

## 2008-2009 FLORIDA TRAVEL GUIDES FOR METRO-ATLANTA

4-color, Multi Page  
Magazine Quality  
Newspaper Inserts



**VISITFLORIDA™**  
FOUNDING PARTNER

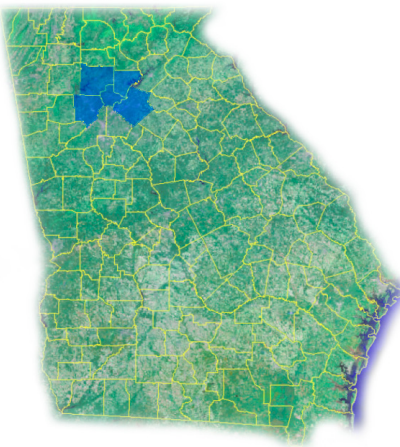
**Program Mission:** To generate telephone inquiries, website visits, consumer leads and actual bookings for the participants in the Fall, Spring and Summer print and on-line campaigns from the **top 30 Atlanta zip codes** for travel to Florida.

**Added Bonus:** All inserts include four weeks of follow-up teaser ads in **ALL** the **28 neighborhood newspapers** in the 11 metro Atlanta counties, providing a two-month flow of consumer leads.

**Circulation:** 200,000 Florida inserts + 1,956,000 teaser ads

**Campaign Features:**

- Participants that run in other America Live programs receive frequency reductions: 2 x 3%; 3 x 4%; 4 x 5%, 2% discount for prepayment
- Participant sites included on [www.floridafunshine.com](http://www.floridafunshine.com) for four months with a live link



AREA	PUBLICATIONS	ZIPS
<b>COBB COUNTY</b>	<i>Marietta Daily Journal,</i> <i>North Cobb Neighbor</i> <i>East Cobb Neighbor</i>	Acworth: 30101, Kennesaw: 30144, 30152  30075, 30062, 30066, 30067, 30068
<b>CHEROKEE COUNTY</b>	<i>Cherokee Tribune</i>	All zips
<b>NORTH FULTON</b>	<i>Alpharetta &amp; Johns</i> <i>Creek Neighbor</i> <i>Roswell Neighbor</i>	Duluth: 3005-3030, 30097 Alpharetta: 30004, 30022, 30041 Roswell: 30075
<b>FORSYTH COUNTY</b>	<i>Forsyth Herald</i>	Cumming: 30040
<b>GWINNETT COUNTY</b>	<i>Gwinnett Post</i>	30024 Suwanee, 30097 Duluth, 30039, 30078, Snellville, 30019, Dacula, 30047, Lilburn, 30087, Stone Mountain, 30017, Grayson, 30039, Snellville, 30052, Loganville, 30092, Norcross

ISSUE DATE	SPACE CLOSING	MATERIALS CLOSING
Oct 01, 2008	Aug 15, 2008	Aug 22, 2008
Mar 04, 2009	Jan 09, 2009	Jan 16, 2009
May 03, 2009	Mar 20, 2009	Mar 27, 2008
Oct 04, 2009	Aug 14, 2009	Aug 21, 2008

**Gross Rates (Per Insertion)**

4-C AD UNIT	PARTNER	NON-PARTNER	PARTNER SAVINGS
FP	12,163	16,055	32%
½ PAGE	7,906	10,435	32%
¼ PAGE	5,108	6,742	32%
⅛ PAGE	2,628	3,468	32%
1/12 PAGE	1,576	2,0804	32%



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