

FACT SHEET
VISITFLORIDA
ARTHUR FROMMER'S BUDGET TRAVEL
June 2010

Profile: *ARTHUR FROMMER'S BUDGET TRAVEL* is the "how-to" travel guide servicing the leisure travel mass market. We provide consumers with affordable, practical and timely ideas that *instruct* and inspire. Reader-generated content is featured in editorial departments such as 20 Tips, True Stories, and the Budget Travel Upgrade, giving readers a forum to share their experiences and interact with other travelers.

Circulation: 675,000

Issue Editorial Focus:

June 2009 – Family Deals

CVB Added Value:

- "Callout Feature" in the Directory: Each advertiser will receive advertorial copy in the section plus listing in section directory (15 words of copy and logo)
- Reader Service Listing in book and online

Partner Added Value:

- Budget Travel Content: Utilize VISIT FLORIDA co-op sections on VISITFLORIDA.COM and provide valuable exposure for co-op participants with click thru to their sites.
- Advertorial copy to include Partner mentions

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	\$3,412	\$5,630

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 and submit materials online at:

www.paradisecoast.com/coop