

# MEDIA PLANNER

WINTER/SPRING 2017

The Keys' #1 Visitors Guide

# DESTINATION

FLORIDA KEYS & KEY WEST

## GOOD EATS

*The best  
places to  
eat, drink  
and party*

*The Gardens  
Hotel Music  
Series*

**+46  
Other Fun  
Haps**

## Sleep Tight

*Where to stay  
from Key West to  
Key Largo*



# 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
- + 25,000 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](http://DESTINATIONfloridakeys.com).



Don't wait to turn our hundreds of thousands of well-heeled followers into your new customers. Reserve today at  
305-304-2100 | [info@destinationfloridakeys.com](mailto: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  
Creskide 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  
Bonfish 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.

# DESTINATION

FLORIDA KEYS & KEY WEST

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



## 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
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# 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

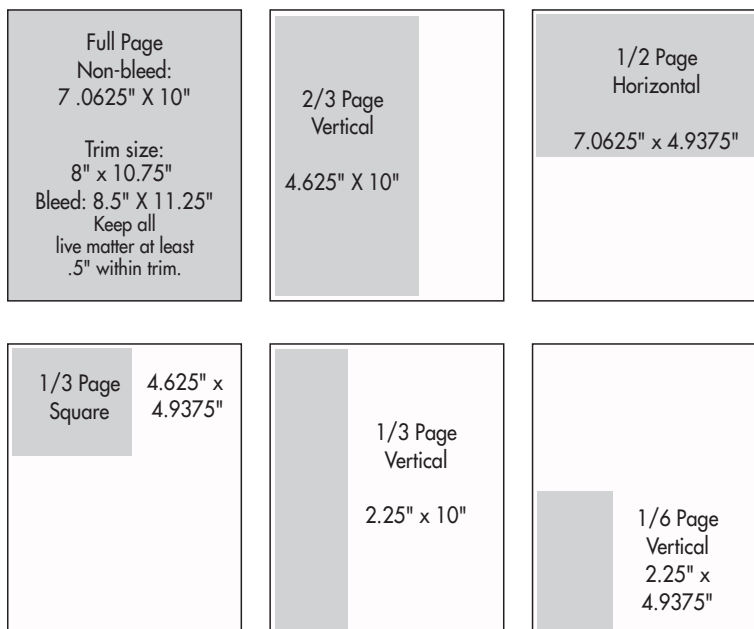
E-mail file(s) to [prepress@destinationfloridakeys.com](mailto:prepress@destinationfloridakeys.com)

### 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](mailto: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 305.304-2100  
[info@destinationfloridakeys.com](mailto:info@destinationfloridakeys.com) | [DestinationFloridaKeys.com](http://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.