

Direct Email and Direct Mail Programs

Community Marketing offers two direct marketing approaches to reach LGBT travel consumers.

1) TAG APPROVED® NEWSLETTER EMAIL BLAST

Every Thursday, the TAG Approved® Accommodations Program distributes an email blast to 12,000 gay and lesbian opt-in travelers in an e-newsletter format. Consumers are from across the United States, but tend to be more heavily concentrated on the East and West Coast. 80% of the consumers are male.

Of the 12,000 sent, approximately 2,500 open the newsletter on any given week. Depending on the product advertised, we experience 25 and 250 unique clicks for each product (i.e. does the product have broad appeal or is the product very specific either regionally or demographically). Also we find that an attractively formatted image greatly influences click through rates. In summary, advertisers can expect approximately 2,500 impressions and 25 to 250 clicks.

Advertisers supply text of 150 to 200 words, links, and one image (160 pixels wide x 200-500 pixels high). Advertisers can be featured as Destination of the Week, Hotel of the Week, Event of the Week, Tour Operator of the Week, or Website of the Week. The cost for one standard insertion is \$169. If you book any additional blasts within the same year, we will discount future blasts 20%, but the blasts can not run within 30 days of the original blast in order to give variety to the newsletter. Please note this product is very popular, and is often booked weeks in advance.

2) TAG COMMUNITY TRAVEL PACK

Two times per year, CMI sends a co-op travel pack to LGBT travel consumers. Your promotional piece can be included in this envelope at a fraction of the cost if you tried to mail it yourself. Each pack contains up to eight participating companies. Prices are for insertion and mailing only. Size limited to 8.5" by 11". Weight limited to 0.6 ounces. Call for quote for over weight items. The distribution is bulk mail and can take up to four weeks to hit consumer addresses after mailing. For more information, contact David Paisley at 415/437-3800 or David@CommunityMarketingInc.com

	Mails October 2010	Mails April 2011
5,000 Consumers Northeast US (Boston to New York)	\$625	\$625
5,000 Consumers Southeast US (DC to Florida)	\$625	\$625
5,000 Consumers Southwest (LA, SD and Phoenix)	\$625	\$625
5,000 Consumers Northwest (San Francisco to Seattle)	\$625	\$625
10,000 to Any Two Regions	\$995	\$995



DIRECT MARKETING PROGRAMS

(Please print) Company Name _____

Contact Name _____

Address _____ City _____ State/Province _____ Zip/Postal Code _____

Tel _____ Fax _____ email _____

Total to be charged US\$ _____ Check Credit Card: Visa MC Amex Cardholder: _____

Credit Card # _____ Expires _____ Cardholder 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. Thank you.**