

Albuquerque Convention and Visitors Bureau
FY11 CSD Media Schedule

Publication	Date	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
Albuquerque CVB Insert	Circulation														
1/2 Page ACVB Co-op	600,000											5/22			
Albuquerque Visitors Guide	Circulation														
Full Page (\$12,900 Value)	350,000									Annual					
Facebook	Estimated Impressions														
	11,750,000									Mar-Jun					
National Geographic	Estimated Impressions														
Inside NSG eNewsletter (957,000 subscribers)	220,000											4/26			
Adventure eNewsletter (488,000 subscribers)	80,000											5/3		7/6	
Spirit Magazine (Southwest Airlines)	Circulation														
1/2 Page NMTD Co-op	461,042												May		
Sunset	Estimated Impressions														
Travel Update eNewsletter (104,000 subscribers)	21,333													7/6	
Texas Monthly	Circulation														
1/2 Page NMTD Co-op	300,000												May		