

FACT SHEET
VISITFLORIDA
AARP The Magazine - Southeast Region
Bimonthly: March/April 2010

Profile: *AARP The Magazine* offers travel advertisers a highly targeted, multiplatform package designed to reach the active 50+ market. This comprehensive program will deliver your message to travel-minded consumers through in-book, online & event marketing within the Southeast Region.

Circulation: **1,400,000** Southeast Region (AL, FL, GA, MS, NC, SC, TN)

Issue Editorial Focus:

Florida Destinations - March/April 2010

Scheduled Ad Size	Naples, Marco Island and the Everglades Partner Rate	Minimum Ad Cost
½ Page 4C	2" x 2 ¼" page formatted ad	
Cost Overview	\$4,228	\$8,256

Ad cost and size based on 3 participating partners. Naples, Marco Island, Everglades CVB reserves the right to change the overall ad size or forfeit this insertion.

Participation Agreement Deadline: September 15, 2009

Materials Deadline: September 15, 2009

Please provide the following materials for your ad: (you will see a proof prior to submission)

- A JPG photo via e-mail OR a TIFF or EPS in hi-res via CD (at least 3" x 2" at 300 dpi)
- 15 words of copy
- Name, city, phone and website of property

Please address all questions to Lauren Lewis at Lauren@paradiseadv.com.

Please go to the website below to sign up online and submit materials at:

www.paradisecoast.com/coop