

FACT SHEET
NEW YORK TIMES
NEWYORKTIMES.COM
Monthly: February – April 2010

Profile: *nytimes.com* reaches over 400,000 readers daily and has been proven to be a very effective and efficient way to reach the New York leisure traveler.

Impressions: Expandable leaderboard that will house five partners can be delivered within the News, Home Page, and a sliding billboard on Travel, News or Entertainment channel for 20 delivering over 500,000 impressions over a monthly period.

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

Placement: Placement will be over the Travel Channel, and News and Entertainment channels for one month with all co-op partners as a part of each ad placement.

Scheduled Ad Size	Naples, Marco Island and the Everglades Partner Rate	Minimum Ad Cost
Various Ad Sizes	Ad placement within each size unit/Month	300 x 600 Rectangle
Net Rate	\$1,477	\$10,000

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