MEDIA PLANNER

DESTINATION™ FLORIDA

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 P.O. Box 1233 Key West, FL 33041 305.304-2100
info@destinationfloridakeys.com | DestinationFloridaKeys.com

DESTINATION™ FLORIDA

Florida Keys & Key West

Florida's #1 Visitors Guide

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 305-304-2100 | info@destinationfloridakeys.com

DESTINATION
FLORIDA KEYS & KEY WEST

Regional marketing opportunities enable you to penetrate Florida's 100+ million annual visitors who spend over $89 billion per year!

Placed directly in the rooms of Florida's top lodging properties and distributed at thousands of tourist locations across the state, ***DESTINATION Florida Visitors Guides*** is an emerging network of engaging travel publications that showcases the best of Florida.

Developed on a regional scale with a true local focus, Destination Florida Visitors Guides are strategically designed to aggressively promote your business to Florida's lucrative $89+ billion dollar per year visitors market.

This targeted regional brand enables you to access individual locations or multiple market combinations including Florida Keys & Key West, Greater Daytona, Greater Tampa and Southwest Florida.

If you want to tap into Florida's lucrative visitors market with our regional promotional opportunities and see a bigger increase in your bottom line, ***we'll point you in the right direction!***

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DESTINATION
FLORIDA
Florida Keys & Key West

We print. We plant.

For every edition we print, DESTINATION Florida Keys & Key West will plant a correlating number of Ponderosa Pines in South Dakota's Pine Ridge Native American Indian Reservation. Encompassing 3,468.85 square miles, and larger than Delaware and Rhode Island combined, it is the eighth largest reservation in the US.

As a global forestry partner with the international Print Relief initiative, we are committed to converting our paper footprint into actual trees.

Greening the landscape to combat climate change, land rights issue and poverty, while developing income opportunities are paramount to the Pine Ridge Project. With Print Relief, resources borrowed from the earth can be returned and multiplied after use. Through their verified reforestation process, there is a 100% net survival of the trees we plant.

Thanks for your support as we now help to reforest the Pine Ridge Native American Reservation…
one print job at a time.

printreleaf™
CERTIFIED
printreleaf.com

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DESTINATION™ FLORIDA

Florida Keys & Key West

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

UPPER KEYS

Azul Del Mar
Amara Cay Resort
Atlantic Bay Resort
Baker's Cay Resort
Bayside Inn
Blue Fin 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
Drop Anchor Resort
Hampton Inn
Harbor Lights
Holiday Inn & Marina
Islander Resort
Islander Bayside
Key Lantern Motel
Kona Kai Resort
Kon-Tiki
La Siesta Resort
Lime Tree Inn
Marina Del Mar Resort & Marina
Marriott Key Largo Beach Resort
Matecumbe Resort
Moorings Village & Spa
Ocean House
Ocean Pointe Suites
Pelican Resort & Marina
Pines & Palms Resort
Postcard Inn At Holiday Isle
Ragged Edge Resort
Sunset Cove Beach Resort
Sands of Islamorada
Sunset Inn
The Caribbean Resort at Sea Isle
The Moorings

MIDDLE/LOWER KEYS

Anchor Inn
Banana Bay Resort
Blackfin Resort
Bonefish Bay Resort
Coco Plum Beach & Tennis Club
Coconut Cay
Continental Inn
Courtyard Marriott Marathon
Gluntz Ocean Beach Club
Gulfview Waterfront Resort
Hawk's Nest
Holiday Inn Express & Suites
Hyatt Place At Faro Blanco
Key Colony Beach Motel
Kingsail Motel
Lime Tree Inn Bay Resort
Looe Key Reef Resort
Parmer's Resort
Rainbow Bend Resort
Ramada Inn - coming soon
The Hammocks
Sandpiper Motel
Sea Dell Motel
Sea Shell Beach Resort
Seascape Resort
Skipjack Resort
Sugarloaf Lodge

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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DESTINATION™ FLORIDA

Florida Keys & Key West

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

KEY WEST

24 North Hotel
Alexanders Guest House
Alexander Palms Court
Almond Tree Inn
Ambrosia
Andrews Inn
An Island Oasis
Angelina Guesthouse
Authors Guesthouse
Avalon Bed & Breakfast
Azul
Banyon Resort
Best Western Hibiscus
Best Western Key Ambassador
Blue Marlin Motel
Cabana Inn
Casa 325
Casablanca
Cayo Hueso Resort
Coco Plum Inn
Coconut Beach Resort
Conch House
Courtney's Place
Courtyard By Marriott
Crowne Plaza La Concha
Curry Mansion Inn
Customs House Inn
Doubletree Grand Key
Douglas House
Duval Gardens
Eden House
Equator Resort
Fairfield Inn & Suites
Fairfield Inn Key West by Marriott
Frances Street Bottle Inn
Galleon Resort & Marina
Garden House
Gardens Hotel
Gates Hotel
Grand Guesthouse
H2O Suites Hotel
Heron House
Hilton Garden Inn
Historic Hideaways
Hollinsed House
Hyatt Beach House Resort
Hyatt Windward Point
Ibis Bay Resort
Inn At Key West
Key West Bayside Inn & Suites
Key West Bed & Breakfast
Key West Marriott
Beachside Resort
Key West Vacation Rentals
Knowles House
La Pensione
Last Key Realty Vacation Rentals
Mango Tree Inn
Margarittaville Resort
Marrero's Guest House
The Mermaid & The Alligator
Nyah
Ocean Breeze Inn
Old Town Manor
Old Town Suites
Olivia By Duval
Orchid Key Inn
Palms Hotel
Paradise Inn
Parrot Key Hotel
Pegasus Hotel
Perry Hotel
Pilot House
Preferred Properties
Vacation Rentals
Rose Lane Villas
Santa Maria Suites Resort
Seaport Inn
Seascape Tropical Inn
Simonton Court
Sheraton Suites
Southernmost House
Southernmost Point Guest House
Southwinds Motel
Spanish Gardens
Speakeasy
Suite Dreams Inn
Sunrise Suites
Sunset Key Guest Cottages
The Inn On Fleming
The Laureate Key West
Tropical Inn
Truman Hotel
Vacation Key West
Weatherstation Inn
Westwinds Inn
Wicker Guest House

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

Member of the Lodging Association of the Florida Keys.

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DESTINATION™ FLORIDA

Florida Keys & Key West

AD GUIDELINES

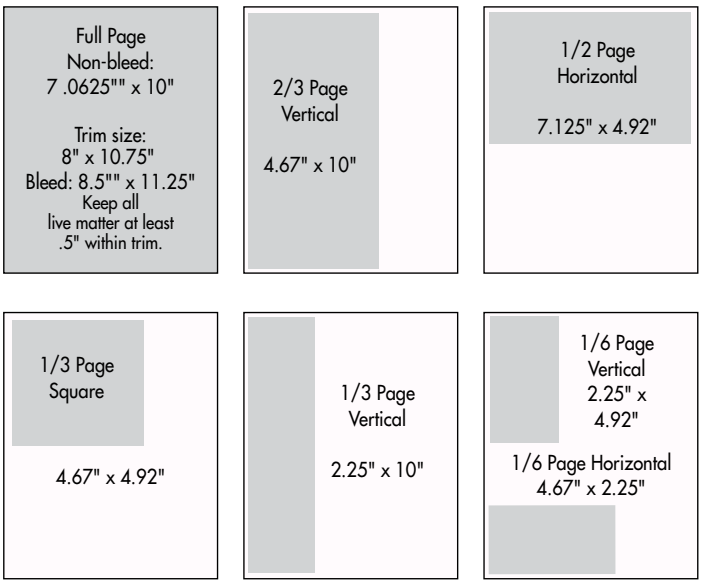
ACCEPTABLE FILE TYPES FOR FINAL SUPPLIED ART:
High Resolution PDF file with embedded fonts preferred. 300 dpi at 100%.
High Resolution JPEG or Tiff also accepted. 300 dpi at 100%.

Please covert type to outlines if applicable.
Microsoft Publisher, MSWord or PageMaker Files will not be accepted.

E-mail file(s) to info@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.



advertising deadlines 2019/2020

Fall 2019 Issue (Aug/Sept/Oct)
Ad Files Due: Fri. June 21

Holiday/Winter 2019 Issue (Nov/Dec/Jan)
Ad Files Due: Fri. Sept. 20

Spring 2020 Issue (Feb/March/April)
Ad Files Due: Fri. Jan 3

Summer 2020 Issue (May/June/July)
Ad Files Due: Fri. March 20

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DESTINATION™
FLORIDA
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 Accepted by Advertiser
Date

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.

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DESTINATION™
FLORIDA
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 of 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 Sate of Florida and the United States of America.