

2008-2009 FLORIDA TRAVEL GUIDES TOP 10 MARKETS IN GEORGIA

4-color, Multi Page
Magazine Quality
Newspaper Inserts



Program Mission: The bi-annual Florida inserts in the top 10 Georgia drive-markets are a planning guide for families, couples and singles targeting the zip codes with the highest number of Florida prospects. These magazine quality, 4-color consumer supplements allows participants to showcase their visitor offerings in a graphically pleasing editorial-photo format. The reader-service consumer leads help you measure your return on investment and turn your prospects into clients.

Circulation: 200,000 Georgia Florida inserts

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 floridafunshine.com for four months with a live link



CITY	PUBLICATIONS	CIRCULATION	PUBLICATION
Atlanta	25%	50,000	<i>Marietta Journal</i> , Cobb and North Fulton neighborhood newspapers
Augusta	5%	10,000	<i>Augusta Chronicle</i>
Albany	12.5%	25,000	<i>Albany News</i>
Brunswick	7.5%	15,000	<i>Brunswick News</i>
Columbus	12.5%	25,000	<i>Columbus-Ledger Inquirer</i>
Macon	12.5%	25,000	<i>Macon Telegraph</i>
Savannah	5%	10,000	<i>Savannah Morning News</i>
Tifton	5%	10,000	<i>Tifton Gazette</i>
Thomasville	5%	10,000	<i>Thomasville Times-Enterprise</i>
Valdosta	10%	20,000	<i>Valdosta Daily Times</i>

ISSUE DATE

Oct 01, 2008
Mar 04, 2009

SPACE CLOSING

Aug 15, 2008
Jan 09, 2009

MATERIALS CLOSING

Aug 22, 2008
Jan 16, 2009

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%
⅙ PAGE	2,628	3,468	32%
⅛ PAGE	1,576	2,080	32%



NEW-VF 0809 Georgia Florida inserts-v2



America Live, Inc. 5070 Johns Creek Ct., Suite 100, Alpharetta, GA 30022
Tel: 770-448-4479 / Fax: 770-448-4619 / rwelti@americalliveads.com / www.americalliveads.com