

FACT SHEET
SCHNEIDER PUBLISHING
SPORTS TRAVEL MAGAZINE
April 2010

Profile: *SPORTS TRAVEL* serves the sports-related travel and event industry. *Sports Travel* also includes news and notes on the activities of sports commissions and convention and visitor bureaus. Each column is written from the standpoint of a sports event organizer. Other feature stories and regular columns written by expert contributors discuss sports management topics including: event registration, sports insurance, ticket packages, and event marketing and sports sponsorships.

Circulation: 17,000

Editorial Focus: Opening Day Cover Story

CVB Added Value:

- Bonus Distribution: CSTA Convention, NASC Annual Conference, Affordable Meetings Mid-America
- Web link on Sports Travel during month of April
- Reader Response listing during month ad is running

Scheduled Ad Size	Naples, Marco Island and the Everglades Partner Rate	Minimum Ad Cost
½ Page 4C	2" x 2 ¼ page formatted ad	
Net Rate	\$550	\$2,000

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"x2" 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