

**VISIT FLORIDA SANCTIONED OPPORTUNITY**  
**ARTHUR FROMMER'S BUDGET TRAVEL**  
June 2011

**Profile:** *ARTHUR FROMMER'S BUDGET TRAVEL*, published 10x a year, is a how-to travel guide servicing the leisure travel mass market. It provides consumers with practical, smart and timely ideas that instruct travelers. Plus, it provides opportunities for readers to tell exactly what they are looking for in a vacation, plus their best insider tips. Reader generated content is featured in editorial departments such as 20 Tips, True Stories, and the Budget Travel Upgrade, giving readers a forum to share their experiences and interact with other travelers.

**Circulation: 675,000 (Full Run)**

**Partner Added Value:**

- "Callout Feature" within section directory: Participants will receive advertorial copy; plus 15 words of copy and logo in section directory
- Subscriber Database: 2,500 subscriber names/addresses (not e-mail)
- Dedicated VISIT FLOIRDA reader service box in book and online

**Cost Overview**

<b>Partner Cost to Participate</b>	<b>\$3,535</b>
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***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.***

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

[www.paradisecoast.com/coop](http://www.paradisecoast.com/coop)