

FACT SHEET
CONSUMER E-NEWSLETTER
LEISURE
Annual – Quarterly

Profile: Postcards from Paradise Newsletters targets opt-in consumer e-blasts which will be sent out on a monthly basis. These e-blasts will have a niche defined each month; however, they must be purchased by quarter. As an example the following e-blasts were sent out in 2009:

- May – Golf
- June – Family
- July – Fishing

Database will change for each niche that will be targeted. In addition, the number of opt-in subscribers will also change. The overall schedule will be available shortly.

Design: Co-op partners will be placed on the footer of each newsletter.

Package Overview:

- Ability to contain up to 2 co-op partners

Scheduled Ad Size	Per Co-Op Partner	Overall Cost of One E-Blast
Newsletter	Quarterly Cost	
Cost Overview	\$688	\$2,000

Ad cost and size based on 2 participating partners for each e-blast. 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)

- Line of descriptive copy (offer)
- Property name
- City
- URL to link for click-through to
- A JPG photo via e-mail OR a TIFF or EPS in hi-res via CD (at least 3" x 2" at 300 dpi)

Please address all questions to Lauren Lewis at Lauren@paradiseadv.com.

Please fax or email this completed form to contact above or sign up online:
www.paradisecoast.com/coop