

Albuquerque Convention and Visitors Bureau
FY09 Online Media Schedule

Website	Total Impressions	# of Months
Banner Ads		
Trip Advisor	2,200,000	3.5
Specific Media	8,238,095	3
RachaelRayMag	1,062,500	2
Fodors	1,411,800	2
Sunset	1,036,585	2
Frommer's	1,416,667	2
National Geographic	1,140,000	2
Zagat	916,667	2
<i>Banner sub-total</i>	<i>17,422,314</i>	

Emails		
Texas Monthly		
Traveling Texan	63,000	3
Recipe of the Week	64,000	3
Fodors	100,000	1
Zagat (Buzz eNewsletter)	700,000	1
Frommer's	50,000	2
<i>Email sub-total</i>	<i>977,000</i>	

	March	Apr	May	Jun
	0.5	1	1	1
		1	1	1
	0.5	1	0.5	
	0.5	1	0.5	
		1	1	
		1	1	
			1	1
			1	1
	1.5	6	7	4

	March	Apr	May	Jun
		4/28	5/26	6/30
		4/7	5/19	6/16
		4/7		
			5/20	
		4/14	5/21	