

FACT SHEET
ORLANDO SENTINEL MEDIA GROUP
ORLANDOSENTINEL.COM
 Monthly: March – June 2010

Profile: *orlandosentinel.com* reaches affluent adults to families, and also is home to your top prospects. Over 21% of households have an income of \$100K+, and 56% have shopped for travel, hotel and auto rental within the past year. In addition, 52% of OS.com users made travel reservations within the past 30 days.

Impressions: Half Page (300 x 600) Medium Rectangle will be utilized to deliver over 300,000 impressions per month. In addition, 300 x 250 expandable rectangles and a Sliding Leaderboard will be placed at 100% Share of Voice on the Travel site for 20 days to increase visibility on the website.

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	\$1,780	\$12,575

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