

FACT SHEET
PLAY FLORIDA GOLF*
Biannual

Profile: *PLAY FLORIDAGOLF*, the State's Official Golf Vacation Planning Guide that reaches Florida-bound golfers *before* they make travel plans. The publication provides golfers with a complete resource including regional maps, destination information, enhanced listings of preferred courses and accommodations, and a complete directory of all public-accessible golf courses in the state. The Guide is also a valuable resource for in-state golfers.

Circulation: 175,000 Annually – Published twice a year
Issue Dates:

WINTER/SPRING – December 2009
SUMMER/FALL – July 2010

CVB Added Value:

- Full-page, four-color ad in *2010 Golf in Paradise* – the official fulfillment publication for all golf-specific inquiries to the CVB – 15,000 copies.
- Formatted ad in the CVB's 2-page Section in the State of Florida's Official Golf Vacation Planning Guide – the Official fulfillment publication for VISIT FLORIDA and the Florida Sports Foundation. *Play FLORIDA* is distributed at 18 Consumer Golf Shows in target markets of Florida-bound golfers **BEFORE** they make their travel plans – the best time to influence decisions on destinations! More than 400,000 golfers visit the Florida exhibits! *Play FLORIDA* is also the only statewide Golf Guide in all Official Florida Welcome Centers and select AAA Travel Offices.
- Opportunity to attend Golf Shows – all you need to do is “show up” and *generate new business!*
- Hot Deals – 24/7 access and management to post specials online to help *increase your business*, especially during shoulder and off-peak seasons!
- **EXCLUSIVE** – ALL leads generated through *Play Florida* – 8,000+ in 2009. These are *great new potential customers!*

Annual Investment – Up to six partnerships available
Total Annual Investment
\$5,000

Cost per partner pricing: Partner rates vary by the size of the ad and will be sold through Gary Jones. Please see contact below for additional information and sign-up.

Ad cost and size based on 6 participating partners. Naples, Marco Island and the Everglades CVB reserves the right to change the overall ad size or forfeit this insertion.

Participation Agreement Deadline: September 15, 2009

TERMS: 50% due and payable with Agreement – balance due December 10, 2009

***QUESTIONS and/or SIGN-UP:** Please contact Gary Jones at 352.475.2200 ext 4 or gary@dmiflorida.com