

VISIT FLORIDA SANCTIONED OPPORTUNITY
SHERMAN'S TRAVEL
Spring Issue – April/May 2011

Profile: *SHERMAN'S TRAVEL* provides expert advice to sophisticated travelers who also appreciated good value. It delivers actionable, practical advice to help plan four and five star vacations.

Circulation: 400,000

Profile: 69% of readers are Female, Median Age: 52, 60% Graduated College, 83% Homeowners, Median HHI: \$90,000

CVB Added Value:

- Digitize the co-op section
- Include each advertisers in the Digital Reader Service email sent to 4 million subscribers (lead generating)

Cost Overview

Partner Cost to Participate	\$2,369
------------------------------------	----------------

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