

Spring 2008

CARIBBEAN™



Your guide to exploring and enjoying the Caribbean.

Places To Go

Where To Stay

Things To Do

Festivals & Events

Hot Deals



CUSTOM MARKETING GROUP

16 YEARS OF DESTINATION MARKETING EXCELLENCE

Founded in 1992, Custom Marketing Group specializes in cooperative marketing campaigns for the travel and tourism industry

- Designed and implemented more than 190 multi-media advertising campaigns
- Raised more than \$200 million in partnership funds that directly enhanced our clients' advertising campaign

CMG CLIENTS AND PARTNERS

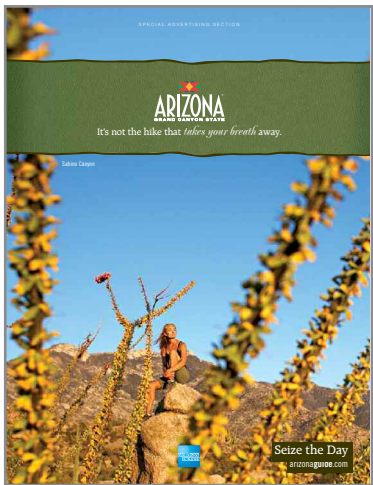
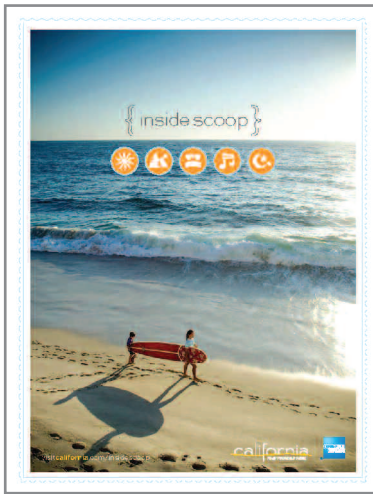
Destinations:

- 16 State Tourism Offices
- 80+ Convention & Visitor Bureaus

National/Regional Associations:

- Travel Industry Association
- Travel South USA
- America's Greatest Cities
- United States Tennis Association





Custom Marketing Group 16 YEARS OF DESTINATION MARKETING EXCELLENCE

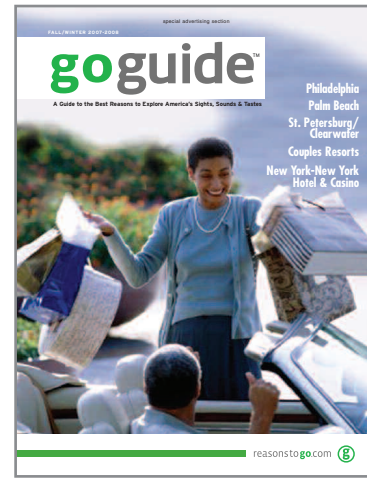
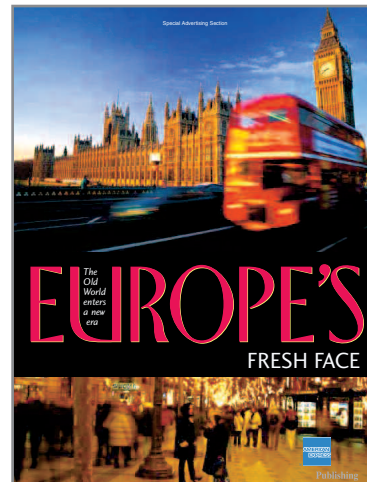
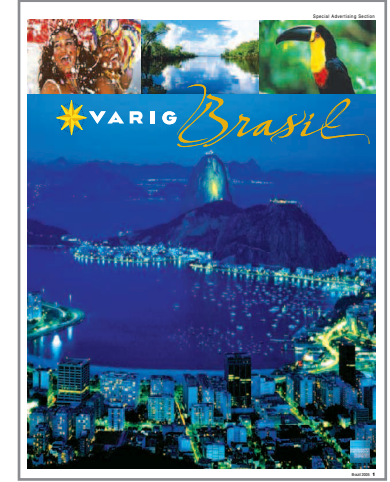
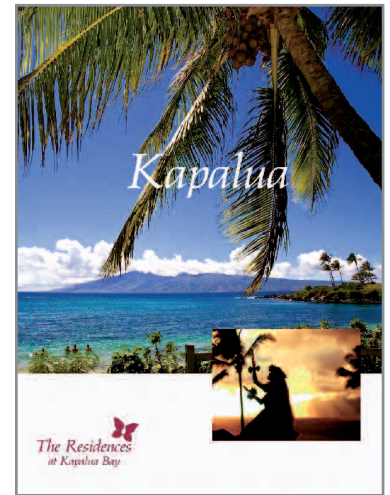
CMG CLIENTS AND PARTNERS

Corporate Partners:

- 16 years of continued partnership with American Express®
- Attractions, Airlines, Airports, Credit Card Companies, Hotels, Luggage Companies, Retailers, Shopping Malls, Telecommunications Companies, Theme Parks, Tour Operators, Transportation/Car Rental Companies

Our Clients Really Like Us

- Our current client list has been working with CMG for an average of 8.5 years
- Based on Baldrige customer feedback models, our clients rated us “world-class” for:
 - Understanding partner business needs
 - Knowledge of the industry
 - Responsiveness
 - Quality of work





Custom Marketing Group 16 YEARS OF DESTINATION MARKETING EXCELLENCE

CMG ADVANTAGES

Fully Integrated Programs:

- CMG programs utilize a mix of many media channels including;
 - Magazines- a mix of leading publications
 - Newspaper- local market, and national delivery
 - Direct Mail- modeled databases
 - Online Marketing- integrated online strategies
 - Travel Trade- communications and training
 - Promotions- consumer and travel trade

Turn Key Delivery:

- CMG will manage and implement all aspects of your program
 - Planning
 - Partner acquisition
 - Creative
 - Production
 - Execution
 - Back end partner communication

Turn Key Delivery:

- CMG programs can be scaled to reach consumers in local US markets, Canada or in-language to an international audience- Europe, Latin America, Asia



Spring 2008 Integrated Marketing Campaign

A professionally written, magazine style, four-color 16- to 24-page Caribbean Travel Guide will appear in major newspapers in key cities.
Total Print Distribution of 1,029,000



MORE ADVERTISING VALUE, REACHING MORE CUSTOMERS

Markets/Media	Major Market Newspapers \$75,000+ HHI	USA Today \$76,000+ HHI	Total Circulation
Insertion Date	Friday, April 18, 2008	Friday, April 18, 2008	
New York Metro Newsday The Westchester Journal News The Bergen Record	225,000	177,000	402,000 = 40%
Philadelphia Metro Philadelphia Inquirer	130,000	126,000	256,000 = 26%
Chicago Chicago Tribune	175,000		175,000 = 17%
South Florida Sun Sentinel	120,000*	56,000	176,000 = 17%
Totals:	650,000	359,000	1,009,000
*\$50,000+ HHI			

TRAVEL TRADE CIRCULATION

- **10,000 Guides** - Prior to the consumer distribution date, 10 copies of the guide plus additional Caribbean information will be sent to the 1,000 "Caribbean Travel Specialists" ** in New York, New Jersey, Connecticut, Pennsylvania, Illinois and Florida.
- **10,000 Guides** - Provided to CTDC

**Source: caribbeantravel.com/CTO



Spring 2008 Integrated Marketing Campaign



ONLINE PROMOTIONS:

- 400,000 emails to targeted consumers (100,000 General Caribbean + 300,000 divided among participating Partners)

Delivered to highly targeted, opt-in databases, these emails promote the beauty and appeal of a Caribbean vacation plus take readers to your website through direct links. Participating partners enjoy their own specially designed email in addition to benefiting from the general Caribbean online promotions.



CLOSING DATES

- Advertorial Contributions Deadline - **March 3, 2008**
- Participation Deadline - **March 3, 2008**
- Supplied Display Ad Deadline - **March 7, 2008**



Spring 2008 Integrated Marketing Campaign Summary and Rate Card



- Targeted Circulation Reaching 3.2+ Million Traveling Consumers in 1.4+ Million Households
- Integrated Consumer and Travel Trade Program
 - Print, Direct Mail and Online Delivery

CONSUMER CIRCULATION

- **359,000** in **USA Today** Regionally - New York Metro, Long Island, Connecticut, New Jersey, Pennsylvania, Southern Florida Markets
- **650,000** targeting \$75,000 HHI via zip code distribution in the **Philadelphia Inquirer, Chicago Tribune, Fort Lauderdale Sun Sentinel, The Westchester Journal News, The Bergen Record, New York Newsday**
- **10,000** Reprints

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ONLINE

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ADVERTISING RATES (All rates net)

Destination Advertorial:

\$44,900	1/2 page advertorial + 1/2 page supplied ad + 25,000 exclusive emails
\$26,950	1/4 page advertorial + 1/4 page supplied ad + 25,000 shared emails

Resorts/Private Sector Display Ad:

\$49,900	Full page, 4c supplied ad + 25,000 exclusive emails
\$29,940	1/2 page, 4c supplied ad + 25,000 shared emails
\$19,960	1/3 page, 4c supplied ad + 25,000 shared emails
\$12,500	1/6 page, 4c supplied ad + 25,000 shared emails

Marketplace Ad*:

\$2,500	Marketplace section for Small Hotels and Resorts (75 rooms or less) Includes participation in 100,000 "Caribbean" emails
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*Marketplace Rates for CHA members only. Non-members add 25%.

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For Information, Please Contact:

Jill Jones 305-443-5900 x 105 / jill@caribbeantravel.com
305-926-5828 (cell)

Dianne Turner 404-816-0745 / dturner@aboutcmg.com

