

Albuquerque Convention and Visitors Bureau  
Balloon Fiesta 2008 Media Schedule

Website	Unit	Placement	Total Impressions
*Audubon.org	120x400	ROS	n/a
Fodors.com	300x250	ROS	350,000
Frommers.com	300x250	ROS	265,993
*NationalGeographic.com	text link	A*List eNewsletter	140,000
*NMmag.com	728x90	NM Guide book's Central Region	n/a
Pay-per-click	PPC text ads	Yahoo, Ask, MSN (Google only 9/1 - 9/7)	n/a
*Smithsonian.com	text link	Insider eNewsletter	600,000
Specific Media	300x250, 728x90 & 160x600		1,332,874
*Sunset	728x90	eNewsletter	45,000
Texas Monthly	728x90 & 160x600 & text link text link (make good)	Out & About eNewsletter Letter from the Editor	26,000
TripAdvisor.com	300x250 & 728x90	NM Content	211,359

\*Indicate placements that are part of an added value opportunity

