

Albuquerque Convention and Visitors Bureau
FY10 Leisure Media Schedule

Publication	Circulation	Size	# of ads
1% Print Media			
ACVB Insert	600,000	TBD	1
Custom Marketing Group*	700,000	FPFC Bleed	1
(Advertorial)	700,000	FPFC Bleed	1
KNME- Balloon Fiesta Documentary	n/a	2 :10 spots	1
National Geographic Traveler (W.of Miss)	250,000	FPFC Bleed	2
New Mexico Insert	688,600	1/2 Page	1
New Mexico Magazine	102,504	FPFC Bleed	1
New Mexico Vacation Guide	650,000	FPFC Bleed	1
Santa Fe Visitors Guide	400,000	FPFC Bleed	1
Smithsonian (zoned circ)	548,711	FPFC Bleed	2
Sunset (zoned circ)	895,000	FPFC Bleed	2
Texas Monthly	300,000	FPFC Bleed	1
Subtotal			15

Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
										1	
				1							
				1							
				1							
								1		1	
	1										
					1						
					1						
									1		1
									1		1
										1	
0	1	0	0	3	2	0	0	1	3	3	2

*Placement include 350,000 circ in Nov/Dec Nat'l Geo Traveler, 350,000 circ in Nov Food & Wine, 1/2 page advertorial, a general email blast of 200,000 and an ACVB email blast of 5,000