

**VISIT FLORIDA SANCTIONED OPPORTUNITY**  
**FLORIDA TRAVEL & LIFE**  
May/June 2011

**Profile:** *FLORIDA TRAVEL & LIFE* published six times-per-year, is a luxury lifestyle magazine that covers the state of Florida. Its editorial is 100% Florida related and is focused on what makes Florida unique and attractive for both in state residents and out of state visitors. It highlights the state's top luxury destinations, fine dining, arts, culture, distinguished personalities in every issue.

- **Circulation:** 103,400

**CVB Added Value:**

- Co-op section will be e-blasted to 20,000 opt-in subscribers (Advertiser receives image, copy, and link to their website)
- Cover Page with introduction to the section will be bonused (based on section being 4 or more pages)

**Cost Overview**

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|------------------------------------|--------------|
| <b>Partner Cost to Participate</b> | <b>\$630</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)