

**FACT SHEET
VISITFLORIDA
GOLF DIGEST
March 2010**

Profile: *GOLF DIGEST* is edited to help all levels of golf enthusiasts to improve their play and enjoy the game more. The publication provides instruction and tips by teaching-professionals and playing-editors, including celebrities of the golf world: Tiger Woods, Phil Mickelson, Ernie Els, Nick Price, Se Ri Pak, Amy Alcott and Tom Watson. *Golf Digest* also contains features on golf travel, health & fitness, player profiles and course rankings.

Circulation: 500,000 copies distributed east of the Mississippi to an upper income demographic.

CVB Added Value:

- For ½ page 4C ad, *Golf Digest* will provide statistical analysis match marketer's "Best Customer" list.
- Advertorial copy and photography with ½ page 4C ad
- Reader Service in-book listing
- Highlight on the "Hot Deals & Great Getaways" web page
- Downloadable PDF guide on the *Golf Digest* promotional site for three months

Minimum Project Ad Size	Co-op Advertisement	Minimum Size available from the publisher for VISIT FLORIDA Partners
½ page ad 4C	2" x 2 ¼ page formatted ad	1/6 Page 4C
Cost Overview	\$4,000	\$8,200

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