

**FACT SHEET**  
**SMERF MEETINGS JOURNAL**  
April 2010

**Profile:** *SMERF MEETINGS JOURNAL* is a cost-effective method to reach Social, Military, Educational, Religious, and Fraternal organization meeting planners. SMERF events have special needs and requirements based on attendee demographics and the causes their organizations represent.

**Circulation: 8,500**

**Issue Editorial Focus:** Florida Issue

**CVB Added Value:**

- SMERF only e-blast including click-through and lead report

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	\$575 per issue	\$2,200

***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)