

# California Now Network

## Spring-Summer 2021 Co-Op Packages

### Print / Digital Packages

20% Contribution

#### Road Trips Guide 2021/22



1/8 page

1/4 page

1/2 page

Full Page

#### VCA.com Media (impressions)



200k

400k

450k

620k

#### Open Rate (Gross)

\$6,220

\$12,225

\$19,000

\$32,500

#### Partner Rate (NET)

\$5,000

\$10,000

\$15,000

\$25,000



First-come, first-served basis; three-month minimum to serve ad inventory.

Create a compelling marketing message to consumers by purchasing a print/digital package offered during the spring and summer of 2021. Receive a 20% contribution from Visit California when you purchase a complete co-op package.



#### Road Trips 2021 Guide Distribution Pivot:

recalibrated to hit in-state and Western State feeder markets over time during summer/fall recovery.

1 million distribution		Ad Close: April 30th	
Copies	Distribution Vehicle	Timing	Geo-Target
325k	Better Homes & Gardens	July	California
200k	Parents	July	California
75k	Travel + Leisure	July	California & Western States
400k	Single Copy Requests	July 2021 to Spring 2022	National

*Better Homes and Gardens:* 325,000 - CA, Phoenix/Scottsdale

*Parents Magazine:* 200,000 - CA, Phoenix/Scottsdale, Nevada, Washington

*Travel + Leisure:* 75,000 - CA, AZ, NV, WA, OR

