

*Attachment on File*

**AN EXAMPLE  
OF  
FAIRFIELD COUNTY CVB  
RESULT-BASED CONSTITUENT MARKETING PROGRAMS**

Fairfield County has a nucleus of family-friendly attractions that generate overnight visitation from the NY METRO ADI. The attached brochure combines museums, nature trails, special events, children's performing arts venues and special offers. This region-wide marketing is essential to be economical as well as comprehensive to stimulate response in this economic climate. FCCVB has invested in this marketing as its Winter/Spring cornerstone attraction.

For a **\$35 participation fee**, paid by each of the 12 museums, the participants will receive the visibility promised in the accompanying brochure and ad. (ad schedule below):

CTM brochure distribution	18,000 circ	\$2,484	Westchester and CT corporate location brochure racks
Brody Printing	35,000	\$3,845	
NY Observer	1/26/09, 2/2/09, 2/9	\$1,380	200k circ x 3 inserts
Jewish Week	1/26/09, 2/2/09, 2/9	\$2,331	80k circ x 3 inserts
NY Family Magazine	Feb, March, April	\$9,000	67k circ x 3 inserts
PARADE Magazine	April	\$8,815	1.5M circ x 1 insert
CT Vacation Guide	Feb - Dec	\$3,000	600k circ
Eblast	Jan, Feb,	\$3,500	50k circ x 2 inserts
		<b>TOTAL INVESTMENT \$34,355</b>	<b>2,740,100 impressions</b>

The impressions will cost \$.0125 apiece based on FCCVB's investment in this Winter/Spring cornerstone product. An individual museum could not even hope for the return of its investment for one of these ads, nor would their message command as much attention as the more powerful aggregated product. According to standard marketing principles, (12-impressions are required for a person to react), if only 10% of the audience is persuaded to visit, i.e. 22,834 families, average admission charge of \$6.00, this could mean \$342,512 in potential admission revenue alone generated by this promotion.

If visits could be anticipated in an 85/15% ratio of day/overnight visits, total average day-visit spending per family (2.5 people) is approx \$85.00 that would yield \$1.6-million in spending to the region's economy; total average overnight spending per family statewide is approx \$900 that could yield \$3+-million in spending to the region's economy.

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**From:** Jane Hollis [mailto:hollis@discoverymuseum.org]  
**Sent:** Friday, January 30, 2009 1:43 PM  
**To:** Cathy Sidor  
**Subject:** RE: Free adspace opportunity-Bridgeport

Hi Cathy—

How discouraging this all is!!!!

We could never afford the kind of promotional coverage the Kids Play and Summer by Land or Sea brochures gave us.

Jane

Jane M. Hollis  
 Director of Communications & Marketing  
 The Discovery Museum  
 4450 Park Avenue  
 Bridgeport, CT 06604  
 (203) 372-3521 x115  
 (203) 374-1929 FAX



# NEW YORK OBSERVER

915 BROADWAY, 9TH FLOOR, NEW YORK, NEW YORK 10010 212.755.2400 FAX 212.980.2087

To whom it may concern:

I manage The Fairfield County Convention & Visitor's Bureaus' advertising account at *The New York Observer* newspaper, a niche publication that is distributed primarily via paid subscriptions/home delivery throughout the NYC metropolitan area. Its readership is highly affluent and sophisticated; subscribers average house hold income is \$588,000 with average net worth of \$4,867,000. The editorial content is specific to Real Estate, Business, Society, and who is who in the Media today.

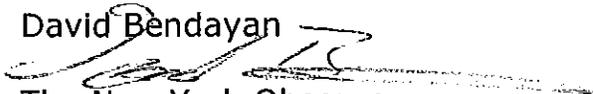
The Fairfield County CVB presents our readers from the NYC metro area with reasons to visit Fairfield County, CT. Special events from the regions cultural attractions, weekend getaways to its charming inns and family entertainment opportunities. The county has much to offer that appeals specifically to our readers because the county is a short drive or mass transit ride from the NYC area and it's an ideal day or weekend getaway destination. The NY Observer's 'Getaways' section, is an ideal environment to support Fairfield County's search for this audience. The content is complimentary and catalytic to the consumers' tourism decision-making process.

In conclusion, *The New York Observer* is a proud advocate of The Fairfield County Convention & Visitors Bureau advertising tactic to reach our readership because the advertng placed is such a good match for the interests of the audience and context of our newspaper.

This letter has been drafted for the purpose of stating our support for The Fairfield County Convention & Visitors Bureau's ongoing marketing to our subscribers, an ideal target audience for the Fairfield County lifestyle product and I hope it has served it's purpose.

Thank you for your time and consideration,

David Bendayan



The New York Observer  
Senior Account Executive

# The Observer Travel Classified

## WINTER GETAWAYS

ACCOMMODATIONS • DESTINATIONS • ADVENTURE • TRAVEL SERVICES • SPRING/SUMMER VACATIONS

### CARIBBEAN

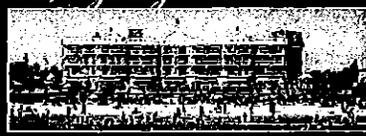


Ideal Caribbean retreat for couples, families and corporate functions. Ocean view dining with live entertainment. Choice of restaurants, night life and shops within walking distance.

**SOUTHERN PALMS BEACH CLUB** Present this ad when checking in for a 10% DISCOUNT on food and beverages during your stay.  
St. Lawrence Gap, Christ Church, Barbados, West Indies  
246-428-7171 • www.SouthernPalms.net

### DELAWARE

*Everything starts with the view!*



**BOARDWALK PLAZA HOTEL**  
Rehoboth Beach, DE ~ Ask about our getaway packages!  
www.boardwalkplaza.com (800)33-BEACH

### FLORIDA

**BEACHER'S LODGE**  
Oceanfront Suites

Sip your coffee on the oceanfront balcony & let the ocean waves ease your spirit. Unique hotel, each room is individually owned & decorated. Whatever your budget or intentions, we can find the perfect accommodations for your next visit to St. Augustine, FL

www.beacherslodge.com  
904-471-8849

### ISRAEL

**NOW VACATION**  
in JERUSALEM

20% Discount.  
Vacation Apartment.  
4 Star Hotel Suite!  
Best Location!  
LDR + Salon.  
Sleeps 4, Daily Maid.  
Kitchen, Health Club.  
zewwand@yahoo.com  
011-972-0-633-4758

### GEORGIA

**Great Anytime Getaways!**



17 ISLANDS BEACH-SEA ISLAND  
LITTLE ETOWNE ISLAND-REHOBOTH BEACH  
CONVENTION & VISITORS BUREAU

800-933-COAST (2637)  
COMECOASTAWHILE.COM

**THE  
NEW YORK  
OBSERVER**

**JUMP IN**

### NEW YORK

#### Geneva On The Lake... Bellissima

"One of the 10 most romantic inns in the US"  
-American Historic Inns

Italian Renaissance villa on Seneca Lake. Beautiful sunset & Sticks, Candy, light dining w/ live music. Friendly hospitality. Golf & wineries abound. AAA 4-Diamond.

**800-3-GENEVA**  
www.genevaonthelake.com

### NEW JERSEY

#### ESCAPE THE CITY

Oceanfront Apts.  
2 Hrs. from NYC  
10 Avail. At Co-op Rates  
Monthly or Yearly

Now Years Rental Avail.  
For Inspection  
Hotel Service, Pet Friendly

www.the-sea-gull.com  
800-550-5553

### UTAH



**snowbasin**  
A SUN VALLEY RESORT

**Powder Mountain**

**UTAH SKI HOMES**  
Lodging includes 2 ski passes per night.

### VERMONT



**The Arlington Inn**

An exquisite, romantic, 1818 Greek Revival mansion. Seventeen luxurious rooms with fireplaces & Jacuzzis. Enjoy contemporary New England fare & fireside dining. A perfect venue for weddings and special events. Ask about our Holiday gift certificates.

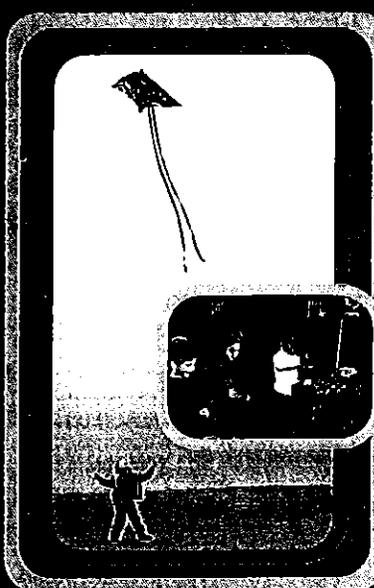
Arlington, Vermont  
www.arlingtoninn.com  
800-443-9412

OBSERVER.COM

### CONNECTICUT

Fairfield County/CONNECTICUT

*do it all inside & out!*



Make it a special getaway weekend, school holiday or Spring break! Dozens of museums to explore... Nature trails to hike... Ecology cruises to sail... and live theatre to enchant.

Call for a free brochure,

Fairfield County Convention and Visitors Bureau  
231 West Avenue, Newell, CT 06350  
(801) 853-7770 • (860) 253-2353  
www.visitfairfieldcounty01.com

### SKI AREAS



**Ski & Stay in** Connecticut's Farmington Valley

Half the drive, twice the fun!

For "Warm Up to Winter" lodging packages visit [fvva.com](http://fvva.com) or call 1-800-493-5268

For rates, hours & conditions visit [skisundown.com](http://skisundown.com)

**Ski Sundown**  
newhartford, connecticut

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Devoted Reader

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