

**FACT SHEET  
VISITFLORIDA  
COASTAL LIVING  
June 2010**

**Profile:** *COASTAL LIVING* is a national lifestyle magazine that celebrates life along the coast and is published 10x per year. By providing an escape route, its editorial attempts to break the routine of everyday life and capture the joy of life by the sea.

**Circulation: 450,000 (east of the Mississippi)**

**CVB Added Value:**

- Advertisers receive in-book BRC and listing in “Good Stuff Guide” with 800# and web address
- Advertisers will also be listed on coastalliving.com/marketplace site with link to their site
- Advertisers will also receive online listing in “Good Stuff Guide” with logo/35 words of copy, and the link to their site
- Advertisers will also be included in the VISIT FLORIDA eNewsletter e-mailed to 200,000 subscribers in conjunction with the section

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	\$2,940	\$3,180

***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)