

**FACT SHEET  
VISITFLORIDA  
SOUTHERN LIVING  
March 2010**

**Profile:** *SOUTHERN LIVING* is published monthly covering today's South. The publication addresses the bond between the South's traditional and cosmopolitan attitudes. It is a lifestyle guide for the ever-changing, ever-expanding South.

**Circulation: 1,260,000**

- DE, DC, FL, GA, MD, NC, NJ, NY, PA, SC, VA

**CVB Added Value:**

- Listings and leads on Southern Living's free travel information page
- One four-color image and link – listing by activity, geography or both, with each insertion

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	\$6,960	\$24,837

***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)