

**FACT SHEET
TRIPINFO.COM**

Monthly: March – June 2010

Profile: *tripinfo.com* is a website which will drive both consumers and planners directly to partner websites with the ultimate goal of direct booking of room nights. It is recognized throughout the industry for its easy self-selecting format. Click-thru rates nearly 12x the national average.

Placement: Will be on Naples, Marco Island and the Everglades page utilizing a Wide Skyscraper, which will dominate the page. The Skyscraper will open up to reveal the partners as the mouse slides over the CVB ad.

Time Frame: Three-month commitment is desirable to maximize reach and capitalize on frequency of message.

CVB and Partner Added Value:

All advertisers feature a play-video link which includes pictures from the area and partner properties.

Scheduled Ad Size	Naples, Marco Island and the Everglades Partner Rate	Minimum Ad Cost Alone
Medium Rectangle	Medium Rectangle	Medium Rectangle
Rates	\$1,500	\$10,200

Ad cost and size based on 5 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)

- Line of descriptive copy (offer)
- Property name
- City
- URL to link for click-through
- A JPG photo via e-mail OR a TIFF or EPS in hi-res via CD (at least 3" x 2" at 300 dpi)
- Logo

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