

FACT SHEET
VISITFLORIDA
FLORIDA INSIDER GUIDE
April 2010

Profile: *FLORIDA INSIDER GUIDE* is a magazine for Floridians, written by Floridians. Short, engaging copy inspires Floridians to travel and makes them feel like they are “in the know.” The features showcase lists of itineraries and travel tips on weekend getaways, events and other vacation ideas for the Florida resident. Content will integrate with VISITFLORIDA.COM.

Circulation: 300,000

CVB and Partner Added Value:

- Mailed to Florida residents and distributed at Florida Welcome Centers
- Reader Response mechanism

Scheduled Ad Size	Naples, Marco Island and the Everglades Partner Rate	Minimum Ad Cost
2-Page Spread 4C	2" x 2 1/4" page formatted ad	
Cost Overview	\$1,290	\$2,136

Ad cost and size based on 12 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