

Travel Added-Value Program

With each ad ALL advertisers receive...



1 One listing on our free travel information page, which allows readers to request information online or through a postage paid response card to *Southern Living*. Advertisers receive leads weekly via e-mail. **Value: \$2,750**

2 Navigation to individual online advertiser listings and links.

3 One four-color image and link on the *Southern Living* travel planning Web site – SLvacations.com. **Value: \$1,500**



Travel Added-Value Program

Additional Online Opportunities...

SLvacations.com: Our powerful, user-friendly travel planning tool connecting our readers to you

- 8 Premium travel package listing includes image and text. **Value: \$2,500**
- 9 Custom travel package listing (text only). **Value: \$1,500**
- 10 Link to special travel section advertiser listings. **Value: \$2,000**
- 11 Customized button. **Value: \$2,500**

The screenshot shows the SLvacations.com website. At the top, there's a 'travel ASSISTANT' section with dropdown menus for 'select a state', 'select an activity', and 'select real estate'. Below that is a 'Sign up now for our Southern Living Vacations email newsletter' form. The main content area is titled 'Featured Getaways From Southern Living Vacations.' and lists several travel packages with images and prices, such as 'Spring Break-In Autumn!', 'Savor The Taste of Alabama September 22-25-Birmingham, AL', and 'BMW Resort Driving Tour Package- Wild Dunes Resort'. There are also links to 'Southern Living Weekends by Design-Spend the Weekend with us!', 'Bed & Breakfast Package at The King and Prince Beach & Golf Resort', 'THIS IS YOUR AMERICA. See it from the River-Delta Queen Steamboat Company, Inc.', 'Dinner Romance Package at Richmond Hill Inn, Asheville, NC', 'Experience the Elegance of Charleston, SC- Charleston Place Hotel', 'Discover Brunswick & The Golden Isles of Georgia', 'Memphis shakes you. Memphis wakes you. Memphis moves you!', 'Pampered Shopper Package at The Woodlands Resort & Conference Center', 'Recipe for Romance' at Belvidere Club & Resort- Charleston, SC', 'Summer Fun at the Horseshoe Bay Resort Marriott Hotel-Texas Hill Country', 'Palm Beach County FL- Save with \$1,000 Worth of the Palm Beaches' Free Savings Certificates!', and 'Hotel Monteleone New Orleans' Timeless Address'. At the bottom, there are several customized buttons for 'South Carolina HotDeals!', 'DOWNTOWN DISNEY Resort Area Hotels', 'DALE & PETERSON VACATIONS', and 'Hampton Inn'. A 'Privacy Policy' link and the website URL 'www.southernprogress.com' are also visible.

The screenshot shows a Southern Living Vacations newsletter email. The header includes the 'Southern Living VACATIONS' logo and the text 'Our Featured Fall Getaways for August. Visit slvacations.com'. The main content features several travel packages with images and text, such as 'Southern Living Weekends by Design', 'Choose Your Weekends', 'October', and 'November'. At the bottom, there's a 'Privacy Policy' link and the website URL 'www.southernprogress.com'.

- 12 Newsletter sponsorship includes image and text. And is sent to 30,000. **Value: \$4,000**
- 13 Additional customized opportunities are available to qualifying advertisers.

Ask your *Southern Living* representative how to qualify for these additional opportunities.