

FACT SHEET
CUSTOMIZED GUIDE CREATED BY CVB
BRIDAL – 16 PAGE GUIDE
March/April 2010

Naples, Marco Island, Everglades CVB in conjunction with Paradise will produce a 16-page guide dedicated to the bridal/honeymoon opportunities in the area. The guide will contain information regarding all aspects of “planning a wedding” and how it relates to Naples, Marco Island and the Everglades and will match the branding effort. The guide will be inserted into targeted publication(s) and additional copies will be reprinted for other targeted uses. The following provides an overview of the type of publication that could be utilized for this opportunity:

Profile: *BRIDAL GUIDE* published bimonthly, is a magazine for the contemporary bride-to-be. Sixteen-page insertion in the March/April “Southeast Weddings & Honeymoons” issue. Provides an exceptional opportunity to place a sixteen-page insert.

Added Value: Deployment of digital guide that will contain each partner ad will be placed on online sites.
Included a “Win a Wedding” promotion incorporated around the insert and provides additional exposure.

Circulation: 25,000 – Southeast including AL, FL, GA, MS, NC, SC, TN

Overrun: 10,000 to be utilized as a fulfillment guide.

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 \$2,000.

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.

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