

***The Cultural Traveler* Guide 2011 and Web Site**

FREQUENTLY ASKED QUESTIONS

WHO is publishing *The Cultural Traveler* Guide?

The Museum Store Association in partnership with the U.S. Cultural & Heritage Tourism Marketing Council and Shop America Alliance. Skies America is contracted to handle production, printing and shipping. U.S. Cultural & Heritage Tourism Marketing Council and Shop America Alliance are organizations focused on travel and tourism marketing. They will oversee all sales, creative, final copy and distribution of ***The Cultural Traveler*** as well as travel trade marketing distribution. MSA is a member of both organizations and they have formed a strategic partnership on this project. More details can be found at www.USCHT.com and www.ShopAmericaTours.com.

WHAT is *The Cultural Traveler* Guide?

An exciting travel publication and online marketing program now in its third edition! We print 40,000 full-color 8.5"x 11" guides with a glossy UV-coated cover and a \$9.95 retail price on the cover. The interior advertorial pages feature North America's leading museums, museum stores and cultural districts. All content from this guidebook will also be featured on www.Museum-Store.travel with links to all advertisers.

WHAT is new and exciting for *The Cultural Traveler* 2011?

We will feature a special "Buy Authentic America" section with full- and half-page advertorials showcasing unique products made in America that evoke a sense of place and are of special appeal to travelers. We will continue guest editorial from industry leaders on cultural and heritage travel trends. We also will be featuring a different Cultural Traveler page each week on Facebook.

WHEN will *The Cultural Traveler* Guide 2011 premier?

Shipments arrive in December 2010. The two Web sites, www.Museum-Store.travel and www.TheCulturalTraveler.com, will load the online version in late December. This is an annual guide and marketing program, so your exposure will continue through December 2011.

WHERE and to whom will *The Cultural Traveler* be distributed?

A total of 40,000 copies will be printed and distributed as follows – and don't forget about the online distribution on several Web sites, including www.TheCulturalTraveler.com, www.Museum-Store.travel and www.GrayLine.com.

- A. 250 copies to each advertiser. We ask that you sell these in your museum store, provide as a membership incentive or distribute via your local Convention and Visitors Bureau or tourism partners, hotels, etc.
- B. 10,000+ at major travel tradeshow, including International Pow Wow, World Travel Market (UK), AAA, American Association of Museums, UK Sales Mission, the Gray Line Conference, Expo Vacaciones (Mexico) and the ONE Travel Conference.
- C. All MSA members will receive a copy.
- D. Gray Line Worldwide distributes ***The Cultural Traveler*** to travelers in major markets in the USA and Internationally.

HOW will *The Cultural Traveler* be promoted online?

www.Museum-Store.travel and www.TheCulturalTraveler.com will provide online versions with links to advertisers. These sites are promoted to travelers and tour operators worldwide. Our Cultural Traveler Facebook page will feature one advertiser each week in 2011.

WHY is MSA engaged in this project?

MSA's goal is to help increase visitation to its member organizations, thus increasing sales in museum stores. Domestic and International travelers to America provide a lucrative opportunity to build both visitation and sales. Shopping, dining and cultural tourism are the top three travel activities in America. With our board approval, MSA is focused on continuing to develop the consumer and travel trade Web site www.Museum-Store.travel. We need quality content to build and maintain this site and ***The Cultural Traveler*** is the primary source for this content. Thanks to your participation in ***The Cultural Traveler***, MSA continues to have a very attractive and high quality Web site and travel marketing brochure at little or no cost to the organization.

WHAT is our total cost to participate?

For MSA members, a full-page, full-color advertorial (includes design, production and proofing) or your camera-ready display ad, costs only \$1,995 (regular price \$2,295). Half-page Buy Authentic America ads cost \$1,200 and full-page Buy Authentic America ads cost \$1,995. All ads include a shipment of 250 copies of *The Cultural Traveler*.

CAN we determine our own page layout?

Yes, the final copy and photos are your choice, subject to guidelines that will preserve the overall look and quality of the guidebook. We will work with you to maximize the effectiveness of your message or include co-op partners and sponsors to help subsidize your cost. You will approve a final proof of your page or pages.

For example, you may want your entire page to focus on your museum or organization only, with only a small amount of copy devoted to the museum store. Or, you may want to share your page with other cultural attractions or travel-related businesses in your community and share the cost. We will work with you on the appropriate advertorial layout.

CAN we reserve more than one page?

YES!

CAN we work with you to coordinate regional pages?

YES!

ARE camera ready ads accepted?

Yes, subject to final approval of the ad by MSA and USCHT. It is very important to maintain the editorial look and feel of the guidebook, so only ads that truly promote cultural tourism exclusively will be accepted.

ARE preferred positions available?

Yes, there are preferred positions in the guidebook, such as inside covers, at premium costs and your sales rep can advise you on these or other options, subject to prior sales.

CAN non-members advertise?

Dues-paid members of MSA, Shop America Alliance and the U.S. Cultural & Heritage Tourism Marketing Council, as well as multiple page advertisers, are welcome to advertise at the \$1,995 page rate net. The non-member rate is \$2,295 net per page.

WHEN are the deadlines?

Space Reservation Deadline is Sept. 17, 2010.

Ad Material Due Dates:

Advertorial Material: Sept. 24, 2010

Display Ad Material: Sept. 30, 2010

WILL this be an annual program and are there discounts for multi-year commitments?

2011 participants will have the first right of refusal in the 2012 edition and enjoy a preferred rate, to be determined.

WILL our page or section reprints be available?

Yes, please ask your sales rep to provide a price quote for reprints.

IS *The Cultural Traveler* subject to sell out?

There are some restrictions due to economies of scale in the printed guidebook. We urge you to confirm your reservation ASAP to avoid a sold out situation.

HOW do we reserve space in *The Cultural Traveler*?

Contact your Account Executive:

- **Dianne Giliforte:** CulturalDianne@gmail.com or (905) 871-3992 (Handles all accounts east of the Mississippi and Canada, except the Washington DC area.)
- **Deborah Bryant:** CulturalDeborah@verizon.net or (301) 638-1224 (Handles the Washington DC area and CVBs and state tourism offices west of the Mississippi.)
- **Corinne Lagoy:** CulturalCorinne@gmail.com or (571) 338-0355 (Handles museum and cultural heritage organizations west of the Mississippi.)

WHO do we contact for production questions?

Please contact Cindy Pike at Skies America at (503) 726-4960 or Cindyp@skies.com for production assistance.