



SOUTHEAST ECHO ENCOUNTERS

4-color, Multi Page Magazine Quality Newspaper Inserts

ECHO ENCOUNTERS is a planning guide for authentic ecological, cultural, heritage and outdoor experiences focused on the Southeast U.S. destinations. It offers participants the opportunity to showcase the nature, history and culture of their areas in a graphically pleasing editorial-photo format. The reader service allows you to measure your return on investment and turn your prospects into actual visitors!

Circulation: 200,000*

Campaign Features:

- Frequency reductions: 2 x 3%; 3 x 4%; 4 x 5%
- 2% discount for prepayment

*media subject to review and change



DISTRIBUTION	QTY	PUBLICATIONS
Atlanta, GA	50,000	North Fulton: <i>Alpharetta & Johns Creek Neighbor, Roswell Neighbor, East Cobb Neighbor, Gwinnett Post, DeKalb Neighbor, Henry Neighbor</i>
Miami to W. Palm Beach	24,000	<i>Miami New Times, Jewish Journal Miami-Dade, Coral Springs, Parkland Forum, Ft. Lauderdale Eastsider, West Boca Forum, Wellington Forum</i>
Orlando, FL	21,000	<i>Villages Daily</i>
Tampa, FL	21,000	<i>Tampa Tribune Newspaper</i>
Charlotte, NC	21,000	<i>Charlotte Weekly/Gaston Gazette</i>
Birmingham, AL	21,000	<i>Birmingham Weekly</i>
Greenville, SC	21,000	<i>Greenville News</i>
Nashville, TN	21,000	<i>Nashville Scene</i>
Bonus:		3 REI Stores in Atlanta (overprints)

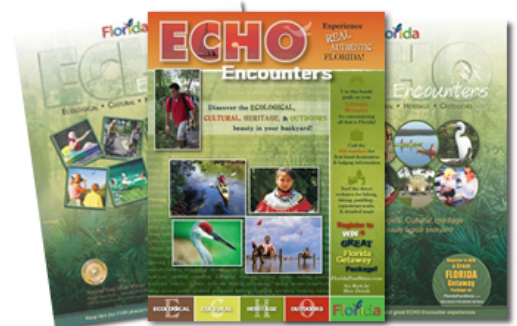
ISSUE DATE
Mar 04, 2009
Oct 02, 2009

SPACE CLOSING
Jan 09, 2009
Aug 16, 2009

MATERIALS CLOSING
Jan 30, 2009
Aug 23, 2009

Gross Rates (Per Insertion)

4-C AD UNIT	PARTNER
FP	12,163
½ PAGE	7,906
¼ PAGE	5,108
⅛ PAGE	2,628
1/12 PAGE	1,576



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