

2010 VISIT FLORIDA INSTATE INSERT

Newspaper insert targeting Florida residents, compiled of 12-24 color pages of Florida-exclusive content. Editorial to focus on family activities, golf, boating and beaches. Inserts will be included in zip codes/zones that reach families with \$75K+ household incomes.

Issue Date: October 18, 2009 (SOLD OUT)
June 6, 2010

Circulation: 1,682,500

Newspapers: Bradenton Herald, So. Florida Sun Sentinel, Ft. Myers News-Press, Gainesville Sun, Jacksonville Times-Union, Jupiter Courier, Lakeland Ledger, Melbourne Florida Today, Miami Herald, Naples News, Ocala Star-Banner, Orlando Sentinel, Pensacola News Journal, Sarasota Herald-Tribune, St. Petersburg Times, Stuart Treasure Coast Newspapers, Tallahassee Democrat, Tampa Tribune, USA Today, West Palm Beach Post

Partner benefits:

- Web banner on the Collinson Travel Network consists of over 100 sites that can be targeted by geography/demography and content (e.g. "travel related" pages only)
- Photo and 25-word description that links to a Florida microsite containing up to 500 words of copy and a photo on vacationplanning.net
- Free Reader service, which will include respondent's email
- Brochure/guide listed on freetravelbrochues.net for download

Unit Size: 1/12 pg 4c (formatted)

Cost per partner: **\$2,500 per issue**

Value: \$4,800 per issue

Deadline Space & Materials: March 1, 2010

Reserve Space: Charles Lewis, Collinson Publishing, 770-582-9700, charles@collinsonpublishing.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, trackable URL and 25 words of copy (including a "From \$xxx" rate or value offer that will be featured for your property). 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.

Publication will handle the billing.