

**FACT SHEET**  
**COVEY PUBLISHING**  
**SPORTS EVENTS MAGAZINE**  
December 2009

**Profile:** This publication targets athletic directors and coaches that have sporting events in the southern region of the domestic United States.

**Circulation: 16,525**

**Editorial Focus:** December 2008 – Planner’s guide plus Sports Commission & sports oriented CVBs

**CVB Added Value:**

- December – Enhanced listing and matching advertorial at equal to purchase size of ½ page 4C
  - Partner mentions within advertorial
- Directory listing
- \$1,000 e-credit to be used on sportseventmagazine.com
- Ads appear for full year online in the digital edition
- Hyperlink to direct website
- Readers Service listing
- Hot Sites Internet BRC
- Sports Events resource e-mail

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	\$473	\$2,090

***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)