

MONTHLY ELECTRONIC NEWSLETTER OPTION B – STAND ALONE

Distribution:

Approximately 20,000 Opt-in Subscribers – Full-list Rental.
Additional 30-day posting on Palm Springs Life.com.

Delivery:

Two "Stand-Alone" Newsletters each month delivered the Second and Third Friday of each month.

Materials: 85 Words of text, 1 Image, 1 URL.

Specs: 550w pixels by 800h.

HTML table of images or as a single image - jpg format.

Deadline: 1st of each month.

Cost: \$1,000 / month.

NEWSLETTER DEMOGRAPHICS

74% of the newsletter subscribers are within a one - day drive of the Coachella Valley.

This group is made up mostly of residents of San Diego, Los Angeles, Orange and Riverside counties.

8% are from the West Coast coastal communities from north of Los Angeles to Washington state.

The remaining subscribers are from across the U.S., with the next highest populations represented by airports servicing Palm Springs International Airport, including Arizona, Texas, Illinois, and Minneapolis.

Many users indicate they intend to travel to the desert within 60 days of visiting the *Palm Springs Life* website.

Many frequent visitors to the desert indicate they may often decide on a Thursday or Friday to travel that weekend for an event, in-climate coastal weather and spur of the moment decisions to travel.

