

EARLY BIRD PRICING DEADLINE : JULY 25, 2009

ADVERTISING RATES

FLORIDA'S EDEN HEART OF FLORIDA SCENIC GUIDE

GET EARLY BIRD ADVERTISING RATES: AD FORM ON REVERSE



THE PUBLICATION

- The first edition of the *Heart of Florida Scenic Guide* produced in 2008 continues to excite visitors and residents alike with its authentic portrayal of the region and its inviting format.
- This new edition features expanded coverage, longer shelf life and exciting new online features that will help you know exactly how effective your advertising dollar can be.
- 100 page, full color premium gloss magazine
- 15,000 copies in print
- Online version in flip-page magazine format
- Reader Response, Live Links and Live Tracking!!!

REACH YOUR SPECIALTY MARKET

- Ask about placing your ad in conjunction with our special content pages and reach your specific niche market

PROMOTION of the GUIDE

- 30,000 promotional brochures placed at all five VisitFlorida Welcome Centers
- Guide promotion through Visitors Bureaus, Chambers of Commerce, VisitFlorida, Travel Writers, Travel Blogs
- Premium grade Search Engine Optimization and placements on YouTube, FaceBook, Flickr to promote the new version of the *Heart of Florida Scenic Guide*

PRINT SPECIFICATIONS

- All files to be provided print ready
- Hard copy may be supplied 100% camera ready
- For best printing results, provide digital files at 300 dpi
- File formats accepted include PDF (Press Quality only), TIFF, PSD, Illustrator (with fonts embedded) or JPG
- Send print files by mail: PO Box 1149, Gainesville, 32602 or via email to: palmstone@gmail.com

PAYMENT

- All ads must be paid for in advance of publication
- Send payment to and Advertising Agreement Form to: Florida's Eden, P.O. Box 1149, Gainesville, FL 32602

CONTACT INFORMATION

JACQUI COLLETT: 352-219-4177
 collettglass@bellsouth.net
 DIANNE TORNAY: 305-710-2312
 SEAN DOWIE: 352-219-3021
 LOIS FLETCHER: 352-339-0631

DON'T MISS
 YOUR OPPORTUNITY
 TO ADVERTISE IN
 THE HIGHLY
 ACCLAIMED
 HEART OF FLORIDA
 SCENIC GUIDE

BONUS OFFER: GET THESE ADDED PROMOTIONAL BENEFITS

With your ad we're giving one year FREE MEMBERSHIP in Florida's Eden, with these benefits:

- Reader Response System
- Live Links: Visitors click directly from your site description in the online Guide to your Website
- Florida's Eden Live Tracking: Instant feedback every time a visitor clicks through to your site!
- Listing in the Florida's Eden Source: online searchable directory of North Florida's local economy
- Your own web page: full featured, easy to use, image upload, custom links, search optimization tools
- Member to Member Discount Program

ADVERTISING AGREEMENT

FLORIDA'S EDEN HEART OF FLORIDA SCENIC GUIDE

EARLY BIRD RATES: AGREEMENT AND PRINT READY AD MUST BE SUBMITTED BY: JULY 25, 2009

Name of Business

Contact Person

Email Phone ()

Address

City County State ZIP

Is the business located in, or provides goods or services to Alachua, Marion or Columbia County

YES NO

Does the business have a website?

YES NO

If yes, Full Web Address: http://

Indicate the EMAIL ADDRESS where you want to receive READER RESPONSE notifications:

Advertising Selection (Check One) height x width

STANDARD RATES

EARLY BIRD RATES

<input type="checkbox"/> BUSINESS CARD HORIZONTAL	2 x 3.5 inches	\$182.00	\$ 175.00	
<input type="checkbox"/> BUSINESS CARD VERTICAL	4 x 2 inches	208.00	\$ 190.00	
<input type="checkbox"/> ONE EIGHTH PAGE	2.5 x 3.5 inches	227.00	\$ 200.00	
<input type="checkbox"/> ONE FIFTH PAGE HORIZONTAL	2 x 7 inches	364.00	\$ 325.00	
<input checked="" type="checkbox"/> ONE QUARTER PAGE	5 x 3.5 inches	454.00	\$ 375.00	best deal
<input type="checkbox"/> TWO FIFTHS PAGE VERTICAL	6 x 4.6 inches	717.00	\$ 625.00	
<input type="checkbox"/> TWO FIFTHS PAGE HORIZONTAL	4 x 7 inches	728.00	\$ 625.00	
<input type="checkbox"/> HALF PAGE VERTICAL	10 x 3.5 inches	910.00	\$ 795.00	
<input type="checkbox"/> HALF PAGE HORIZONTAL	5 x 7 inches	910.00	\$ 795.00	
<input type="checkbox"/> FULL PAGE NO BLEED	10 x 7 inches	1810.00	\$1595.00	
<input type="checkbox"/> FULL PAGE BLEED	10.875 x 8.375 (live area)	2070.00	\$1800.00	
	8.625 x 11.125 (production size)			
<input type="checkbox"/> INSIDE FRONT COVER	8.375 x 10.875 (live area)	3,500.00	\$3250.00	
	8.625 x 11.125 (production size)			
<input type="checkbox"/> INSIDE BACK COVER	8.375 x 10.875 (live area)	3,000.00	\$2700.00	
	8.625 x 11.125 (production size)			
<input type="checkbox"/> BACK COVER	8.375 x 10.875 (live area)	5,000.00	\$4500.00	
	8.625 x 11.125 (production size)			

TOTAL DUE

PAYMENT METHOD:

Check enclosed payable to "FLORIDA'S EDEN" P.O. BOX 1149, GAINESVILLE, FL 32602-1149

VISA OR MASTERCARD NO. EXP (MM/YY) /

NAME ON ACCOUNT SIGNATURE

INDICATE DELIVERY METHOD OF PRINT-READY AD:

CD MAILED TO ADDRESS ABOVE, OR VIA EMAIL TO: PALMSTONE@GMAIL.COM

TERMS Advertiser agrees to provide print-ready advertising; Florida's Eden holds the right to determine suitability of any advertising for the specific publication and holds no liability beyond refund of ad cost; Ad Fee includes a one year membership in Florida's Eden, a \$50.00 value; Live Links and Florida's Eden Live Tracking functionality are contingent on correct management of applicant's email, web pages and/or sites.

Printing of the Heart of Florida Scenic Guide is supported in part by funds provided by the Alachua County Tourist Product Development program.

OFFICE USE ONLY Y / N Pay

Rec

Ad File

Link