

**FACT SHEET**  
**VISITFLORIDA**  
**OFFICIAL TRAVEL INDUSTRY GUIDE**  
January 2010

**Profile:** *VISIT FLORIDA OFFICIAL TRAVEL INDUSTRY GUIDE* showcases all of the various aspects of vacation experiences that the State of Florida has to offer. The guide includes information on family travel, luxury travel, eco-tourism, sports, beaches, dining and entertainment.

**Circulation: 50,000**

**5,000 extra copies will be distributed by VISIT FLORIDA and Recommend at key travel industry trade shows**

**CVB Added Value:**

- Distribution to U.S. and Canada travel agents through the VISIT FLORIDA website and recommend.com
- Exposure in Recommend Weekly's Florida edition with links to advertiser websites

Scheduled Ad Size	Naples, Marco Island and the Everglades Partner Rate	Minimum Ad Cost
½ page ad 4C	2" x 2 ¼ page formatted ad	
Cost Overview	\$1,455	\$4,585

***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)