

Campaign	3rd Quarter 2012					4th Quarter 2012					1st Quarter 2013					2nd Quarter 2013																																					
	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN																																									
Brand	25	2	9	16	23	30	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11	18	25	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24
PRINT																																																					
Frommer's Budget Travel (East of MS)						Full Page										Full Page					Full Page																																
Garden & Gun (Mostly Southeast)						Full Page										Full Page					Full Page																																
Oxford American (Mostly Southeast)						Full Page					Full Page					Full Page																																					
People/Ent Weekly/InStyle (Atlanta)																Full Page																																					
AAA Go (Carolinas)						Full Page										Full Page																																					
AAA Going Places South (GA, TN, FL)						Full Page										Full Page																																					
BROADCAST																																																					
Tier One (Atlanta & Charlotte) Spot TV						[Spot]										[Spot]																																					
Tier One (Atlanta & Charlotte) Spot Cable						[Spot]										[Spot]																																					
Tier Two (Raleigh & Greensboro) Spot TV						[Spot]										[Spot]																																					
Tier Two (Raleigh & Greensboro) Spot Cable						[Spot]										[Spot]																																					
Tier Three (National) Google TV	[Spot]																																																				
CINEMA																																																					
Atlanta and Charlotte						[Spot]										[Spot]																																					
GUERRILLA VIDEO PROJECTION																																																					
Atlanta						[Spot]																																															
DIGITAL																																																					
Digital Banner Campaigns						Harvest										Winter (TBD)					Spring																																
Digital Remarketing	[Active]																																																				
Paid Search & Facebook	[Active]																																																				
Foodtopia																																																					
Food Network Magazine (East of MS)						Full Page										Full Page					Full Page																																
Cooking Light (Southeast)						Full Page										Full Page					Full Page																																
The Local Palate (Mostly Southeast)						Full Page										Full Page					Full Page																																
Our State (North Carolina)						Full Page										Full Page					Full Page																																
Atlanta Magazine (Atlanta)						Full Page										Full Page					Full Page																																
Foodtopia-Cooking Light Sweepstakes						Sweepstakes																																															
Destination Weddings																																																					
Martha Stewart Weddings (Southeast)						Full Page					Full Page					Full Page					Full Page																																
Bridal Guide (Southeast)						Full Page															Full Page																																
Weddings Digital																[Spot]																																					
Co-ops																																																					
Black Mountain Co-ops																[Spot]					[Spot]																																
Industry Partner Co-ops																[Spot]					[Spot]																																
Meetings and Conventions																																																					
Meetings and Conventions (see page 27)																																																					
Guides/Directories/Newspaper Inserts																																																					
2012 Official NC Travel Guide	Spread - Inside Front Cover															Full Page - Page One																																					
Blue Ridge Mountain Host Visitor Guide	Half Page AVL & Black Mountain															Half Page AVL & Black Mountain																																					
Blue Ridge Parkway Directory	Half Page															Half Page																																					
Other																																																					
Contingency																																																					