

FACT SHEET
SHOP AMERICA
Spring/Summer 2010

Profile: *SHOP AMERICA MAGAZINE* reaches 100,000+ domestic and International visitors, tour operators and travel partners with the only publication for travelers who love to shop.

Circulation: 100,000

Issue Editorial Focus:

Shopping Destinations

Quick Facts:

- Distributed to thousands of AAA members throughout the USA and Canada through an exclusive distribution agreement with AAA/CAA clubs.
- **NEW ENHANCED UK CONSUMER DISTRIBUTION** — *Essentially America*, the UK's leading consumer magazine dedicated to travel and lifestyle in the U.S.A. Distribution is 50,000 with a readership of more than 110,000!
- Stylish and savvy layout and editorial showcases GREAT SHOPPING DESTINATIONS along with travel and shopping news.

CVB Added Value:

- POW WOW DISTRIBUTION: Distribution of *SHOP AMERICA* Magazine's 2010 Spring/Summer issue will include the more than 5,500 delegates attending International Pow Wow in May 2010 through an exclusive agreement with AAA/CAA clubs.

Scheduled Ad Size	Naples, Marco Island and the Everglades Partner Rate	Minimum Ad Cost
½ P 4C	2" x 2 ¼" page formatted ad	
Cost Overview	\$900	\$1,050

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