

FACT SHEET
VISITFLORIDA
VISIT FLORIDA MAGAZINE
Annual - Published December 2009

Profile: *VISIT FLORIDA Magazine* is the new primary fulfillment piece for the consumer market and has the highest conversion of readers to visitors of any publication. The Guide includes engaging travel writer features, stunning photography, and the most comprehensive travel planning reference available in print. Planning content, such as listings, grids, and maps, is arranged geographically for ease of use.

Circulation: 300,000

CVB and Partner Added Value:

- Reader Response
- Distributed at consumer trade shows, travel agencies, & tour operators. Also at VISIT FLORIDA Welcome Centers and AAA Offices.

Scheduled Ad Size	Naples, Marco Island and the Everglades Partner Rate	Minimum Ad Cost
2-Page Spread 4C	2" x 2 1/4" formatted ad	
Cost Overview	\$1,586	\$2,670

Ad cost and size based on 12 participating partners. Naples, Marco Island, Everglades CVB reserves the right to change the overall ad size or forfeit this insertion.

Participation Agreement Deadline: EARLY CLOSE - September 2, 2009

Materials Deadline: EARLY CLOSE - September 2, 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:

www.paradisecoast.com/coop