

**FACT SHEET
NEW YORK TIMES
GREAT GETAWAYS E-BLAST
February (2) & March (1), 2010**

Profile: New York Times Great Getaways E-Blast targets double opt-in subscribers who request to receive a leisure travel offer. They are sent out daily throughout the year, and Naples, Marco Island and the Everglades will target late February – early March to prompt travel during winter timeframe in New York.

Total E-Blast: 387,000 opt-in subscribers per each delivery promoting the destination and the partners

Package Overview:

- Ability to contain up to 5 co-op partners
- Direct hyper link to the partners websites

Scheduled Ad Size	Per Co-Op Partner	Overall Cost of One E-Blast
E-Blast	Great Getaway Weekends	Great Getaway Weekends
Cost Overview	\$1,625	\$11,250

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

Material Deadline: September 15, 2009

Please provide the following material 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 to
- A JPG photo via email OR a TIFF or EPS in hi-res via CD (at least 3" x 2" at 300 dpi)

Please address all questions to Lauren Lewis at Lauren@paradiseadv.com.

***Please fax or email this completed form to contact above or sign up online:
www.paradisecoast.com/coop***