

## SMERF SPECIAL MARKETS

October 2010

**Profile:** *SMERF Special Markets* is a cost-effective method to reach Social, Military, Educational, Religious, and Fraternal organization meeting planners. It's a new printed journal that involves more meeting planner interaction with hospitality clients than SMERF Meetings Journal. It is called SMERF Special Markets because it will also include distribution for women's organizations, student and youth travel, diversified groups and fraternal organizations. SMERF events have special needs and requirements based on attendee demographics and the causes their organizations represent.

**Circulation: 10,000**

**CVB Added Value:**

- SMERF only e-blast including click-through and lead report

**Cost Overview**

<b>Partner Cost to Participate</b>	<b>\$610</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)