

ECHO

Discover the
Natural Beauty of
FLORIDA in
Your Own Backyard!

ECOLOGICAL CULTURAL HERITAGE OUTDOORS **Encounters**

2008-2009 ECHO ENCOUNTERS (IN-STATE)

4-color, Multi Page Magazine Quality Newspaper Inserts

The **Florida ECHO ENCOUNTERS** newspaper inserts are a planning guide for unique ecological, cultural, heritage and outdoor vacation experiences. These magazine quality, 4-C consumer supplements allow participants to showcase the nature, history and culture of their areas in a graphically pleasing editorial-photo format.

Circulation: 200,000 In-state

Campaign Features:

- Participants that run in both In-state and Out-of-State receive the following frequency reductions: 2 x 3%; 3 x 4%; 4 x 5%; 2% discount for prepayment.
- Participant sites included on www.floridafunshine.com for four months with live link.



AREA		PUBLICATIONS
Miami & W. Palm Beach	51.5%	<i>Miami New Times, Jewish Journal Miami-Dade, Coral Springs Parkland Forum, Ft. Lauderdale Eastsider, West Boca Forum, Wellington Forum</i>
Orlando	15%	<i>Villages Daily</i>
Tampa	13.5%	<i>Tampa Tribune Newspapers</i>
Ft. Myers & Tallahassee	11%	<i>Cape Coral Breeze, Tallahassee Democrat</i>
Jacksonville	5.5%	<i>Ponte Vedra Recorder, St. Johns Recorder</i>
Outdoor Groups	5%	<i>Florida RV Association, Florida Trail Association, Florida State Parks & Capitol Welcome Center</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	10,726	14,158	32%
½ PAGE	6,971	9,201	32%
¼ PAGE	4,503	6,079	32%
⅛ PAGE	2,316	3,057	32%
1/12 PAGE	1,560	2,059	32%



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