

# American Road Theme Co-Op Programs

## Advertise with Results! Sign up for our Theme Co-Ops and receive additional benefits.

**BACK TO NATURE!** Spring Issue: Encourage our readers to take time to smell the roses. Promote your scenic drive, back country hiking trail, bird watching excursions, cave tours, fishing trips, binoculars, photography equipment (to capture the moment), hiking gear, camping equipment and more. Artwork would be included in a promotion promoting the great outdoors. A ¼ page display ad minimum is required along with a prize donation (\$250 minimum retail value).

**TRAVEL THE BYWAYS & HIGHWAYS!** Summer Issue: This special section promotes travel on scenic or historic highways or Byways. Each ad should include reference to the route and an overview map. The participant must also supply a two-page road trip itinerary in PDF format. The trip itinerary will be posted on a designated page at [Americanroadmagazine.com](http://Americanroadmagazine.com). The itineraries for state and federally designated scenic/historic highways/Byways should be denoted with either the appropriate highway logo and the National Scenic Byway logo when applicable. A half-page minimum display ad is required.

**PAINT YOUR AUTUMN!** Autumn Issue: Our readers want to know where to head this Autumn to see the leaves changing colors and to enjoy fall festivals and events! Participation is EASY. Simply provide a display ad (minimum ¼ page buy), including your Fall foliage peak season dates (or phone/url so our readers could find this information), and/or fall festival events listing. In this fashion, your location would be identified as a site across the country to visit during the Autumn season.

**WINTER WANDERABLE!** Winter Issues: Your ad will be incorporated into a background template promoting Winter travel and travel gear (sun breaks, skiing trips, snowmobiling, B&B/hotel retreats, winter festivals/events, GPS units, cameras, photo developing, indoor activities such as museum tours, antiques, etc.). With purchase of a print ad (¼ page minimum buy) and a prize donation (\$250 minimum retail value) you can participate in this cool contest! Simply provide artwork (mentioning your prize).

### SEASONAL THEME COOP PROGRAM BENEFITS:

- Ads will be incorporated into a template promoting seasonal travel.
- The section promotes a prize giveaway (one or more) to a lucky winner(s) drawn from contest entrants.
- The contest will be promoted in print, online, via e-mail, and in media releases.
- Sponsors receive logo recognition online (with hyperlink).
- Opt-in leads will be provided to Coop participants.
- A hotlink will be included in e-mail newsletters and contest announcements to readers and subscribers.
- \*10% Premium applies to participation in Seasonal Theme Co-Ops



### SPECIALTY THEME CO-OPS:

**ROMANTIC GETAWAYS - Winter Issue**  
Promote your romantic destination just in time for Valentine's Day and Winter Getaways in this special Co-Op. Our readers want to hear about your candlelight dinners for two, secluded B&B's, overnight or spa packages and more.



**FAMILY GETAWAYS - Spring Issue**  
This special section will feature fun and affordable family travel. Highlight your reunion destinations, family adventures, family friendly hotels, amusement parks, zoos, national parks and more.



**TRAVEL TRENDS - Summer Issue**  
Promote your "latest and greatest" to our readers. Showcase your new products (sunglasses, clothes, cameras, camping gear, etc), your hottest vacation packages, new hotels and events and more!



### PROGRAM BENEFITS:

- At one great price, participation and benefits in the above theme co-ops include:
- All sizes available including logo (2x2).
  - Email promotion to readers and subscribers (25 words and hotlink included).
  - Banner ad with hotlink, photo or logo, and 25 words included on a special page at [Americanroadmagazine.com](http://Americanroadmagazine.com).