

FACT SHEET
CUSTOMIZED GUIDE CREATED BY THE CVB
Arts & Culture Guide
May 2010

Naples, Marco Island, Everglades CVB has created a powerful, new Arts & Culture guide that will increase awareness of the Arts available to the cultural enthusiast. This guide will be inserted into the May 2009 issue of *ART News* and will be distributed to 84,533 in both Florida and the domestic United States. *ART News* provides behind-the-scenes access to all aspects of art & culture and offers comprehensive coverage of the people, places, events and institutions that shape the international culture scene.

Arts & Culture Guide Distribution

- *ART News* - 84,522 distributed Nationally
- Largest audience of any arts publication in the world
 - 10,000 Overruns

Added Value Merchandising

- Subscriber mailing to up to 1,000 names
 - Digital Guide
 - Reader Service listing

Costs will vary based on ad size chosen and ad positioning. Once partner participation is solidified an ad sales cost overview will be developed and distributed. Individual costs will start at approximately \$2,700.

Participation Agreement Deadline: September 15, 2009

Materials Deadline: September 15, 2009

Material sizes will be determined once an overall sell sheet and commitments are made.

An additional 10% will be given with four-guide commitment.
For non-profit partners a 20% discount will apply.

Sales Contact
Charles Lewis
charles@collinsonpublishing.com
800-241-9461 – main
770-335-6776 - cell