

NEW YORK TIMES T TRAVEL MAGAZINE

The New York Times' award-winning T: Travel Magazine publishes quarterly and is delivered in a very prestigious and well-read package – the Sunday edition of The New York Times. The November and March issues will feature a FLORIDA special advertising section and the May issue will feature a FAMILY TRAVEL special advertising section. This is a great opportunity to reach a very qualified audience of nearly 4 million NY Times readers, 1.17 million NY Times readers say they are likely to travel to Florida in the coming year!

The GFLCVB will purchase a Spread 4c and are offering partners the ability to participate at a substantial discount.

Issue dates: November 20, 2011 – Florida Advertorial section
March 25, 2012 – Florida Advertorial section
May 20, 2012 – Family Travel Advertorial section

Circulation: 1,339,462 National Sunday

Unit Size: 1/4 page 4c formatted (Limited to 4 partners)

Net Rate: **\$6,000 per issue**

Value: \$20,000 per issue

Partner Benefits: Partners enjoy a 70% discount

Space & Materials Deadlines:

November 20, 2011: Space and materials: September 15

March 25, 2012: Space and materials: January 22

May 20, 2012: Space and materials: March 19

Reserve space, send check and ad materials to:

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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.

Check should be payable to Starmark International