

FACT SHEET
CUSTOMIZED GUIDE CREATED BY CVB
Naples, Marco Island and the Everglades Official Visitors Guide
January 2010

Due to the success of the Naples, Marco Island and the Everglades Official Visitors Guide, it is recommended that a new guide be developed to include additional aspects of Naples, Marco Island and the Everglades as a vacation destination. This guide will again be distributed to inquiries for information from ads and editorial, meeting attendees in Collier County, hotels and attractions, as well as distribution at trade shows.

Profile: *Naples, Marco Island and the Everglades Visitors Guide* showcases the natural beauty and activities that make Collier County unique from other vacation destinations. The guide is in a magazine-style format with full color photography and full of information on accommodations, attractions, recreation and entertainment in Naples, Marco Island and the Everglades.

Circulation: 125,000

Added Value: Editorially complete with an extensive list of events and detailed area maps/listings.
Very qualified leads - extremely targeted audience.
Extremely low cost per thousand – affordable rates from as low as 2 cents per visitor.

Costs will vary based on ad size chosen and ad positioning. Once partner participation is solidified an ad sales cost overview will be developed and distributed. Individual costs will start at approximately \$2,000.

Participation Agreement Deadline: September 15, 2009

Materials Deadline: September 15, 2009

Material sizes will be determined once an overall sell sheet and commitments are made.

Please call Miles Media/Drew Nugent to discuss co-op opportunities and pricing.