



2008-2009 ECHO ENCOUNTERS (OUT-OF-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 Out-of-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	
Atlanta, GA	35%	<i>North Fulton, East Cobb and Cherokee County Neighbor</i> newspapers
Birmingham, AL	12.5%	<i>Birmingham Weekly</i>
Greenville, SC	12.5%	<i>Greenville News</i>
Charlotte, NC	12.5%	<i>Charlotte Weekly / Gaston Gazette</i>
Savannah, GA	12.5%	<i>Savannah Morning News</i>
Montgomery, AL	5%	<i>Montgomery Adviser</i>
Nashville, TN	5%	<i>Nashville Scene</i>
FL Welcome Centers	5%	I-95, I-75, I-10, U.S. 231
Bonus		3 REI Store Atlanta Overprints

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	2,0804	32%



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