



STS Special Advertising Partnership 2009
"Family Travel Southern Style"

This section will feature targeted editorial and increased opportunity for reader response.

	SPRING 2009*	FALL 2009*
ISSUE DATE:	April 14, 2009	October 6, 2009
SPACE CLOSE:	January 8, 2009	June 24, 2009
ONSALE DATE:	March 24, 2009	September 8, 2009

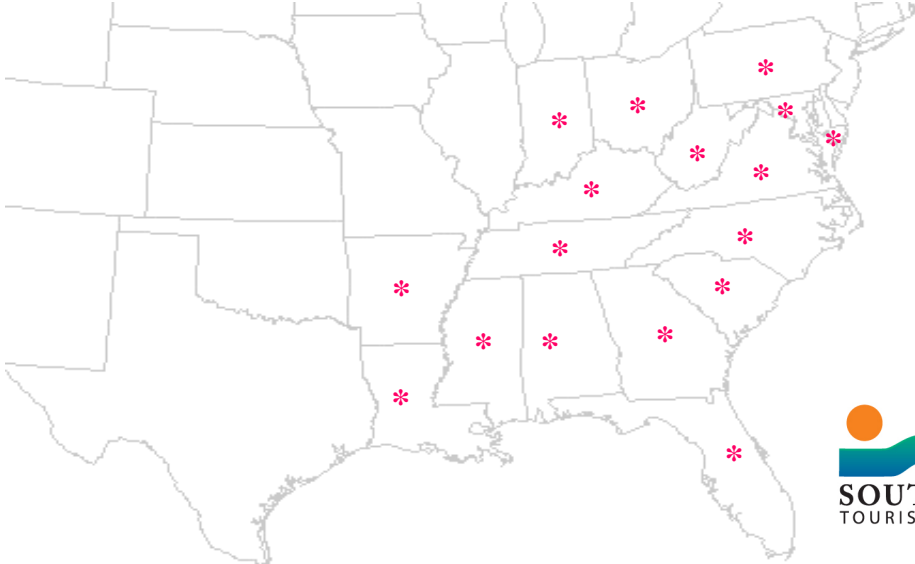
* Above dates are not finalized and should be used for planning purposes only.

ADDED VALUE: All advertisers will receive a NATIONAL reader service listing featuring a postage-paid BRC card. This section will also be featured on our website, **WomansDay.com**, for the three-week period coinciding with the issue on sale dates. The web address in an advertisers listing will be a hyper-link to their website - so that our online audience has easy point and click access to your advertising message and website offerings. Bonus Internet exposure will last throughout the months of April, May, June for the Spring section and October, November, December for the Fall section.
Value: \$3,000 per advertiser

SOUTHEAST TOURISM REGION

Circulation: 1,531,000
Distribution: LA, AR, MS, AL, FL, GA, SC, NC, VA, WV, TN, KY, IN, OH, PA, MD and DE

<u>Ad Sizes:</u>	<u>Gross Rates:</u>
Page 4 color	\$48,788
1/2 P 4color	\$29,103
1/3 P 4 color	\$23,522
1/6 P 4 color	\$11,761



**FOR MORE INFORMATION
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