

Vacation Planning Guide

VACATION PLANNING GUIDE

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To do: get a bigger to do list. **Texas**...It's like a whole other country that's miles away from ordinary. Local flavor. Breathtaking scenery. Chances to play cowboy, or an artist. No matter what kind of adventures you're looking for, you'll find them at TravelEx.com. With videos, trip ideas, and places to stay, TravelEx.com has everything you need to know about Texas. It's designed to make organizing and sharing your vacation plans as simple as can be. Just head to TravelEx.com to order your FREE Texas State Travel Guide and start planning your trip today.

2



Lake of the Ozarks, Missouri - Reconnect with loved ones at the Lake of the Ozarks. Centrally located in the beautiful northern Ozark Plateau with year-round attractions, events and festivals, we're so much more than just a lake. Request your free vacation guide and plan your Lake getaway today. www.funlake.com/cham or call 800-FUNLAKE.

Sample Plan AAs

MISSOURI
enjoy the show

3



Go deep inside Alaska, where the unparalleled meets the unexpected. **Fairbanks** emanates a quality of light, energy and warmth found nowhere else on Earth. For much of the year, the northern lights shine brightly here. In summer, the mid-night sun will boost your energy when you think the day is already done. Fairbanks truly is the unexpected Alaska. For your free Visitor Guide on Fairbanks, Denali, Interior and Arctic Alaska call 1-800-327-5774 or visit www.explorefairbanks.com.

4



Come explore everything the western U.S. has to offer! With the **Dude Ranches Association** and its 100+ accredited dude and guest ranches, you can experience an all-inclusive getaway to some of the most scenic and breathtaking areas of the country. From adventures in culinary and the great outdoors to agricultural and ecotourism travel, there is something for everyone. Visit duderanch.org or call 1-866-399-2339 to learn more.

5



Olympic Peninsula, Washington State - Explore the lush Olympic rain forests, wild ocean beaches, snow-capped mountains, magical misty waterfalls, pristine lakes and rivers and enjoy friendly towns, tribal cultures and Olympic Coast cuisine along the way. 1-800-942-4042. www.OlympicPeninsula.org.

6

Sample Plan As

When choosing a place to retire, Tennessee's a great state to call home! **Tennessee** is home to urban places and wide-open spaces, with lots of scenic room to roam. Come experience Tennessee and we'll show you how the good life just keeps getting better. Visit www.retiretennessee.org today!

7



Between Los Angeles and San Francisco, **Pismo Beach** is your Wine & Waves™ destination. White sandy beaches, wonderful places to stay and outstanding wine, dining, shopping and more. Pismo Beach is Classic California.

8



Company is always welcome! - two lakes - a sandy beach - 13 family-friendly attractions - World's Largest Buffalo - all-time bloom. Be Part of the Legend!

Sample Plan Bs

and receive information via email.

SAMPLE PAGE

IN PRINT

The Vacation Planning Guide is a reader service section located at the back of the magazine. Readers request more information by circling an advertiser's assigned number on a bound-in reader service card or by visiting Travel50andBeyond.com.

ONLINE

Vacation Planning Guide advertisers are listed on Travel50andBeyond.com with two lines of descriptive text. When a visitor selects to receive information from an advertiser and submits a completed form, the advertiser's website link is presented immediately.

LEAD DELIVERY

Advertisers will receive leads that include the name, address and, when provided, email address of any reader who requests more information from that specific advertiser. Leads received via business reply card and online are combined and sent via weekly emails in an excel spreadsheet.

MATERIALS

Ads are formatted in-house and are available in three sizes: Plan AA, Plan A and Plan B. Digital images must be at least 300 dpi. Save images as CMYK or Grayscale. Convert RGB images to CMYK. Convert spot colors to CMYK. EPS or TIFF files are preferred. Publisher does not provide proofs of Vacation Planning Guide ads.

Plan AA: Six ads per page. Advertiser sends a 4/C image and 75 words of copy to the publisher.

Plan A: 12 ads per page. Advertiser sends a 4/C image and 30 words of copy to the publisher.

Plan B: 24 ads per page. Advertiser sends a B&W logo and 30 words of copy to the publisher.

TO SUBMIT MATERIALS OR FOR MORE DETAILED PRODUCTION SPECIFICATIONS, CONTACT:

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