

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 200,000 domestic and international visitors, tour operators and travel partners through print and online versions.



2011 ISSUE—ADVERTISING OPPORTUNITIES



RATES

\$2295 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 17, 2010

ADVERTORIAL MATERIAL ... September 24, 2010

DISPLAY AD MATERIAL September 30, 2010

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:** \$2295 Per Page Net. All production and final copy edit is included in Advertorial packages.
- **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:** 40,000 print copies plus online postings generating more than 160,000 annual page views. Included: Museum Store Association, U.S. Cultural & Heritage Tourism Marketing Council and Shop America Alliance will distribute 10,000 copies of *The Cultural Traveler* at the top U.S. and international travel trade shows. Includes 200 copies shipped to each participant for their own distribution or sale. Retail price of \$9.95 printed on cover. Use as a membership premium or sell in the Museum Store to recoup your advertising investment.
- **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— \$2295 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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“The Academy has enjoyed its association with *The Cultural Traveler* and being a supporter of their marketing efforts.”

— Don Skeoch, Chief Operating Officer, California Academy of Sciences

“Our ad in *The Cultural Traveler* was beautifully executed and targeted our core customer.”

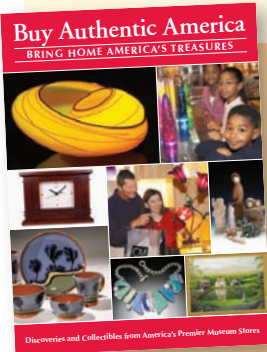
— Sue Meyer, The Museum Shop, The Art Institute of Chicago

“By advertising in *The Cultural Traveler*, we have been able to reach a discerning and influential readership that loves the arts. The exposure and distribution at international tradeshows is also a great bonus.”

— Fritz Smith, Vice President of Tourism, Philadelphia Convention & Visitors Bureau

NEW “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 made in America 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, 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	7 ³ / ₈ " X 10 ¹ / ₈ " (7.375" X 10.125")	8 ³ / ₈ " X 11 ¹ / ₈ " (8.375" X 11.125")
TRIM SIZE	8 ¹ / ₈ " X 10 ⁷ / 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: Quark, Photo-Shop, 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
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.