

Hospitality Co-Operative Advertising Packages (for Limited Service Hotels):

The Sumter County- Print*

- **The Villages Daily Sun**
 - **Print Circulation: 47,000**
 - Distribution includes: The Villages, FL
 - Weather page, 6 partner positions
 - Specs: 6c x 10.5"
 - To run Thursday June 3, 2010
 - Partner cost= \$98.00
- **Sumter County Times**
 - **Print Circulation: 5,500**
 - Distribution includes: Sumter County, FL
 - 1/2pg, Full color- Specs: 10.389" x 10.5"
 - To run: June 2010
 - Partner Cost: \$85.00

Total Partner Cost of Package: \$183.00

Non-Partner Cost of Package: \$237.90

Total Circulation: 52,500

Total Savings: \$1,995.00

Total Cost if purchased on own: \$2,178.00

Contacts:

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The Orlando Market – Print*

- **Orlando Magazine**
 - **Print Circulation:** 34,000
 - Distribution includes: Orange and Seminole Counties
 - 1/2 pg, full color
 - To run August 2010/ Specs: 7.125" x 4.75"
 - Partner cost= \$273.00
- **The Villages Daily Sun**
 - **Print Circulation:** 47,000
 - Distribution includes: The Villages, FL
 - Weather page, 6 partner positions
 - Specs: 6c x 10.5"
 - To run Thursday June 3rd
 - Partner cost= \$98.00

Total Partner Cost of Package: \$371.00

Non-Partner Cost of Package: \$483.00

Total Circulation: 81,000

Total Savings: \$4,080.00

Total Cost if purchased on own: \$4,451.00

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The Tampa Bay Package – Print*

- **Tbt***
 - **Print Circulation:** 80,000 Monday-Thursday
 - Distribution includes: Pinellas, Hillsborough and Pasco counties
 - Full page, full color co-op ad
 - To run Thursday, June 17th
 - Partner cost= \$171.00
- **Creative Loafing**
 - **Print Circulation:** 60,000
 - Distribution includes: Pinellas, Hillsborough and Pasco counties
 - Junior Full Page, full color coop ad
 - Specs: 7.438" x 7.167"
 - To run Wednesday May 2010
 - Partner cost= \$71.00

Total Partner Cost of Package: \$242.00

Non-Partner Cost of Package: \$315.00

Total Circulation: 140,000

Total Savings: \$3,331.75

Total Cost if purchased on own: \$3573.75

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The Tampa Bay Family Package- Print*

- **Tbt***
 - **Print Circulation:** 80,000 Monday-Thursday
 - Distribution includes: Pinellas, Hillsborough and Pasco counties
 - Full page, full color co-op ad
 - To run Thursday, June 17th
 - Partner cost= \$ 171.00
- **Tampa Bay Parenting Magazine**
 - **Print Circulation:** 30,000
 - Distribution includes: Pinellas, Hillsborough and Pasco counties
 - Full Page, full color coop ad
 - Specs: 9" x 11.5"
 - To run May 2010
 - Partner Cost: \$186.00

Total Partner Cost of Package: \$357.00

Non-Partner Cost of Package: \$464.10

Total Circulation: 110,000

Total Savings: \$4,753.00

Total Cost if purchased on own: \$5,110.00

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The West Palm/Miami Package- Print*

- **City and Shore Magazine**
 - **Print Circulation: 46,000**
 - Distribution includes: Distributed inside the Sun-Sentinel
 - Full Page, Full Color
 - To run July/August: Summer Escapades issue
 - Partner cost= \$ 332.50
- **The Palm Beach Post**
 - **Print Circulation: 114,000**
 - Distribution includes: Palm Beach county
 - 1/3 page, Full color- Specs: 6.958" x 10.25"
 - To run: June on a Wednesday
 - Partner Cost: \$290.24

Total Partner Cost of Package: \$622.75

Non-Partner Cost of Package: \$809.58

Total Circulation: 160,000

Total Savings: \$6,850.18

Total Cost if purchased on own: \$7,472.93

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