

Through The 2013 Map, You Can Reach 1 Million Visitors!





Official Transportation Map



2012 Sample Cover

VISITATION AND SPENDING ARE ON THE RISE!

DRIVE MORE VISITORS TO YOUR BUSINESS WITH THIS OPPORTUNITY.

Secure your space in VISIT FLORIDA's most requested consumer publication, the *Florida Official Transportation Map*. Visitors request this annual piece through all Official Florida Welcome Centers, VISITFLORIDA.com, the consumer hotline and all VISIT FLORIDA events. No need to detour when there is a proven path to connect with the Florida visitor. This is a direct opportunity to be in the hands of visitors everyday.

Our team is available to assist you with flexible ad sizes, messaging, social media engagement and more.

CONTACT OUR TEAM:

(850) 205-3815 maps@VISITFLORIDA.org

DISTRIBUTION & DEADLINE:

In market: January 2013

Quantity: 1,000,000 maps

Distribution Points: 5 Official Florida Welcome Centers, 8 Florida Turnpike Plazas
all VISIT FLORIDA events, VISITFLORIDA.com and Consumer Hotline Fulfillment

CREATIVE DUE DATE:

Materials Submission Deadline: **October 12, 2012**

LAYOUT INTION

Trim Size..... 27.125" (W) x 36" (H)

Folded Size 3.5" (W) x 9" (H)

Folding Half fold x 7 accordion x half fold

Panel Trim Size 3.5" (W) x 9" (H)

Panels..... 32 panels per side



Special Advertising Rates for Florida Association of Museum Members

Officially Sanctioned VISIT FLORIDA® Co-op Program



Ad Size Partner Rate (net) Non-Partner Rate (net) Key

SINGLE PANEL

Full Panel	\$12,000 *	\$15,900	A
3/4 Panel	\$9,100 *	\$12,900	B
1/2 Panel	\$6,850	\$8,500	C
1/4 Panel	\$3,500 **	\$5,500	D
Highlighted Calendar Listing	\$213	N/A	COE
FAM Special Section	\$2,500*	N/A	FAM

DOUBLE PANEL

Double Full Panel	\$22,100 *	\$28,400	E
Double 1/2 Panel	\$12,350 *	\$15,900	F
Double LG Banner	\$7,900	\$9,900	G

PREMIUM POSITION

Back Cover (Full Panel)	\$31,000 *	\$39,400	I
Inside Top (Full Panel)	\$21,000 *	\$27,400	J
Inside Bottom (Full Panel)	\$21,000 *	\$27,400	K

* Value-Added Incentives apply.

** Small Business Partner rate applies to this size. Contact (850) 205-3815 to see if you qualify or for more information.



Sample 2013 Ad Layout (Front)

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For additional guidelines or questions, please call (850) 205-3815.

2013 AD SPECIFICATIONS

Electronic files may be submitted on Mac or PC Platforms. All graphics must be CMYK at 300 dpi. PDF files are acceptable if postscripted as 300 dpi PDF files and all fonts are embedded. Digital files must be submitted to VISIT FLORIDA's YouSendIt email account through VISITFLORIDA.org/floridamaps. Ads not built to specification will be billed for alterations and production charges, unless otherwise noted. Incorrectly sized ads will be corrected at the expense of the advertiser. Layout and design is charged at \$75 per hour. Materials will be retained by VISIT FLORIDA for one year and unclaimed materials will be discarded.

Steps to submit to creative by October 12th

- 1 Upload Files to:
<http://www.VISITFLORIDA.org/floridamaps>
- 2 Drop our team a quick email at maps@VISITFLORIDA.org to inform us when your file has been uploaded. Our creative team will review and send you a confirmation.

(Add 1/8 bleed on 4 sides to all ad layout sizes)