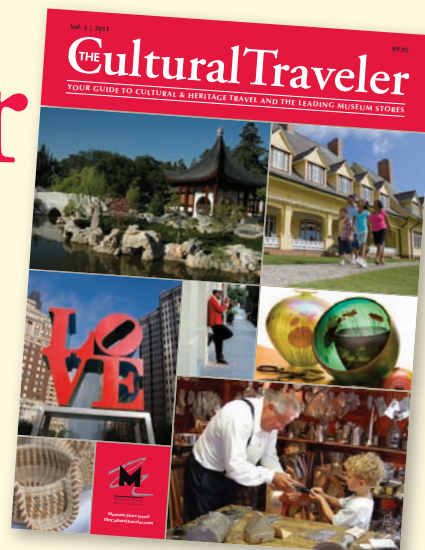


THE Cultural Traveler

Your Guide To Cultural & Heritage Travel And The Leading Museum Stores

The Cultural Traveler, distributed in partnership with the Museum Store Association, U.S. Cultural & Heritage Tourism Marketing Council and Shop America Alliance reaches more than 100,000 domestic and international visitors, tour operators and travel partners through print and online versions.



2012 ISSUE—ADVERTISING OPPORTUNITIES



RATES

\$2395 Net per full page **ADVERTORIAL** (includes production) or **DISPLAY Ad** (camera ready)

\$1995 Net discounted full page advertorial or display ad for **MSA, USCHT OR SAA Members** or multiple page advertisers

Buy Authentic America special 1/2 page:
\$1200 Net

Buy Authentic America special full page:
\$1995 Net

DEADLINES

SPACE RESERVATIONS.....September 23, 2011

ADVERTORIAL MATERIAL.. September 30, 2011

CAMERA READY ADSOctober 7, 2011

DISTRIBUTION SHIP DATE... December 1, 2010

- **EXCLUSIVE:** The only publication devoted to Cultural Heritage Travel and Shopping in North America. Shopping and Cultural Heritage Travel are among the top activities of all tourists in North America!
- **COST EFFICIENT:** \$2395 Per Page Net. All production and final copy edit is included in Advertorial pages.
- **FORMAT:** Attractive Full Page, Full Color Advertorials showcase each Museum Store and Museum in a user-friendly high image guidebook. Size 8.125" X 10.875" Paper Stock: 60 lb. gloss, with 80 lb. UV coated cover
- **DISTRIBUTION:** 40,00 print copies plus online postings. Shop America Alliance and U.S. Cultural & Heritage Tourism Marketing Council will distribute 10,000 copies of *The Cultural Traveler* at top U.S. and international travel trade events. Each participant will receive 200 copies for their own distribution or sale. **NEW!** The Cultural Traveler E-blast is sent to more than 20,000 travel agents and tour operators in the U.S., Canada and worldwide with a direct link to each advertiser's web site.
- **ONLINE:** *The Cultural Traveler* will also be featured at Museum-Store.travel, TheCulturalTraveler.com, ShopAmericaTours.com, USCHT.com and other selected web sites.
- **ADVERTORIAL FULL PAGE** Special Package— \$2395 Net Full color, full page, all production included Provide logo, up to 5 high res images (300 dpi) and up to 300 words of copy. Publisher will edit copy as necessary and provide one proof in PDF format. Includes 200 copies of *The Cultural Traveler* for your distribution or resale.
- **DISPLAY ADS** are accepted for *The Cultural Traveler* provided that they promote Cultural and/or Heritage travel and meet with final layout approval of MSA and USCHT.
- **SPECIAL SECTIONS** promoting cities, states, regions or cultural groups are also available with reprint options at discounted rates. Ask for your custom proposal.
- **GUEST EDITORIAL** from cultural heritage leaders and trendsetters enhances readership.



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843-341-6392
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THE Cultural Traveler

2012 ISSUE—ADVERTISING OPPORTUNITIES

"We see *The Cultural Traveler* as having great value in our marketing of Sauder Village. It reaches the cultural and heritage traveler, and also the travel trade and media."

— Leslie Hartman, Retail Manager/Buyer, Sauder Village

"Advertising in *The Cultural Traveler* gives us an opportunity to introduce a new audience to Orlando's flourishing arts and cultural offerings. Although our cultural attractions are less known than are world-famous theme parks, they offer visitors a taste of our local community."

— Nancy Hahn Bono, Sr. Director Global Development, Visit Orlando®



"BUY AUTHENTIC AMERICA" SPECIAL SECTION.

ADVERTORIAL — **\$1200** 1/2 page net or **\$1995** full page net (all production included)

Showcase your Authentic America merchandise in this special section devoted to unique, original and American-made products that evoke a special sense of place. Includes online links to your web site to enhance sales. Half pages feature up to 2 product images, logo, URL and up to 75 words of copy. Full pages feature up to 4 product images, logo, URL and up to 150 words of copy. Product must be Authentic America (made entirely in the USA.)

CONTACTS

Publishers: U.S. Cultural & Heritage Tourism Marketing Council LLC and Shop America Alliance LLC, in partnership with the Museum Store Association and Skies America Publishing Co.

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DISPLAY AD SPEC SIZE

AD SIZE	Non-Bleed	Bleed
FULL PAGE	73/8" x 101/8" (7.375" x 10.125")	83/8" x 111/8" (8.375" x 11.125")
TRIM SIZE	81/8" x 107/8" (8.125" x 10.875")	

Note: On all bleed materials, keep live matter 1/4" inside trim on all four sides to allow for variations in trimming, folding and binding.
Saddle Stitch Bindery

MATERIAL INFORMATION

Display Ad digital file requirements:

Acceptable programs include: InDesign, Quark, PhotoShop, Illustrator, or PDF files. All images must be 300 dpi or greater. Disks should include both screen and printer fonts. A color proof must accompany all ads. Changes to submitted ads are subject to additional cost to be incurred by the advertiser.

SHIPPING INFORMATION

All materials must be at Skies America in Beaverton, Oregon, on or before closing date.

Send all art materials, and electronic files and final proof to:

CINDY PIKE

Skies America Publishing Company

9655 SW Sunshine Ct., Suite 500

Beaverton, OR 97005

Phone: 503/520-1955 ext. 154

Ads and Advertorial materials sent by e-mail should go to cindyp@skies.com.

FTP ADDRESS

Server / Host: [ftp.skies.com](ftp://ftp.skies.com)

User Name / User ID: ads@skies.com

Password: skiesads

Path / Directory: TheCulturalTraveler

*Please do not include spaces or symbols other than underscores in file names.

You must notify cindyp@skies.com after your files have been transferred.

**FTP access not available through Internet. Search Internet for Free file transfer or FTP software.

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