

**FACT SHEET**  
**DUE NORTH CONSULTING**  
**SPORTS DESTINATION MANAGEMENT**  
Bimonthly: February/March

**Profile:** *SPORTS DESTINATION MANAGEMENT* reaches sports event decision makers in a multitude of disciplines – ranging from NCAA & USOC to the American Youth Soccer Organization. It is a bimonthly publication focusing on significant issues facing sports events owners and bearing of location selection decisions. The mission of *Sports Destination Management* is to assist sports event producers in advancing the style in which their organizations design, implement and manage events while stressing a unique emphasis on the event-destination relationship.

**Circulation: 18,000**

**CVB Added Value:**

- 3x Discounted Rate

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	\$420	\$1000

**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](mailto:Lauren@paradiseadv.com).

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

[www.paradisecoast.com/coop](http://www.paradisecoast.com/coop)