

## 2010 OFFICIAL FLORIDA MAGAZINE (formerly Florida Vacation Guide) (SOLD OUT)

The Official 2010 VISIT FLORIDA Magazine is the state's signature and primary fulfillment piece. With more and more consumers using the web as a key tool to plan a vacation, Visit Florida has updated this year's guide to a high-end lifestyle magazine format with short, engaging copy to inform and inspire the reader to visit Florida. The main emphasis of the book will be short features on what makes Florida special – the beaches, family activities, golf, etc. GFLCVB will purchase a spread 4c and are offering the local hospitality a one sixth page four color formatted ad at more than a 35% discount.

**Issue Date:** December 2009  
**Circulation:** 300,000  
**Unit Size:** 1/6 pg 4c Formatted ad  
**Net Cost:** **\$3,000**  
**Value:** \$4,689  
**Partner Benefits:**

- 35% discount
- Partners qualify for discounts in other VISIT FLORIDA products

**Deadline Space:** September 9, 2009  
**Materials:** September 19, 2009  
**Reserve Space:** Marcia Bayer, Miles Media, 954-850-1869, Marcia.Bayer@milesmedia.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.