

FACT SHEET
DUE NORTH CONSULTING
SPORTS DESTINATION MANAGEMENT
Bimonthly: July 2010

Profile: *SPORTS DESTINATION MANAGEMENT* reaches sports event decision makers in a multitude of disciplines – ranging from NCAA & USOC to the American Youth Soccer Organization. It is a bimonthly publication focusing on significant issues facing sports events owners and bearing of location selection decisions. The mission of *Sports Destination Management* is to assist sports event producers in advancing the style in which their organizations design, implement and manage events while stressing a unique emphasis on the event-destination relationship.

Circulation: 18,000

CVB Added Value:

- 3x Discounted Rate

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	\$420	\$1000

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