

## 2008-2009 FLORIDA TRAVEL GUIDES IN TEXAS

4-color, Multi Page  
Magazine Quality  
Newspaper Inserts



**VISITFLORIDA™**  
FOUNDING PARTNER

Florida inserts in the top Texas fly and 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-C consumer supplements allow participants to showcase their visitor offerings in a graphically pleasing editorial-photo format. The generated reader-service consumer leads help you measure your return on investment and turn prospects into clients.

**Circulation:** 200,000 Texas 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](http://floridafunshine.com) for four months with a live link



CITY	PUBLICATIONS	CIRCULATION	PUBLICATION
Austin	15%	30,000	<i>Austin Chronicle</i>
Dallas	25%	50,000	<i>Dallas Observer Weekly</i>
Fort Worth	20%	40,000	<i>Fort Worth Weekly</i>
Houston	25%	50,000	<i>Community Weekly Newspapers</i>
San Antonio	15%	30,000	<i>Prime Time Suburban newspapers</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%
⅛ PAGE	2,628	3,468	32%
1/12 PAGE	1,576	2,080	32%



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