

FACT SHEET
SMERF MEETINGS JOURNAL
August 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: Directory

CVB Added Value:

- ½ page matching advertorial
 - Partner mentions
- 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.

Please go to the website below to sign up online and submit materials at:

www.paradisecoast.com/coop