



Email Direct Marketing Programs 2012

Consumer Weekly Blast

Every Thursday, the TAG Approved Accommodations Program distributes an email blast to 6,000 opt in LGBT consumers. Subscribers are mostly from the United States and tend to be heavily concentrated on the East and West Coast. 80% of the consumers are male. Average open rate of each email is 1,500 unique viewers. Be aware that click through rate is dependent on your product/promotion. Broadcast is distributed nationally so if your product is very regional this will affect any clicks. Click through rates are not available for reporting, just the open rate.

Specifications

In order to keep this marketing product cost effective, our submission guidelines are very specific.

Image: Submit one image that is exactly 160 pixels wide by 350 to 450 pixels high.

Text: Submit 200 to 250 words (this word count is firm)

Links: No more than two links per email

Payment & Dates

Please check: Top Spot Placement: \$99 per insertion ___ Second Spot Placement: \$69 per insertion ___

Date Request: First Date Choice _____ Second Date Choice _____

Payment must be made at time of order. This is such a small amount, we do not invoice. We will not hold dates without receiving payment. Because of popularity of this product, and to keep the blast content "fresh" for consumers, we only accept two insertions per year for the same product.

Note About Other Email Distribution to the Travel Trade

CMI can email blast to our travel trade list which is largely comprised of hotels, tourism bureaus and tour operators. The rate for this distribution is \$295 for a 3,000 person travel trade distribution.

Email glen@communitymarketinginc.com for more information.



(Please print) Company Name _____

Contact Name _____

Address _____ City _____ State/Province _____ Zip Code _____

Tel _____ Fax _____ email _____

Size of Gay & Lesbian Travel Industry Directory ad to be reserved: _____

Payment Total: US \$ _____ (Due with order) ___ Check Enclosed ___ Charge (Circle): Visa MasterCard Amex

Name on Card _____ Credit Card # _____

Expires _____ Signature _____

To order, mail check with form to: Community Marketing, Inc., 584 Castro St. #834, San Francisco, CA 94114 - Tel 415/437-3800

Or mail or fax with credit card information to 415/552-5104.