

FACT SHEET
COLLINSON PUBLISHING
VACATIONPLANNING.NET
Monthly: March – June 2010

Profile: **VacationPlanning.net** targets women planning vacations for their families. It provides specific destination information, travel packages, event listings, and tools to help plan a memorable vacation. This campaign is a paid three-month campaign; however, it will be continued through the remainder of the year at no additional charge

Leads: Total E-Blast; 100,000 promoting the destination and the partners.

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

Package Overview:

- Leads shared by partners
- Ability to promote up to 5 partners
- Direct hyperlink to partner sites

Minimum Project Ad Size	Co-op Approximate Partner Rate	Minimum Package
½ Page 4C		100,000 Opt-In Subscribers
Net Rate	\$1,700	\$12,000

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)

- 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)

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

www.paradisecoast.com/coop