

FACT SHEET
VISITFLORIDA
AMERICA GO GUIDE
Fall 2009 and Spring 2010

Profile: *AMERICA GO GUIDE* is an integrated marketing campaign in the United Kingdom. The campaign includes national newspaper and magazines, a customized online promotion, and a dedicated Florida supplement.

Circulation: +1,150,000

Fall/Spring Print Media: The Sunday Times, The Daily Telegraph, Essentially America Magazine, ABTA (Association of British Travel Agents)

CVB Added Value:

- Reader response information for all advertisers in print and online in each segment
- Online sweepstakes promotion with advertiser links featured
- Campaign e-mail newsletters to an opt-in database featuring all advertiser links and travel notes
- Customized e-mail newsletters sent to an opt-in database of 25,000 for advertisers buying a half-page ad and larger or making a 2x commitment for any ad size

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	\$6,475	\$11,700

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: EARLY CLOSE August 15, 2009

Materials Deadline: EARLY CLOSE August 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