		July					August				September				October				November				December				January				February				March				April				May				June			
		26	3	10	17	24	31	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	5	12	19	26	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18
MAGAZINES	**EDITION**																																																				
AAA Go											1/2p 4C																										1/2p 4C										1/2p 4C						
AAA Going Places South	FL/GA/TN										1/2p 4C																										2x 1/2p 4C (consecutive lower RHP)										1/2p 4C						
AARP	50-59 y/o Southeast										1/2p 4C																										1/2p 4C										1/2p 4C						
AD INK Women's Buy	Atl/Jksvle/Orldo/Tpa/St Pete										FP4C																																FP4C										
(Good Housekeeping/Redbook/Woman's Day)																																																					
Frommer's Budget Travel	East of Mississippi	FP4C Carryover from 2006 -$0 cost													FP4C																						FP4C																	
Atlanta Magazine															2X 1/2p 4C (consecutive lower RHP)																																		1/2p 4C						
Conde Nast Traveler	Southeast										1/2p 4C																						2x 1/2p 4C (consecutive lower RHP)								1/2p 4C													
Cottage Living	East of Mississippi										2x 1/2p 4C (consecutive lower RHP)																																1/2p 4C				2x 1/2p 4C (consecutive lower RHP)						
Country Living	East of Mississippi														1/2p 4C																						2x 1/2p 4C (consecutive lower RHP)																	
National Geographic Traveler	East of Mississippi										1/2p 4C																										1/2p 4C																	
Oprah Magazine	East										2x 1/2p 4C (consecutive lower RHP)																										1/2p 4C																	
Our State Magazine															FP4C																		FP4C								FP4C												
Readers Digest Tourism Society	Southeast														1/2p 4C																																							
Readers Digest Vacation Directory	Southeast																																1/2p 4C																					
Southern Living	South & Mid-Atlantic										1/2p 4C																										1/2p 4C										1/2p 4C						
NEWSPAPERS/NEWS INSERTS																																																					
Spg/Sum 07 NC Travel Guide																																					1/2p 4C (w/ brochure and listing)																	
Autumn 2006 NC Travel Guide Note: Includes brochure and listing							2006 Co-op Carryover																																															
USA Weekend	Southeast (NC, SC, GA, FL)									1/4p 4C																																			1/4p 4C								
GUIDES/DIRECTORIES																																																					
NC Official Travel Guide (Co-op)																													2007: Gatefold/Inside Front Cover (4 Pages)																											
NC Outdoor Rec Guide 07 (Granite)																													2007: Directory Listing																									
Blue Ridge Pkwy Directory & Travel Plnr 07																																					2007: 1/2p Formatted																	
Blue Ridge Mtn Host Visitor Guide																													2007: 1/2p 4C																									
CO-OP																																																					
Bluc Ridge Mountain Host Co-op											AAA Home & Away (funded in 05/06)																																TBD												
BCTDA Co-op/Online Focus TBD																																					TBD																	
State of NC Co-op Contingency																																					TBD																	
SPOT TELEVISION/CABLE (A35+)																																																					
Fall 2006 TV/Cable Campaign	Raleigh						100	100		100		75	75																																									
	Atlanta								75	75		75	75																																									
	Orlando								100	75		75	75																																									
Holiday PITV Campaign - Co-op with NC																																																					
Spring 2007 TV/Cable Campaign	Atlanta, Charleston, Columbia, Greensboro, Jacksonville, Orlando, Raleigh, Richmond, Tampa																																					100	75	75		100	75	50			100	75	50				
ONLINE PROMOTIONS																																																					
Online Promotions							Online Advertising																Online Advertising														Online Advertising																	
Keyword Search		Keyword Search for exploreasheville.com																																																				