



Trip Rules

Advertisers who increase their net Investment by \$14,000 with Dow Jones Local Media Group during the period beginning October 3, 2011, and ending January 29, 2012 as compared to the corresponding period in the prior year (October 4, 2010-January 30, 2011) will receive a trip for two to St. Thomas. At least 20% of their incremental spending will be for digital media or services. Near misses do not qualify. (Advertising expenditures in all products except direct mail postage are applicable.) Deadline to sign up for this program is Friday, September 30, 2011.

Additional guest(s) are not permitted. No one under the age of 21 may participate in this program or travel. The trip is for the internal use of advertising decision makers only and it cannot be transferred to any other party. To qualify, businesses must have been in operation as of 10/1/2010.

The trip will commence and end in Newark, NJ (for NY and PA travelers); Boston, MA (for New England travelers); Medford, OR or San Francisco, CA (for west coast travelers). If participants must leave from another city, applicable surcharges will be assessed. The trip to St. Thomas will take place March 8-13, 2012. If the advertiser qualifies for the trip, but cannot depart on the date offered, the award is forfeited. The trip cannot be redeemed for cash or equivalent advertising space. All accounts must be in current credit status.

The airline imposes large penalties for name changes made within 60 days of departure. A trip registration form will be sent to you on or about January 15, 2012. Please be certain of your traveling companion when filing the final trip registration. Any name change after the Official Trip Registration is filed is subject to a \$150 per person change fee, which is the responsibility of the Advertiser. These penalties are imposed by the airlines, not Dow Jones Local Media Group. We require that your final registration form be filled out completely.

All accommodations are on a double/shared basis. Any advertiser traveling without a guest will be lodged in a more expensive single accommodation without extra charge. No redemption for cash or equivalent advertising space will be extended because of the absence of an advertiser's guest.

Dow Jones Local Media Group, Inc. is not responsible for any related income taxes or other taxes not specified above.

The responsibility of Impact Incentive Travel, Dow Jones Local Media Group, Inc. and / or their respective officers, directors, employees and agents and each of them is limited. Impact Incentive Travel and Dow Jones Local Media Group, Inc. act as agents for the various supplier companies and therefore accept no responsibility in all or in part and are not liable for any negligence or default in connection with any delay, loss, accident, injury, death, or damages to any person or to their belongings, however caused by or arising with the services of any vehicle, carriages, aircraft, motor or other conveyance, or hotel that may be used in this program. Impact Incentive Travel and Dow Jones Local Media Group shall not be responsible for any damages, injuries, death, or other losses caused to any person or to such person's belongings in connection with weather, terrorist activities, social or labor unrest, mechanical or construction difficulties, diseases, local laws, abnormal conditions or any other omissions or conditions outside the control of Impact Incentive Travel and Dow Jones Local Media Group. By embarking upon his/her travel, the traveler and their guest voluntarily assume all risks involved with such travel, whether expected or unexpected. All travelers and their guest are required to sign a Release of Claims agreement in order to participate in the trip. Program itineraries, dates and specifications are subject to change without advance notice.



You Could Be Here!

Join Dow Jones Local Media Group
In St. Thomas, of the US Virgin Islands
At the Sugar Bay Resort & Spa

DOWJONES
Local Media Group

CAPE COD
MEDIA GROUP

HVMG
HUDSON VALLEY MEDIA GROUP

PMMG
PACIFIC MIDWEST MEDIA GROUP

SAN JOAQUIN
MEDIA GROUP

SMG
SOUTHWEST MEDIA GROUP

SouthCoast Media Group
SouthCoastTODAY.com

SOUTHERN OREGON
MEDIA GROUP
SMA Shows - Another Day Through The World

Relax...

...and rejuvenate in Caribbean paradise when you qualify for Dow Jones Local Media Group's trip to St. Thomas.

St. Thomas is the most cosmopolitan island of the Virgin Islands, yet retains the distinctive atmosphere of a secluded Caribbean paradise. St. Thomas is packed with millions of opportunities for smiles and surprise. Its unique history and picturesque setting offers an experience unlike anything else in the Caribbean.



Though it's only 32 square miles in size, St. Thomas has a million miles worth of things to do. Go shopping and sailing, snorkeling and sightseeing, or diving and dining. Enjoy the island's world-renowned golf course, picture-perfect beaches and spectacular nightlife.



You will Experience 5 nights of luxury at the Wyndham Sugar Bay Resort & Spa

Not one of your typical white box hotels, the Wyndham Sugar Bay Resort & Spa is a place that's as unique as the island itself.

Perched high above the glittering Caribbean, this lush, 31-acre property offers views, your choice of ways to relax and an array of delicious foods to enjoy.

From the moment you start sipping your complimentary welcome drink in the colonial-style lobby, you'll know you will be well cared-for.



This is an all-inclusive hotel.



Forget your diet for a while!

Get a real taste of Paradise at the Wyndham Sugar Bay Resort & Spa, where all your meals and beverages are included. In addition to all your other meals at the hotel, you'll enjoy a scrumptious welcome dinner and farewell dinner with the group as well as a private ferry excursion to nearby St. John - so you can get to know your hosts and fellow travelers.



How Can You Qualify for the St. Thomas Trip?

Simply increase your net advertising investment by \$14,000 with Dow Jones Local Media Group during the period beginning October 3, 2011, and ending January 29, 2012 as compared to the corresponding period in the prior year (October 4, 2010-January 30, 2011) and receive a trip to St. Thomas. At least 20% of your incremental advertising spending must be toward digital media or services.



To begin your St. Thomas journey, please consult the rules and regulations on the back page of this brochure and contact your Dow Jones Local Media group account executive today.

Your Dow Jones Local Media Group St. Thomas Trip Includes

- Round-trip airfare to the Wyndham Sugar Bay Resort and Spa in St. Thomas, US Virgin Islands.
- Round-trip airport/hotel transfers from Cyril E Airport in St. Thomas to the Wyndham Sugar Bay Resort and Spa for each traveler.
- Welcome dinner with entertainment.
- Farewell dinner with entertainment.
- Join the group on a private ferry charter to St. John Island for shopping, sightseeing and lunch.
- Round-trip Porterage at Cyril E. Airport in St. Thomas.
- On-site concierge staff to see to your needs and assist you in planning activities on the island.



NOT INCLUDED IN THIS PROGRAM: Items of a personal nature, including laundry, mini-bar charges, telephone charges, internet charges and incidentals, rental of golf equipment, clubs, shoes or other golf apparel, spa treatments.

Sign Me Up!

I am ready to qualify for a trip for two to St. Thomas March 8-13, 2012!

I am ready to qualify for a trip for two to St. Thomas March 8-13, 2012! I understand that I must achieve a \$14,000 net advertising increase, 20% of which will be for digital media or services, beginning October 3, 2011, and ending January 29, 2012 as compared to the corresponding period in the prior year (October 4, 2010-January 30, 2011) to qualify for the trip to St. Thomas. Other restrictions apply; please see Trip Rules and Regulations for complete details. Trips begin and end in Newark, NJ (for NY and PA travelers); Boston, MA (for New England travelers); Medford, OR or San Francisco, CA (for west coast travelers).

This agreement is not an advertising commitment; it is merely my statement of intent to reach the goals and awards outlined in the rules and regulations. If I don't quite make the goal and do not earn the trip, I understand that I have no further obligation to make up the difference now or at any time in the future. I understand that my advertising commitments must be completed by January 29, 2012 and my account must be current in order to qualify.

Advertiser's 2010-2011 Advertising Expenditure for October 4, 2010-January 30, 2011: _____

Net advertising increase: \$14,000

Total to Qualify: _____

Advertiser Name: _____

Name of Business: _____

Advertiser's Address: _____

Advertiser's Phone #: _____

E-Mail: _____

Account #: _____

My Dow Jones Local Media Group Account Executive: _____

Business Phone #: _____

Advertiser Signature: _____

