

MEDIA PLANNER

FALL 2016

The Keys' #1 Visitors Guide

DESTINATION

FLORIDA KEYS & KEY WEST

ion
Christopher
Peterson & the
**HEADDRESS
BALL**

**LET'S
EAT!**
*WineDine
KeyWest*

**FANTASY
FEST®** Complete
Event Schedule



DESTINATION

FLORIDA KEYS & KEY WEST

*Strategically designed
to aggressively
promote and
cross-promote your
business to the Keys'
lucrative visitors market*



Do you know that the Visitors Market is 30x greater than our local market?

*If Keys' visitors are your customers, then the new **DESTINATION Florida Keys & Key West** is where your business belongs. Specifically designed for the Keys' lucrative Visitors Market, **DESTINATION Florida Keys & Key West** connects you with travelers from around the world who have massive buying power and who spend **OVER \$10 BILLION** every year! Everything in this new strategic Visitors Guide is designed to promote and cross promote your business.*

- + Portable, reader-friendly guide that visitors take with them and KEEP with them
- + Short, snappy copy engages readers and quickly delivers informative, useful information
- + 20,000 Copies Published Quarterly
- + Strategically placed in 9,700+ hotel rooms and vacation rentals from Key West to Key Largo
- + Distributed at high traffic areas throughout the Keys
- + On average over 11 people per guest room will see your ad in DESTINATION Florida Keys & Key West and refer to it and average of 3x during their stay
- + Read by approximately 100,000 people per issue

DESTINATION

FLORIDA KEYS & KEY WEST

Everywhere you need to be

Local
Marketing

Keys' Visitors get the 411 on

- Special Events & Local Happenings
- Popular Attractions
- Top Restaurants including Mini-Reviews, Sample Menus and Chef/Recipe features
- Cool Places To Shop
- Local Real Estate Listings
- Recommended Lodging Properties



DESTINATION Florida Keys

& Key West reaches thousands of additional followers utilizing popular social media networks like Facebook, Twitter, Pinterest and Instagram to keep you in the limelight and promote your special events & happenings on demand.



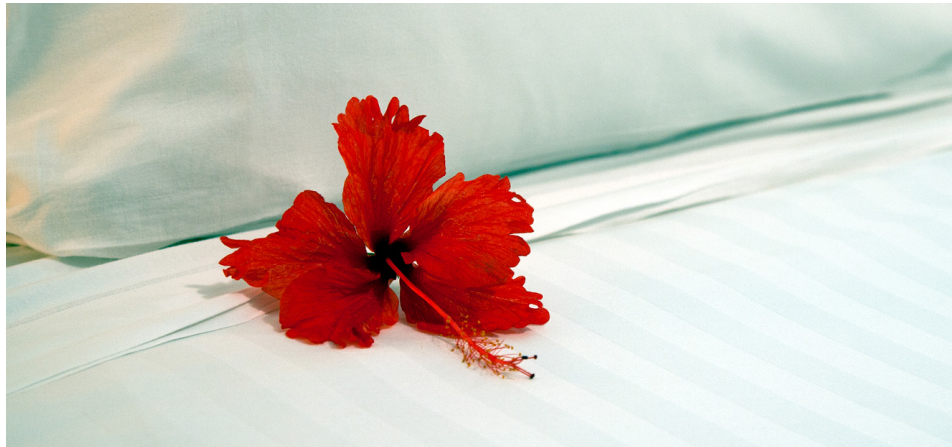
The global online edition of **DESTINATION Florida Keys & Key West** includes active links to your site. Our mobile-reactive website is rich with search engine-friendly content that puts you front and center to a world of new prospective customers and provides quick, easy access to travelers on the fly. Check it out at DESTINATIONfloridakeys.com.

Don't wait to turn our hundreds of thousands of well-heeled followers into your new customers. Reserve today at 305-849-3482 | info@destinationfloridakeys.com

DESTINATION

FLORIDA KEYS & KEY WEST

*Targeted
distribution
with placement
in 9,700+
lodging property
guest rooms*



UPPER KEYS

Amara Cay Resort
Bayside Inn
Breezy Palms Resort
Caloosa Cove Resort
Casa Morada
Cheeca Lodge & Spa
Chesapeake Beach Resort
Coconut Cove Resort
Courtyard By Marriott
Creekside Inn
Days Inn
Dove Creek Lodge
Hampton Inn
Harbor Lights
Holiday Inn & Marina
Islander Resort
Islander Bayside
Kon-Tiki
La Siesta Resort
Marina Del Mar Resort
& Marina
Marriott Key Largo Beach Resort
Matecumbe Resort
Ocean Pointe Suites
Pelican Resort & Marina
Pines & Palms Resort

Postcard Inn At Holiday Isle
Sunset Cove Beach Resort
Sunset Inn
The Caribbean Resort at Sea Isle
The Moorings

MIDDLE/LOWER KEYS

Banana Bay Resort
Bayview Inn
Blackfin Resort
Bonefish Bay Resort
Coco Plum Beach & Tennis Club
Coconut Cay
Continental Inn
Courtyard Marriott Marathon
Glantz Ocean Beach Club
Gulfview Waterfront Resort
Holiday Inn Express & Suites
Hyatt Place At Faro Blanco
Key Colony Beach Motel
Kingsail Motel
Lime Tree Inn Bay Resort
Looe Key Reef Resort
Rainbow Bend Resort
Ramada Inn - coming soon
The Hammocks
Sea Dell Motel

Sea Shell Beach Resort
Seascape Resort
Sombrero Resort
Sugarloaf Lodge
White Sands Inn
Yellow Tail Inn

Also strategically distributed at vacation rental properties & high traffic locations from Key West to Key Largo and read by approximately 100,000 people per issue

Additional distribution at high traffic areas throughout Monroe County including:

- Key West Chamber Of Commerce
- Key West Business Guild
- Lower Keys Chamber Of Commerce
- Marathon Chamber Of Commerce
- Islamorada Chamber Of Commerce
- Key Largo Visitor Center

Member of the Lodging Association of the Florida Keys.

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*Targeted
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KEY WEST

Alexanders Guest House
Alexander Palms Court
Almond Tree Inn
Ambrosia
Andrews Inn
An Island Oasis
Angelina Guesthouse
Authors Guesthouse
Avalon Bed & Breakfast
Azul
Best Western Hibiscus
Best Western Key Ambassador
Blue Marlin Motel
Cabana Inn
Casa 325
Cayo Hueso Resort
Coco Plum Inn
Coconut Beach Resort
Conch House
Courtney's Place
Courtyard By Marriott
Crowne Plaza La Concha
Curry Mansion Inn
Douglas House
Duval Gardens
Fairfield Inn & Suites
Fairfield Inn Key West by Marriott
Frances Street Bottle Inn
Galleon Resort & Marina

Garden House
Gardens Hotel
Grand Guesthouse
Heron House
Historic Hideaways
Hyatt Beach House Resort
Hyatt Windward Point
Inn At Key West
Key West Bayside Inn & Suites
Key West Bed & Breakfast
Key West Marriott
Beachside Resort
Key West Vacation Rentals
Last Key Realty Vacation Rentals
Mango Tree Inn
Marrero's Guest House
The Mermaid & The Alligator
Ocean Breeze Inn
Old Town Manor
Old Town Suites
Orchid Key Inn
Palms Hotel
Paradise Inn
Pearl's Guesthouse
Pilot House
Preferred Properties
Vacation Rentals
Rose Lane Villas
Santa Maria Suites Resort
Seascape Tropical Inn

Simonton Court
Sheraton Suites
Southwinds Motel
Suite Dreams Inn
Sunrise Suites
Sunset Key Guest Cottages
Tropical Inn
Truman Hotel
Westin Key West
Resort & Marina
Weatherstation Inn
Westwinds Inn

Also distributed with Concierges at
The Reach Resort, Casa Marina, Pier
House Resort, Ocean Key House,
Southernmost Hotel, The Saint & La
Concha Hotel

Additional distribution at high traffic
areas throughout Monroe County
including:

Key West Chamber Of Commerce

- Key West Business Guild
- Lower Keys Chamber Of Commerce
- Marathon Chamber Of Commerce
- Islamorada Chamber Of Commerce
- Key Largo Visitor Center

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DESTINATION

FLORIDA KEYS & KEY WEST

MONTHLY RATES

Ad Size - Each Issue: 3 Months	6 Month Rate (Two Issues)	12 Month Rate (4 Issues)
Full Page	\$1099/month	\$999/month
2/3 Page	\$799/month	\$699/month
1/2 Page	\$649/month	\$599/month
1/3 Page	\$429/month	\$399/month
1/6 Page	\$269/month	\$249/month
Inside Front Cover	\$1,300/month	\$1,200/month
Inside Back Cover	\$1,250/month	\$1,150/month
Back Cover	\$1,400/month	\$1,300/month
Page 3 (Facing IFC)	\$1,179/month	\$1,079/month
Page 7 (Facing TOC)	\$1,149/month	\$1,049/month
2 Page Spread	\$1,899/month	\$1,799/month
Front Cover & Full Pg Editorial (3 Months) \$1795/month		

billing policies

DESTINATION Florida Keys & Key West Publishes Quarterly, Bills Monthly And Distributes Continually.

PAYMENT TERMS

EACH ISSUE MUST BE PAID FOR IN ADVANCE AND IS BILLED MONTHLY BY CREDIT CARD. VISA, MASTERCARD & AMEX ACCEPTED. IF PAYING BY CHECK, YOU WILL BE BILLED PER ISSUE INSTEAD OF PER MONTH WITH PAYMENT DUE PRIOR TO PUBLICATION.

Please Make Checks Payable To:
DESTINATION Florida Keys.

advertising deadlines 2016-17

Fall 2016 Issue (Aug/Sept/Oct)
Ad Files Due: Fri. June 24

Holiday/Winter 2016 Issue (Nov/Dec/Jan)
Ad Files Due: Fri. Sept. 30

Spring 2017 Issue (Feb/March/April)
Ad Files Due: Tues. Jan 3

Summer 2017 Issue (May/June/July)
Ad Files Due: Fri. March 31

Don't wait to turn our hundreds of thousands of followers into your new customers. Reserve today at 305-849-3482
info@destinationfloridakeys.com

Full Page Non-bleed: 7.0625" X 10" Trim size: 8" x 10.75" Bleed: 8.5" X 11.25" Keep all live matter at least .5" within trim.	2/3 Page Vertical 4.625" X 10"	1/2 Page Horizontal 7.0625" x 4.9375"
1/3 Page Square 4.625" x 4.9375"	1/3 Page Vertical 2.25" x 10"	1/6 Page Horizontal 4.625" x 2.375" 1/6 Page Vertical 2.25" x 4.9375"

DESTINATION

FLORIDA KEYS & KEY WEST

AD GUIDELINES

ACCEPTABLE FILE TYPES FOR FINAL SUPPLIED ART:

High Resolution PDF file with embedded fonts preferred. 300 dpi at 100%.

High Resolution JPEG or Tiff also accepted. 300 dpi at 100%.

Please convert type to outlines if applicable.

Microsoft Publisher, MSWord or PageMaker Files will not be accepted.

Color Space: CMYK for Color Ads, Grayscale for Black & White Ads

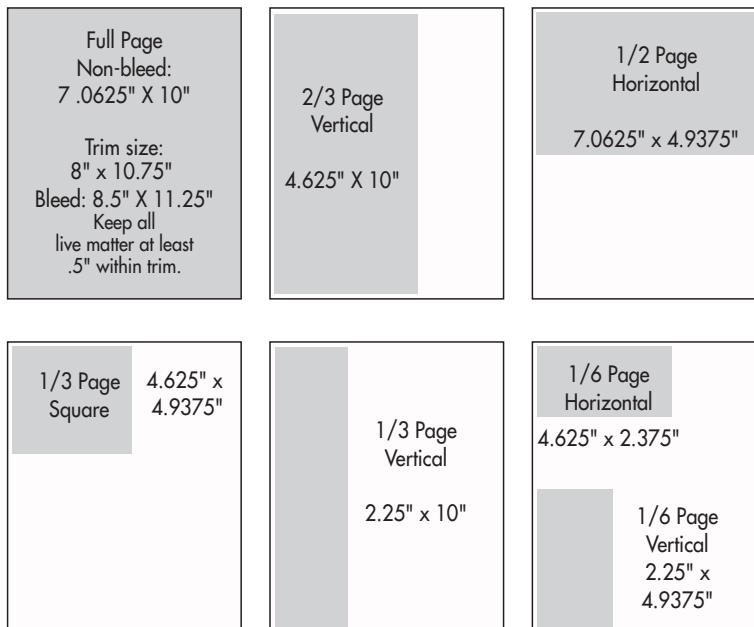
E-mail file(s) to prepress@destinationfloridakeys.com

DESTINATION Florida Keys & Key West Document

The DESTINATION Florida Keys & Key West Magazine is produced in Adobe InDesignCC.

ALL pages in the document should be built to the same size as the final trim size.

Allow Full Page bleed ads to bleed off the page 0.25" with at least a 0.5" margin between the live image area and the trim.



DESTINATION

FLORIDA KEYS & KEY WEST

INSERTION AGREEMENT

It is agreed that Paradise Publishers, Inc. is authorized to place your advertisement in the DESTINATION Florida Keys & Key West magazine.

Thank you for your business!

Please email back this agreement to: info@destinationfloridakeys.com or Fax to 774-233-8047

Marketing Partner _____

Address _____

Authorized by _____ Phone _____

Fax _____ Email _____

Billing Address (if different): _____

Unit Size _____

Frequency _____

Total Monthly Cost _____

Insertion Date _____

Art Supplied by advertiser (see ad guidelines page)



From Advertiser's agency _____

Advertiser designates the following advertising agency to act on advertiser's behalf in regards to this contract:

Name _____

Address _____

Contact Phone _____

Email _____

TERMS AND CONDITIONS: This Agreement is subject to the following disclaimers and all of the terms, conditions and publication requirements set forth on the Terms and Agreement Contract. First month's payment due upon signing. Subsequent payments will be billed on or prior to the first of each month, one month prior to publication.

DISCLAIMER OF WARRANTIES & LIMITATION OF LIABILITY: DESTINATION Florida Keys & Key West disclaims all warranties, expressed or implied, including all warranties of merchantability and fitness for a particular purpose. In no event shall the DESTINATION Florida Keys & Key West be responsible for any incidental, special, exemplary or consequential damages, including, but not limited to, all direct and indirect lost profits, regardless of whether those damages were foreseeable. By execution hereof, advertiser's authorized representative acknowledges that the above information is accurate and complete, and that he/she has read, understands and agrees to all of the terms and conditions on the reverse side.

Accepted by Destination Florida Keys & Key West
Date

Date

Accepted by Advertiser

Bill by credit card _____ (Please initial) VISA MC AMEX V CODE (Last 3 numbers on back of card) _____

Credit Card Number

Exp. Date

Name on Credit Card

Signature

First payment due with insertion agreement. Subsequent insertion payments billed to credit card one month prior to insertion date. If paying by check, you will be billed per insertion, instead of per month. Full payment due prior to publication.

DESTINATION Florida Keys & Key West P.O. Box 1233 Key West, FL 33041 305.849.3482
info@destinationfloridakeys.com | DestinationFloridaKeys.com

DESTINATION

FLORIDA KEYS & KEY WEST

TERMS AND CONDITIONS

This agreement is subject to all of the following terms and conditions. This agreement shall not become effective until it is approved by Paradise Publishers, Inc at it's office in Key Colony Beach, FL.
Advertiser and DESTINATION Florida Keys & Key West agree that this agreement is performable under the terms outlined.

1. PREPARATORY WORK: All preparatory work produced by the DESTINATION Florida Keys & Key West shall remain exclusive property of Paradise Publishers, Inc. unless otherwise agreed to in advance and in writing.

2. COLOR: Because of differences in equipment, paper, inks and other conditions pertaining to production press room operations, a reasonable variation in color between advertising copy submitted and the published advertisement shall be deemed acceptable.

3. PUBLICATION SCHEDULES: Every effort will be made to meet publication schedules established, but Paradise Publishers, Inc shall not incur any liability or penalty for delays due to state of war, riot, civil disorder, fire, strikes, accidents, actions of Government, or civil authority, paper availability, acts of God, or any other causes beyond the control of Paradise Publishers, Inc.

4. PRICE ADJUSTMENTS: The DESTINATION Florida Keys & Key West reserves the right to revise advertising rates at any time. Advertisers will be notified in writing at least 30 days prior to rate adjustments, and all agreements are accepted subject to this reservation. In the event of an increase in rates during the term of this agreement, advertiser may, by written notice prior to the effective date of the revised rate, terminate the agreement without penalty. Agreements must be completed within one year from the date of signing. Representatives of the DESTINATION Florida Keys & Key West are not authorized to make any deviations from published rates and regulations, orally or in writing.

5. PAYMENT TERMS: First month's payment due upon signing this agreement. Monthly payment due in full each month prior to submission of materials for printing. Monthly statement will be issued with submission due date. Receipt of a check that is returned for any reason shall not be considered payment. All payments shall be deemed received when actually received by Paradise Publishers, Inc at it's place of business in Key Colony Beach, FL..

6. SUSPENSION OF PUBLICATION FOR NON-PAYMENT: Paradise Publishers, Inc. reserves the right to cease the publication of advertisements upon a default in the payment of any installment due, as well as to invoice the advertiser in an amount equal to the difference between the rate shown on the agreement and the actual rate earned as per the rate card. The short rate is due and payable immediately upon receipt of such invoice.

7. AUTOMATIC RENEWAL: Contracts will automatically continue after the initial expiration date unless the advertisers submits written request for cancellation to Paradise Publishers, Inc. 60 days prior to next publication date. Rates will be adjusted accordingly to reflect the length of the contract.

8. ADVERTISING AGENCY: The advertiser and the advertising agency, if any, placing the advertisement with the DESTINATION Florida Keys & Key West for publication shall be jointly and severally liable under this agreement, Paradise Publishers, Inc is not required to attempt to collect from advertiser before collecting from agency.

9. ADVERTISING COPY: The advertiser shall provide the DESTINATION Florida Keys & Key West with appropriate camera-ready copy of the advertisement. Copy/revisions due 45 days prior to publishing date of the DESTINATION Florida Keys & Key West will provide camera ready copy at a nominal cost to be paid by the advertiser at time of proof copy. When color proofs have been approved by advertiser or advertiser's agent, Paradise Publishers, Inc. is relieved of all responsibility for errors or omissions.

10. REJECTION OF ADS: DESTINATION reserves the right to reject or revise any copy which contains political, religious (except ads for churches), morally questionable or other content which it considers not in the public interest, not in keeping with usual publishing acceptability standards, or not acceptable for any other reasons deemed material by it.

11. NEWS MATTER: Advertising set to resemble news matter must carry the word: "Advertisement," and may not use the DESTINATION editorial typeface.

12. LIABILITY LIMITATIONS: Wrong insertions, omissions, or errors shall not terminate the agreement. Destination's responsibility for any error a result of it's own fault shall be limited to rerunning the advertisement affected by the error. Errors as submitted in original copy supplied by advertiser and not the Destination's responsibility. Notice of errors must be given in time for correction before additional insertions are made. Claims for error adjustments must be made by the advertiser in writing within a period of thirty (30) days of error date. Failure to make such claim within the stated period shall constitute irrevocable acceptance and an admission of full compliance by the Destinations. In the event of non-publication of copy furnished, Destination's responsibility shall not exceed the amount DESTINATION charged therefore.

13. ADVERTISER WARRANTY, HOLD HARMLESS & INDEMNITY: Advertiser assumes responsibility for the content of all advertising copy. Advertiser warrants that it is fully authorized to use and had secured the proper written consent for the use of all copy, display, text, photographs and publications. Advertiser further warrants that it is in compliance with all applicable laws and governmental regulations pertaining to any product, business and/or service advertised (including, but not limited to, franchise and business opportunities laws.) Advertiser warrants that advertisement copy is true, that it is not libelous or defamatory, that it violates no rights of privacy, and that it infringes no trademark, copyright, literary or other rights. Advertiser agrees to defend, indemnify and hold harmless the DESTINATION Florida Keys & Key West and Paradise Publishers, Inc. from and all liability, loss, expenses (including reasonable attorney fees and all associated litigation costs) and/or claims of any nature based on or arising out of any advertisement, whether such claims are well-grounded or not.

14. ASSIGNMENT: Advertiser assigns to the DESTINATION Florida Keys & Key West all property rights, including copyrights, to any advertisement designed by the DESTINATION Florida Keys & Key West and produced for the advertiser. No such advertisement or any part thereof may be reproduced without the prior written consent of the DESTINATION Florida Keys & Key West.

15. AMENDMENTS: This agreement constituted the only agreement between the advertiser and the DESTINATION Florida Keys & Key West. No modification shall be binding on either party unless the same shall be in writing and signed by duly authorized representatives of both parties.

16. AUTHORITY: The advertiser, and the person signing this agreement on advertiser's behalf, if any, warrants that he/she has the authority to make this agreement and to bring the advertiser to all terms hereof.

17. BINDING EFFECT: This agreement is binding upon advertiser and its successors, representatives, heirs and assigns.

18. LAW: This agreement shall be governed and construed in accordance with the laws of the State of Florida and the United States of America.