

**FACT SHEET
VISITFLORIDA
AUDUBON MAGAZINE
November/December 2009**

Profile: *AUDUBON MAGAZINE* provides a place for nature and wildlife enthusiasts, outdoor adventurers and environmentalists to learn, explore and be inspired by the natural world's great beauty and extraordinary diversity.

Editorial Profile: *Audubon's Great Florida Birding Trail* advertorial attracts a wildly profitable segment of prospects – BIRDWATCHERS

Circulation: 400,000

CVB Added Value:

- Free online listing under "Great Florida Birding Trail" on www.vacationplanning.net
- Free in-magazine Reader Service listing
- Editorial about Collier County birding trails and natural attractions

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	\$2,230	\$3,195

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