersburg Gazette (DC)	15,000
	Loudon Times Mirror East/West (DC)	20,000
	Prince William (DC)	10,000
	Rockville Gazette (DC)	10,000
	Washington Post (DC)	25,000
	Charleston Sunday Gazette-Mail	40,000
	Clarksburg Exponent Telegram	23,000
	Elkins Inter Mountain	10,500
	Fairmont Times West Virginian	14,000
	Huntington Herald Dispatch	39,000
	Martinsburg Journal	19,500
	Morgantown Dominion Post	25,000
	Parkersburg News/Sentinel	23,500
	Wheeling Intelligencer/News-Register	55,000
	Jacksonville FL Times Union (FL)	25,000
	Atlanta Journal-Constitution	25,000
	Louisville Courier-Journal (KY)	50,000
	Charlotte Observer (NC)	50,000
	Raleigh News & Observer (NC)	27,000
	Cincinnati Enquirer (OH)	50,000
	Cleveland Plain Dealer (OH)	75,000
	Charlottesville Daily Progress (VA)	10,000
	Columbus Dispatch (OH)	75,000
	Harrisburg Patriot (PA)	35,000
	Pittsburgh Post-Gazette (PA)	75,000
	Columbia the State	23,500
	Richmond Times-Dispatch (VA)	75,000
	TOTAL CIRCULATION	1,025,000

Advertising Opportunity: October 5, 2008
 Specially designed, multiple-page, 4-color West Virginia exclusive newspaper insert

Costs:	Per Insertion		
	\$13,115	Full Page	\$5,465 1/3 Page
	\$9,180	2/3 Page	\$2,550 1/9 Page

SPACE RESERVATIONS AND MATERIALS MUST BE RECEIVED NO LATER THAN

JULY 25, 2008 TO:

Lynn Talbert
 Madden Preprint Publishing
 1650 East Fort Lowell Road, Suite 100
 Tucson, AZ 85719
 Phone: (866) 226-9680
 Fax: (410) 635-8678
ltalbert@maddenpreprint.com

Please also send a copy of Insertion Order to Allison McCarty at amccarty@charlesryan.com



Regional Newspaper Insert

Contact:

Lynn Talbert
 Madden Preprint Publishing
 255 Smith Road
 Westminster, MD 21158
 Phone: (866) 226-9680
 Fax: (410) 635-8678
ltalbert@maddenpreprint.com

Circulation:

Alexandria Times (DC)	15,000
Baltimore Sun (MD)	51,000
Fairfax Times (DC)	15,000
Frederick Gazette (DC)	15,000
Gaithersburg Gazette (DC)	30,000
Loudon Times Mirror East/ West (DC)	20,000
Potomac News (DC)	10,000
Rockville Gazette (DC)	10,000
Washington Post (DC)	25,000
Bluefield Daily Telegraph	17,000
Charleston Sunday Gazette-Mail	31,500
Clarksburg Exponent Telegram	23,000
Elkins Inter Mountain	10,500
Fairmont Times West Virginian	14,000
Huntington Herald Dispatch	39,000
Morgantown Dominion Post	25,000
Parkersburg News/Sentinel	34,000
Wheeling Intelligencer/News-Register	30,000
Louisville Courier Journal (KY)	40,000
Raleigh News & Observer (NC)	50,000
Cincinnati Enquirer	50,000
Cleveland Plain Dealer (OH)	75,000
Columbus Dispatch (OH)	50,000
Harrisburg Patriot (PA)	20,000
Pittsburgh Post-Gazette (PA)	75,000
Richmond Times-Dispatch (VA)	50,000
TOTAL CIRCULATION	875,000

Advertising Opportunity: May 17, 2009

Specially designed, multiple-page, 4-color West Virginia exclusive newspaper insert

Costs:

Per Insertion

\$10,834 Full Page & 5 calendar listings \$4,514 1/3 Page & 3 calendar listings
 \$7,584 2/3 Page & 4 calendar listings \$2,107 1/9 Page & 2 calendar listings

SPACE RESERVATIONS AND MATERIALS MUST BE RECEIVED NO LATER THAN

MARCH 6, 2009 TO:

Lynn Talbert
 Madden Preprint Publishing
 1650 East Fort Lowell Road, Suite 100
 Tucson, AZ 85719
 Phone: (866) 226-9680
 Fax: (410) 635-8678
ltalbert@maddenpreprint.com

Please also send a copy of Insertion Order to Allison McCarty at amccarty@charlesryan.com

CivilWarTraveler



Contact: Allison McCarty
Charles Ryan Associates
300 Summers Street
Suite 1100
Charleston, WV 25301
Phone: (304) 556-9144
amccarty@charlesryan.com

Circulation: 60,000

Editorial Focus:

Civil War Traveler is a popular annual guide to Civil War sites in West Virginia, Virginia, Maryland, Pennsylvania, North Carolina and the District of Columbia. The guide is distributed via visitor centers and major Civil War sites in the coverage areas, beginning the week before Memorial Day and continuing through September.

Advertising Opportunity: May 2009

Costs: **\$850** 1/4 page (B/W)

SPACE RESERVATIONS AND MATERIALS MUST BE RECEIVED NO LATER THAN

APRIL 17, 2009 TO:

Allison McCarty
Charles Ryan Associates
300 Summers Street, Suite 1100
Charleston, WV 25301
Phone: 304-556-9144
Fax: 304-342-1941
amccarty@charlesryan.com

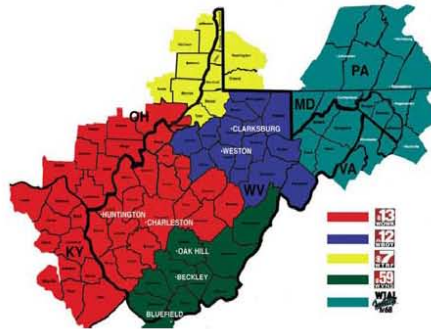
Participants will submit a display ad for this co-op rather than normal required materials

West Virginia Media

WV Media Stations:
 WOWK -- CBS -- Charleston/Huntington
 WBOY -- NBC -- Clarksburg/Weston/Morgantown
 WTRF -- CBS -- Wheeling/Steubenville
 ETRF -- FOX -- Wheeling/Steubenville
 WVNS -- CBS -- Beckley/Oak Hill/Bluefield
 EVNS -- FOX -- Beckley/Oak Hill/Bluefield
 WJAL -- Independent-- programming varies -- Eastern Panhandle

Total Statewide Coverage:
 WOWKTV.COM - 75,000 unique visitors per month
 WBOY.COM - 85,000 unique visitors per month
 WTRF.COM - 55,000 unique visitors per month
 WVNS.COM - 25,000 unique visitors per month

Coverage Area:



Program Description: The West Virginia Division of Tourism, in conjunction with West Virginia Media, will offer an online advertising program. This online co-op has been designed to help industry partners market themselves via internet advertising within the state.

Advertising unit: WV Media offers exclusive sponsorships on the travel page.

Partner cost:
 Leaderboard - \$2000/month
 Medium Box - \$1800/month
 Skyscraper - \$1600/month

To participate in this co-op please contact:

Mark Allen
 West Virginia Media
 13 Kanawha Blvd. W, Suite 100
 Charleston, WV 25302
 (304) 720-6524
mallen@wvwmh.com

Please also send a copy of the insertion order to Allison McCarty @ amccarty@charlesryan.com



CO-OP INSERTION ORDER

Advertiser: _____

Contact: _____

Address: _____

City / State / Zip: _____

Web Address: _____ Phone: _____

Please check one

- Input boxes for pricing options: \$7,540 Net (One Partner) and \$3,770 Net / per partner (Two Partner Participants)

Authorized By: _____ Date: _____

E-Mail: _____

To participate in this co-op program please contact:

Larry Pfof
MetroNews Radio and Television Networks
1111 Virginia Street East
Charleston, WV 25301
(304) 346-7055
lpfof@wvradio.com

Please also send a copy of the insertion order to Allison McCarty @ amccarty@charlesryan.com

