

## VISIT FLORIDA NY TRI-STATE & CANADA NEWSPAPER INSERT & DIGITAL CAMPAIGN (CUSTOM MARKETING GROUP)

Customized magazine-style, 4-color newspaper insert targeting New York, New Jersey & Connecticut; with additional reach in Canada (Toronto & Montreal). Multi-page *Florida Reflections* guide will feature Florida-exclusive content and images focusing on destinations, activities, attractions, dining & lodging throughout the state. GFLCVB sponsored page offers hospitality partners 1/12 PG 4c formatted ad at a substantial discount.

Newspapers: *Wall Street Journal (NY DMA)*, *USA Today (NY DMA)*, *The Journal News (Westchester/Rockland counties)*, *The Bergen Record (Northern NJ)*. *Toronto Star & Montreal Gazette*.

**Circulation:** 720,000

**Issue Date:** Promotional period late November 2011-January 2012.  
Print insert in market week of December 5, 2011

### Partner Benefits:

- Ad space with editorial inclusion in glossy, magazine-style 4/c insert
- Inclusion in 50,000 dedicated GFL custom email campaign
- Overall Florida Reflections campaign will be supported with 1 million impressions on Travelocity geo-targeted Travelocity banner ad impressions in same target US markets driving to custom Florida landing page which will include a GFLCVB message and the Florida Reflections digital guide.

**Unit size:** Formatted Ad

**Net cost:** \$2,000 per issue

**Value:** \$4,500 per issue

**Space & material deadline: October 14, 2011**

### To reserve space contact:

Dianne Turner, Custom Marketing Group, 404. 816.0745, [dturner@aboutcmg.com](mailto:dturner@aboutcmg.com)

**Specifications:** Property picture, logo, address, phone numbers, URL and 25 words of copy. All advertisers to provide images in 300 DPI, CMYK, TIF, EPS, or JPG files. All logos in EPS Vector file. Copy should be submitted in Word document.

### Please ad materials to:

Vanessa Serrano, Project Manager  
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954.874.9000  
[vserrano@starmark.com](mailto:vserrano@starmark.com)

**Checks made payable to Starmark International.**