

**MONTHLY ELECTRONIC NEWSLETTER
 OPTION A – RIDE ALONG WITH PSL NEWSLETTER**

- Only One Newsletter per Month
- 85 Words of text
- 1 Photo
- URL Listing
- Cost: \$250

RESERVATIONS - 2008

Month	Deadline	Sent
January	December 15	Last Friday of December
February	January 15	Last Friday of January
March	February 15	Last Friday of February
April	March 15	Last Friday of March
May	April 15	Last Friday of April
June	May 15	Last Friday of May
July	June 15	Last Friday of June
August	July 15	Last Friday of July
September	August 15	Last Friday of August
October	September 15	Last Friday of September
November	October 15	Last Friday of October
December	November 15	Last Friday of November

NEWSLETTER DEMOGRAPHICS

(+15,000 Subscribers)

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.

