

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)																																																					
Garden & Gun (Mostly Southeast)																																																					
Oxford American (Mostly Southeast)																																																					
People/Ent Weekly/InStyle (Atlanta)																																																					
AAA Go (Carolinas)																																																					
AAA Going Places South (GA, TN, FL)																																																					
BROADCAST																																																					
Tier One (Atlanta & Charlotte) Spot TV																																																					
Tier One (Atlanta & Charlotte) Spot Cable																																																					
Tier Two (Raleigh & Greensboro) Spot TV																																																					
Tier Two (Raleigh & Greensboro) Spot Cable																																																					
Tier Three (National) Google TV																																																					
CINEMA																																																					
Atlanta and Charlotte																																																					
GUERRILLA VIDEO PROJECTION																																																					
Atlanta																																																					
DIGITAL																																																					
Digital Banner Campaigns																																																					
Digital Remarketing																																																					
Paid Search & Facebook																																																					
Foodtopia																																																					
Food Network Magazine (East of MS)																																																					
Cooking Light (Southeast)																																																					
The Local Palate (Mostly Southeast)																																																					
Our State (North Carolina)																																																					
Atlanta Magazine (Atlanta)																																																					
Foodtopia-Cooking Light Sweepstakes																																																					
Destination Weddings																																																					
Martha Stewart Weddings (Southeast)																																																					
Bridal Guide (Southeast)																																																					
Weddings Digital																																																					
Co-ops																																																					
Black Mountain Co-ops																																																					
Industry Partner Co-ops																																																					
Meetings and Conventions																																																					
Meetings and Conventions (separate chart)																																																					
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																																																					