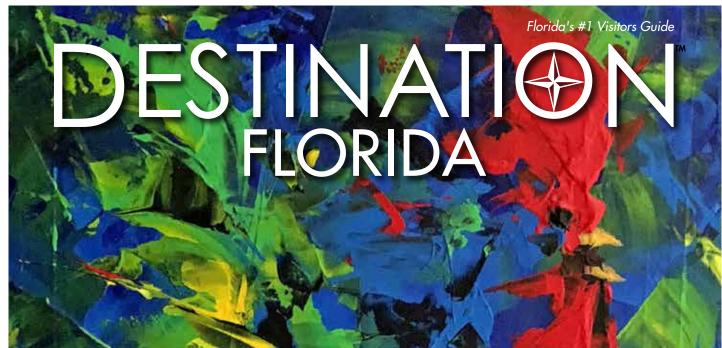
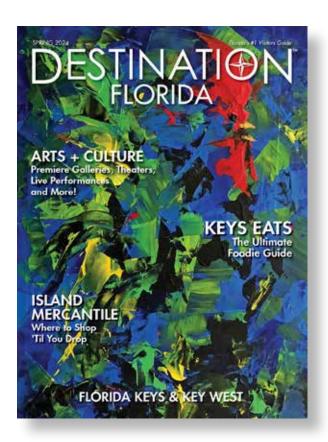
MEDIA PLANNER



FLORIDA KEYS & KEY WEST

DESTINATION FLORIDA Florida Keys & Key West Florida's #1 Visitors Guide Strategically designed

to aggressively promote and <u>cross-promote</u> 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 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.

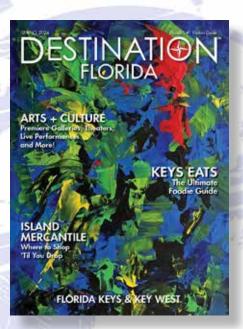
- + Portable, reader-friendly guide that visitors take with them and KEEP with them
- + Short, snappy copy engages readers and quickly delivers informative, useful information
- + 25,000 Copies Published Quarterly
- + Strategically placed in 9,700+ hotel rooms and vacation rentals from Key West to Key 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 Florida Keys & Key West Print • Digital • Social



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, and Instagram to keep you in the limelight and promote your special events & happenings on demand.



refersi porting social loca they mutherplace advert atriante atriante atriante test

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



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!*



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.





DESTINATI⊕N™ 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 Bungalows Resort** Caloosa Cove Resort Casa Morada Cheeca Lodge & Spa Chesapeake Beach Resort Coconut Cove Resort Courtyard By Marriott Creekside Inn Dove Creek Lodge **Drop Anchor Resort** Fisher House Hadley House 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 Matecumbe Resort Moorings Village & Spa **Ocean Pointe Suites** Pelican Resort & Marina Pines & Palms Resort Playa Largo Resort & Spa Postcard Inn At Holiday Isle Ragged Edge Resort Reefhouse Resort & Marina 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 Faro Blanco Resort Glunz Ocean Beach Club Gulfview Waterfront Resort Hawk's Nest Holiday Inn Express & Suites Hyatt Place At Faro Blanco Isla Bella Beach Resort 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.

DESTINATI⊕N™ 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 Havana Cabana 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 Nyah Ocean Breeze Inn Ocean's Edge Resort & Marina Old Town Manor Old Town Suites Olivia By Duval **Opal Resort & Marina** Orchid Key Inn Palms Hotel Paradise Inn Parrot Key Hotel Pegasus Hotel Perry Hotel **Pilot House** Playa Largo Resort & Spa **Preferred Properties Vacation Rentals** Rent Key West 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.



AD GUIDELINES

ACCEPTABLE FILE TYPES FOR FINAL SUPPLIED ART:

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

Please covert type to outlines if applicable. Microsoft Publisher or MSWord 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 or bleed 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.





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			
	Phone		
Fax	Email		
Billing Address (if different):			
Unit Size	From Advertiser's agency		
Frequency	Advertiser designates the following advertising agency to act on advertiser's behalf in regards to this contract:		
Total Monthly	Name		
Cost	Address		
Insertion Date	Contact Phone		
 Art Supplied by advertiser (see ad guidelines page) 	Email		
TERMS AND CONDITIONS: This Agreemen requirements set forth on the Terms and Agree billed on or prior to the first of each month, o	t is subject to the following disclaimers and all of the terms, conditions and publication ement Contract. First month's payment due upon signing. Subsequent payments will be ne month prior to publication.		
expressed or implied, including all warranties DESTINATION Florida Keys & Key West be r but not limited to, all direct and indirect lost p	N OF LIABILITY: DESTINATION Florida Keys & Key West disclaims all warranties, s of merchantability and fitness for a particular purpose. In no event shall the responsible for any incidental, special, exemplary or consequential damages, including, profits, regardless of whether those damages were foreseeable. By execution hereof, ledges that the above information is accurate and complete, and that he/she has read, d 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 Carc	Signature
	Exp. Date		0

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



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.