



Tennessee's Premier Vacation Magazine

Added Value for Advertisers

Advertising partners with *I Love The Smokies* enjoy the following benefits!

- ♥ **FREE Weekly insertions** in Welcome Packets at **Westgate Smoky Mountain Resort**.
- ♥ **FREE Placement on maps** in *I Love The Smokies* magazine.
- ♥ **FREE Editorial**.
- ♥ **FREE Coupon** in *I Love The Smokies* coupon book.
- ♥ **FREE Listing and Photograph on Internet**. Coupons on website may be downloaded.
- ♥ **FREE Listing** in **Westgate Hospitality Organization (W.H.O.) Program Savings Cards**.

In addition:

- ♥ *I Love The Smokies* is also distributed hand to hand to **tens of thousands of visitors to the Smoky Mountain area** on a yearly basis.
- ♥ Distribution to all **local welcome centers**.
- ♥ *I Love The Smokies* is **distributed at local attractions, restaurants, and hotels**.
- ♥ Advertise in a high-quality magazine with **500,000 copies** in annual distribution.
- ♥ Future distribution includes: **Westgate owners within the United States, travel agencies, and tradeshow**s.

5601 Windhover Drive • Orlando, FL 32819
407.351.3351 ext. 530 • Fax: 407.370.4394
ilovethesmokymountains.com



Tennessee's Premier Vacation Magazine

Cosby

- Club Motel
- Cobbly Nob
- Laughing Larry Fireworks
- Spann Land Sales

Gatlinburg

- Alpine Chalet Rentals
- America's Cabins
- Apple Tree Gallery
- Bearland Lodge
- Camping in the Smokies
- Cherokee Bob's Welcome Center
- Cobbly Nob Realty
- Coffee Loft
- Creekside Wedding Chapel
- Edgepark Motel
- Exxon
- Foothills Market
- Fox and Parrot
- Gabriel's Horn
- Grandview Cabins
- Great Smoky Arts and Crafts Community
- Heritage Village
- Hidden House
- King's Information Center
- Lorelei Candles
- McCarter's Market
- More Than A Candle
- Ogles Broom Shop
- Ownby Wood Crafts
- Papa John's
- Park Place Information Center
- Park Vista
- Red Carpet Inn
- River Terrace Resort
- Save-A-Lot
- Sheer Envy Hair Salon
- Ski Chalet Village Homeowners Club Houses
- Sleep Inn
- Smoky Mountain Beanery
- Smoky Mountain Pottery
- Smoky Mountain Sundries Information Center
- Sunset Cottages
- Westgate Deli
- Westgate Smoky Mountain Resort at Gatlinburg

Knoxville

- CFI Knoxville Call Center
- West Town Mall

Newport

- Chamber of Commerce
- Holiday Inn
- KenJo-BP Station
- Thunder Road Grill

Sevierville

- Artist Arnold McDowell
- Bullfrog
- Exxon: Hwy. 66/139
- Fast Stop BP
- Flea Traders
- Frank Allen's Shell
- Great China Acrobats
- Great Smokies Flea Market
- Hammers
- Knife Works
- Pops on the River
- Scenic Helicopter Tours
- Walgreens
- Westgate Welcome Center: Hwy. 66
- Westgate Welcome Center: Interstate 40

Pigeon Forge

- 3 Bears
- Alamo Steakhouse
- All American Pancake House
- American Jukebox Theater
- Apple Barn
- BP Superette
- Bennett's BBQ
- Black Bear Lodge
- Bob Evans Restaurant
- Boston Shrimp Bucket
- Claybaugh Exxon
- Comedy Barn Theater
- Country Music USA
- Country Tonight Theatre
- Duff's Smorgasbord
- Eagle's Ridge Resort
- Exxon Quik Stop Market

Distribution

Over 500,000 copies printed annually

Distribution sites subject to change without notice

- Fast Track
- Fiddler's Feast
- Great American Steak & Buffet
- Hampton Inn Suites
- Hillbilly Village
- Huck Finn's Restaurant
- J & B Chevron
- KFC
- Kimble Real Estate & Rentals
- Laserport
- Mandarin House
- National Park Resort Hotel
- O'Charley's
- The Old Mill
- Memories Theater
- Pigeon Forge Dept. of Special Events
- Pigeon Forge Dept. of Tourism
- Ponderosa Steakhouse
- River Chase Motel
- Riveredge RV Park
- Showplace Dinner Theater
- Smoky Mountain Pancake House
- Taco Bell: Wears Valley Rd.
- Titan Development Office
- Titan Development Welcome Center
- Titan Development Z Buda Mall
- Walgreens Apple Barn
- Walgreens: Traffic Light #5
- Wears Valley Information Center
- Westgate Z Buda Welcome Center
- WonderWorks

State of Tennessee Welcome Centers

- Ardmore Welcome Center
- Bristol Welcome Center
- Chattanooga Welcome Center
- Clarksville Welcome Center
- Dyersburg Welcome Center
- Hartford Welcome Center
- Jellico Welcome Center
- Memphis I-40 Welcome Center
- Memphis I-55 Welcome Center
- Mitchellville Welcome Center
- Nickajack Welcome Center
- Smith County Welcome Center
- Tiftonia Welcome Center

*An additional 50 OPC Booths at various locations.

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2007 Advertising Rates

4 Issues Published Annually

SPRING (April/May/June)

SUMMER (July/Aug/Sept)

FALL (Oct/Nov/Dec)

WINTER (Jan/Feb/March)

Spring 2007

| | |
|---------------------------|-------------------|
| Space Deadline | February 9, 2007 |
| Ad Materials Deadline | February 16, 2007 |
| Issue Date April/May/June | April 2, 2007 |

Summer 2007

| | |
|--------------------------|--------------|
| Space Deadline | May 11, 2007 |
| Ad Materials Deadline | May 18, 2007 |
| Issue Date July/Aug/Sept | July 2, 2007 |

Fall 2007

| | |
|------------------------|-----------------|
| Space Deadline | August 10, 2007 |
| Ad Materials Deadline | August 17, 2007 |
| Issue Date Oct/Nov/Dec | October 1, 2007 |

Winter 2008

| | |
|--------------------------|-------------------|
| Space Deadline | November 9, 2007 |
| Ad Materials Deadline | November 16, 2007 |
| Issue Date Jan/Feb/March | January 2, 2008 |

| Ad Size (4-Color) | Dimensions | Monthly Rate |
|----------------------|------------------|--------------|
| One-Page Bleed | 7" x 9.375" | \$800.00 |
| 2/3 Page (2 Columns) | 3.9375" x 8.125" | \$700.00 |
| 1/2 Page Horizontal | 6" x 4" | \$500.00 |
| 1/3 Page Vertical | 1.875" x 8.125" | \$400.00 |
| 1/3 Page Square | 3.9375" x 4" | \$400.00 |
| 1/6 Page Vertical | 1.875" x 4" | \$300.00 |
| 1/12 Page | 1.875" x 1.95" | \$125.00 |

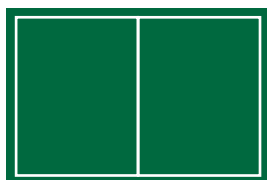
| Premium Page Ads | Dimensions | Monthly Rate |
|------------------------|--------------|--------------|
| Back Cover | 7" x 9.375" | \$1,100.00 |
| Inside (Front or Back) | 7" x 9.375" | \$1,000.00 |
| Pages 2, 3 or 5 | 7" x 9.375" | \$1,000.00 |
| Two-Page Bleed | 14" x 9.375" | \$1,500.00 |

General Information:

- 10% discount for annual contracts.
- Rates effective through December 31, 2007.
- An advertiser who does not complete a contracted schedule will be subject to a short rate.
- Cancellation not accepted after space deadline closing date.



One-Page Bleed



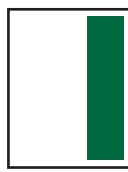
Two-Page Bleed



2/3 Page
(2 Columns)



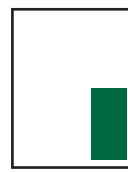
1/2 Page
Horizontal



1/3 Page
Vertical



1/3 Page
Square



1/6 Page
Vertical



1/12 Page

Ad Specifications

Platform & Software

Publisher requires ads composed using Adobe InDesign, Adobe Photoshop, Adobe Illustrator or QuarkXPress.

Digital Files

Supply all source files, including the final layout file, images, logos, and Macintosh screen and printer fonts. Even if you are sending a final PDF, EPS or TIFF file, you must include source files with your submission in case an element needs to be altered. Do not submit flattened files. All images must be 300 dpi or higher in order to halftone at 150-line screen.

All images must be converted to CMYK. Do not use RGB or PANTONE Spot Colors.

Include all imported or linked files used in both the ad file and in any placed TIFF or EPS files.

For Adobe Illustrator files, embed (do not link) images and create type outlines. List and include all fonts.

Fonts

Include ALL fonts (screen & printer) used in both the ad file and any placed TIFF or EPS files.

List all fonts used in your document, including those in your logo.

Delivery

Preferred delivery is on CD. Include hard copy. Please do not submit your only copy of files!

If you wish to FTP your files, please call for instructions.

| Ad Size | Dimensions |
|----------------------|------------------|
| One-Page Bleed | 7" x 9.375" |
| Two-Page Bleed | 14" x 9.375" |
| 2/3 Page (2 Columns) | 3.9375" x 8.125" |
| 1/2 Page Horizontal | 6" x 4" |
| 1/3 Page Vertical | 1.875" x 8.125" |
| 1/3 Page Square | 3.9375" x 4" |
| 1/6 Page Vertical | 1.875" x 4" |
| 1/12 Square | 1.875" x 1.95" |

Trim Size

6.75" W x 9.125" H

Bleed Specifications

Full page units (width x depth)

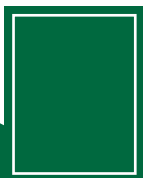
- All live matter should be .375" from trim size.

Standard Page Size

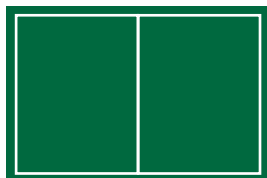
Three columns (width x depth)

Printing

- Heat-set web offset.
- Binding is saddle stitch.
- Cover stock 100# coated.
- Paper stock 50#, No 3 coated free sheet (no ground wood).
- Publisher cannot guarantee legibility of reverse type below 6 pt.



One-Page Bleed



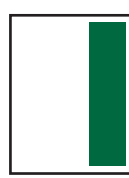
Two-Page Bleed



2/3 Page
(2 Columns)



1/2 Page
Horizontal



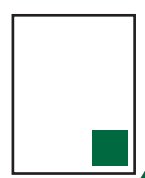
1/3 Page
Vertical



1/3 Page
Square



1/6 Page
Vertical



1/12 Page