

Albuquerque Convention and Visitors Bureau  
FY10 Leisure Online Media Schedule

Website	Size	Email List Size	Placement	Total Impressions
<b>ACVB Emails</b>				
Visitor Email List	email blast	31,336	Promoting Featured Destination	TBD
<b>DoubleClick</b>				
Ad serving & reporting	Flash Banners	n/a	n/a	3,358,850
<b>DoubleClick Sub-total</b>				<b>3,358,850</b>
<b>Enversa</b>				
Cost-per-click	300x250 & 728x90	n/a	National	TBD
Cost-per-lead	300x250 & 728x90	n/a	National	TBD
<b>Enversa Sub-total</b>				<b>TBD</b>
<b>Fetchback</b>				
Retargeting	300x250, 728x90, 160x600	n/a	National	857,142
<b>Fetchback Sub-total</b>				<b>857,142</b>
<b>National Geographic</b>				
eNewsletter- Photo of the Month	300x250	627,000	National	274,000
eNewsletter- Inside National Geographic	300x250	314,000	National	174,000
<b>National Geographic Sub-total</b>				<b>448,000</b>
<b>RachaelRayMag.com</b>				
RachaelRayMag.com	300x250 & 728x90	n/a	Geo- CA/CO/TX	720,000
<b>RRM Sub-total</b>				<b>720,000</b>
<b>Smithsonian</b>				
ACVB stand-alone email		80,000	Geo- CA/CO/TX	16,000
<b>Southwest Sub-total</b>				<b>16,000</b>
<b>Southwest</b>				
Featured Destination	email blast & landing pages	8,000,000	Homepage, Travel Guide, Destination page	4,320,000
<b>Southwest Sub-total</b>				<b>4,320,000</b>
<b>Sunset</b>				
Sunset.com	300x250	n/a	ROS with Travel emphasis	371,708
Sunset.com	728x90	n/a	ROS with Travel emphasis	360,000
eNewsletters	170x30 logo & 160x600	92,970	National	86,658
<b>Sunset Sub-total</b>				<b>818,366</b>
<b>Trip Advisor</b>				
	300x250 & 728x90	n/a	Dest- AZ/CO/NM/TX	1,000,000
	300x250 & 728x90	n/a	Bonus- ROS	50,000
<b>Trip Advisor Sub-total</b>				<b>1,050,000</b>

March	Apr	May	Jun
		4/27	6/8 6/29
		4/1 - 6/30	
		4/1 - 5/30	
		4/1 - 5/30	
		4/1 - 6/30	
	4/6	4/20 5/18	6/1
	4/1 - 4/30	5/15-5/31	6/15-6/30
		5/21	6/11
		4/27	6/8 6/29
	4/1 - 4/30	5/15-5/31	6/15-6/30
	4/1 - 4/30	5/15-5/31	6/15-6/30
	4/20	5/25	6/15
	4/1 - 4/30	5/15-5/31	6/15-6/30
	4/1 - 4/30	5/15-5/31	6/15-6/30