

FACT SHEET
ECHO ENCOUNTERS – IN-STATE INSERT
 Spring: Feb – May 2010

Profile: *ECHO ENCOUNTERS* newspaper insert is a planning guide for unique ecological, cultural, heritage and outdoor vacation experiences. This high-quality newspaper insert offers advertisers the opportunity to showcase the nature, history and culture of their areas in a graphically pleasing editorial-photo format.

Circulation: **100,000** copies distributed via Florida Welcome Centers, Florida State Parks, Florida RV Association, the 30+ Play-It-Again Sports stores and The Villages Sun Newspaper.

Issue Editorial Focus: Authentic & Sustainable places which include Ecological, Culture, Heritage and Outdoor activities. Also provides “Green” initiatives.

Quick Facts:

- *ECHO FL* consumer profile:
 - 87% do outdoor activities.
 - 99.6% do cultural and historic.

Participation Benefits/Added Value:

- Free listing on www.FreeFloridaGetaways.com for 4 months
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Scheduled Ad Size	Naples, Marco Island and the Everglades Partner Rate	Minimum Ad Cost
½ Page 4C	2” x 2 ¼” page formatted ad	
Net Rate	\$762	\$ 949

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”x2” 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