

**FACT SHEET
VISITFLORIDA
COLLINSON IN-STATE INSERT
April (Spring) 2010**

Profile: *COLLINSON PUBLISHING IN-STATE INSERT* targets Florida residents, composed of 12 to 24 four-color pages of Florida-exclusive content. Editorial will focus on family activities, theme parks, golf, boating, and beaches throughout the state.

Circulation: 1,682,500

Newspapers: *Bradenton Herald, Fort Lauderdale Sun-Sentinel, Fort Myers New-Press, Gainesville Sun, Jacksonville Times-Union, Jupiter Courier, Lakeland Ledger, Melbourne Florida Today, Miami Herald, Naples News, Ocala Star Banner, Orlando Sentinel, Pensacola News Journal, Sarasota Herald Tribune, Stuart Treasure Coast Newspapers, Tampa Tribune, St. Petersburg Times, Tallahassee Democrat, USA Today, West Palm Beach Post*

Issue Editorial Focus: 12-24 page 4-color section targeting Florida residents

CVB Added Value:

- Web banner on the Collision Travel Network for all advertisers buying a minimum of 1/8 page unit. The Network consists of over 100 sites that can be targeted by geography/demography and content (e.g. "travel related" pages only, etc.)
- Photo and 25-word description that links to a Florida microsite containing up to 500 words of copy and a photo on vacationplanning.net
- Free reader service, which will include respondent's e-mail

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	\$4,217	\$8,396

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: Spring Issue: September 15, 2009
Materials Deadline: Spring Issue: 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