

**FACT SHEET  
VISITFLORIDA  
BRIDAL GUIDE**

Bimonthly: January/February 2010

**Profile:** *BRIDAL GUIDE* is for the contemporary bride-to-be, focusing on current trends in fashion, beauty, home design, and honeymoon travel. Complete, detailed information on wedding planning and social issues that affect the bride and groom are regular features.

**Circulation:** 189,400 (162,000 unique visitors/month on Bridalguide.com)

**CVB Added Value:**

- Supporting text, images and contact information within the section
- Bonus honeymoon package listing within the section
- Reader Service, Reply Card and Web Directory listing
- Listing to appear on bridalguide.com for two months
- VISIT FLORIDA-branded section e-mail blast to 50,000 op-in recipients
- VISIT FLORIDA-branded micro site on bridalguide.com for three months

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	\$1,465	\$2,887

**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](mailto:Lauren@paradiseadv.com).

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

[www.paradisecoast.com/coop](http://www.paradisecoast.com/coop)