

INTRODUCING A FIRST-TIME ADVERTISING OPPORTUNITY FOR ALL GOLDEN ISLES BUSINESSES.

IMPRESS 350,000+ POTENTIAL
GOLDEN ISLES VISITORS, IN ONE EASY DECISION.



"The Golden Isles Convention and Visitors Bureau encourages you to consider the Golden Isles Official Visitor Guide as a primary part of your advertising strategy."

Scott McQuade, President and CEO, Golden Isles Convention and Visitors Bureau

The Golden Isles Official Visitor Guide is under-going a major strategic redesign including a new creative look featuring the work of local photographers. The redesigned guide will also offer improved functionality, compelling content and improved presentation of visitor information to help attract more visitors to the Golden Isles and to local businesses. The NEW Visitor Guide is scheduled to be released in April 2012. **The Golden Isles Convention and Visitors Bureau will use this new visitor guide as its primary collateral piece.**

TOP THREE REASONS TO ADVERTISE:

Generate more visitor-based revenue for your business:

150,000 copies of the GOLDEN ISLES Official Visitor Guide will be distributed during 2012 throughout Georgia.

Be among the first group of local businesses to reach **350,000+ people** who are interested in visiting or moving to the Golden Isles.

Become part of a **multi-million dollar national marketing campaign** planned by the Golden Isles Convention and Visitor Bureau, promoting tourism to the Golden Isles. (New web site, new ads, new promotions and more!)



GoldenIsles.com



DUE SOUTH
Publishing, Inc.

DueSouthPublishing.com

AD SPACE
DEADLINE
FOR 2012 EDITION
DEC. 31, 2011

GOLDEN ISLES GEORGIA

OFFICIAL VISITOR GUIDE | 2012

Introduce your business to 350,000+

PUBLICATION DESCRIPTION:

Publication size: 8 1/2" x 11"

Number of pages: 80

Number of copies printed: 150,000

Cover: Soft cover

Design: Completely new, clean, beautiful design

Content: All new photography, text, maps and business listings

Target audience: People and groups who are interested in visiting or moving to the Golden Isles

Online version: An online, easy-to-use, page-flipping version of the complete publication will be included on the new Golden Isles Visitors Bureau web site, being launched in 2012

DISTRIBUTION: 150,000 copies will be distributed during 2012 to fulfill:

- Individual and group requests placed into Golden Isles CVB. (Approx. 30,000 copies)
- Demand from 25 visitor centers in-and-around the State of Georgia and 4 in Glynn County
- Distribution needs of the Golden Isles CVB group sales department
- Information requests at trade shows, reaching meeting planners, the travel trade and bridal planners.
- Information requests at the Golden Isles CVB booth at the McGladrey Classic

AD PLACEMENT DEADLINE:

Ad space reservations: Deadline is December 31, 2011. Ad space will be limited by category and will be sold on a first come, first served basis. Ads will be sold, beginning in early November.

ADVERTISING SALES CONTACTS:

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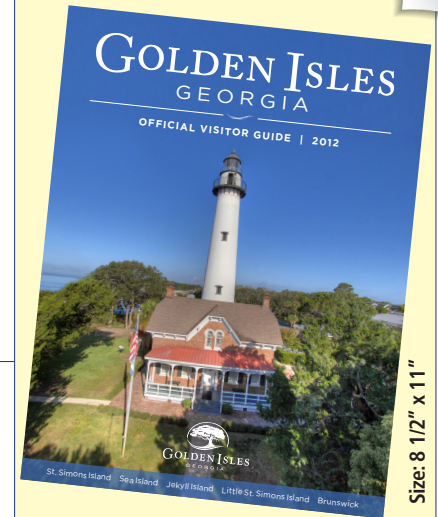
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AD PRICING

Full page	\$4,675.00
1/2 page	\$2,550.00
1/4 page	\$1,487.50
1/8 page (pre-formatted ad)	\$ 700.00

All advertisers who buy a half page or more in the visitors guide will receive a FREE Premium Listing on the CVB website.

LIFE OF PUBLICATION

April 1–December 31, 2012

COPIES PRINTED

150,000

DEADLINES

Ad space reservations:

December 31, 2011

Ad artwork completion:

February 1, 2012

Advertising space is limited. Ads will be sold on a first come, first served basis.