

## CONDÉ NAST TRAVELER

Conde Nast Traveler is edited and designed to provide the experienced, discerning leisure and business traveler with an array of distinctive travel experiences. Upfront columns offer insider tips, as well as the latest news on art, architecture, fashion, culture, cuisine, shopping, and industry innovations from every corner of the globe. Conde Nast Traveler will publish two (2) Florida programs in the 2009-2010 Fiscal Year.

November 2009: Visit Florida Sanctioned co-op (ad + advertorial with added value)

February 2010: Editorial "insider's guide" to Florida

**Circulation:** 306,176  
This section runs regionally to 37% of total circulation  
(AL, FL, GA, KY, LA, MS, NC, SC, TN, VA, WV, DC, MD, NY Metro, East PA, South NJ)

### PROGRAM I

The November 2009 issue will feature a multi-page; four-color Visit Florida sanctioned co-op advertising section. Greater Fort Lauderdale will support this with a Full Page 4C ad and are offering co-op partners participation at 60% discount. Limited to two partners.

**Issue Date:** November 2009 "Readers' Choice Awards Issue" (SOLD OUT)  
**Closing Date:** September 9, 2009 (sold out)  
**Unit Size:** 1/4 page 4c formatted  
**Net Rate:** **\$5,000**  
**Value:** \$12,500

### PROGRAM II

In February 2010, Conde Nast Traveler editors will span the state of Florida to report on the finest beaches, restaurants, resorts and shopping. They will highlight the best culture, art and design that Florida offers.

**Issue Date:** February 2010- Editorial "Insider's pull-out Guide" to Florida  
**Closing Date:** October 15, 2009  
**Unit Size:** 1/4 page 4c formatted  
**Net Rate:** **\$7,500**  
**Value:** \$20,000

**Reserve Space:** Jennifer Wolper, Z-Media, 305-532-8441, jwolper@zmedia-inc.com or  
Kate DuBose, Z-Media, 305-532-5517, kdubose@zmedia-inc.com

#### Send ad materials to:

Lisa Craig, Starmark  
1815 Griffin Road #300, Dania Beach, FL 33004  
lcraig@starmark.com, 954-874-9014, F: 954-874-9011  
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.

**Conde Nast will handle the billing.**