

**FACT SHEET
VISITFLORIDA
COOKING LIGHT**

BiMonthly: January/February 2010

Profile: *COOKING LIGHT* is proud to offer **A TASTE OF FLORIDA** to help showcase the culinary highlights of Florida. This will consist of an in-book special section in *Cooking Light*; perfect timing to target families as they plan their spring and summer vacations.

Circulation: **423,000** (including FL, GA, SC, NC, VA, MD, DE DC, WV, KY, TN, AI, MS, LA and AR)

CVB Added Value:

- Inclusion in advertorial program with the size of the advertorial space at ½ page 4C
- Destination feature on our Inside Scoop reader service page including 15 words of copy and hi-res image of your destination.
- Destination featured on *Cooking Light's Getaways page to enhance visibility including 60 words of copy, logo and hi-res image of destination*
- Advertorial will be featured on *Cookinglight.com/getaway* during January and February, 2010
- Email promotion to 3,000 subscribers, Value \$1,500

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	\$1,935	\$3,580

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