

Albuquerque Convention and Visitors Bureau
 FY10 Balloon Fiesta Media Schedule

Website	Targeting
New Mexico Insert	1/4 page with 688,600 circ in AZ, CA, CO & TX
TripAdvisor.com	Content: AZ, NM, CO, & TX
Specific Media Network	Geo: CA, CO, TX Behavioral & Conquesting
RachaelRayMag.com	Geo: CA, CO, & TX
Sunset.com	Geo: CA, CO, & TX
Texas Monthly	Email blast sent to 21,000 opt-ins

August	September	October
8/23		
8/1 - 8/30		
8/1 - 8/30		
8/1 - 8/30		
8/1 - 8/30		
	9/10	