

The Cultural Traveler

Your Exclusive Guide to Cultural Shopping and Travel

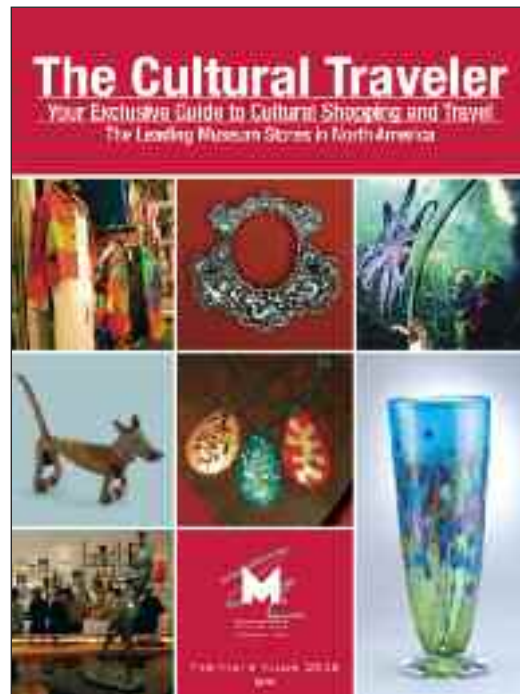
The Leading Museum Stores in North America

2009 Premiere Issue — ADVERTISING OPPORTUNITIES

The Cultural Traveler, distributed in partnership with the Museum Store Association and the US Cultural & Heritage Tourism Marketing Council, reaches 40,000 domestic and international visitors, tour operators and travel partners. This is the only guidebook devoted exclusively to Cultural and Heritage Travel and Cultural Shopping in North America. Shopping and Cultural Heritage Travel are among the top activities of all tourists in North America!

- Attractive Full Page, Full Color Advertorial Format showcases each Museum Store and the Museum in user-friendly high image guidebook.
- Production and final copy editing included in Advertorial page rate of **\$1995 net**.
- Distribution: 250 copies shipped to each participant for their own distribution or sale. Retail price of \$9.95 printed on cover. **The Cultural Traveler** is a perfect gift with purchase or membership premium and can be sold in the Museum Store to recoup your advertising investment.
- Museum Store Association, US Cultural & Heritage Tourism Marketing Council and Shop America Alliance will distribute 10,000 copies of **The Cultural Traveler** at the top US and international travel trade shows.
- Online Marketing included. All content in **The Cultural Traveler** will be featured at MSA's new consumer/tourism website, Museum-Store.travel, USCHT.com and CultureToursAndMore.com with links to participants' web sites.
- Advertising full pages will also be accepted for **The Cultural Traveler** provided that they promote Cultural and/or Heritage travel and meet with final layout approval of MSA and USCHT. Camera Ready, full page color Advertising rates:
Member rate: **\$1995 net**, Museum Store Association, US Cultural & Heritage Tourism Marketing Council and Shop America Alliance members
Non-Member rate: **\$2495 net**

- Preferred Position page rate:
Back cover **\$3995 net**
Inside front or back cover **\$2995 net**



DEADLINES & SPECIFICATIONS

Advertising Space Reservations . . . September 5, 2008
Materials Submission October 1, 2008
Final Proof Approved November 14, 2008
Distribution/Shipping January 2009

The Cultural Traveler Guide Book

Size 8 1/8" X 10 7/8"

Paper Stock: 60 lb. Brite White gloss, with 80 lb UV coated cover

Circulation: 40,000 (30,000 via Museum Stores and Advertisers and 10,000 at leading travel trade shows) Plus online digital distribution.

CONTACT

TO RESERVE AD SPACE:

Creative Publishing Solutions

Attn: Shannon Williams
209 E. Gordon Ave., Layton, UT 84041
Direct Line: (801) 991-1630
Fax: (801) 927-2610
email: Shannon@thecpsgroup.com

FOR ADDITIONAL INFORMATION:

Sheila Armstrong

US Cultural & Heritage
Tourism Marketing Council
843-341-6392
CulturalTraveler@aol.com

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AD SPECS & SIZES



BLEED ADS

TRIM SIZE

Space	Width	Height
Full-Page (US)	8.125	10.875

BLEED- add .125" to all four sides for safety
LIVE AREA - .25" in from trim

NON BLEED ADS

Space	Width	Height
Full-Page (UK)	7.45	10.95

AD PRODUCTION RATES

Full Page \$225
(includes 2 hours of layout and design)

RESIZING EXISTING AD

The Cultural Traveler guidebook can resize an existing Macintosh QuarkXpress® or Macintosh Adobe Illustrator® file to fit.

Full Page: \$112

ADDITIONAL SERVICES

Layout and design \$45/hour
(Minimum one hour; does not include scan, proofs or film output)

ADVERTORIAL Full Page Special Package

Select either Museum Focus layout or Museum Store Focus layout. Turnkey package price includes design, production, final proof for your approval, online inclusion of your page at Museum-Store.travel, USCHT.com and CultureToursAndMore.com with links to your web site and 250 printed copies of **The Cultural Traveler**, (value \$9.95 each retail) shipped to your location, **all for \$1995 net.**

PHOTOS AND LOGO: Four Photos Max, 300 dpi, high res. A minimum of 50% of the photos must be store related and tell a story about the merchandise collection, key items, and attractive display.

COPY: Please provide 250-300 words of copy per the format shown. The Cultural Traveler will edit for fit and style and send a final proof for approval. A sponsor logo or credit can also be included.



DIGITAL SPECIFICATIONS

The Cultural Traveler guidebook accepts only digital ads on Macintosh-formatted media.

The client or agency must provide a color proof of the ad, which will be used for color reference only. It is the responsibility of the client to color proof the ad prior to submittal.

Ad formats: Macintosh Adobe Illustrator® CS or earlier, Adobe Photoshop CS® or earlier, or QuarkXPress® 6.1 or earlier.

- Include all screen and printer fonts and all CMYK graphics files.
- TIFF or EPS files must be submitted at 300 dpi, CMYK or grayscale at actual size with all fonts converted to outlines.
- Adobe Illustrator® EPS files are also acceptable, provided that all type is converted to outlines and support images are embedded and in CMYK format. PC:300 dpi CMYK TIF at actual size.
- Press ready PDF files are acceptable if all fonts are embedded and images are converted to CMYK at 300 dpi. All PDFs built incorrectly will be sent back to the client for revisions.

Disk formats: CD-ROM, DVD-R single layered.

E-mailed ads: E-mail attachments less than 4 MB may be sent to paula@thecpsgroup.com. It is the responsibility of the client and/or agency to confirm reception of e-mail with Creative Publishing Solutions as well as provide a color proof.

FTP (File Transfer Protocol): Transferring large files over the Internet is also an option. ftp.integraonline.com
username: MMM / password: Password
You must notify paula@thecpsgroup.com after your files have been transferred.

Color proofs & disks: Send color proofs and disks to **The Cultural Traveler**
Creative Publishing Solutions
209 E Gordon Ave.
Layton, UT 84041
801-927-2600

Mechanical Specifications: Offset printing on coated stock. 133 to 150 line screen.