



Florida's Eden

PORTRAY · PRESERVE · PROSPER

Regional Sustainable Economic Development for North Florida
Administered by the Artists Alliance of North Florida, a non-profit 501c3 organization



The first edition of the *Heart of Florida Scenic Guide* received rave reviews! The second edition offers expanded coverage, new features to track visitor response, and a full web presence for your business or organization. Look at these testimonials:

“The first edition of the Heart of Florida Scenic Guide is stunningly beautiful. In fact, it has been perfect as a promotion for our business and for the area. When I heard about the new features to be included in the 2009 edition, I was amazed. Florida’s Eden has just taken perfection and improved it!”
Carolyn Stevens-West, Herlong Mansion Historic Inn

“This is the best advertising ever—it’s better than a pop-up birthday card!”
Rick Mulligan, Cox Media

“Florida’s Eden produced a stellar publication...They delivered everything they promised, and more!”
Roland Loog, Alachua County Visitors and Convention Bureau

“Florida’s Eden produced one of the best publications about our area I have ever seen.”
Marilyn Tubb, Associate VP for Community Relations, Santa Fe College

“The guide is beautiful, seductive and informative, inviting key visitor segments to explore new areas of interest. Florida’s Eden has created a superlative product.”
Ann Sternal, Ocala Marion County Visitors and Convention Bureau

“The online version of the guide brings the type of marketing features that are usually only available to large businesses and at great expense.”
Michael Blachly, Director, University of Florida Performing Arts

The Heart of Florida Scenic Guide:

AUTHENTIC: Your part of Florida showcased through the work of naturalists, photographers, artists and writers who know and love the area.

AFFORDABLE: Affordable rates in a top of the line publication.

NEW AUDIENCES: Innovative marketing through travel blogs, welcome centers, hotels, VisitFlorida, YouTube, etc.

NEW FEATURES TO PROMOTE YOUR BUSINESS:

LIVE LINKS, readers click directly from the online version of the guide to your web page!

LIVE TRACKING gives you monthly reports on how the Guide is working for you!

READER RESPONSE encourages people to send you their personal contact information!

This is your opportunity to jump on board the 2nd edition of the
Heart of Florida Scenic Guide

We're offering EARLY BIRD PRICING

Send the attached form & payment by JULY 25, 2009 and SAVE BIG

Florida's Eden is a non-profit organization working to build strong and sustainable local businesses. Everyone on our team looks forward to working with each and every one of you,

Annie Pais • Stewart Thomas • Jacqui Collett • Sean Dowie • Lois Fletcher • Dianne Tornay

www.FloridasEden.org

P.O. Box 1149, Gainesville, FL 32602-1149

352.377.0777