

Town of Provincetown
 Visitors' Service Board
MARKETING SUBCOMMITTEE
 Meeting Minutes from
 March 6, 2009
 Tourism Office 330 Commercial Street

Members present: Kathleen Fitzgerald, James Bakker, Mick Rudd

Member absent: NONE

Staff: David Gardner, Assistant Town Manager

Others Participants: Candace Collins-Boden; Don Knuuttila; Keith Wilkinson

The meeting was called to order at 10:00 am

DIA	INSERT DATE	AD SIZE/TYPE	DUE DATE	Recommendation / Comments
American Art Collector	2009 co-op	One half page	-	No
TNews	2009 co-op	One half page	-	No
tuben	March/April 2009	One third page	-	No
American Art Review				Consider COOP to replace existing Arts advertising budget
Antique Antiques Digest				Consider COOP to replace existing Arts advertising budget
Antiques & the Arts Weekly				Consider COOP to replace existing Arts advertising budget
Best Read Guide (eCape)	May – Oct 6x Nov – Apr Free	One quarter page	4.1.09	YES – Marlo recommends increase to ½ page
Boston Magazine	2009	One third page	TBD	Consider replacement with Summer in the City
New England Travel/Life	Annual (2009)	One-half page	3.20.09	YES – Deadline pending
Summer in the City	Summer 2009	One-half page	TBD	Marlo's recommendation instead of Boston Magazine
ton Spirit Magazine	2009	One half page	-	NO
GoCodTravel.com (eCap)	Annual (2009)	Tile ad		Move from GLBT page to home page (general accommodation)
ve Magazine	April 2009 (Bridal issue)	One half page	TBD	YES – Seek Bridal Issue or consider for Women's Week COOP
cover New England	Annual (2009)	One half page	Done	
up Tour Magazine	FEB 09 (Winter)	One half page	Done	
up Tour Magazine	MAY 09 (Spring)	One half page	Done	
up Tour Magazine	AUG 09 (Summer)	One half page	6.1.09	**Recommend renegotiate out of remaining two insertions
up Tour Magazine	NOV 09 (Fall)	One half page	8.1.09	**Recommend renegotiate out of remaining two insertions
up Tour Media.com		Web page -free	Done	Part of GTM contract
iday Media – Group vel Planner.net	Annual (2009)	Junior page with profile	Done	
raveler Summer	2009	One third page	-	-

erama Magazine	-	One half page		No renewal for 2009
n on Tour Guide	2009	One half page	12.1.08	??? No contract ???
neral Gay Market				Recommendation to replace existing General Gay Market advertising:
Advocate				
Gay City News (NYC)				
A Bear's Life				
Metroline (CT)	May – Sep 2x/mo 10x	½ page		