

**FACT SHEET  
VISITFLORIDA  
MIDWEST LIVING  
Jan/Feb 2010**

**Profile:** *Midwest Living* is a publication edited to feature every aspect of life in the Midwest. The 2<sup>nd</sup> annual "Midwesterners Guide to Florida" will be published in the March/April 2009 issue.

**Circulation: 950,000**

**CVB Added Value:**

- Each advertiser will receive advertorial space commensurate with their ad unit
- Each advertiser will be featured in the travelmeredith.com monthly e-newsletter sent to 200,000 travel enthusiasts
- Also included is in-book reader service card and listed on individual magazine's website. All leads will be e-mailed to advertisers.

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	\$6,405	\$7,490

***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](mailto:Lauren@paradiseadv.com).

**Please go to the website below to sign up online and submit materials at:**

[www.paradisecoast.com/coop](http://www.paradisecoast.com/coop)