

The Discovery Route

10 Destinations, 1 Vacation.



Wine Coast Country is proud to partner with *US Airways Magazine* on an initiative to support and enhance the region's tourism message. This collaborative effort will showcase and celebrate the destinations that make our communities world-class travel locales.

The editorial feature will appear in the March 2013 issue of *US Airways* magazine and online for six months. Participating organizations are not required to pay an advertising fee for their space, but are asked to cover the cost of paper, ink and transportation associated with their desired amount of space. *US Airways* magazine's editorial staff will work directly with participants to develop an editorial feature that captures and promotes the mission of each participating destination.



CONFIRMING YOUR PARTICIPATION IS SIMPLE:

1. Participants decide how many pages of editorial they would like to reserve. Cost to participant includes writing, editing, design and production cost.
2. A *US Airways* editor assigned to your destination will contact you to discuss the desired direction of your editorial feature.
3. Participants supply *US Airways* magazine with images for inclusion (photo credits will be given where applicable).
4. Participants will receive drafts of the professionally prepared copy and design and will have two opportunities to make edits. Each destination will have the right of final approval on their feature.

ABOUT US AIRWAYS AND US AIRWAYS MAGAZINE

- US Airways is #1 in the Northeast, #4 domestically and #6 internationally
- 6 million average monthly travelers to over 200 domestic and international destinations
- Over 3 million readers monthly onboard, and 11, 407 on USairwaysmag.com

US Airways, along with US Airways Shuttle and US Airways Express, operates more than 3,200 flights per day and serves more than 200 communities in the U.S., Canada, Mexico, Europe, the Middle East, the Caribbean, and Central and South America. The airline serves approximately 80 million passengers each year.

COST TO PARTICIPATE

\$3,500 NET per page

DEADLINE TO RESERVE SPACE

November 26, 2012

FOR MORE INFORMATION CONTACT:

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 **U.S. AIRWAYS**
THE MAGAZINE THAT CONNECTS YOU

usairwaysmag.com