



## CO-OP OPPORTUNITIES

The 2011-2012 Seminole Convention & Visitors Bureau Co-Op Opportunities Program provides an opportunity to leverage the annual budget and align partner initiatives with the CVB. The program will include a combination of advertising and promotional opportunities with some of the programs at no charge.

Print and online opportunities will be offered on an ongoing basis with emphasis on summer and shoulder seasons. Most offers are limited as to the number of partners that can participate; therefore, the programs will be offered on a first come, first serve basis. Some programs can be revamped to accommodate additional partners.

### Introduction

This 2011-2012 Convention & Visitors Bureau Co-Op campaign is designed to establish “win/win” relationships among the Seminole County hotels and attractions, and the Convention and Visitors Bureau. The program includes a combination of advertising and promotional opportunities. Some programs will have associated costs while other programs will be free.

The program offers co-op opportunities worth \$100,000. If each program is chosen by a partner, your cost will provide approximately 80% savings versus the actual cost of a much smaller ad. These programs provide each of you with a unique opportunity to leverage your share of a \$450,000 destination budget, as well as a chance to take advantage of free promotional opportunities.

- **Timing:** The campaign will begin October 1, 2011 and will be an ongoing annual program with an emphasis on spring and summer of 2012.
- **Campaign Flexibility:** Opportunities are offered throughout the year and are designed to include a variety of media types and targets. The campaign is subject to change and is contingent upon the level of partnership participation.
- **Limited Offer:** Most programs are limited as to the number of partners that can participate, therefore, the programs will be offered on a first-come, first-served basis. Some programs can be revamped to accommodate additional partnerships.



- **Free Opportunities:** Seminole CVB hoteliers and attractions will receive exposure via online, visitor guide listings and digital guides. Some niche programs may also provide an opportunity for free listings. Additionally, partners that participate with promotional offers such as the “Wild Card” campaign can receive extended exposure with online campaigns that drive business to the website and directly hyperlink to the partner. Some of those programs are reflected in the media schedule within this document.

### Added Value

Our area’s annual co-op program provides numerous opportunities for hoteliers and attractions to receive free exposure. Some of the free opportunities that are negotiated as part of a schedule include:

- Listings or lead programs in some print vehicles provide the ability to generate and build leads and a way to measure reader response.
- Online exposure: Print Vehicles – publications including VISIT FLORIDA inserts are posted as an e-book on each publication’s website for longer than the actual shelf life of the vehicle. Online Vehicles – where possible, additional online impressions will be negotiated as part of any media schedule.



### Materials/Questions?

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

- A JPG photo via email 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 number and website of property

Please send creative to:

Kristen Willyoung at [kristen@paradiseadv.com](mailto:kristen@paradiseadv.com)

For questions, contact:

Lauren Lewis, Paradise Advertising & Marketing, Inc., 150 Second Avenue North, Suite 800, St. Petersburg, Florida, 33701; [Lauren@paradiseadv.com](mailto:Lauren@paradiseadv.com) 727-821-5155 ext. 116.

### Deadlines

Participation Deadlines:

- October - January 2012 insertions - **September 30th, 2011**
- February - September 2012 insertions - **October 14th, 2011**

Materials Deadlines:

- October - January 2012 insertions - **September 30th, 2011**
- February - September 2012 insertions - **November 15th, 2011**



**COASTAL ANGLER MAGAZINE**  
**Greater Orlando Edition**  
 8x

**Profile:** *COASTAL ANGLER MAGAZINE* is the fresh alternative to outdoor news. The magazine is now Florida's premier vehicle for print exposure in the marine industry and has developed a loyal readership. Readers count on the publication as a print resource for new product innovations & trends in the industry, fishing forecasts, event coverage, tide charts, catch photos, as well as informative industry articles.

**Issue Dates:**

- November 2011
- December 2011
- January 2012
- March 2012
- May 2012
- July 2012
- August 2012
- September 2012

**Circulation:** **10,000** (per issue) in Lake, Orange, Osceola, and Seminole Counties

**Distribution:** Tackle Shops, Marinas, Sporting Goods, Big Box Outlets, Outfitters, Boat Dealerships, Kayak Shops, Marine Supply Stores, Hotels & Resorts, Attractions, Restaurants, Public Libraries

Including: Sports Authority, Dick's, Bass Pro, Gander Mountain, K-Mart, Wal Mart

**Cost Overview**

|                                    |              |
|------------------------------------|--------------|
| <b>Partner Cost to Participate</b> | <b>\$466</b> |
|------------------------------------|--------------|

***Ad cost and size based on 3 participating partners. Seminole County CVB will reserve the right to change ad size and/or cancel the insertion based on Partner participation***

We would like to participate in this opportunity.

**Total Co-Op Partner commitment:**

|                   |             |
|-------------------|-------------|
| Property Name     | Signature   |
| Materials Contact | Email       |
| Address           | Phone & Fax |

***Please email this completed form to Lauren Lewis at [lauren@paradiseadv.com](mailto:lauren@paradiseadv.com)***



**COASTAL ANGLER MAGAZINE**  
**Statewide Florida Edition**  
 February 2012

**Profile:** *COASTAL ANGLER MAGAZINE* is the fresh alternative to outdoor news. The magazine is now Florida's premier vehicle for print exposure in the marine industry and has developed a loyal readership. Readers count on the publication as a print resource for new product innovations & trends in the industry, fishing forecasts, event coverage, tide charts, catch photos, as well as informative industry articles.

**Circulation:** **184,000** in 18 Florida Markets

**Distribution:** Tackle Shops, Marinas, Sporting Goods, Big Box Outlets, Outfitters, Boat Dealerships, Kayak Shops, Marine Supply Stores, Hotels & Resorts, Attractions, Restaurants, Public Libraries

Including: Sports Authority, Dick's, Bass Pro, Gander Mountain, K-Mart, Wal Mart

**Cost Overview**

|                                    |              |
|------------------------------------|--------------|
| <b>Partner Cost to Participate</b> | <b>\$365</b> |
|------------------------------------|--------------|

*Ad cost and size based on 3 participating partners. Seminole County CVB will reserve the right to change ad size and/or cancel the insertion based on Partner participation*

We would like to participate in this opportunity.

**Total Co-Op Partner commitment:**

|                   |             |
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| Property Name     | Signature   |
| Materials Contact | Email       |
| Address           | Phone & Fax |

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**COASTAL ANGLER MAGAZINE**  
**Statewide Florida Edition**  
 April 2012

**Profile:** *COASTAL ANGLER MAGAZINE* is the fresh alternative to outdoor news. The magazine is now Florida's premier vehicle for print exposure in the marine industry and has developed a loyal readership. Readers count on the publication as a print resource for new product innovations & trends in the industry, fishing forecasts, event coverage, tide charts, catch photos, as well as informative industry articles.

**Circulation:** 184,000 in 18 Florida Markets

**Distribution:** Tackle Shops, Marinas, Sporting Goods, Big Box Outlets, Outfitters, Boat Dealerships, Kayak Shops, Marine Supply Stores, Hotels & Resorts, Attractions, Restaurants, Public Libraries

Including: Sports Authority, Dick's, Bass Pro, Gander Mountain, K-Mart, Wal Mart

**Cost Overview**

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| <b>Partner Cost to Participate</b> | <b>\$365</b> |
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| Address           | Phone & Fax |

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**COASTAL ANGLER MAGAZINE**  
**Statewide Florida Edition**  
 June 2012

**Profile:** *COASTAL ANGLER MAGAZINE* is the fresh alternative to outdoor news. The magazine is now Florida's premier vehicle for print exposure in the marine industry and has developed a loyal readership. Readers count on the publication as a print resource for new product innovations & trends in the industry, fishing forecasts, event coverage, tide charts, catch photos, as well as informative industry articles.

**Circulation:** **184,000** in 18 Florida Markets

**Distribution:** Tackle Shops, Marinas, Sporting Goods, Big Box Outlets, Outfitters, Boat Dealerships, Kayak Shops, Marine Supply Stores, Hotels & Resorts, Attractions, Restaurants, Public Libraries

Including: Sports Authority, Dick's, Bass Pro, Gander Mountain, K-Mart, Wal Mart

**Cost Overview**

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| <b>Partner Cost to Participate</b> | <b>\$365</b> |
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**AUDUBON MAGAZINE**  
March/April 2012

**Profile:** *AUDUBON MAGAZINE* provides a place for nature and wildlife enthusiasts, outdoor adventurers and environmentalists to learn, explore and be inspired by the natural world’s great beauty and extraordinary diversity. This segment of wildlife-watchers spends \$45 billion a year on related activities, including \$12.9 billion spent on travel for the purpose of observing and enjoying wildlife.

**Editorial Profile:** Audubon’s Natural Attractions of Florida provides birdwatchers an opportunity to see birds in their natural habitat

**Circulation:** 420,000 (increased 12% from 2011)

**Targeted Distribution:**

- Household income of \$71,778 and a propensity to travel
- Predominantly female audience, most who are in the 35-54 age range

**Reader Profile Index (Nat’l Avg. = 100):**

- Went Hiking/Backpacking while on Domestic Vacation.....280
- Spent 9+ Nights Away on Domestic Trip.....202
- Took 4+ Domestic Trips.....176
- Spent \$2,000 on Domestic Trips..... 141
- #1 for Bird watching with an Index of 533

**Cost Overview**

|                                    |                |
|------------------------------------|----------------|
| <b>Partner Cost to Participate</b> | <b>\$2,334</b> |
|------------------------------------|----------------|

*Ad cost and size based on 3 participating partners. Seminole County CVB will reserve the right to change ad size and/or cancel the insertion based on Partner participation.*

We would like to participate in this opportunity.

**Total Co-Op Partner commitment:**

|                   |             |
|-------------------|-------------|
| Property Name     | Signature   |
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**FLORIDA PARKS & WILDLIFE**  
Quarterly – November 2011

**Profile:** *Florida Parks & Wildlife* is published by the nonprofit citizen support organization *Friends of Florida State Parks, Inc.* and focuses on Florida’s scenic state parks and preserves. The publication’s targeted audience market value is reached through Friends of Florida State Parks service membership, subscriptions, point of entry at Florida State Parks, and the state of Florida’s major tourism visitor centers.

**Circulation: 50,000**

**Partner Added Value:**

- Digital edition reaches 1.153 million subscribers

**Cost Overview**

|                                    |               |
|------------------------------------|---------------|
| <b>Partner Cost to Participate</b> | <b>\$ 423</b> |
|------------------------------------|---------------|

***Ad cost and size based on 3 participating partners. Seminole County CVB will reserve the right to change ad size and/or cancel the insertion based on Partner participation***

We would like to participate in this opportunity.

**Total Co-Op Partner commitment:**

|                   |             |
|-------------------|-------------|
| Property Name     | Signature   |
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**VISIT FLORIDA SANCTIONED OPPORTUNITY  
UNDISCOVERED FLORIDA MAGAZINE**  
Annual Guide – Published May 2012

**Profile:** *Undiscovered Florida* is an annual nature-based, historical & cultural publication with unique distribution targeting affluent travelers, Florida-bound tourists, Florida residents and travel agents. Inserted in National Geographic Traveler, Recommend magazine and distributed year-round at VISIT FLORIDA Welcome Centers.

**Circulation:** 255,000 copies (digital reach 2.2+ million impressions)

- 190,000 copies inserted in May 2012 National Geographic Traveler (NY, NJ, AL, IL, DC, VA, GA & FL)
- 40,000 copies distributed year-round at VISIT FLORIDA Welcome Centers
- 25,000 copies with Recommend May 2012 to travel agents

**Partner Added Value:**

- Inclusion in 2x e-blasts to 1,000,000 (each) opt-in NGT subscribers with Undiscovered Florida digital link and advertiser hyperlinks
- Undiscovered Florida feature section on the Recommend consumer website with link to digital edition and advertiser hyperlinks
- Undiscovered Florida digital edition (with advertiser hyperlinks) e-mailed to 30,000 Recommend travel agents

**Cost Overview**

|                                    |         |
|------------------------------------|---------|
| <b>Partner Cost to Participate</b> | \$1,767 |
|------------------------------------|---------|

***Ad cost and size based on 3 participating partners. Seminole County CVB will reserve the right to change ad size and/or cancel the insertion based on Partner participation***

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| Property Name     | Signature   |
| Materials Contact | Email       |
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## VISITFLORIDA SANCTIONED OPPORTUNITY FLORIDA INSIDER GUIDE

April 2012

**Profile:** *FLORIDA INSIDER GUIDE* is a magazine for Floridians, written by Floridians. Floridians love Florida! More than 85 percent say they are planning to travel within the state, and the official Florida Insider Magazine is their first choice for relevant in-state travel information and ideas.

**Circulation:** 300,000

**Partner Added Value:**

- Direct mailed to Florida residents and distributed at Florida Welcome Centers
- Interactive digital version available on VISITFLORIDA.com and Kindle

**Cost Overview**

|                                    |                |
|------------------------------------|----------------|
| <b>Partner Cost to Participate</b> | <b>\$1,600</b> |
|------------------------------------|----------------|

***Ad cost and size based on 3 participating partners. Seminole County CVB will reserve the right to change ad size and/or cancel the insertion based on Partner participation***

We would like to participate in this opportunity.

**Total Co-Op Partner commitment:**

|                   |             |
|-------------------|-------------|
| Property Name     | Signature   |
| Materials Contact | Email       |
| Address           | Phone & Fax |

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**VISITFLORIDA SANCTIONED OPPORTUNITY  
VISIT FLORIDA MAGAZINE  
Annual - Published January 2012**

**Profile:** *VISIT FLORIDA Magazine* will continue to be the primary fulfillment piece for the consumer market and has the highest conversion of readers to visitors of any publication. The Guide includes engaging travel writer features, stunning photography, and the most comprehensive travel planning reference available in print. Planning content such as listings, grids, and maps are arranged geographically for ease of use.

**Circulation:** 300,000

**Partner Added Value:**

- Bonus distribution at consumer trade shows, travel agencies, & tour operators. Also at VISIT FLORIDA Welcome Centers and AAA Offices.

**Cost Overview**

|                                    |                |
|------------------------------------|----------------|
| <b>Partner Cost to Participate</b> | <b>\$2,050</b> |
|------------------------------------|----------------|

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| Property Name     | Signature   |
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**JACKSONVILLE.COM**  
 Spring/Summer Campaign  
 April 23-July 22, 2012 (tentative)

**Profile:** *Jacksonville.com* is the leading news, information and advertising website on the First Coast, with an average of 10 million page views per month. The top four sections generate more than 1 million page views per month. The majority of viewers and consumers live and work on the First Coast, and ads can be targeted to reach them by zip code, neighborhood, interests or behaviors. There are also three military websites with news from Naval Air Stations in Jacksonville, Mayport and Kings Bay.

**Impressions:** Expandable Leaderboard that will house up to 3 partners to deliver 300,000 overall impressions on Jacksonville.com.

**Placement:** Placement will be over homepage/news on Jacksonville.com.

**Cost Overview**

|                                    |                 |
|------------------------------------|-----------------|
| <b>Partner Cost to Participate</b> | <b>\$ 1,065</b> |
|------------------------------------|-----------------|

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**Total Co-Op Partner commitment:**

|                   |             |
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| Property Name     | Signature   |
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**ORLANDOSENTINEL.COM**  
 Spring/Summer Campaign  
 April 23-July 22, 2012 (tentative)

**Profile:** *Orlandosentinel.com* reaches affluent adults to families, and also is home to your top prospects. Over 52% of their online readers have an income of \$75,000+, and 56% have shopped for travel, hotel and auto rental within the past year. In addition, 52% of OS.com users made travel reservations within the past 30 days with approximately 1/3 of the readers having traveled in Florida over the past year.

Over 50% of monthly unique impressions are delivered out-of-state with approximately 10% delivery internationally.

Every month, more than 4.8 million monthly unique visitors generate more than 46.7 million page views on the site, with the average visitor spending more than 15 minutes per visit.

**Impressions:** Expandable Leaderboard that will house up to 3 partners to deliver over 300,000 impressions overall.

**Placement:** Placement will be over Travel channel.

**Partner Added Value:** Additional ROS banner impressions delivered based on purchased inventory

**Cost Overview**

|                                    |               |
|------------------------------------|---------------|
| <b>Partner Cost to Participate</b> | <b>\$1770</b> |
|------------------------------------|---------------|

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**Total Co-Op Partner commitment:**

|                   |             |
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| Property Name     | Signature   |
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**TBO.COM**  
 Spring/Summer Campaign  
 April 23-July 22, 2012 (tentative)

**Profile:** *TBO.com*, powered by The Tampa Tribune and WFLA News Channel 8, is the #1 local news and information website in the Tampa area. In an average month, TBO.com reaches more than 2.8 million unique visitors who generate more than 25 million page views monthly. And now, with the expansion of Yahoo! Local, we are able to reach 84% of the online audience in the Tampa Bay DMA.

**Impressions:** Expandable Leaderboard that will house up to 3 partners to deliver over 300,000 impressions overall.

**Placement:** Placement will be over Travel/Homepage channel.

**Cost Overview**

|                                    |                |
|------------------------------------|----------------|
| <b>Partner Cost to Participate</b> | <b>\$1,006</b> |
|------------------------------------|----------------|

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**Total Co-Op Partner commitment:**

|                   |             |
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| Property Name     | Signature   |
| Materials Contact | Email       |
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**TAMPABAY.COM**  
 Spring/Summer Campaign  
 April 23-July 22, 2012 (tentative)

**Profile:** *TampaBay.com* is the area's dominant media website, reaching over 1.4 million unique visitors each month. Whether you're looking to establish your business on the Web, or continue your marketing efforts with a widespread message, TampaBay.com has the reach you're looking for.

**Impressions:** Expandable Leaderboard that will house up to 3 partners to deliver over 750,000 impressions overall.

**Placement:** Placement will be over Travel/Homepage channel.

**Partner Added Value:** Additional ROS banner impressions delivered based on purchased inventory

**Cost Overview**

|                                    |              |
|------------------------------------|--------------|
| <b>Partner Cost to Participate</b> | <b>\$771</b> |
|------------------------------------|--------------|

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| Property Name     | Signature   |
| Materials Contact | Email       |
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**VISIT FLORIDA SANCTIONED OPPORTUNITY  
REJUVENATE MAGAZINE  
February 2012**

**Profile:** *REJUVENATE MAGAZINE* believes planners of faith-based conferences and events are a strong market segment. They form loyalties to destinations and service providers that answer their special needs. They trust *Rejuvenate* us as a solid resource for education, networking and reliable information.

**Stats on faith based meeting planners:**

- \$2+ million average annual budgets for meetings and trade shows
- 2,000 attendees on average per meeting/event with some meetings drawing more than 10,000 people. Meetings range from 2- to 3-day board meetings and 3- to 5-day retreats to 3- to 5-day conferences and conventions.

**Circulation:** 5,000+ Faith-based Meeting Planners

**Cost Overview**

|                                    |               |
|------------------------------------|---------------|
| <b>Partner Cost to Participate</b> | <b>\$ 796</b> |
|------------------------------------|---------------|

*Ad cost and size based on 3 participating partners. Seminole County CVB will reserve the right to change ad size and/or cancel the insertion based on Partner participation*

We would like to participate in this opportunity.

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## REJUVENATE MAGAZINE

June/July 2012

**Profile:** *REJUVENATE MAGAZINE* believes planners of faith-based conferences and events are a strong market segment. They form loyalties to destinations and service providers that answer their special needs. They trust *Rejuvenate* us as a solid resource for education, networking and reliable information.

### Stats on faith based meeting planners:

- \$2+ million average annual budgets for meetings and trade shows
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**Circulation:** 5,000+ Faith-based Meeting Planners

### Cost Overview

|                             |        |
|-----------------------------|--------|
| Partner Cost to Participate | \$ 796 |
|-----------------------------|--------|

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**REUNIONS MAGAZINE**  
Quarterly – November 2011

**Profile:** *REUNIONS MAGAZINE* is a national quarterly publication geared towards reunion planners for families, companies, schools and military groups. The publication covers topics that help people plan family, class, military and other reunions. It captures the excitement of reunions, providing detailed reunion planning information. The publication has featured hundreds of destinations, venues, services and products to keep people informed. Circulation is subscription-based and is mailed to reunion planners, and several thousand views on the website, [www.reunionmag.com](http://www.reunionmag.com).

**Circulation:** 15,000

**Partner Added Value:**

- Digital edition online

**Cost Overview**

|                                    |               |
|------------------------------------|---------------|
| <b>Partner Cost to Participate</b> | <b>\$ 387</b> |
|------------------------------------|---------------|

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## TSAE CAPITAL EXECUTIVE

Quarterly – Spring 2012 - March

**Profile:** *TSAE Capital Executive* is distributed to Tallahassee meeting planners with additional distribution at the Trade Shows. It's a trusted resource for TSAE's more than 800 members; *Capital Executive* provides the latest management tips and trends as well as important information on upcoming events and industry and legislative updates. There are over 450 local, state and national associations headquartered in Tallahassee There's over \$300,000,000 – Combined annual budget expenditures of Tallahassee associations

**Circulation:** 800+ mailed to TSAE members statewide

**Partner Added Value:**

- Digital edition online

**Cost Overview**

|                                    |              |
|------------------------------------|--------------|
| <b>Partner Cost to Participate</b> | <b>\$308</b> |
|------------------------------------|--------------|

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| Property Name     | Signature   |
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| Address           | Phone & Fax |

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## TSAE CAPITAL EXECUTIVE

Quarterly – Summer 2012 - June

**Profile:** *TSAE Capital Executive* is distributed to Tallahassee meeting planners with additional distribution at the Trade Shows. It's a trusted resource for TSAE's 800+ members; *Capital Executive* provides the latest management tips and trends as well as important information on upcoming events and industry and legislative updates. There are over 450 local, state and national associations headquartered in Tallahassee. That's over \$300,000,000 – Combined annual budget expenditures of Tallahassee associations

**Circulation:** 800+ mailed to TSAE members statewide

**Partner Added Value:**

- Digital edition online

**Cost Overview**

|                                    |              |
|------------------------------------|--------------|
| <b>Partner Cost to Participate</b> | <b>\$308</b> |
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**FSAE SOURCE**  
January/February 2012

**Profile:** *FSAE Source* is distributed to FSAE members, the Governor and his cabinet, the state legislatures, and the association executives of more than 40 other state associations. FSAE members are the influential and politically tied leaders and meeting planners. FSAE is dominant in the association industry as the only statewide professional association for executives of associations and non-profit organizations. The Executive members represent business, industrial, professional, and community service organizations, which actively host meetings.

**Circulation:** 1,100

**Issue Editorial Focus:** Conventions and Visitors Bureaus

**Partner Added Value:**

- Link/listing all year on fsae.org, and listed in every issue of SOURCE in the Buyer's Guide with contact information.

**Cost Overview**

|                                    |              |
|------------------------------------|--------------|
| <b>Partner Cost to Participate</b> | <b>\$362</b> |
|------------------------------------|--------------|

***Ad cost and size based on 3 participating partners. Seminole County CVB will reserve the right to change ad size and/or cancel the insertion based on Partner participation***

We would like to participate in this opportunity.

**Total Co-Op Partner commitment:**

|                   |             |
|-------------------|-------------|
| Property Name     | Signature   |
| Materials Contact | Email       |
| Address           | Phone & Fax |

***Please email this completed form to Lauren Lewis at lauren@paradiseadv.com***



**FSAE RESOURCE  
Membership Directory  
Annual – June 2012**

**Profile:** *FSAE RESOURCE* is used all year long by FSAE’s meeting planners. It is designed with that in mind. It is over 200 pages of info that exec's use. The front of the book is designed as a Buyer's Guide, with properties and venues who want to do business with FSAE. The back of the book is a directory, forms, bookstore, etc... One of the strongest statements that you can make about RESOURCE is that they had to go from a stitch binding to a spiral binding at the meeting planner's request, because they were wearing the book out since they used it so often.

**Circulation: 1,100**

**Partner Added Value:**

- Digital edition online

**Cost Overview**

|                                    |              |
|------------------------------------|--------------|
| <b>Partner Cost to Participate</b> | <b>\$439</b> |
|------------------------------------|--------------|

***Ad cost and size based on 3 participating partners. Seminole County CVB will reserve the right to change ad size and/or cancel the insertion based on Partner participation***

We would like to participate in this opportunity.

**Total Co-Op Partner commitment:**

|                   |             |
|-------------------|-------------|
| Property Name     | Signature   |
| Materials Contact | Email       |
| Address           | Phone & Fax |

***Please email this completed form to Lauren Lewis at [lauren@paradiseadv.com](mailto:lauren@paradiseadv.com)***



**SPORTS EVENTS MAGAZINE**  
December 2011

**Profile:** *SportsEvents* readers are qualified recipients like sports event planners, league managers and directors, executives at sports complexes and other titled and non-titled personal in the country sports events industry.

**Stats:**

- National Distribution
- Select the sites of over 41,000 events each year
- Travel from market to market with their events throughout the U.S. and Canada
- Average group books 76 rooms per night

**Circulation:** 16,601

**Editorial Focus:** Annual Planner's Guide to CVBs & Sports Commissions

**Partner Added Value:**

- Listing in advertisers reference guide with website, phone number, reference number and ad page number
- Digital edition online
- *EventMatch* leads program

**Cost Overview**

|                                    |              |
|------------------------------------|--------------|
| <b>Partner Cost to Participate</b> | <b>\$455</b> |
|------------------------------------|--------------|

***Ad cost and size based on 3 participating partners. Seminole County CVB will reserve the right to change ad size and/or cancel the insertion based on Partner participation***

We would like to participate in this opportunity.

**Total Co-Op Partner commitment:**

|                   |             |
|-------------------|-------------|
| Property Name     | Signature   |
| Materials Contact | Email       |
| Address           | Phone & Fax |

***Please email this completed form to Lauren Lewis at [lauren@paradiseadv.com](mailto:lauren@paradiseadv.com)***



**SPORTS EVENTS MAGAZINE**  
February 2012

**Profile:** *SportsEvents* readers are qualified recipients like sports event planners, league managers and directors, executives at sports complexes and other titled and non-titled personal in the country sports events industry.

**Stats:**

- National Distribution
- Select the sites of over 41,000 events each year
- Travel from market to market with their events throughout the U.S. and Canada
- Average group books 76 rooms per night

**Circulation:** 16,601

**Editorial Focus:** Florida Site Selection Guide, Green Sports Events & Venues, Co-Produced Events

**Partner Added Value:**

- Listing in advertisers reference guide with website, phone number, reference number and ad page number
- Digital edition
- *EventMatch* leads program

**Cost Overview**

|                                    |              |
|------------------------------------|--------------|
| <b>Partner Cost to Participate</b> | <b>\$455</b> |
|------------------------------------|--------------|

**Ad cost and size based on 3 participating partners. Seminole County CVB will reserve the right to change ad size and/or cancel the insertion based on Partner participation**

We would like to participate in this opportunity.

**Total Co-Op Partner commitment:**

|                   |             |
|-------------------|-------------|
| Property Name     | Signature   |
| Materials Contact | Email       |
| Address           | Phone & Fax |

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**SPORTS EVENTS MAGAZINE**  
April 2012

**Profile:** *SportsEvents* readers are qualified recipients like sports event planners, league managers and directors, executives at sports complexes and other titled and non-titled personal in the country sports events industry.

**Stats:**

- National Distribution
- Select the sites of over 41,000 events each year
- Travel from market to market with their events throughout the U.S. and Canada
- Average group books 76 rooms per night

**Circulation:** 16,601

**Editorial Focus:** Soccer Fields & Facilities Directory

**Partner Added Value:**

- Listing in advertisers reference guide with website, phone number, reference number and ad page number
- Digital edition
- *EventMatch* leads program

**Cost Overview**

|                                    |              |
|------------------------------------|--------------|
| <b>Partner Cost to Participate</b> | <b>\$455</b> |
|------------------------------------|--------------|

***Ad cost and size based on 3 participating partners. Seminole County CVB will reserve the right to change ad size and/or cancel the insertion based on Partner participation***

We would like to participate in this opportunity.

**Total Co-Op Partner commitment:**

|                   |             |
|-------------------|-------------|
| Property Name     | Signature   |
| Materials Contact | Email       |
| Address           | Phone & Fax |

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**SPORTS TRAVEL MAGAZINE**  
July 2012

**Profile:** *Sports Travel* is published 10 times a year and sent to sports industry decision makers nationwide. *SportsTravel* delivers thorough coverage of the sports industry that is and recipients are qualified and responsible for a portion of the \$182 billion sports-related travel industry. The readers plan sporting events and are responsible for their site selection. The readers also coordinate other lodging selection and bookings including; corporate incentive travel; air and ground transportation; sports and adventure vacations; and meeting, convention and trade show planning.

**Circulation:** 17,000 (in print) and 40,000 (digitally)

**Editorial Focus:** Destination feature for South Atlantic States Feature (FL, GA,NC, SC, VA, WV)

**Partner Added Value:**

- Sports Travel digital edition
- Premium position
- Bonus Distribution

**Cost Overview**

|                                    |              |
|------------------------------------|--------------|
| <b>Partner Cost to Participate</b> | <b>\$623</b> |
|------------------------------------|--------------|

**Ad cost and size based on 3 participating partners. Seminole County CVB will reserve the right to change ad size and/or cancel the insertion based on Partner participation**

We would like to participate in this opportunity.

**Total Co-Op Partner commitment:**

|                   |             |
|-------------------|-------------|
| Property Name     | Signature   |
| Materials Contact | Email       |
| Address           | Phone & Fax |

**Please email this completed form to Lauren Lewis at [lauren@paradiseadv.com](mailto:lauren@paradiseadv.com)**



**SPORTS TRAVEL MAGAZINE**  
August 2012

**Profile:** *Sports Travel* is published 10 times a year and sent to sports industry decision makers nationwide. *SportsTravel* delivers thorough coverage of the sports industry that is and recipients are qualified and responsible for a portion of the \$182 billion sports-related travel industry. The readers plan sporting events and are responsible for their site selection. The readers also coordinate other lodging selection and bookings including; corporate incentive travel; air and ground transportation; sports and adventure vacations; and meeting, convention and trade show planning.

**Circulation:** 17,000 (in print) and 40,000 (digitally)

**Editorial Focus:** Spotlight on softball and cover story on tennis

**Partner Added Value:**

- Sports Travel digital edition
- Premium position
- Bonus Distribution

**Cost Overview**

|                                    |              |
|------------------------------------|--------------|
| <b>Partner Cost to Participate</b> | <b>\$623</b> |
|------------------------------------|--------------|

***Ad cost and size based on 3 participating partners. Seminole County CVB will reserve the right to change ad size and/or cancel the insertion based on Partner participation***

We would like to participate in this opportunity.

**Total Co-Op Partner commitment:**

|                   |             |
|-------------------|-------------|
| Property Name     | Signature   |
| Materials Contact | Email       |
| Address           | Phone & Fax |

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**CONSUMER E-NEWSLETTER  
LEISURE**  
Annual – Quarterly (3x per Quarter)

- **Profile:** The **CONSUMER E-NEWSLETTER** is an opt-in consumer e-blast that will be sent out on a quarterly basis. This e-blast will have a niche defined for the month.

**Design:** Co-op partners will be placed on the footer of each newsletter.

**Cost Overview Per Quarter**

|                                    |              |
|------------------------------------|--------------|
| <b>Partner Cost to Participate</b> | <b>\$700</b> |
|------------------------------------|--------------|

**Ad cost and size based on 3 participating partners. Seminole County CVB will reserve the right to change ad size and/or cancel the insertion based on Partner participation.**

We would like to participate in:

- 1<sup>st</sup> Quarter (Oct/Nov/Dec 2011)
- 2<sup>nd</sup> Quarter (Jan/Feb/March 2012)
- 3<sup>rd</sup> Quarter (April/May/June 2012)
- 4<sup>th</sup> Quarter (July/August/September 2012)
- All

**Total Co-Op Partner commitment:**

|                   |             |
|-------------------|-------------|
| Property Name     | Signature   |
| Materials Contact | Email       |
| Address           | Phone & Fax |

**Please email this completed form to Lauren Lewis at [lauren@paradiseadv.com](mailto:lauren@paradiseadv.com)**



**Seminole County CVB's Digital Sports Guide**  
October 2011 – October 2012 (yearlong)

**Profile:** *Seminole County CVB's Digital Sports Guide* is an interactive digital guide enhanced with audio, video, hyperlinks, and various information on Seminole County sports, sports facilities, area information and an area map. Anytime a guide is opened, users have the ability to share with a friend, download, and print out a copy.

**Housing:**

- Seminole County CVB Website
- Sports Events Magazine Website
- Sports Travel Magazine Website

**Ad Size:** Approx. ¼ page

**Cost Overview**

|                                    |               |
|------------------------------------|---------------|
| <b>Partner Cost to Participate</b> | <b>\$1000</b> |
|------------------------------------|---------------|

***Ad cost and size based on 4 participating partners. Seminole County CVB will reserve the right to change ad size and/or cancel the insertion based on Partner participation***

**\*Please note:** This opportunity requires a minimum of 4 participating partners.

We would like to participate in this opportunity.

**Total Co-Op Partner commitment:**

|                   |             |
|-------------------|-------------|
| Property Name     | Signature   |
| Materials Contact | Email       |
| Address           | Phone & Fax |

***Please email this completed form to Lauren Lewis at [lauren@paradiseadv.com](mailto:lauren@paradiseadv.com)***