

VISIT FLORIDA Co-Op Section

ISSUE DATE: **November 1, 2009**CLOSE DATE: **August 31, 2009**

A Proven Way to Generate Leads

Power up your advertising campaign with a special co-op section from two trusted brands — VISIT FLORIDA and USA WEEKEND Magazine. For years, it's been a favorite among readers and travel advertisers alike.

Flexible buying options let you reach up to **22 million** potential travelers, on the weekend, when they are planning their vacations. In one week, your message is seen by **98%** of our audience, making each VISIT FLORIDA section a proven way to get immediate response.

Advertising Options

Region	Circulation	Newspapers	Readers	States
South	6,410,349	207	12,825,000	AL, AR, FL, GA, KY, LA, MS, NC, OK, SC, TN, TX
Mid-Atlantic	4,557,596	91	9,255,000	DE, MD, NJ, NY, PA, VA, WV & Washington, D.C.

Value-Added:

- **50% discount** off your first ad purchase in any USA WEEKEND 2009 Travel Getaway Section
- **A free link** to your website from USA WEEKEND's Travel Getaway website for two months
- **Free reader fulfillment** for one month
- **60% off** any display ad

Material Requirements

(USA WEEKEND handles all production)

- **Ad copy:**
 - Full page = 125 words
 - ½ page = 100 words
 - ¼ page = 75 words
 - ⅛ page = 35 words
- **Ad creative:**
 - JPEG image at 300 DPI or color slide (visitor's guide brochure cover is suggested)

For more information or to advertise, contact **Danielle D'Addezio** at **212.715.2109** or **ddaddezi@usaweekend.com**