

**COLLINSON PUBLISHING  
VACATIONPLANNING.NET**  
Monthly – March – June 2011

**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, will be continued through the remainder of the year at no additional charge

**Impressions:** A 728 x90 expandable leader board will be utilized to deliver 555,555 impressions monthly

**Timeframe:** Three month commitment is desirable to maximize reach and capitalize on frequency of message, however, cost is providing as a monthly rate.

**Placement:**

Target: Adults, 25-54, skew towards Women, HHI \$100k

Geo-targeting: Florida

Site composition: travel related sites or where travel related info can be found on a site

**Monthly Rate Commitment per Partner**

<b>Partner Cost to Participate</b>	<b>\$1040</b>
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*Ad cost and size based on 4 participating partners. Naples, Marco Island, Everglades CVB reserves the right to change the overall ad size or forfeit this insertion.*

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