

With an audience of over 4 million subscribers, ShermansTravel.com online properties, tools and products drive transactional behavior, increase brand and destination awareness, and can help both destinations and providers build a database for future marketing efforts. *Sherman's Travel* magazine speaks to an audience of discerning travelers who seek the best value when planning their vacation – a focus on the truly “worth it”, called *Smart Luxury*. Not focused on “budget” or “pay any price luxury”, their mission is to inspire readers to travel, while also giving them practical advice, tools and direct booking links to do so. ShermansTravel is the only media company that delivers true integration with a large and powerful following. The subscribers have discovered Shermans Travel online and enjoy weekly updates and travel opportunities from ShermansTravel.com, ensuring real integrated advertising opportunities for partners and a special ongoing relationship between these active and affluent travelers and ShermansTravel Media.

Each Advertiser Receives:

- ¼ page 4c in the Shermans Travel with a circ of 270,000
September/October 2010 Issue
- 1,000 Clicks on the SPN
9/1-9/30/2010
- 25 words of text on the digital reader service to 4 million
9/26/2010
- 1 of 4 participants on a Coop Enewsletter to 200,000
9/10/2010
- Geotargeted to: SC, NC, GA, VA, TN, Wash DC, MD,
DE, NJ, PA, NY, Detroit MI DMA, OH, Chicago IL DMA
WV, Boston MA DMA

Issue Date: September/October 2010
Deadline: July 1, 2010

Ad Specs:

Rate per participant:

\$5,315



FAX COMPLETED FORM To: Lynne Boykin Phone: 916-2000 Fax: 916-2050

Company Name: _____

Authorized By: _____

Billing Contact: _____

Address: _____

Phone: _____

Fax: _____

Email: _____

DISCLAIMER: In order for this coop to run, we must have a minimum of 4 advertisers.
PAYMENT TERMS: Payment due immediately upon placement of order. ALL SALES FINAL.
INCLUDE A COPY OF THIS FORM WITH YOUR PAYMENT.