

Co-op Marketplace 2011-2012 Enrollment Form — Full Service

Updated: 10/7/11

Please initial next to opportunities desired.

Publication/Media	Circulation/ Impressions	Coverage Area	Run Date	Payment & Creative Due Date	Creative Approval Date	Cost Per Co-op Partner	Ad Size	# of Co-op Participants	Authorized Approval
GENERAL LEISURE – OUT-OF-STATE									
PRINT									
<i>Collinson Out-of-State: Inserts</i>	1,500,000	AL, AR, CT, IL, KY, LA, MD, MA, MI, MN, MS, DC, NE, NJ, NY, NC, OH, OK, PA, SC, TN, TX, VA, WV, WI, GA	February 2012	11/29/2011	12/29/2011	\$2,334.00	1/2 pg	3	
<i>Collinson Out-of-State: Inserts</i>	2,300,000	AL, AR, CT, IL, KY, LA, MD, MA, MI, MN, MS, DC, NE, NJ, NY, NC, OH, OK, PA, SC, TN, TX, VA, WV, WI, GA	April 2012	1/22/2012	2/3/2012	\$3,750.00	1/2 pg	3	
<i>Southeast Tourism Society: EXPLORE THE SE (MADDEN)</i>	1,200,000	AL, DC, FL, GA, IL, IN, KY, LA, MD, MI, MO, NC, NY, OH, PA, TN, TX	March 2012	1/3/2012	1/13/2012	\$4,500.00	1/2 pg	3	
ONLINE									
Travelocity – Spring/Summer Content	650,000	DEST PIE, SRQ, TPA, RSW, SFB, MCO	3/1/2012- 7/31/2012	12/27/2011	12/30/2011	\$687.50	n/a	12	
FAMILY – IN-STATE									
PRINT									
<i>Good Housekeeping, Woman's Day, Redbook</i>	99,258	Miami	August 2012	4/21/2012	5/7/2012	\$501.00	FP	6	
<i>Good Housekeeping, Woman's Day, Redbook</i>	78,917	Tampa	August 2012	4/21/2012	5/7/2012	\$360.00	FP	6	
<i>Good Housekeeping, Woman's Day, Redbook</i>	55,116	Orlando	August 2012	4/21/2012	5/7/2012	\$306.06	FP	6	
ONLINE									
Trip Advisor – Spring/Summer Content	482,500	Florida Content, Sarasota Content, Tampa/ St. Pete Content	3/1/2012- 7/31/2012	12/27/2011	12/30/2011	\$498.61	n/a	9	

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CULINARY									
<i>Cooking with Paula Deen</i> (STS Co-op)	725,000	National	Mar/Apr 2012	12/2/2011	12/30/2011	\$3,340.50	1/2 pg	3	
CULTURAL									
<i>The New Yorker</i>	61,000	Massachusetts	March 2012	12/2/2011	12/12/2011	\$862.05	FP	6	
<i>The New Yorker</i>	12,000	Maryland	March 2012	12/2/2011	12/12/2011	\$272.71	FP	6	
<i>Conde Nast Traveler</i> (VISIT FL Co-op)	305,000	AL, FL, GA, KY, LA, MS, NC, SC, TN, VA, WV, DC, MD, NY, PA, NY	May 2012	2/3/2012	2/20/2012	\$4,250.00	1/3 pg	2	
ECOTOURISM									
<i>Undiscovered Florida</i> (VISIT FL Co-op) add circ with National	285,000	National	May 2012	1/13/2012	1/30/2012	\$1,476.00	1/2 pg	3	
<i>Undiscovered Florida</i>	150,000	National	Feb 2012	10/22/2011	11/8/2011	\$1,667.00	1/2 pg	3	
GLBT									
<i>GLBT OUT-OF-STATE</i>	278,500	IL, NY, PA	Feb 2012	10/22/2011	11/8/2011	\$620.00	1/2 pg	3	
SPORTS									
<i>Golf Digest</i>	108,000	Massachusetts	Feb 2012	12/2/2011	12/12/2011	\$1,284.99	FP	6	
<i>Golf Digest</i>	14,000	Maryland	Feb 2012	12/2/2011	12/12/2011	\$262.09	FP	6	
WEDDINGS									
<i>THE KNOT</i> Florida Edition	29,300	Florida	Jan 2012-Dec 2012	10/22/2011	11/1/2011	\$750.00	FP	6	
<i>Destination Wedding & Honeymoons</i> (VISIT FL Co-op)	386,000	National	January 2012	9/30/2011	10/11/2011	\$1,030.00	FP	6	
AFRICAN-AMERICAN									
<i>UPTOWN ESCAPES</i> Atlanta Issue	27,300	Northern Georgia	April 2012	1/22/2012	2/7/2012	\$425.00	1/4 pg	2	

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LIMITED SERVICE HOTEL CO-OPS									
PRINT									
Family – In-State									
AAA GOING PLACES SOUTH: WORTH THE DRIVE LIMITED SERVICE (Text only)	50,000	Florida	May 2012	12/27/2011	1/13/2012	\$780.00	1/2 pg	6	
LOCAL NEWSPAPER: LIMITED SERVICE Co-op Sumter County Times; The Villages Daily Sun (Text only)	52,500	Sumter/ Orlando	June/July 2012	4/21/2012	5/21/2012	\$168.00	1/3 pg; 1/2 pg	6	
LOCAL NEWSPAPER: LIMITED SERVICE Co-op TBT,* Creative Loafing (Text only)	140,000	Tampa	June/July 2012	4/21/2012	5/21/2012	\$425.00	Full pg; Full pg	6	
ONLINE									
Google Content Network Text Ads-Limited Service	1,593,425	Contextually Targeted Content	March-July 2012	12/1/2011	1/4/2012	\$174.00	n/a	n/a	
Trip Advisor – Limited Service Banner	Unlimited	Trip Advisor Sponsorship Page	Dec 2011- July 2012	11/1/2011	11/15/2011	\$300.00	n/a	n/a	
Trip Advisor – Limited Service Text Ad	Unlimited	Trip Advisor Sponsorship Page	Dec 2011- July 2012	11/1/2011	11/15/2011	\$174.00	n/a	n/a	