

FACT SHEET
Madden Media
LUXURY TRAVEL NETWORK
Monthly: March – June 2010

Profile: *Justluxe.com* is an online network luxury portal that is singularly focused on a sophisticated, affluent travel audience. The Luxury Channel distributes impressions against magazine sites including: Departures, Food & Wine, Travel & Leisure, Golf, CNN, Money, InStyle and more.

In addition, these sites can be geo-targeted to include New York, Chicago, Orlando, Tampa/St. Petersburg, Fort Lauderdale and West Palm Beach.

Impressions: Delivers over 3 million impressions per month through eye catching, expanding banners ad, which includes eye-catching video.

Time Frame: Three-month commitment is desirable to maximize reach and capitalize on frequency of message.

Placement: All impressions will be delivered on Destination content-targeted Florida pages.

Scheduled Ad Size	Naples, Marco Island and the Everglades Partner Rate	Minimum Ad Cost Alone
300 x 250 Expandable	Tab for each Partner/Month	Medium Rectangle
Rates	\$5,950	\$28,000

Ad cost and size based on 5 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)

- Line of descriptive copy (offer)
- Property name
- City
- URL to link for click-through
- A JPG photo via e-mail OR a TIFF or EPS in hi-res via CD (at least 3" x 2" at 300 dpi)
- Logo

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