

Albuquerque Convention Visitors Bureau
 FY09 Leisure Media Schedule

Publication	Circulation	Size	# of ads
Charged to FY08 Base			
Audubon	400,000	FPFC Bleed	1
Native Peoples	50,000	FPFC Bleed	1
Pace Communications/Delta Sky	440,000	Spread	1
Subtotal			3

Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
1											
1											
	1										
2	1	0	0	0	0	0	0	0	0	0	0

FY09 Base			
Bridal Guide (NMTD co-op)	200,000	FPFC Bleed	1
New Mexico Vacation Guide	650,000	FPFC Bleed	1
Santa Fe Visitors Guide	400,000	FPFC Bleed	1
Texas Monthly (NMTD co-op)	300,000	1/9 Page	1
Subtotal			4

Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
				1							
					1						
						1					
										1	
0	0	0	0	1	1	1	0	0	0	1	0

1% Print Media			
ACVB Insert	870,000	TBD	1
Audubon	400,000	FPFC Bleed	2
Group Tour	15,000	Co-op Shell	4
National Geographic Traveler	729,000	FPFC Bleed	3
Native Peoples	50,000	FPFC Bleed	2
New Mexico Insert	635,000	1/2 Page	2
New Mexico Magazine	104,432	FPFC Bleed	1
	104,432	FPFC Bleed	3
Smithsonian (zoned circ)	548,711	FPFC Bleed	3
Sunset	1,200,000	FPFC Bleed	1
	1,200,000	FPFC Bleed	3
Subtotal			25

Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
										1	
								1			1
	1			1			1				1
	1							1			1
									1		1
	1							1			
	1										
			1					1			1
		1							1		1
2	3	2	2	0	0	1	0	4	4	4	3