

FACT SHEET
VISITFLORIDA
CONDÉ NAST TRAVELER – Florida’s Escapes Section
May 2010

Profile: *CONDÉ NAST TRAVELER* is edited and designed to provide experienced, discerning leisure and business traveler with an array of distinctive travel experiences. Regular features include in-depth investigative reports, photo essays, and a variety of annual reader polls rating the best places in the world to stay, eat, work, and play.

Circulation: 300,000 (37% of total circulation covering AL, FL, GA, KY, LA, MS, NC, SC, TN, VA, WV, DC, MD, NY Metro, East PA, South NJ)

CVB Added Value:

- Each advertiser will receive editorial equal to their ad unit size
- Each advertiser will receive one 25-word listing per insertion on *Travelscape*, CNT’s in-magazine and online reader service program
- Advertisers running ½ page or more will receive 1,000 Database names (targeted by geography and demographics)

Partner Added Value:

- Advertorial copy to include Partner mentions

Scheduled Ad Size	Naples, Marco Island and the Everglades Partner Rate	Minimum Ad Cost
½ Page 4C	2" x 2 ¼ page formatted ad	1/6 Page 4C
Cost Overview	\$3,995	\$6,413

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