

# Great Vacations 2010

Book your travel advertising in a five-star, four-color destination.

## HIGH IMPACT ADVERTISING THAT REACHES READERS PLANNING VACATIONS.

Supplement your Star Tribune *Travel* section advertising with *Great Vacations*, a twice-yearly, full-color tab that offers fabulous ideas to vacation planners statewide. Distributed in the Sunday Star Tribune on April 18 and Oct. 24, 2010, *Great Vacations* showcases such fantastic destinations that readers will keep it for future reference. Also available on StarTribune.com.



### TWIN CITIES KEY FACTS\*:

Among the 20 largest U.S. markets:

- ▶ Local consumers have the resources to travel, ranking in the top four for education, employment and median income.
- ▶ First in percentage of adults engaging in travel activities, including golfing, fishing, biking, hunting and power-boating.
- ▶ First in percentage of consumers who traveled in the U.S. (Tied with Washington DC.)

MASS  
TARGETED  
NICHE  
SOLUTIONS

REACH OVER  
1 MILLION  
METRO ADULTS.\*\*

\*Scarborough Research Multi-Market Study 2009 (R1) CBSA markets.

\*\*Scarborough Research Corp. 2009 (R1) Mpls/St. Paul CBSA - 1 Sunday Insertion.

**StarTribune**  
MINNEAPOLIS • ST. PAUL

## SIZES AND 2010 PRICES

- 5 col. x 11"

### Display Ad Rates

- \$220/column inch (net rate)
- Rate is for each issue
- Ask about a 2x frequency discount

### Color Rates

- Black, plus 1 color: \$810 additional
- Full color: \$1,965 additional



## SPRING DEADLINES

- Space Reservation: Fri., March 26, 5 p.m.  
 Materials Due: Mon., March 29, 5 p.m.  
 Final Changes: Fri., April 2, 5 p.m.  
 Publication Date: Sun., April 18, 2010

## FALL DEADLINES

- Space Reservation: Fri., October 1, 5 p.m.  
 Materials Due: Mon., October 4, 5 p.m.  
 Final Changes: Fri., October 8, 5 p.m.  
 Publication Date: Sun., October 24, 2010

## DISTRIBUTION

### April 18 and October 24, 2010

- In the Star Tribune newspaper
- Sunday statewide distribution: 509,253\*

**Online:** Entire section will be online at [StarTribune.com/greatvacations](http://StarTribune.com/greatvacations) for 30 days.

\*Star Tribune ABC Audit Report for 52 weeks ended March 29, 2009.

All dates are subject to change.

## DESTINATION PAGES

- Display brochure with a 30-word description of your area
- Your brochure and description also appear on [StarTribune.com/greatvacations](http://StarTribune.com/greatvacations) with an option to link to your website

**National Rate:** \$1,844

**Local Net Rate:** \$1,369

## DESTINATION SHOWCASE

- Size: 2.2" x 3.04"
- FYI E-mail Offer Smart Unit: distributed to [StarTribune.com](http://StarTribune.com) subscribers on April 20 and Oct. 26

## DESTINATION GOLF

- Size: 2.7" x 2.7"
- FYI E-mail Offer Smart Unit: distributed to [StarTribune.com](http://StarTribune.com) subscribers on April 27
- Only available in the spring

**ADVERTISE TODAY BY CALLING YOUR STAR TRIBUNE REPRESENTATIVE OR 612-673-4000.**