

**St. Johns County VCB
Media Recommendations October 1, 2005 - September 30, 2006**

St. John Count 2005 Media Flow Chart MEDIA/PUBLICATION	CIRC./ MARKET	2005				2006								
		OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	
Meeting Planners and Tour Operators														
Client Direct: On - Line Meeting Marketing														
2006 Official Meeting Planners Guide Visit Florida Fulfillment (B-Annual) October: Fall/Winter Tab - Divider 1 side A/V: 2,000 names or email of meeting planner in specific zip codes	45,000		\$10,923											
2006 International Travel Planner -Visit Florida Fulfillment (Annual) Annul: Half page A/V: Full bleed at n/c, 150 word listing in the buyers guide	80,000 International							\$5,079						
Association Resource (FASE) Annual: 2006 Facilities & Services Guide / Membership Directory - Full Page August : Association News - CVB Spotlight - Half page +500 advertorial * *Bonus distribution to ASAE members A/V: Full bleed at n/c, 150 word listing in the buyers guide	1,100 20,000 SE/NE										\$2,036		\$2,137	
Convention South 2006 Directory of CVB's and Meeting Sites South - Half Page (Tab size) A/V: Web listing online for 1 yr	18,000												\$2,206	
Meetings South Annual Directory - Half page A/V: 1/2 pg matching advertorial, addition distribution at 7 national trade show	22,000											\$3,524		
Successful Meetings Annual: Source Book - Half page A/V: Booth at Florida marketplace	72,000								\$5,100					
NTA Annual: 2006 Membership Directory - Full page	4,000										\$2,975			
Group Travel Planet Magazine November/December: Half page May/June: Half page	12,500		\$2,475						\$2,475					
USA Today Oct 17, 24, 31, Nov 7, 14: South East Florid Region - Formatted (2colx5") Oct 17, 24, 31, Nov 7, 14: Atlanta Region - Formatted (2colx5")	22,000	\$2,700 \$5,600		1/6 - 1/6 -										
Leisure/Directories														
AAA FLORIDA TOUR BOOK - Annual December'05: 2006 AAA Tour Book - Half page A/V: aaa.com online photo gallery - includes 4 images and sales message (\$595)	2,275,000			\$12,759										
WOODALL'S CAMPING DIRECTORY 2007 - Annual January 2007 Directory: Half Page (discount for pre-payment by 7/27/06) addition distribution includes 8 regional directory + Canadian edition, additional insertions in Discover and Seasonal publication	520,000													\$8,900
2006 Official Florida Vacation Guide -Visit Florida Fulfillment (Annual) Billed to Client Direct Full Page Back Cover A/V: 100,000 imp on www.visitflorida.com (1,000 guaranteed click-thoughts)	650,000 Us National					\$29,680								
Special Interest Print - Visit Florida Fulfillment Billed to Client Direct December'05: Heritage/Culture - Half page *20,000 polybag distribution to select subscribers of New Yorker & Harpers Bazaar, DM to select subscribers of Nat'l Geographic Traveler & Smithsonian Magazine February'06: Outdoors & Nature - Half page *20,000 polybag distribution to select subscribers of Scuba Diving Magazine, DM to select subscribers of Outdoor Life, Field & Stream, Florida Sportsman March'06: *Spa/Luxury - Full page 1st position *90,000 DM to AMEX cardholders w/interest in luxury vacations, a/v * 1X FP (upcharge for premium position) March'06: Romance Honeymoon - Half page *90,000 polybag distribution to select subscribers of Bridal Guide, Spa Magazine, Luxury Spa Finder, Saveur April'06: Beaches - Half page *DM to AMEX cardholders w/interest in beach vacations and select subscribers of Southern Living and Family Circle Magazine, Polybag distribution with Islands Magazine May'06: Family/Attractions - Half page *87,000 polybag distribution to select subscribers of Good Housekeeping, Budget Travel, AAA North/South, Bon Appetit, T&L Family and Tennis, DM to select subscribers of So Living, Family Circle and Family Fun	50,000 100,000 100,000 95,000 100,000			\$2,000 1/2 -			\$2,000 1/2 -	\$1,025 FP - \$4,000 1/2 -	\$3,000 1/2 -	\$3,000 1/2 -				
Undiscovered Florida - Visit Florida Fulfillment Annual Natural & Historical Guide distributed at visitor centers and travel trade and consumer shows year round, + insertion into the following May'06: National Geographic Travel Magazine (NY, NJ, CT, PA, MD, DC, VA, WV, NC, SC, GA) - Half page May'06: Recommend (FL drive market states) - Half Page Florida Welcome Centers (year round) VISIT FLORIDA distribution Travel Trade and Consumer Shows A/V: Online reader response, hyperlink on travleronline.com, 1750 geographically targeted email to travel agents	405,000 177,000 25,000 183,000 20,000									\$8,432 1/2 -				
AAA Going Places Magazine (Bi-monthly) January/February: VF Co-op (North: NY MA, OH, PA, VA) - Half page May/June: VF Co-op (South: FL, GA, AL, TN) - Half page A/V: 2"x5" online button aaagoingplaces.com, 3 months online reader service direct link, editorial mention - 20-25 words editorial on line,+ participation in kids coloring contest - receive coloring page which is distributed in aaa branches.	1,909,899 2,197,116				\$13,079		1/2 -			\$15,550		1/2 -		
AAA GO March/April: 1/4 page July/August: 1/4 page	880,000 NC & SC							\$5,772		1/2 -		\$5,772		1/2 -
AARP Southern Escapes (60-69) March/April: South East (AL, FL, GA, MS, NC, SC, TN) - 1/6 - 4C September/October: Mid Atlantic (NY, NJ, PA) 1/6 - 4C 50-59 Travel Section Date TBD: Top Ten Metro Markets (ATL, BOS, CHG, DAL/FTW, LA, MIA, NY, PHIL, PHOX, SF) - Half page	1,137,000 978,000 1,200,000							\$4,920		1/6 -				\$4,052 1/6 -
Bridal Guide Magazine January/February: VF Co-op Honeymoon Guide - Half page A/V: advertisers who have 360 virtual tour will have custom built digital brochure hosted and distributed to 1,0000 Travel site such as Travelocity and Orbitz. Honeymoon packages listed on Bridal Guide website for one year.	202,158 National				\$6,667		1/2 -							
Costal Living January/February: Florida The Sunshine State - Half page May: Last Minute Vacation Guide - 1/6 (formatted) June : Florida The Sunshine State - Half page	450,000 East MS				First Draft	\$10,540					\$4,012 1/6+	\$10,540		

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<p><i>Added Value: Coastal Living Good Stuff Guide - 1x 4c photo and listing, Reader response in magazine, listing on the advertiser guide, 30 words and 4-c logo online, 1 image and copy in Vacation Picks box, Florida sections will contain some edit on the destination, the full section will be ebasted to 39,000 opt in subscribers.</i></p>													
Cottage Living January/February: By-Ways - Half page July/August: By-Ways - Half page A/V: Partners & Prize web page listing: 15 words of copy and photo includes hotlink May/June (\$1,500) Subscriber Email Newsletter: 25 words of copy w/hotlink logo April and Sept'06 (\$3000) Cottage Connection Listing - online & in print: 30 word listing w/ Logo (3,000)	563,316 E. MS				\$11,138 1/2 -						1/2 -	\$11,138 1/2 -	
	20,000												E-NEWS
Conde Nast February: America Issue - Half page September: All-Star Issue - Half Page A/V: 2,000 database names for a one-time direct mail campaign	290,530 North/ Mid Atl.								\$14,576 1/2 -				\$14,577 1/2 -
Florida Travel & Life (cost applied to 2004/05 budget) December'05: Winter 2006 - Half page March'06: Spring 2006 - Half page A/V: Founders Program - Buy 1 Issue get 3 free, The advertiser can cancel at anytime and pay a pro-rated rate	125,000			\$0 1/2 -			\$0 1/2 -						
Frommers Budget Travel February: Visit Florida Co-op 12-20 page Pull Out - Half page July/Aug: Culture & History Travel - Half Page *Bonus circ in Newsweek subscribers A/V: Feb'06 will have additional distribution in Newsweek: NY, AL, LA, GA, MS, NC, SC, TN & TX reader service in pub, text listing w/ hyperlink in enews.	520,000 *180,000					\$14,380 1/2 -					\$11,030 1/2 -		
Madden Pre-Print - Oprah "O" Magazine October/November'05 "Girl Friend Get-Away: Eastern/Midwest - Half page A/V: Dedicated E-Zine to 20,000 Target Demo - November'05	1,358,000	\$30,262 1/2 -											
Reader's Digest March'06: America The Beautiful (RD Travel) - Half page June'06: Visit Florida Co-op "In State" - Half page September'06: Getting Away (Elite Travel Demo) - Half page A/V: Tower ad 120x240 on TravelInfo.RD.com and TravelInfo.RD.com for 6 mos, reader response listing in book and online, RD Connection online listing for 6 mos, 2x Text link in RD Insider e-News to 300,000	3,800,000 490,000 2,800,000						\$19,264 1/2 -			\$10,939 1/2 -		\$19,788 1/2 -	
Southern Living February: Travel Florida - Half page April: 40th Anniv Issue - Half page May: Travel Florida - Half Page A/V: reader service listing in pub/online, customize travel package listing online includes text link, buttons and e-news, premium package listing in pub, online button ads (see detailed proposal)	1,800,000					\$27,200 1/2 -		\$38,920 1/2 -	\$37,980 1/2 -				
Travel & Leisure June: T&L Family - Half Page July: T&L Summer Getaways - Half page A/V: T&L Elite Traveler Club: Reaches 200,000 who pay to access exclusive travel offers T&L. (SJC will need to provide multiple offers within the Explorer Sweepstakes: in book reader service program appearing in 2 consecutive issues highlighting special offers and promotions. Explorer Guide online - where SJC can have a pdf of the brochure next to the listing (SJC will need to provide a sweepstakes prize for one hotel.	Eastern 275,000 634,177									\$12,412 1/2 -	\$23,605 1/2 -		A/V: Elite E-News
American Express Publishing - 8 pg advertorial insert 8PG ADV Insert - T&L, Food & Wine, Travel Leisure Family March: VF Co-op - Half page A/V: Insert DM to 25,000 AMEX cardmembers. Section will be featured on www.travelandleisure.com w/hotlinks.	1,471,050						\$44,900 1/2 -						
Custom Marketing Group / Visit Florida Golf & Spa Trip Planning Guide Consumer Print: 1/2-4C in magazine supplement - September/October 2005 - T & L Golf, October 2005 - Food & Wine Consumer direct Mail to AMEX Cardmembers: Trip planning guide sent to 50,000 profiled American Express Card members with backend spending analysis to measure card member spring in markets upon program completions Online / E-Marketing: Online marketing campaign to drive traffic to the mylifemycard.com website utilizing banners and text ads on travel-related websites and email newsletters, key work marketing on leading search engines and co-marketing opportunities on partner website.	650,000 50,000	\$18,513 1/2 - Level #2											
Diverse Cultures Consumer Print: 1/2-4C in magazine supplement - October 2005 - T & L, October 2005 - National Geographic Traveler Consumer direct Mail to AMEX Cardmembers: Trip planning guide sent to 50,000 profiled American Express Card members with backend spending analysis to measure card member spring in markets upon program completions Online / E-Marketing: Online marketing campaign to drive traffic to the mylifemycard.com website utilizing banners and text ads on travel-related websites and email newsletters, key work marketing on leading search engines and co-marketing opportunities on partner website.	650,000 50,000	\$18,513 1/2 - Level #2											
Small Towns & Downtowns Consumer Print: 1/2-4C in 16PG newspaper supplement - 3/16/2005 New York Newsday, Atlanta Journal Constitution, Chicago Tribune, St. Petersburg Times, and Tampa Tribune 4/1/2004 USA Today (Philadelphia, Washington DC/Baltimore and Boston) Consumer direct Mail to AMEX Cardmembers: 3/13/2005 Selected AMEX Cardmembers will receive a invitation to explore Florida's Damil Towns and Downtowns. Cardmembers will receive the newspaper supplement packaged in a special designed die-cut wrap. Sweepstakes & E-Brochure: 3/2005 url link appears on the entry form for a "Win a Trip to Florida" sweepstakes. Added online exposure on VISAITFLORIDA.com with customized e-brochures featuring maps, event listing and merchant offers. Travel Trade Direct Mail: 3/15/2005 Travel Agencies will receive a customized newsletter featuring special offers and copies of the newspaper supplement. Additionally the newspaper supplement gets bonus distribution at trade showed and special functions for agents and tour operators	1,055,000 125,000 1,407,000 50,000						\$32,500 1/2 -						
Compass Marketing - Family Getaway Magazine Insert February - Family Travel Spring 2006 - Half Page Distribution: Ladies Home Journal, Better Homes and Gardens, Budget Living, Travel Girl June/July - Family Travel Summer 2006 - Half page Distribution: Better Homes & Gardens, Ladies Home Journal, More	1,000,000 Cntrl/ South Ea. 590,000 South East						\$20,000 1/2 -					\$12,850 1/2 -	

