

NEW!

Spring and Summer Co-Operative Advertising Packages:

The Northeast Travel Package – Print, Online

- **Florida Reflections: VISIT FLORIDA and American Express**
 - **Print Circulation:** 1,100,000- Distribution includes: USA Today (Washington, DC/Baltimore, Philadelphia, NJ, Southern Florida); Wall Street Journal (NY), Orlando Sentinel, Tampa Tribune, Chicago Tribune, Atlanta Journal-Constitution, Philadelphia Inquirer and NJ Star Ledger
 - 1/2pg full color coop ad
 - Runs April, 2010
 - Partner cost= \$ 3,083.00
- **Florida Travel and Lifestyles**
 - **Print Circulation:** 100,000- Distributed nationwide
 - 1/2pg full color co-op ad
 - Runs July, 2010
 - Partner cost= \$243.00
- **Chicago Tribune Online**
 - **Online Impressions:** 1,400,000
 - Rotating banner on the Southeast Region, including: Orlando Sentinel.com, Sun Sentinel.com, Dallas News.com, ROS BT to travel enthusiasts
 - Runs June 1- August 31, 2010
 - Partner cost= \$1,000.00

Total Partner Cost of Package: \$4,000.00

Total Circulation/Impressions: 2,600,000

Total Value: \$4,326.00

Total Savings: \$326.00

Total Cost if purchased on own: \$47,158.00

The Southeast Travel Package – Print, Online

- **AAA Going Places South**
 - **Print Circulation:** 2,551,200- Distribution includes: Florida, Georgia, and Western Tennessee
 - 1/2pg full color co-op ad
 - Runs May/ June 2010
 - Partner cost= \$ 2,961.00
- **Chicago Tribune Online**
 - **Online Impressions:** 1,400,000
 - Rotating banner on the Southeast Region, including: Orlando Sentinel.com, Sun Sentinel.com, Dallas News.com, ROS BT to travel enthusiasts
 - Runs June 1- August 31, 2010
 - Partner cost= \$1,000.00
- **Florida Travel and Lifestyles**
 - **Print Circulation:** 100,000- Distributed nationwide
 - 1/2pg Full Color coop ad
 - Runs July, 2010
 - Partner cost= \$243.00

Total Partner Cost of Package: \$3,460.00

Total Circulation/Impressions: 3,051,200

Total Value: \$4,204.00

Total Savings: \$744.00

Total Cost if purchased on own: \$46,423.00

The Budget Travel Package – Print, Online

- **Arthur Frommes' Budget Travel**
 - **Print Circulation:** 675,000- Distribution nationwide
 - 1/2pg Full Color coop ad
 - Runs June, 2010
 - Partner cost= \$2,815.00
- **Florida Travel and Lifestyles**
 - **Print Circulation:** 100,000- Distributed nationwide
 - 1/2pg full color co-op ad
 - Runs July, 2010
 - Partner cost= \$243.00
- **Chicago Tribune Online**
 - **Online Impressions:** 1,400,000
 - Rotating banner on the Southeast Region, including: Orlando Sentinel.com, Sun Sentinel.com, Dallas News.com, ROS BT to travel enthusiasts
 - Runs June 1- August 31, 2010
 - Partner cost= \$1,000.00

Total Partner Cost of Package: \$3,500.00

Total Circulation/Impressions: 2,175,000

Total Value: \$4,058.00

Total Saving: \$558.00

Total Cost if purchased on own: \$45,548.00

The Florida Package – Print, Online

- **Florida Travel and Lifestyles**
 - **Circulation:** 100,000- Distributed nationwide
 - 1/2pg Full Color coop ad
 - Runs July 2010
 - Partner cost= \$243.00
- **Chicago Tribune Online**
 - **Online Impressions:** 1,400,000
 - Rotating banner on the Southeast Region, including: Orlando Sentinel.com, Sun Sentinel.com, Dallas News.com, ROS BT to travel enthusiasts
 - Runs June 1- August 31, 2010
 - Partner cost= \$1,000.00

Total Partner Cost of Package: \$1,000.00

Total Circulation/Impressions: 1,500,000

Total Value: \$1,243.00

Total Savings: \$243.00

Total Cost if purchased on own: \$28,658.00

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