

FACT SHEET
BUSINESS MAGAZINES INTERNATIONAL
SELLING LONG HAUL
September 2010

Profile: ***SELLING LONG HAUL*** is a monthly publication and includes US news sections and US features in every issue. It is distributed in the UK and Ireland to travel agencies, home-based travel agents, online agencies, and tour operator reservation and contracting departments. The September issue will feature Florida destinations.

Circulation: **16,500** (UK and Ireland)

CVB Added Value:

- Online edition posted to website which currently has 25,000 registered users. The online edition has extra functionality with advertisements such as live website and e-mail addresses.

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	\$678	\$890

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