

## 2009-2010 Sarasota Convention & Visitors Bureau Marketplace

See how far we've come.

### Print and Online Cooperative Advertising:

As a partner of the SCVB, you are eligible to participate in our print and online co-op opportunities planned for the upcoming fiscal year. With insertions starting in January, we have created two dynamic media plans that cover both print and online media. Insertions will be sold on a first come, first served basis.

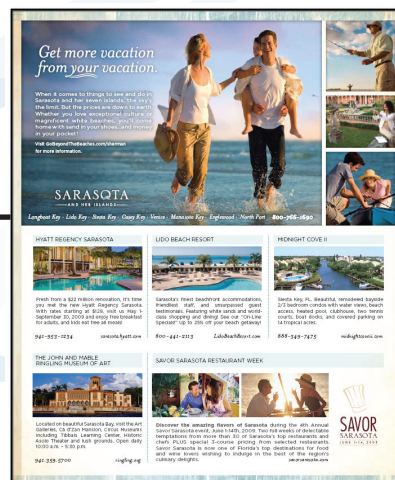
### Print Cooperative Advertising\*:

The print media plan for fiscal year 2010 has been condensed from the previous year to run the strongest and most effective publications with the highest return for our partners. The print media plan will reach approximately 17 million households throughout the year!

Print cooperative advertising rates for partners have decreased overall by 7% to 29% (depending on insertion). The pricing for print media ranges from \$730 to \$5,828, with opportunities running from January 2010 until September 2010. Print cooperative advertising will be featured in national magazines, as well as in-state and out-of-state newspapers.

Leads from our print insertions will continue to be sent to SCVB partners, giving them the opportunity to contact consumers directly with more information.

**Example:**  
 Cooperative Print Advertising



### Program Eligibility Requirements:

#### \*Print Cooperative Advertising:

1. Participants must be active partners in good standing of the Sarasota Convention & Visitors Bureau. This is a partnership benefit for accommodations, arts/cultural organizations, attractions and restaurants in Sarasota County.
2. Manatee County lodging partners may participate under the same rules and rates as Sarasota County partners. There can be no more than one Manatee County partner per advertisement.
3. Sarasota County non-partners may participate but will pay a 30% higher cost, and sign up opportunity is given to partners first.

#### \*\*Online Cooperative Advertising:

1. All print cooperative eligibility requirements apply.
2. Partners must purchase at least one print cooperative advertisement to participate in the online program.

## Online Cooperative Advertising\*\*:

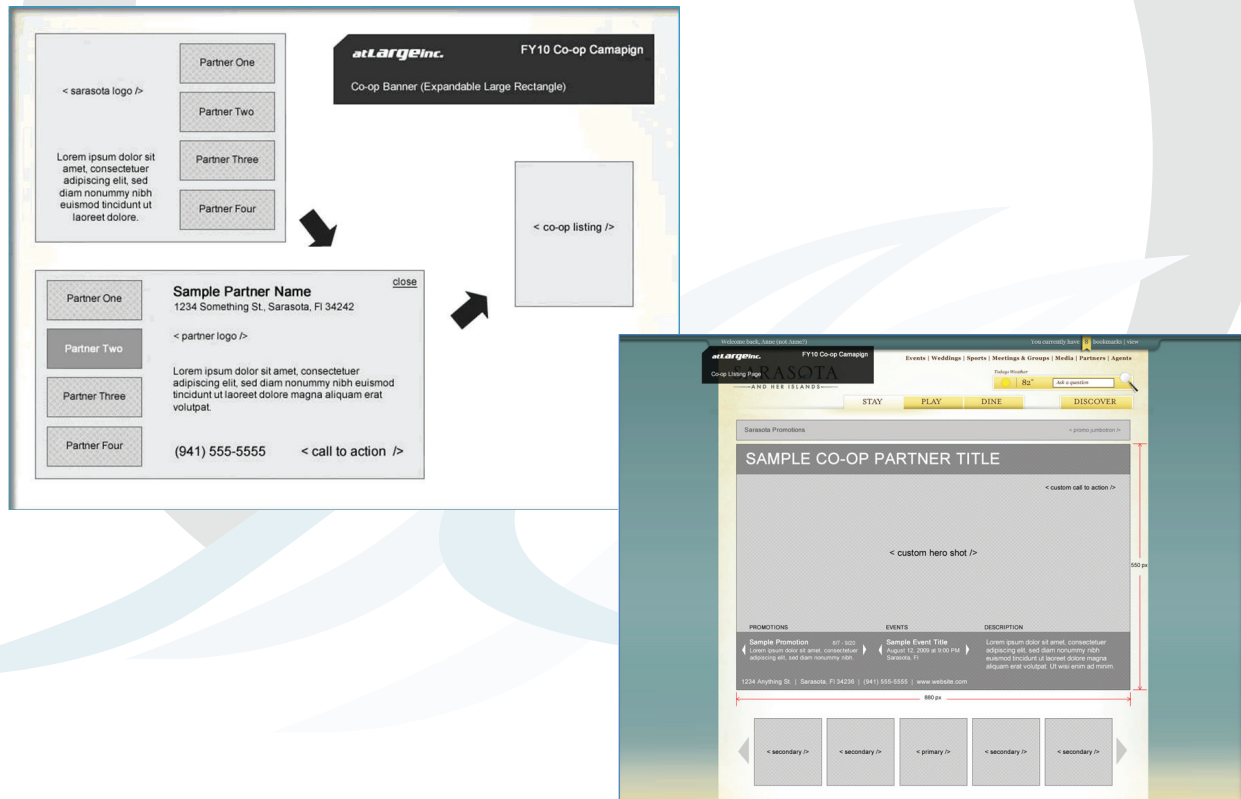
As last year, we require that our partners **purchase at least one print insertion** before they are eligible to participate in the online portion of the plan.

The online media plan for fiscal year 2010 has been improved with more efficient websites, and improved targeting, and it offers **longer run times**.

We will feature advertising for three online cooperative segments from January – August.

Enhancements to optimize partner results for the online cooperative program include:

- Implementing dynamic landing pages for partners that utilize the current up-to-date partner information from the partner listing pages on the sarasotafl.org website. Each landing page will feature a participant on its own page while dynamically retrieving information related to its business, such as promotions, listing details and events from sarasotafl.org's new robust infrastructure.
- Cross-promoting of the partner cooperative section throughout the sarasotafl.org website.
- Improving partner banner creative that will run nationally with online media publishers.



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## Fiscal Year 2010 Print & Online Pricing Partner Cooperative Advertising Opportunities

### Print Advertising

Publication/Media	Circulation	Distribution Area	Insertion Date	Partner Commitment Date	Partner Materials Due to SCVB	Cost Per Co-op Partner	Ad Size	# of Co-op Participants	Insertion Value
Florida Travel & Lifestyles	100,000	Nationwide	1/1/2010	11/27/2009	11/28/2009	\$243.34	1/2pg, FC	3	\$1,460.00
Play Florida Golf - VISIT FL	175,000	Florida plus *	1/1/2010 - 6/1/2010	asap	10/30/2009	\$1,978.00	4pg spread	8	\$31,647.00
Southern Living - Travel Florida	1,260,000	FL, GA, SC, NC, VA, MD, DE, DC, NJ, NY, PA	3/1/2010	12/7/2009	12/19/2009	\$5,828.16	1/2pg	3	\$34,969.00
Florida Travel & Lifestyles	100,000	Nationwide	3/1/2010	1/22/2010	1/29/2010	\$243.34	1/2pg, FC	3	\$1,460.00
Collinson Out-of-State Newspaper Insert - V FL	3,208,740	**	3/28/2010	12/8/2009	1/15/2010	\$3,124.17	1/2pg, FC	3	\$18,745.00
Southeast Tourism Society - Explore the Southeast (Madden)	1,200,000	***	March/April	12/21/2009	1/1/2010	\$1,788.09	FP, 4C	6	\$21,457.00
Florida Reflections (VISIT FL & AMEX)	1,100,000	****	4/1/2010	2/1/2010	3/17/2010	\$3,083.34	1/2pg, FC	3	\$18,500.00
Collinson In-State Newspaper Insert	1,682,500	*****	4/18/2010	1/4/2010	2/1/2010	\$2,800.00	FP, 4C	6	\$33,590.00
Florida Travel & Lifestyles	100,000	Nationwide	5/1/2010	3/22/2010	3/29/2010	\$243.34	1/2pg, FC	3	\$1,460.00
Sherman's Travel - VISIT FL	250,000	Nationwide	May/June	3/16/2010	3/23/2010	\$984.00	FP, FC	6	\$11,812.50
AAA Going Places South - VISIT FL	2,551,200	FL, GA, West TN	May/June	2/15/2010	2/22/2010	\$2,960.84	1/2pg, FC	3	\$17,765.00
Arthur Frommes Budget Travel - VISIT FL	675,000	Nationwide	6/1/2010	2/9/2010	2/12/2010	\$2,815.00	1/2pg	3	\$16,890.00

\*Louisville, Columbus, Chicago, DC/Northern VA, Philadelphia, Grand Rapids, Rochester, Minneapolis, Cleveland, Somerset (NJ), Tampa, Detroit, Toronto, Boston, Milwaukee and Pittsburgh.

\*\* Birmingham News, Montgomery Adviser, Little Rock Democrat Gazette, Stamford Advocate, Washington Suburbans, Washington DC Times, Panama City News Herald, Pensacola News Journal, Tallahassee Democrat, Atlanta Journal Constitution, Des Moines Register, Chicago Daily Herald, Chicago Sun Times, Indianapolis Star, USA Today Kansas, Lexington Herald Leader, Louisville Courier-Journal, Baton Rouge Advocate, Lake Charles American Press, Boston Herald, Detroit Free-Press, USA Today Missouri, Jackson Clarion Ledger, Charlotte Observer, Greensboro News & Record, Raleigh News & Observer, Omaha World Leader, Newark Star-Ledger, New York Newsday, New York Times, White Plains Journal News, USA Today NY, Cincinnati Enquirer, Columbus Dispatch, USA Today OH, Oklahoma City Oklahoman, Tulsa World, Harrisburg Patriot, USA Today PA, Greenville News, Chattanooga Times Free Press, Memphis Commercial Appeal, Nashville Tennessean, Austin American Statesman, Dallas Morning News, Fort Worth Star Telegram, San Angelo Standard Times, San Antonio Express News, USA Today Dallas, USA Today Houston, Richmond Times Dispatch

\*\*\* Birmingham News, Jacksonville Times Union, Atlanta Journal-Constitution, Gwinnett Daily Post, Marietta Daily Journal, Chicago Tribune, Suburban Chicago Newspapers, Indianapolis Star, Lexington Herald-Leader, Baton Rouge Advocate, Baltimore Sun, St. Louis Dispatch, Charlotte Observer, Raleigh News and Observer, Bergen County Record (NJ), Newark Star Ledger, New York Newsday, Cincinnati Enquirer, Cleveland Plain Dealer, Greater Philadelphia Newspapers, Pittsburgh Post Gazette, Nashville Tennessean, Dallas Morning News, Richmond Times Dispatch, Charleston Sunday Gazette

\*\*\*\* USA Today (Washington, DC/Baltimore, Philadelphia, NJ, Southern Florida); Wall Street Journal (NY), Orlando Sentinel, Tampa Tribune, Chicago Tribune, Atlanta Journal-Constitution, Philadelphia Inquirer and NJ Star Ledger

\*\*\*\*\* Bradenton Herald, So. Florida Sun Sentinel, Ft. Myers News Press, Gainesville Sun, Jacksonville Times Union, Jupiter Courier, Lakeland Ledger, Melbourne Florida Today, Miami Herald, Naples News, Ocala Star-Banner, Orlando Sentinel, Pensacola News Journal, Sarasota Herald-Tribune, St. Petersburg Times, Stuart Treasure Coast Newspapers, Tallahassee Democrat, Tampa Tribune, USA Today, West Palm Beach Post

### Web Advertising

Publication Outlet	Impressions	Demographics	Insertion Date/Run Date Start	Run Date End	CPM	Partner Commitment Date	Partner Materials Due to SCVB	Cost Per Co-op Partner	# of Co-op Participants	Ad Value
Chicago Tribune Group	1,400,000	Out-of-state (ChicagoTribune.com / BaltimoreSun.com) ROS BT to travel enthusiasts	1/1/2010	3/31/2010	\$1.34	12/1/2009	12/7/2009	\$939.12	6	\$31,097.72
Travelocity	1,000,000	Searches for hotels and packages to TPA / RSW / SRQ / MCO	1/2/2010	5/31/2010	\$1.43	12/1/2009	12/7/2009	\$1,166.67	6	\$35,000.00
Chicago Tribune Group	1,400,000	Southeast (OrlandoSentinel.com / SunSentinel.com / DallasNews.com) ROS BT to travel enthusiasts	6/1/2010	8/31/2010	\$2.19	4/30/2009	5/7/2009	\$1,000.00	6	\$27,428.62

### 2010 Print Cooperative Advertising Savings

<b>Print Publication</b>	<b>2008 - 2009 Cost/Co-Op Partner</b>	<b>2009 - 2010 Cost/Co-Op Partner</b>	<b>Total Savings</b>	<b>% Savings</b>
AAA Going Places South	\$3,216.67	\$2,960.84	\$255.83	8%
Budget Travel - VISIT FL	\$3,388.33	\$2,815.00	\$573.33	17%
Collinson In-State Newspaper Insert - VIST FL	\$3,956.83	\$2,800.00	\$1,156.83	29%
Madden - VISIT FL - Drive Market Insert	\$2,493.83	\$1,788.09	\$705.74	28%
Play Florida Golf	\$2,500.00	\$1,978.00	\$522.00	21%
Sherman Travel	\$1,225.50	\$984.00	\$241.50	20%
<b>Average Overall Cooperative Print Savings!</b>				<b>20%</b>

# Partner Cooperative Advertising 2009-2010 Participation Agreement

## Eligibility Guidelines to Participate in Partner Co-op:

1. Participants must be active members in good standing of the Sarasota Convention & Visitors Bureau. This is a partnership benefit for accommodations, arts/cultural organizations, attractions and restaurants in Sarasota County.
2. Manatee County lodging partners may participate under the same rules and rates as Sarasota County partners. There can be no more than one Manatee County partner per ad.
3. Sarasota County non-partners may participate but will pay a 30% higher cost, and sign up opportunity is given after partners.

**I have chosen to participate in the 2009-2010 Cooperative Marketplace and agree to provide all required materials before deadline, proof creative layout as requested and submit payment in a timely matter as specified below.**

## Payment Policy:

Payment in full is due forty-five (45) days prior to the insertion date. Partners will receive an invoice for upcoming advertisement commitments from the Sarasota Convention & Visitors Bureau. Nonpayment will result in the removal of the partner's advertising credits and placements for the year and will forfeit the partner's opportunity to participate in future SCVB programs. Any pre-bill exceptions must be approved by the Sarasota Convention & Visitors Bureau administration.

**I fully understand the payment policy and understand that failure to make full payment by the payment due date will result in the removal of my organization's co-op advertising placements for the year, and will also forfeit my organization's opportunity to participate in future SCVB programs.**

**Creative Approval: I agree to proof advertising copy and content and provide confirmation that the proof and/or changes are accepted within the time period specified.**

All print insertions will be sent to the partners via .pdf. Any print leads will be sent to the partner on a monthly basis. Reporting for online co-op advertising will be sent to each partner within thirty (30) business days of a campaign's completion, along with screen shots of the creative.

**I understand that the authorized signature below releases the Sarasota Convention & Visitors Bureau and/or Chappell Roberts for any omissions and/or errors as a result of the preparation and implementation of these advertising programs. I also understand that failure to approve advertising proofs prior to deadline will automatically denote approval, and that any changes made past the copy proof deadline will result in a 10% late fee.**

**I understand that once participation has been committed to an advertisement, cancellation will not be allowed without the permission of the SCVB Board of Directors. Exceptions will be considered only in extreme circumstances or business closures (management/ownership turnover does not release partner of financial responsibility). Cancellations will forfeit the opportunity to participate in future SCVB co-op programs.**

For any questions, please contact Erin Gray at 813-281-0088 or [egray@chappellroberts.com](mailto:egray@chappellroberts.com).

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Authorized Personnel & Title (print)

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Organization Name (print)

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Authorized Signature

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Date

# Cooperative Marketplace 2000-2010 Participation Agreement

Please print your name, title and sign in the indicated boxes.

## Print Advertising

Publication/Media	Cost Per Co-op Partner	Partner Commitment Date	Payment Due Date	Partner Materials Due to SCVB	Insertion Date	Authorized Personnel & Title	Authorized Signature
Sherman's Travel - VISIT FL	\$984.00	3/16/2010		3/23/2010			
Collinson Out-of-State Newspaper Insert - V FL	\$3,124.17	12/8/2009		1/15/2010			
Collinson In-State Newspaper Insert	\$2,800.00	1/4/2010		2/1/2010			
Florida Travel & Lifestyles	\$243.34	11/27/2009		11/28/2009			
Florida Travel & Lifestyles	\$243.34	1/22/2010		1/29/2010			
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Florida Reflections (VISIT FL & AMEX)	\$3,083.34	2/1/2010		3/17/2010			
AAA Going Places South - VISIT FL	\$2,960.84	2/15/2010		2/22/2010			
Play Florida Golf - VISIT FL	\$1,978.00	asap		10/30/2009			
Southern Living - Travel Florida	\$5,828.16	12/7/2009		12/19/2009			
Arthur Frommes Budget Travel - VISIT FL	\$2,815.00	2/9/2010		2/12/2010			
Southeast Tourism Society - Explore the Southeast (Madden)	\$1,788.09	12/21/2009		1/1/2010			

## Web Advertising

Publication Outlet	Cost Per Co-op Partner	Partner Commitment Date	Payment Due Date	Partner Materials due to SCVB	Insertion Date	Authorized Personnel & Title	Authorized Signature
Chicago Tribune Group	\$939.12	12/1/2009		12/7/2009			
Chicago Tribune Group	\$1,000.00	4/30/2009		5/7/2009			
Travelocity	\$1,166.67	12/1/2009		12/7/2009			