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TRAVELER INFO GUIDE PUBLICATION BREAKDOWN

ISSUE	PUBLICATION DATE	PRINT RUN	AD COSTS	DISTRIBUTION AREA <small>Distribution is during 12-Month Period</small>
NORTHWEST/CANADA				
Victoria & Vancouver Island	May	350,000	\$1,200 - \$11,320	BC Ferries, Victoria Express Passenger Ferry, Bellingham Star Passenger Ferry, Coho Ferry, Victoria, Vancouver Island, Vancouver, Seattle, Olympia Peninsula, Corporate: Seattle, Portland, Silicon Valley, San Diego
CALIFORNIA				
Santa Barbara	August	100,000	\$650 - \$2,860	San Luis Obispo, Santa Barbara/Ventura
Carlsbad	October	100,000	\$650 - \$2,860	San Diego, Orange County/South, CWC Oceanside, San Diego International Airport
OC Coastal	January	100,000	\$650 - \$2,860	Orange County, CWC Oceanside, John Wayne Int'l Airport
NEVADA / UTAH				
Utah	June	125,000	\$730 - \$3,220	Salt Lake City, N. Nevada/I-80, Southern Utah, Las Vegas, Park City, Page (Arizona)
MONTANA / WYOMING / SOUTH DAKOTA				
Yellowstone	May	100,000	\$650 - \$2,860	Butte/I-15, Yellowstone, Billings, Cody, Salt Lake City
Glacier	May	100,000	\$650 - \$2,860	Glacier, Missoula, Helena/Great Falls, Coeur d'Alene, Spokane
Black Hills	June	100,000	\$650 - \$2,860	Over 300 visitor locations throughout South Dakota, including State Information Centers
ARIZONA / NEW MEXICO				
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Tucson	January	150,000	\$810 - \$3,580	Tucson/Nogales, Phoenix Corporate, Picacho/Casa Grande, Benson/Willcox, Deming/Silver City
TEXAS / LOUISIANA				
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Southwest Colorado	May	100,000	\$650 - \$2,860	Durango, Cortez, Pagosa Springs, Silverton, Telluride, Farmington/Aztec, Alamosa, Montrose/Delta/Ouray, Gunnison, Crested Butte, Grand Junction, Arizona I-40/Grand Canyon
Hot Springs/Diamond Lakes & Little Rock	May	100,000	\$650 - \$2,860	I-20 East/Tyler, Texas, Shreveport, Arkansas, Tulsa
Denver	June	100,000	\$650 - \$2,860	Denver, Northeast Colorado, Limon/I-70, Sterling/I-76
Oklahoma	July	100,000	\$650 - \$2,860	Oklahoma City, Tulsa, Wichita, Dallas Corporate

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