

VISIT FLORIDA INSTATE INSERTS (COLLINSON MEDIA & EVENTS)

Newspaper insert targeting Florida residents, compiled of 12 to 24 color pages of Florida-exclusive content. Editorial will focus on family activities, golf, boating and beaches throughout the state. GFLCVB will buy a page 4c and is offering hospitality partners a 1/12 PG 4c formatted ad at a substantial discount. Newspaper Insert Readers.

Issue Date: October 16, 2011 **(SOLD OUT)**

April 22, 2012

June 10, 2012

Circulation: 1,000,000

Markets: Boca Raton, Fort Lauderdale, Jacksonville, Miami, Naples, Ocala, Orlando, St. Petersburg, Tallahassee, Tampa, Treasure Coast and West Palm Beach

Partner Benefits:

- Digital version with click-through URLs hosted on VacationPlanning.net
- Mobile network click-to-call impressions for the hotels & attractions
- Reader Service via downloadable brochures, automatically emailed upon receipt of consumer inquiry
- Listing on VacationPlanning.net for 12 months (includes 4 photos, 500 words, logo & click-through URL)

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

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

Value: \$4,800 per issue

Deadline Space & Materials:

October 16, 2011 – Closed

April 22 issue - February 15, 2012

June 10 issue - March 15, 2012

Reserve Space: Charles Lewis, Collinson Publishing, 770-582-9700, charles@collinsonpublishing.com

Send ad materials to:

Vanessa Serrano, Project Manager

Starmark International

210 S. Andrews Avenue

Fort Lauderdale, FL 33301

954.874.9000

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Specifications:

Property picture, logo, address, phone numbers, trackable 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 a Word document.

Publication will handle the billing.