



## Co-operative Marketing Opportunity

Program Title: **2011 New England Group Tour Planner**

Timing: **October - 2010**

Market Segment: **Group Tour**

Reservation Deadline: **June 5, 2010**

Media/Format: **Annual Tour Planner's Guidebook**

Once again, the GSCVB is spearheading a cooperative program in the *New England Group Tour Planner* – the annual group tour planner's guidebook to New England. This is a first-class publication with a yearly shelf-life and a highly targeted distribution base. We are planning a full page, four color presence in this piece for the Pioneer Valley. We believe that our ongoing presence in such a publication helps to position the region as an important destination for this market.

**Annually 10,000 copies are distributed to extremely well qualified targets** (*see distribution list on next page*).

Editorially, the piece features a detailed description of each of the New England states by region – including maps, festivals & events, itinerary planners, and listings of key accommodations, attractions, restaurants, etc.

**The ad cost is based on nine participants at \$599 each.** Each participant receives a color photo, 20 words of copy, name, address, phone number and web site url. The cost of creative and ad production will be covered by the Bureau. Additionally, your involvement in this promotion buys you:

- ❖ **An additional 75 word listing in the appropriate section & category (attractions, etc.)**
- ❖ Listing for Accommodations and Restaurants In “Suppliers at a Glance” section
- ❖ 10,000 highly qualified group tour planners and operators
- ❖ Duplication of ad content and listing on [www.grouptourplanner.com](http://www.grouptourplanner.com) website which sees an average of over 71,000 distinct visits per month
- ❖ Also listed on new consumer travel website – [www.jumpontrips.com](http://www.jumpontrips.com) with direct access and links to your website allowing you to update your own packages and promotions.
- ❖ Color photograph on website as well
- ❖ Live links and e-mail from website to you allowing readers direct contact with you for more information

### Distribution List

*10,000 copies produced annually. This is a highly targeted publication that is distributed directly to group tour planners and operators.*

- **3,000 copies to NTA, ABA, OMCA, QBOA, USTOA, VMA and travel agents (53% USA, 47% Canadian)**
- **3,000 copies to Non-Professional Sports, Youth, & Special Interest Group Travel Planners via qualified members of CSTA, SYTA & pre-qualified schools & school boards**
- **1,500 copies to professional Meeting Planners across North America**
- **1,000 copies at major group tour travel trade shows (NTA, ABA, OMCA, Atlantic Canada Showcase and more).**
- **500 by direct online and phone requests**
- **1,000 by direct request to International Group Travel Planners**

Space is available on a first come, first serve basis. This is a great opportunity to **increase your group tour market**. Should you have any questions or to make reservations, please contact David Casey today at (413) 253-4777 or [Craycasey@aol.com](mailto:Craycasey@aol.com).



## 2011 New England Group Tour Planner Co-op

### Advertising Space Reservation Contract

\_\_\_\_\_ Yes, I wish to participate in the GSCVB's co-op page in the *2011 New England Group Tour Planner* guide. Cost to participate is \$599.

Organization: \_\_\_\_\_

Your name: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

Phone: (     ) \_\_\_\_\_ Fax: (     ) \_\_\_\_\_

E-mail: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

**Reservation deadline for this program is Friday, June 5, 2010**

**Please return this completed reservation form (three pages) to:**

David C. Casey  
Cray Publishing  
34 Country Corners Road  
Amherst, MA 01002

Tel: (413) 253-4777  
Fax: (413) 253-9837  
E-mail: [Craycasey@aol.com](mailto:Craycasey@aol.com)

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**Payment:**

Please bill me.       My check made payable to the GSCVB is enclosed.

Please charge my credit card (circle one)

**MasterCard**

**Visa**

**Discover**

**American Express**

Name on card: \_\_\_\_\_

Credit card #: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Security Code (located on back of card): \_\_\_\_\_

Billing Zip Code: \_\_\_\_\_

Authorizing signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Ad Content:**

\_\_\_\_\_ Image enclosed\*      \_\_\_\_\_ Image to be sent\*

\*Send actual photo or electronic image (Jpeg) scanned at 300 dpi. Please e-mail to [craycasey@aol.com](mailto:craycasey@aol.com) and copy [lee@valleyvisitor.com](mailto:lee@valleyvisitor.com)

\_\_\_\_\_ **REPEAT MY LISTING AS IT APPEARED IN 2010.**

OR

20 word description:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Address to be listed:

\_\_\_\_\_  
\_\_\_\_\_

Telephone number to be listed: \_\_\_\_\_

Web site address to be listed: \_\_\_\_\_

**PLEASE NOTE: MAILING ADDESSES WILL NOT BE LISTED IN CO-OP AD**

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**Listing content:**

*In addition to your ad, we have negotiated an extra 75 word listing for each advertiser in the appropriate section (i.e. attractions, accommodations, restaurants, etc.)*

\_\_\_\_\_ **REPEAT MY LISTING AS IT APPEARED IN 2010.**

OR

Business Name (as you want it to appear):

\_\_\_\_\_

Up to 75 word description:

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Address (as you want it to appear):

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Telephone (as you want it to appear):

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\_\_\_\_\_

E-mail address (as you want it to appear):

\_\_\_\_\_  
\_\_\_\_\_

Web site URL: \_\_\_\_\_

**Questions – call David Casey at (413) 253-4777 or [Craycasey@aol.com](mailto:Craycasey@aol.com)**