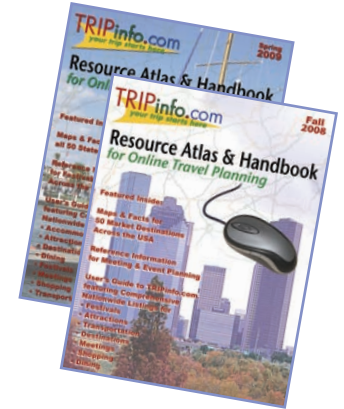


Print & Web Synergy

Why Advertise in our RESOURCE ATLAS & HANDBOOK?

- TRIPsouth in print began sending readers online in 1996...
- Now 2/3+ of travel is planned online; Print drives websites...
- Strong print reader trust translates to website traffic...
- TRIPinfo.com's Alexa rank proves its print reader loyalty.



Because You WILL Reach Your Audience!

PUBLICATION	FREQ	CIRC	1x PAGE 4C	CPM	TIME ON SITE	ALEXA* RANK AS OF 10/07/09
Travel Agent Magazine www.travelagentcentral.com	52x	49,795	\$15,193	\$305	2.5 min	89,180
TRIPinfo.com Handbook www.TRIPinfo.com	2x	30,083	\$5,900	\$196	23.4 min	91,468
Travel Weekly, Hotel/Travel Index www.travelweekly.com	52x	40,267	\$21,560	\$535	3.7 min	108,748
Meetings & Conventions www.mcmag.com	12x	66,700	\$36,335	\$545	2.6 min	438,178
Meetings South www.meetingsfocus.com	12x	25,030	\$7,755	\$310	4.7 min	486,912
Courier Magazine www.ntaonline.com	12x	6,000	\$3,277	\$546	4.4 min	586,753
Successful Meetings/Meeting News www.mimegasite.com	12x	70,050	\$25,310	\$361	no data	634,412
Destinations Magazine www.buses.org	6x	6,000	\$3,495	\$583	1.9 min	686,246
Sports Travel Magazine www.sportstravelmagazine.com	10x	16,579	\$3,550	\$214	1.7 min	1,609,488
Convention South www.conventionsouth.com	12x	18,162	\$4,560	\$251	2.2 min	2,702,593
Group Travel Leader www.grouptravelleader.com	12x	30,007	\$4,580	\$153	3.5 min	5,308,261
Group Tour (SE, NE, or West) www.grouptourmagazine.com	4x	15,000	\$6,160	\$411	1.7 min	5,639,221
Group Travel Planet www.connectyourmeetings.com	6x	16,054	\$6,300	\$392	no data	9,106,157

3 month avg.

Shorter Bars are Better

* So what is Alexa, and why does it matter?

Alexa.com is to the Internet as the Nielsen Rating is to TV... apples to apples comparisons. The Alexa Community tracks MILLIONS of websites across the world and generates the most accurate comparative traffic statistics weekly. The lower the Alexa rank, the more popular a website. Alexa has become a top marketing intelligence tool for Web navigation data.