

Get Inside

The Group Travel Industry

- * Destinations
- * ABA Insider
- * Buses.org
- * ABA Motorcoach Marketer
- * Marketplace Today!
- * Top 100 Events in North America



JAN//FEB {SPACE CLOSE: DEC. 1, 09 / MATERIALS DUE: DEC. 8, 09}

- * Bus of the Future
- * Small Town Revival:
Spotlight: Hershey, PA; Forks, Washington Twilight: Kitch tours

TRAVEL RESOURCE:

- * Capital Region (Washington, DC, MD, VA)

GUIDES: Equipment and Services Guide

MAR//APR {SPACE CLOSE: JAN. 29 / MATERIALS DUE: FEB. 5}

- * Sports Travel Issue (NCAA—College Football, Basketball Tournaments; Pro Sports Halls of Fame)
Spotlight: Specialty trips: Little League WS; Marathon tourists
- * Marketplace Wrap Up

TRAVEL RESOURCE:

- * East Central States (Kentucky, Tennessee, Virginia, West Virginia)
- * The West (Alaska, California, Hawaii, Nevada, Oregon, Washington)
- * Western Canada (Alberta, British Columbia, Northwest Territories, Nunavut)

GUIDES: Dining Guide

MAY//JUN {SPACE CLOSE: APR. 1 / MATERIALS DUE: APR. 8}

- * National Parks/Adventure Travel
- * America's Greatest Festivals (Sidebars: Parades)
Spotlight: Shaw Festival

TRAVEL RESOURCE:

- * Southwest (Arizona, New Mexico, Oklahoma, Texas)
- * New England (Connecticut, New Hampshire, Maine, Massachusetts, Rhode Island, Vermont)

GUIDES: Lodging Guide

JUL//AUG {SPACE CLOSE: JUN. 2 / MATERIALS DUE: JUN. 9}

- * Campus Tours
- * Washington State Wineries
- * Historical Attractions

TRAVEL RESOURCE:

- * Southeast (Florida, Georgia, North Carolina, South Carolina)
- * Great Lakes (Illinois, Indiana, Michigan, Minnesota, Ohio, Wisconsin)

GUIDES: Historical Attractions, Gaming Guide

SEP//OCT {SPACE CLOSE: AUG. 3 / MATERIALS DUE: AUG. 10}

- * New Orleans, five years after Katrina
- * North America's Best Farmers' Markets & Culinary Tours

TRAVEL RESOURCE:

- * The South (Alabama, Arkansas, Louisiana, Mississippi)
- * The Rockies (Colorado, Idaho, Montana, Utah, Wyoming)

GUIDES: Museum Guide, Shopping Guide

NOV//DEC {SPACE CLOSE: OCT. 1 / MATERIALS DUE: OCT. 8}

- * Kids' Attractions, Bigger & Better (New era for Seaworld, Legoland, etc.)
- * Ski and Snowboard Adventures
- * Riding the Bus (Editor first-person travel log)

TRAVEL RESOURCE:

- * The Mid-Atlantic (Delaware, Maryland, New Jersey, New York, Pennsylvania)
- * The Heartland (Iowa, Kansas, Missouri, Nebraska, North Dakota, South Dakota)
- * Eastern Canada (New Brunswick, Newfoundland and Labrador, Nova Scotia, Prince Edward Island)

GUIDES: Receptive Operators, Theater Guide

DESTINATIONS

4-COLOR	1X	3X	6X	12X
2 PAGE SPREAD	\$5,740	\$5,590	\$5,115	\$4,860
FULL PAGE	\$3,495	\$3,285	\$3,010	\$2,860
2/3 PAGE (Vertical)	\$3,170	\$3,035	\$2,645	\$2,505
1/2 PAGE (Horizontal or Island)	\$2,690	\$2,585	\$2,295	\$2,155
1/3 PAGE (Vertical or Square)	\$2,295	\$2,220	\$1,985	\$1,890
1/6 PAGE (Vertical)	\$1,805	\$1,740	\$1,580	\$1,495

BLACK & WHITE rates available upon request
COVERS 2, 3 OR 4: 20% cover position premium
SPECIAL CO-OP RATES AVAILABLE: Call for more information

ABA MOTORCOACH MARKETER

	4-COLOR	B/W
FULL PAGE	\$4,090	\$3,260
2/3 PAGE (Vertical)	\$3,490	\$2,620
1/2 PAGE (Horizontal or Island)	\$3,025	\$2,120
1/3 PAGE (Vertical or Square)	\$2,525	\$1,625
1/6 PAGE (Vertical)	\$1,905	\$1,000
ENHANCED LISTING	\$500*	N/A

*ABA MEMBER DISCOUNTS AVAILABLE

{SPACE CLOSE: 9/3/10 MATERIALS DUE: 9/10/10}

Motorcoach Marketer is the official industry desktop reference guide to the motorcoach and group tour industry. ABA's 500-page annual membership directory features detailed contact and tour information on every ABA motorcoach and tour operator, member hotels, attractions, restaurants, museums, destinations and DMOs. Every state and provincial tourism office is detailed as well as important contact information about travel industry and supplier members. Bus and tour operators use Motorcoach Marketer daily to plan tours, explore new destinations, and treat their groups to entertaining attractions and quality products. DMOs and destinations use the Marketer to source bus, tour and charter suppliers. Your ad promoting your attraction, destination or property is given priority position directly in your state and city.

MARKETPLACE TODAY!

4-COLOR	1X (weekend only)	4X* (weekday only)
FULL PAGE	\$2,480	\$6,635
1/2 PAGE (Horizontal)	\$1,710	\$4,780
1/3 PAGE (Vertical or Square)	\$1,350	\$3,700

Rates above are total for all insertions. *5th day FREE with a 4-day purchase

{SPACE CLOSE: 12/14/10 MATERIALS DUE: 12/28/10}

Marketplace Today! greets Marketplace attendees each morning, highlighting the daily activities, important industry and show news and reviews of previous show events. Five issues will be published at the Washington region, show, and each issue will be hand-delivered to every operator's booth and at the daily operator's breakfast. Marketplace is the premier show in the group travel industry because it is delegate-driven and designed to exceed expectations. Added value and a greater business return make the show a must-attend event.

TOP 100 EVENTS IN NORTH AMERICA

4-COLOR	1X
COVER 2	\$4,100
COVER 3	\$3,900
COVER 4	\$4,300
CENTER SPREAD	\$5,500
COVER 2 SPREAD	\$6,470
PAGE 3	\$4,100

{SPACE CLOSE: 7/27/10 MATERIALS DUE: 8/3/10}

Top 100 Events in North America is an annual compendium of the best events for group travel in the United States and Canada. Winners are chosen from hundreds of celebrations, festivals, fairs, commemorative events and more and are nominated by state tourism offices and local and regional CVBs. From among the winners, ABA names the No. 1 event for both the United States and Canada. The list is unveiled in a highly anticipated special supplement with the October issue. Premium positioning is available for the supplement's covers and a center spread.

ABA INSIDER SPECS & RATES

4-COLOR	SIZE	PAGES 2-3	PAGES 4-8
1/3 PAGE (Vertical)	1.75"x 10"	\$525 per blast	\$450 per blast
1/6 PAGE (Vertical)	1.75"x 4.75"	\$325 per blast	\$275 per blast

{SPACE CLOSE/MATERIALS DUE: 1st and 15th of each month}

ABA Insider is the must-read newsletter for bus and tour operators, travel partners, manufacturers, suppliers and policy-makers. It's published on alternate Mondays, and has earned a reputation throughout the motorcoach, tour and travel industry as the most accurate source for news you can use to grow your business. It offers original content on every aspect of the industry, from legislation and regulation to travel news and top events. Its most popular feature—the exclusive "Insider Q&A"—provides insights from top decision-makers every issue. ABA Insider reaches nearly 9,000 ABA members, elected officials, coalition partners and other key stakeholders.

BUSES.ORG SPECS & RATES

AD LOCATION	SIZE (pixels)	NET RATE
HOME PAGE BANNER	520 x 65	\$1095 monthly
HOME PAGE SIDE BUTTON	170 x 150	\$650 monthly
HOME PAGE DOUBLE SIDE BUTTON	170 x 300	\$900 monthly
SUB PAGE BANNER	468 x 60	\$600 monthly
SUB PAGE SIDE BUTTON	170 x 150	\$400 monthly
SUB PAGE DOUBLE SIDE BUTTON	170 x 300	\$500 monthly

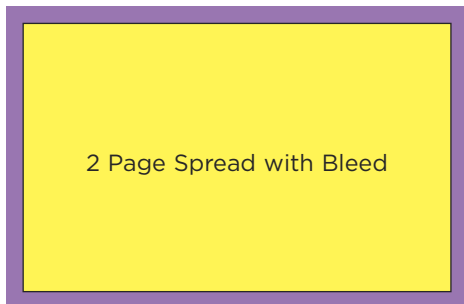
Increase your visibility with an online advertisement on ABA's Web site, www.buses.org. Expanding regularly with the latest Internet innovations, including flash presentations and an online store, buses.org is the hottest attraction in the motorcoach, tour and travel industry. User-friendliness and fresh visuals make buses.org the most information-packed destination for the industry, featuring legislative and regulatory news as it happens, Marketplace and Top 100 developments, trip planning tools, operator tips, an information-packed Media Center and Consumer Corner plus critical studies produced through the ABA Foundation's research arm. With new people logging on every day, boost your profile by being seen on ABA's Web site.

TRIM SIZE: 8.5" x 10.875"

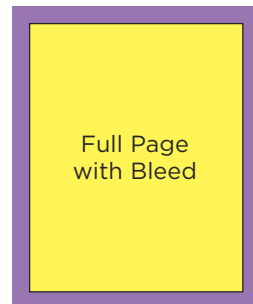
LIVE AREA: 7.75" x 10.125"

* **BLEED:** Image **must** extend .125" on each side beyond trim.
Keep live matter .375" from final trim edges.

17.25" x 11.125"



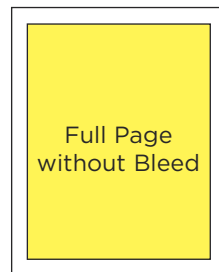
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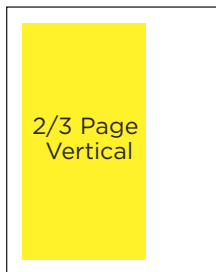
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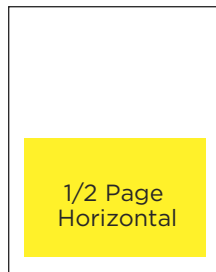
7.75" x 10.125"



4.875" x 10"



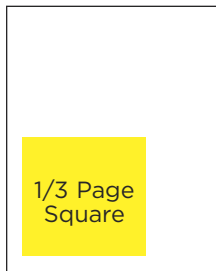
7.5" x 4.875"



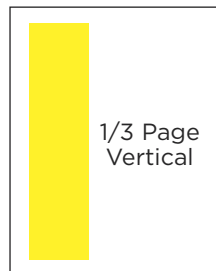
4.875" x 7.5"



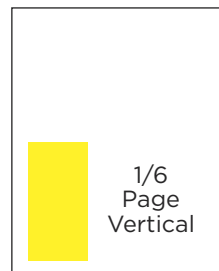
4.875" x 4.875"



2.375" x 10"



2.375" x 4.875"



* **PRINTING PROCESS:**

Computer-to-plate; four-color process (CMYK); heat-set; web offset; SWOP specifications. Reproduction quality is contingent upon ad material furnished.

* **DIGITAL SPECIFICATIONS:**

Destinations requires that advertising materials be sent in digital format as a high resolution (press optimized) PDF. All fonts and images must be embedded in the file. All images must be converted to CMYK. RGB images are not acceptable. If sending an Adobe Illustrator file, please convert all type to outlines prior to shipment. Please call the production department with any questions regarding the creation of a high-resolution PDF. Native Quark Xpress or Adobe InDesign files are not acceptable.

* **COLOR PROOFS TO ACCOMPANY FILES**

A digital, press or offset proof must accompany the file. Tear sheets from previous insertions cannot be used for color match. Prepress proofs are not available. The publisher reserves the right to assess a production charge for any advertisement that is submitted without a color proof. Without submission of a proof, Destinations cannot be held liable for any printing errors.

* **SHIPPING INSTRUCTIONS:**

Please ship digital advertising files and color proof with issue date(s) of insertion to:
Production Manager, Destinations
385 Oxford Valley Road, Ste. 420
Yardley, PA 19067
Phone: 215.321.9662 Fax: 215.321.9636

* **PRODUCTION CHARGES:**

Necessary conversions made by the publisher will be billed as a cost to the advertiser. Production charges are non-commissionable.

* **PAYMENT TERMS:**

Invoices are due net 30 days with approved credit. Interest of 1.5% per month will be added to all past due balances. First-time advertisers and/or their advertising agency must submit a credit application or provide payment in full with insertion order. The advertiser and/or its advertising agency agree to pay all costs of collection, including reasonable attorney's fees incurred by publisher in connection with the collection of any past due account of the advertiser and/or its advertising agency. All insertion orders are accepted subject to provisions of the current rate card. Rates are subject to change upon notice from publisher. Conditions other than rates are subject to change without notice. Orders that contain rates and/or conditions, which vary from the rates and conditions listed herein, shall not be binding on publisher unless expressly approved in writing by the publisher and may be inserted and charged for at the actual rate schedule.

Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to publisher for advertising, which advertiser and/or its advertising agency ordered and which advertising was published. No amendment to the credit terms shall be effective unless the same is in writing and signed by the publisher. All advertisements are published upon the representation that the advertising agency and/or advertiser are authorized to publish the entire contents and subject matter thereof. In consideration of the publisher's acceptance of such advertisements, the advertising agency and/or advertiser will indemnify and hold the publisher harmless from and against any loss or expense resulting from claims or suits based on the contents or subject matter of such advertisements, including, without limitations, claims or suits for libel, violations of rights of privacy, plagiarism, and copyright infringement.

The parties agree that any dispute, controversy, or claim arising under or in connection with the Advertising Agreement, or its performance by either party, shall be decided exclusively by and in the state or federal court sitting in the Commonwealth of Pennsylvania. For such purpose, each party hereby submits to the personal jurisdiction of the state and federal courts sitting in the Commonwealth of Pennsylvania, and agrees that service of process may be completed and shall be effective and binding upon the party served if mailed by certified mail, return receipt requested, postage prepaid, and properly addressed to the party as set by the advertiser and/or its advertising agency accepting the order for publication, regardless of the contractual vehicle used, the advertiser is agreeing to abide by all the terms and conditions as set forth by the current rate card.

* **CANCELLATIONS:**

Cancellations must be submitted in writing and shall not be considered accepted until confirmed by the publisher. Space reservations are binding and non-cancelable after closing date.

* **INSERTS:**

All inserts, including business reply cards, must be pre-approved by the Production Manager prior to insertion. Availability is limited. For mechanical specifications, quantity, pricing, and shipping information, contact your sales representative.

* **BUSINESS REPLY AND POSTAL CARDS:**

Printed cards must be furnished by advertiser, and accompanied by a full-page advertisement. Minimum 75# paper stock. Availability is limited. For mechanical specifications, quantity, pricing, and shipping information, contact your sales representative.

* **SHORT RATES AND REBATES:**

Advertisers will be short-rated if they do not use the contracted space.

* **PUBLISHER'S RIGHT OF REFUSAL:**

Destinations or ABA reserves the right to refuse any advertising deemed unsuitable. Failure to publish advertising matter invalidates the insertion order only for such matter, but does not constitute breach of contract.

* **MATERIALS STORAGE:**

Storage of materials will be provided for a period of six months after use. If disposal instructions are not received by the end of this period, materials will be destroyed.

Contact Us

PRESIDENT/CEO

PETER J. PANTUSO

PHONE: 800-283-2877

abainfo@buses.org

MANAGING EDITOR

JESSICA DOWNEY

PHONE: 800-394-5157, ext. 44

jdowney@buses.org

SEND ADVERTISING MATERIALS TO
PRODUCTION MANAGER

Destinations magazine

385 Oxford Valley Road, Suite 420

Yardley, PA 19067

PHONE: 800-394-5157, ext. 14

FAX: 215-321-5124

abresky@mcneill-group.com

ADVERTISING REPRESENTATIVES

ADVERTISING DIRECTOR

■ **SOUTHEAST/GREAT LAKES**

BRIAN PARKER

PHONE: 800-394-5157, ext. 41

FAX: 215-321-5124

bparker@buses.org

■ **WEST/MIDWEST/SOUTHWEST**

JOHN CHAYKIN

PHONE: 800-394-5157, ext. 38

FAX: 215-321-9636

jchaykin@buses.org

■ **MID-ATLANTIC/
NEW ENGLAND/INTERNATIONAL**

JOE D'ANGELO

PHONE: 800-394-5157, ext. 68

FAX: 215-321-9636

jdangelo@buses.org

