

**FACT SHEET
VISITFLORIDA
AAA GOING PLACES SOUTH
Bimonthly: May/June 2010**

Profile: *AAA GOING PLACES SOUTH* is issued bimonthly and is edited to provide information on travel, featuring domestic and international destinations, cruise news and opportunities, AAA tour news, weekend driving tours, automobile reports, humorous travel stories, and numerous articles on where to stay, dine, shop and sites to see. *AAA Going Places Magazine* is published in two editions (North and South) for a total of 20 AAA clubs.

Circulation: 2,551,200 (FL, GA, western TN)

CVB Added Value:

- In-book reader service listing in May/June 2010
- Direct link from *AAA Going Places* online reader service page to advertiser's website for 90 days
- Editorial mention to all advertisers of 1/3 page or larger
- Section replication online with logo buttons that link to advertiser's website
- Bonus distribution in Puerto Rico, approx. 20,000

Scheduled Ad Size	Naples, Marco Island and the Everglades Partner Rate	Minimum Ad Cost
½ Page 4C	2" x 2 ¼" page formatted ad	
Cost Overview	\$3,585	\$5,537

Ad cost and size based on 3 participating partners. Naples, Marco Island, Everglades CVB reserves the right to change the overall ad size or forfeit this insertion.

Participation Agreement Deadline: September 15, 2009

Materials Deadline: September 15, 2009

Please provide the following materials for your ad: (you will see a proof prior to submission)

- A JPG photo via e-mail OR a TIFF or EPS in hi-res via CD (at least 3" x 2" at 300 dpi)
- 15 words of copy
- Name, city, phone and website of property

Please address all questions to Lauren Lewis at Lauren@paradiseadv.com.

Please go to the website below to sign up online and submit materials at:

www.paradisecoast.com/coop