

**FACT SHEET
COVEY PUBLISHING
SPORTS EVENTS MAGAZINE
March 2010**

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: State of the Industry: Annual Trends in Sports Events

CVB Added Value:

- Bonus distribution at NASC Annual Symposium
- \$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.

Please go to the website below to sign up online and submit materials at:

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