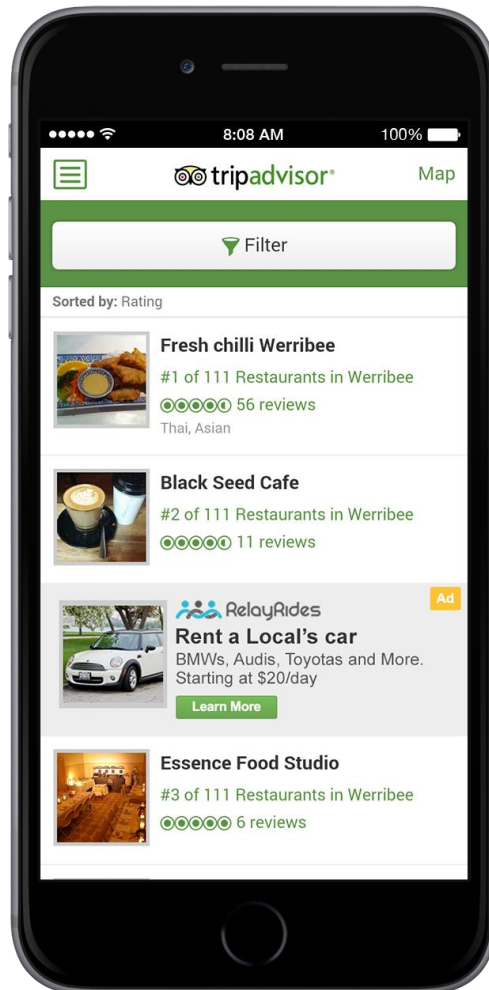


TripAdvisor

External Native Mobile



Units

1. Image
2. Text
3. CTA

Benefits

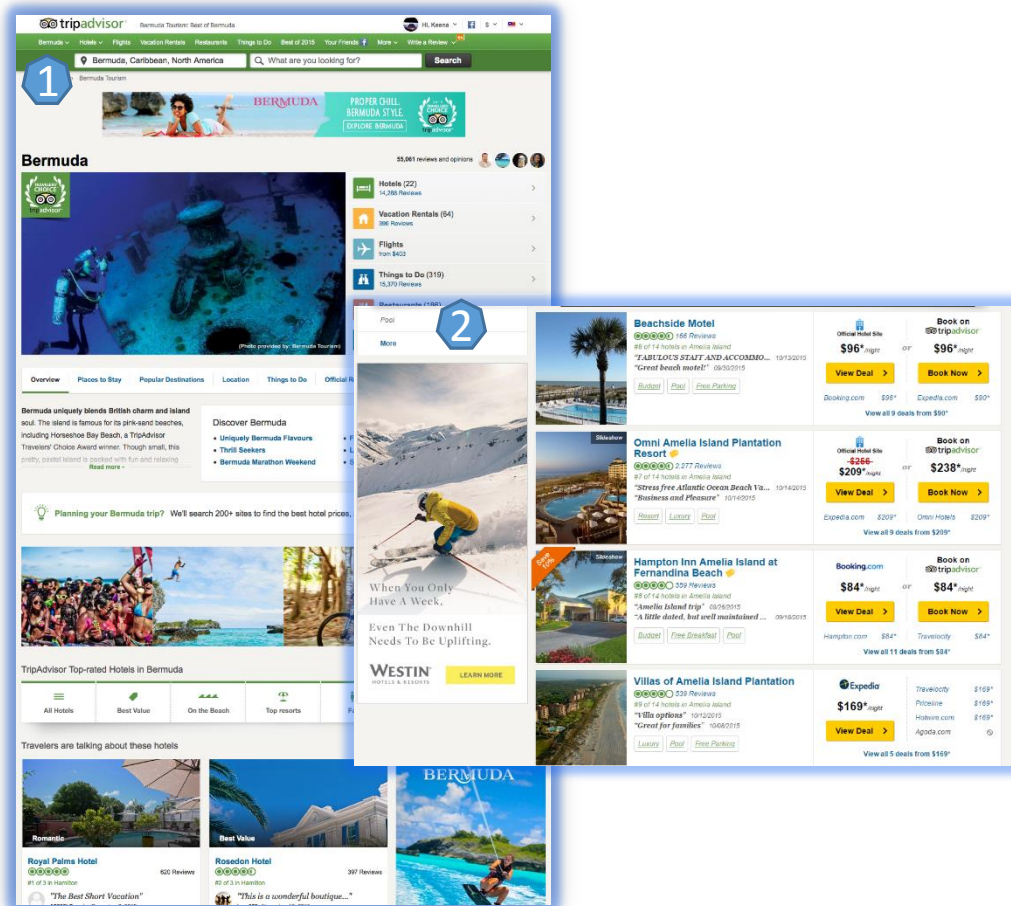
- **Extended Reach:** Message to TripAdvisor's mobile users as they explore hotels, restaurants and attractions
- **Branding:** Advertiser has complete control over messaging, including; image, logo, and text
- **Engagement:** Contextual Native Ads drive higher CTR, engagement, and brand favorability

Packages

- **Flighting:** quarterly, 10/1/17 – 9/30/18 (Nov starts will be pro-rated)
- Normally \$2,083/quarter
- Your cost: \$1,041/quarter
- Available to two advertisers per quarter (total 8 placement opportunities)

Contact Kaxetell@ameliaisland.com for contract

TripAdvisor Banners



Units

1. 728x90
2. 300x600

Benefits

- Get in front of mid-to-low funnel consumers
- Align with DMO content
- Trusted environment


Packages


- Flighting: Oct – Mar; Apr - Sep (Nov starts will be pro-rated)
- Normally \$1,666
- Your cost: \$833
- Total 4 placement opportunities

Contact

Kaxetell@ameliaisland.com for contract

Amelia Island E-blast





SAVE UP TO 20% OFF AT SEASIDE AMELIA INN

Come visit the Seaside Amelia Inn in beautiful Amelia Island, Florida before the summer ends. Save up to 20% off* our regular rate for your Sunday - Thursday stay. Our intimate boutique hotel will welcome you with genuine hospitality and endless ocean views.

Discover one of Florida's best-kept treasures at the Seaside Amelia Inn - located directly on the ocean and just minutes from Historic District of Fernandina Beach.

[BOOK NOW](#)

Messaging

Must include a compelling special offer or package deal. AICVB retains editorial and approval rights.

Features/benefits

- Targets opt-in database
- Strong metrics
- Branded creative, with development included

Packages

- 1 per year available to individual advertisers, deployed monthly,
- Distribution to 80,000+
- \$750 flat fee

Contact Kaxetell@ameliaisland.com for contract

2018 Print Cooperative Advertising

PRINT Co-op Opportunities

- *Prices reflect 50% coverage by TDC for lodging partners. Rates vary for other partner types, please enquire for rates.
- All co-op advertising must be placed through the Amelia Island TDC via Amy Boek. Space reserved on a first come, first served basis. Partner will work directly with publisher to provide materials. AICVB will bill partner.
- Creative material due dates on sale sheets.
- All print co-op forms must be returned to aboek@ameliaisland.com by December 31st (if earlier deadline is not noted)
- **Completed insertion sheets: due 12/30**





Cooperative Advertising Policy and Procedures

Policy

The Amelia Island Convention & Visitors Bureau (AICVB) believes that Cooperative Advertising (co-op) is a critical component in its efforts to market Amelia Island as a tourism destination. In general, the Amelia Island TDC co-op advertising program provides an opportunity to leverage the annual budget and establish a “win/win” relationship among Amelia Island lodging partners, attractions, and the AITDC. It includes a combination of advertising and promotional opportunities.

Relationship of the Amelia Island Tourist Development Council and the AICVB

The Amelia Island Tourist Development Council (AITDC) is appointed to oversee and administer the tourist development tax within the special taxing district of Nassau County, Florida. The AICVB - a 501(C) 6 non-profit corporation - through a contract with the Nassau County Board of County Commissioners (BOCC) performs the destination marketing activities on behalf of the AITDC. The appointed members of the TDC, concurrently and jointly, serve as the board of directors of the CVB. For the purposes of this policy, the TDC and CVB are synonymous.

Eligible Organizations

All Amelia Island tourism related stakeholders. Determination of eligibility shall be at the sole discretion of the AITDC staff.

Use of Tourist Development Funds

According to Florida State Statute 125.0104 section 5(A)2, tourism funds must be used to promote and advertise tourism in the State of Florida, nationally and internationally. If tax revenues are expended for an activity, service, venue, or event; the activity, service, venue, or event shall have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue, or event to tourists.

How do I participate in Cooperative Programs?

Print and digital advertising opportunities will be offered to lodging partners and attractions, on a first come-first served basis, throughout the year. You may reply to Amy Lacroix, director of marketing, at alacroix@ameliaisland.com to reserve your space or with any questions.

How much does it cost to participate?

The AITDC negotiates special rates with all publications and underwrites the cost of the ads by 50% for lodging partners and 25% for attractions.

How do I pay?

The AITDC pays the entire invoice submitted from the publication. The AITDC will then turn around and invoice all participating partners for their portion.

When is payment due?

Payment is due to AITDC net 30 days from invoice date. Failure to pay within 45 days will result in removal from publication and programs until payment is received.

Are the offers limited?

Most programs are limited as to the number of partners that can participate. Because it is on a first come-first served basis, partners are not always guaranteed to make it in the publication they want.

How do I submit creative materials?

If you are doing your own creative:

- ☒ Submit directly to the publication in whatever format they request

What if I need to have my creative ad done for me?

Kristen Willyoung, with Paradise Advertising, will be happy to assist should you need an ad done for you. You will need to provide Kristen (Kristen@paradiseadv.com) with the following:

- ☒ A JPG photo via email OR a TIFF or EPS in hi-res via CD (at least 3" x 2" dpi)
- ☒ At least 15 words of copy on your hotel/resort/attraction/promotion
- ☒ Name, city, phone number and website of property

Are there added value opportunities?

Yes. Our area's annual co-op program provides numerous opportunities for hoteliers and attractions to receive free exposure. **Some** of the free opportunities that are negotiated as part of a schedule **can** include:

- ☒ Co-op themed e-blasts
- ☒ Complimentary creative services including layout, production and ad creation
- ☒ Reader Service Leads
- ☒ Sweepstakes/Promotion

Agencies and Commissions

All co-ops are billed at net cost. No agency commissions are eligible for co-op funding.

**The Amelia Island CVB has no legal requirements to include anyone on its website, or include anyone's printed collateral at its visitor center or offices.*



EDITORIAL PROFILE

For the past 57 years, *Atlanta* magazine has served as the authority on Atlanta with impeccable writing backed by solid reporting. In the past decade alone, *Atlanta* magazine has won more than 235 regional and national awards for outstanding journalism and design, including the industry's top honor, a National Magazine Award. Marketing partners can trust that their messages are surrounded by compelling content and reaching an affluent, well-educated readership.

OPPORTUNITY

The Amelia Island TDC has negotiated special rates for this insertion and will underwrite the cost of the ad by 50 percent. The Amelia Island destination will receive added value advertorial written in an engaging editorial style that will feature general destination content and feature each participating partner.

RUN DATES

February 2018, May 2018, October 2018

- *Atlanta* magazine is presently available as digital replica editions and can be read on iPad, iPhone, Android, desktop, and laptop. All print ads appear in these editions. All ads are linked to client websites.
- Send electronic files no later than dates listed to *Atlanta* magazine.
- If you have any questions, please submit to alacroix@ameliaisland.com or fax to 904-432-8417.

DEADLINES

FEBRUARY 2018

CREATIVE DUE

Dec 6

MAY 2018

CREATIVE DUE

Feb 28

OCTOBER 2018

CREATIVE DUE

Aug 1

RESERVE YOUR SPACE TODAY!

DEMOGRAPHICS

Advertise in Atlanta's leading city magazine with the largest paid circulation of all local magazines!

MONTHLY AUDITED CIRCULATION

70,000

TOTAL SINGLE-ISSUE READERSHIP

415,429

AVERAGE HOUSEHOLD INCOME

\$252,400

AVERAGE NET WORTH

\$1,718,000

AVERAGE MARKET VALUE OF PRIMARY HOME

\$544,300

FEMALE SUBSCRIBERS

55%

MALE SUBSCRIBERS

45%

Sources: GfK MRI Atlanta magazine Subscriber Study 2016, \$100,000+HHI Base; Circulation Verification Council Atlanta magazine Subscriber Study 2017; The Media Audit, Winter 2016

SCHEDULED AD SIZE	AMELIA ISLAND CVB RATE	PARTNER COST AT 50%
Full Page (4 color)	\$5,855.00	\$2,927.50
1/2 Page	\$2802.50	\$1,401.25
1/4 Page	\$1,480.00	\$740

WE WOULD LIKE TO PARTICIPATE IN THIS OPPORTUNITY FOR ☐ FEBRUARY ☐ MAY ☐ OCTOBER

_____ FULL PAGE _____ HALF PAGE _____ 1/4 PAGE

TOTAL CO-OP PARTNER COMMITMENT: \$ _____

PARTNER NAME

SIGNATURE

TITLE

EMAIL

MATERIALS CONTACT

PHONE NUMBER

CONTACT WHITNEY DICK, ACCOUNT EXECUTIVE

954.493.7311 • WDICK@ATLANTAMAGAZINE.COM • ATLANTAMAGAZINE.COM

AMELIA ISLAND

COME MAKE MEMORIES[®]

A SPECIAL ADVERTISING FEATURE IN THE
FEBRUARY, APRIL, MAY AND SEPTEMBER
2018 ISSUES OF *CHICAGO* MAGAZINE

Chicagoans love to get away to Florida. Encourage more than 700,000 affluent and well-traveled *Chicago* magazine readers to take a trip to the Sunshine State by participating in the Amelia Island special advertising feature in the February, April, May and September 2018 issues. The Amelia Island TDC has negotiated a special rate for this insertion and will underwrite the cost of the ad by 50%.



CHICAGO MAGAZINE READERS ARE YOUR IDEAL VISITORS:

- RATE BASE 120,000
- TOTAL READERSHIP 573,655
- AVERAGE HOUSEHOLD INCOME \$211,940
- AVERAGE NET WORTH \$1,837,230
- TOOK DOMESTIC TRIP(S) IN THE LAST YEAR 94%

Sources: Ipsos Mendelsohn 2017 Subscriber Study, Alliance for Audited Media Multimedia Publisher's Statement June 2016

WE WOULD LIKE TO PARTICIPATE IN THIS OPPORTUNITY.

___ FULL PAGE ___ 1/2 PAGE ___ 1/4 PAGE

___ FEBRUARY ___ APRIL ___ MAY ___ SEPTEMBER

TOTAL CO-OP PARTNER COMMITMENT: \$ _____

PARTNER NAME: _____

SIGNATURE: _____

EMAIL: _____

MATERIALS CONTACT: _____

PHONE: _____

TO MAKE YOUR RESERVATION, SEND THIS FORM TO
ALACROIX@AMELIAISLAND.COM OR FAX TO 904.432.8417.

CHICAGO

MAGAZINE

AMELIA ISLAND DESTINATION WILL
RECEIVE ADDED VALUE ADVERTORIAL
WRITTEN IN AN ENGAGING EDITORIAL
STYLE THAT WILL FEATURE GENERAL
DESTINATION CONTENT AND EACH
PARTICIPATING PARTNER.

RATES

FULL PAGE
1/2 PAGE
1/4 PAGE

Amelia Island
CVB Rate

Partner Cost
at 50%

\$6,825 net	\$3,412.50 net
\$3,412.50 net	\$1,706.25 net
\$2,450 net	\$1,225 net

DEADLINES

FEBRUARY 2018

MATERIALS DUE: DECEMBER 13, 2017

APRIL 2018

MATERIALS DUE: FEBRUARY 14, 2018

MAY 2018

MATERIALS DUE: MARCH 14, 2018

SEPTEMBER 2018

MATERIALS DUE: JULY 18, 2018

FOR MORE INFORMATION, PLEASE CONTACT
WHITNEY DICK AT 954.493.7311 OR
WDICK@ATLANTAMAGAZINE.COM.

AMELIA ISLAND

COME MAKE MEMORIES®

WASHINGTONIAN

THE MAGAZINE WASHINGTON LIVES BY

★
Founded in 1965



A special advertising section feature in the March, April, June, September 2018 issues of **Washingtonian Magazine**.

DEMOGRAPHICS

% OF READERS WHO TRAVEL
DOMESTICALLY EVERY YEAR

96.3

DOMESTIC TRIPS TAKEN YEARLY

6.4

PAID AUDITED CIRCULATION

113,452

TOTAL READERSHIP

465,141

AVERAGE HOUSEHOLD INCOME

\$230,200

AVERAGE NET WORTH

\$1.64 MILLION

AVERAGE MARKET VALUE
OF PRIMARY HOME

\$825,000

DEADLINES

March Issue - January 25

April Issue - February 22

June Issue - April 24

September Issue - July 25

EDITORIAL PROFILE

Washingtonian Magazine readers love to travel. 96.3% plan to travel domestically in the next year—and many of them to Florida! With Amelia Island being just a flight away Washingtonians find themselves there time and time again. Encourage 400,000+ affluent and well-traveled *Washingtonian* readers to take a trip to the sunshine state by participating in the Amelia Island special advertising feature in the March, April, June, and September issues.

OPPORTUNITY

The Amelia Island TDC has negotiated a special rate for this insertion and will underwrite the cost of the ad by 50%.

RUN DATES

March 2018, April 2018, June 2018, September 2018

Scheduled Ad Size	Washingtonian 4-color rate	Partner at 50% Cost
Full Page	\$6,500.00	\$3,250.00
1/2 Page	\$3,250.00	\$1,625.00

We would like to participate in this opportunity.

_____ FULL PAGE _____ HALF PAGE

_____ MARCH _____ APRIL _____ JUNE _____ SEPTEMBER

TOTAL CO-OP PARTNER COMMITMENT: \$ _____

PARTNER NAME

SIGNATURE

TITLE

EMAIL

MATERIALS CONTACT

PHONE NUMBER

Please complete this form and fax to 904-432-8417

EDITORIAL PROFILE

For more than 50 years, Bostonians have turned to *Boston* magazine as a trusted source of news and information to improve their lives. Our content is reliable, thought-provoking and timely. And by advertising in print, your messaging is not an interruption but rather becomes part of the content.

READER PROFILE

Boston is the largest magazine in the market and the only 100% paid publication. Travel is our readers #1 interest and they have the will and the wherewithal to enjoy it.

The average age of our reader is 46 with household income of \$216,000. Our readers index at 6X the national average in flying domestically 6+ trips annually. Both JetBlue and Delta have daily non-stop flights from Boston's Logan Airport to Jacksonville International.

Signature

Partner Name

Title

Material Contact

Email

Telephone

OPPORTUNITIES IN MARCH AND SEPTEMBER 2018 ISSUES

THE OPPORTUNITY

Amelia Island CVB has negotiated an exceptionally efficient rate for this insertion and will underwrite the cost of your ad by 50%.

THE ISSUES

Boston March 2018 issue space close is 1/24/2018. Material is due 1/30/2018 and the issue on-sale is 2/27/2018.

Boston's September 2018 issue space close is 7/25/2018. Material is due 7/30/2018 and the issue

AD SIZE	AMELIA ISLAND CVB RATE	PARTNER COST AT 50%
Full page	\$9,620	\$4,810
1/2 page	4,810	2,405
1/3 page	3,175	1,587

**TO RESERVE SPACE CONTACT
AMY BOEK
aboek@ameliaisland.com
or fax to (904) 432-8417**



Charlotte magazine, founded in 1968, is the preeminent glossy magazine in the booming Charlotte market. We are the area's only monthly magazine with an audited, paid subscription and newsstand base. Our readers are looking for the best in life, and we deliver it to them.

How the Amelia Island CVB Co-op Program Works

- The Amelia Island CVB has negotiated a special rate with Charlotte magazine, which represents a significant discount over published rates.
- For the March, May, and September issues, the CVB will pay half the cost of your advertising. Billing for those issues comes from the CVB. Materials are sent directly to the magazine.

Value-Added Opportunity

- For the March, May, and September issues, the CVB and Charlotte magazine are producing a **special advertorial feature article about Amelia Island**. The piece will feature gorgeous design and stunning photography and is exclusive to Amelia Island. Any partner who advertises will be included in this piece at no additional charge.
- For example, if you advertise in the March and September issues, your property will be included in the exclusive feature in the March and September issues.

Yes, we would like to participate!

	March	May	September
FULL PAGE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2/3 PAGE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1/2 PAGE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1/3 PAGE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

PARTNER NAME _____

SIGNATURE _____

MATERIALS CONTACT AND PHONE/EMAIL _____

Please complete this form and scan and return to
Amy Boek aboek@ameliaisland.com

SIZE	TOTAL COST	COST TO YOU
FULL PAGE	\$2820	\$1410
2/3 PAGE	\$2170	\$1085
1/2 PAGE	\$1800	\$900
1/3 PAGE	\$1320	\$660

Charlotte

MAGAZINE



STATS

CIRCULATION: 35,000

READERSHIP: 127,000

94% of our readers take a domestic trip every year.

Our readers take an average of **12 domestic trips** each year

They spend **\$248+ million annually** on lodging, food, and entertainment while traveling.

Our readers are **75% more likely** than the average Charlotte adult to be frequent air travelers.

2018 ISSUES & DEADLINES

JANUARY est. deadline: Nov. 17

2017 Cracked Crown Awards // Private Schools Guide - Special Advertising Section

FEBRUARY est. deadline: Dec. 15

MARCH est. deadline: Jan. 12

Spring Travel // Spring Arts Preview // Spring Fashion Preview // Great Getaways

APRIL est. deadline: Feb. 9

Real Estate // Best Suburbs

MAY est. deadline: May 9

BOB Awards

JUNE est. deadline: Apr. 12

Great Getaways - Special Advertising Section

JULY est. deadline: May. 11

Top Doctors/Health // Wellness Travel

AUGUST est. deadline: Jun. 8

SEPTEMBER est. deadline: Jul. 14

Fall Travel // Fall Fashion // Fall Arts Preview

OCTOBER est. deadline: Aug. 10

NOVEMBER est. deadline: Sept. 7

How to Give // Travel: College Towns // Dentists List

DECEMBER est. deadline: Oct. 12

Charlotteans of the Year // Holiday Shopping Guide // Great Getaways - Special Advertising Section

QUESTIONS? Want to discuss additional print opportunities beyond the co-op months? Curious about digital opportunities?

Fawn Anderson @ Fawn.Anderson@CharlotteMagazine.com or 336-981-7410

First Coast

For the **love** of Florida's First Coast and its people.

M A G A Z I N E

Insightful information on First Coast Magazine

Engaged and cultered

- **42%** took 3 or more trips in the past year
- **84%** dine out 4 times or more per month
- **85%** attended a concert or theatre performance 1 or more times
- **69%** visited a museum at least once
- **67%** attended a charity event
- **71%** attended a sporting event per month
- **40%** attended a spa/resort
- **47%** attend an event 1 – 2 times per month
- **43%** attend a local event 3 – 9 times per month

Educated, established and affluent

- ▶ **73%** have graduated college and **30%** completed a graduate level degree
- ▶ **75%** have a HHI of \$75,000 or higher, **55%** have HHI of \$100k or higher, **28%** have HHI over \$175k
- ▶ **65%** of our readers are 35-64
- ▶ **87%** of our readers are home owners, **26%** have home values over \$500K

67%
Female

33%
Male

Our reader survey strongly suggests they read more than **50-75 percent** of our publication and what drives them to choose to spend their time with us is our dynamic content with well applied photography and design.

EDITORIAL CALENDAR

DECEMBER 2017 / JANUARY 2018

EDITOR'S CHOICE AWARDS

Our choice picks of people and organizations that capture the essential uniqueness of our region

APRIL

STAYCATION

Vacation at home on the First Coast
(Feature section on Amelia Island)

FEBRUARY / MARCH

THE LUXE ISSUE & CONCOURS D'ELEGANCE

Luxury lifestyle features and Amelia Island Concours d'Elegance special section

APRIL / MAY

ARTS ISSUE

Performing and visual arts of the First Coast
Food + Wine Festival special section

JUNE / JULY

BUCKET LIST ISSUE

Must do's before the year's end, focus on interregional exploration
(Amelia Island will be included in feature)

SEPTEMBER

SAVOR

Eat and drink on the First Coast
(Feature section on Amelia Island)



RATES

All rates are per-issue. Partner rates reflect 50% co-op program.

Print Sizes and Specs	AICVB Rate	Partner Rate
Full Page: 9" x 10.875"	\$2,000.00	\$1,000.00
2/3 Page: 5" x 9.875"	\$1,600.00	\$800.00
Half Page: 7.75" x 4.75"	\$1,200.00	\$600.00
1/3 Page: 5" x 4.75"	\$900.00	\$450.00

Regional Distribution:

Jacksonville,
Amelia Island
& St. Augustine.

Print Run: 22,000 bi-monthly

First Coast Magazine is a publication dedicated to promoting inter-region exploration to celebrate all Northeast Florida has to offer.

Magazine Specs

Trim Size: 9" x 10.875" | **Bleed Size:** 9.25" x 11.125"

Safety Inside Trim: 1/4" | **Binding:** Perfect Bound

Digital: Horizontal, 728x90 pixels, Vertical, 300x250 pixels

Digital deadlines: All campaigns begin on the First of the month. Must be received 7 Days Prior to the first of the month.

Acceptable File Types

Camera-Ready artwork should be provided as either an InDesign or Photoshop document (including all fonts, art and photos at no less than 300 dpi). Other acceptable ad formats include tiff (CMYK) 300 dpi minimum, jpeg (CMYK) 300 dpi minimum, eps or high resolution PDF.

Ads may be emailed to fcmgdesign@morris.com.



Print: ☐ Full Page ☐ 2/3 Page ☐ 1/2 Page ☐ 1/3 Page

BI-MONTHLY FCM THEMES

☐ FEBUARY / MARCH (Luxe Issue, Concourse)

☐ APRIL / MAY (Arts Issue)

* editorial calendar is subject to change without notice

ANNUAL PUBLICATIONS

☐ SAVOR (September 2018)

☐ STAYCATION (April 2018)

Partner Name: _____

Signature: _____

Title: _____

Materials Contact: _____

Email: _____

Phone Number: _____

For space reservation, return form to Amy Lacroix:
alacroix@ameliaisland.com or fax to 904.432.8417

For magazine information or deadlines call Stephanie Calugar:
904.994.2241 or email stephanie.calugar@morris.com



EDITORIAL PROFILE

OPPORTUNITY

The Amelia Island TDC has negotiated special rates for this insertion and will underwrite the cost of the ad by 50 percent. The Amelia Island destination will receive added value advertorial written in an engaging editorial style that will feature general destination content and feature each participating partner.

DEADLINES

SPRING 2018

Space Reservation:
December 11, 2017

Ad Materials Due:
December 19, 2017

Available:
February 2018-April 2018

FALL 2018

Space Reservation:
August 25, 2018

Ad Materials Due:
September 11th, 2018

Available:
October 2018-January 2019

**RESERVE YOUR
SPACE TODAY!**

DEMOGRAPHICS

AVERAGE READERSHIP
PER ISSUE:

104,000

TOTAL AVERAGE
PRINT RUN PER ISSUE:

20,000

AVERAGE PASS-ALONG RATE
PER ISSUE:

5.2 readers

AVERAGE SELL-THROUGH RATE
PER ISSUE:

75%

SCHEDULED AD SIZE	AMELIA ISLAND CVB RATE	PARTNER COST AT 50%
Full Page (4 color)*	\$1,950*	\$975*
1/2 Page	\$1,200	\$600
1/3 Page	\$950	\$475

* You will also receive a skybox as added value with a Full Page ad buy to run for 1 month (value \$525).

_____ FULL PAGE _____ HALF PAGE _____ 1/3 PAGE

TOTAL CO-OP PARTNER COMMITMENT: \$ _____

PARTNER NAME

SIGNATURE

TITLE

EMAIL

MATERIALS CONTACT

PHONE NUMBER

SOCIAL MEDIA STATS

1.5 million

Total Facebook reach

2 million

Total Twitter reach

Facebook
6K followers



Twitter
2.8K followers



Instagram
24K followers



Pinterest
1.3 million average
monthly views



For more information, please contact Courtney Flanagan:

Senior Account Executive • 203.980.4024 • courtney@charlestonmag.com