

VISITFLORIDA SANCTIONED OPPORTUNITY COLLINSON IN-STATE INSERT

June 12, 2011

Profile: *Collinson Publishing Instate* twelve to twenty-four page 4/C "Solo" newspaper insert targeting Florida residents, including editorial featuring family activities, theme parks, golf, boating and beaches through-out the state.

Inserts will be included in those zip codes/zones reaching families with \$75K+ household incomes.

Circulation: 1,600,000

Newspapers: *Boca Raton, Ft. Lauderdale, Ft. Myers, Jacksonville, Kissimmee, Melbourne, Miami, Naples, Ocala, Orlando, St. Augustine, St. Petersburg/Clearwater, Treasure Coast (Ft. Pierce/Port St. Lucie/Vero Beach), Tallahassee, Tampa, West Palm Beach.*

New Distribution includes: Atlanta & Wall St. Journal (Florida subscribers only).

Partner Added Value:

- Mobile Click-to-Call
- Could include co-op partners with photo's and words in vacationplanning.net listing

CVB Added Value:

- 3 million web banner impressions on the Collision Ad Network The Network consists of over 100 sites that can be targeted by geography/demography and content (e.g. "travel related" pages only, etc)
- Digital version with click-through URLs hosted on VacationPlanning.net
- Matching editorial
- Online/Print lead generation
- Reader Service via downloadable brochures that are emailed upon receipt
- Listing on VacationPlanning.net for 12 months – 4-photo's, 500 words, logo and click-through URL.

Cost Overview

Partner Cost to Participate	\$4,217
------------------------------------	----------------

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