



A Fresh Approach to Marketing Florida Keys EcoTourism

EcoGuide Florida Keys. A GREEN Travel Planner & Visitor's Guide.

THE THEME

Now in it's **THIRD EDITION**, **EcoGuide Florida Keys** is an online/print travel planner and visitor's guide for the serious eco and adventure traveler seeking current information on the Florida Key's green accommodations, restaurants, nature tours, dive operators, kayak outfitters, charter boats and more.

THE FORMAT

EcoGuide Florida Keys is a 64 color page, 7-1/2" width by 10-1/4" high, printed on glossy 100% FSC certified paper in compliance with the environmental and social standards of the Forest Stewardship Council (FSC).

EcoGuide Florida Keys is divided into five district sections and includes a destination introduction, area pictures followed with the guide organized in alpha order according to the services offered, e.g., Accommodations, Birding, EcoTours, Kayak Tours, Nature Parks, Fishing, Scuba, Paddle Boarding, Kite Boarding, etc.

THE MARKET

EcoGuide Florida Keys targets the most active travelers in North America providing informative travel planning content - **EcoGuide Florida Keys** also provides the in-county visitor with local ecotour and aquatic adventure activities information.

COUNTY & NATIONAL DISTRIBUTION

EcoGuide Florida Keys enjoys a distribution of 10,000 copies in over 143 hotels, resorts and B&B's in Monroe County.

EcoGuide Florida Keys is also distributed FREE at 15 North American consumer and travel trade shows - as well as National Geographic Snorkeler destination promotional events.

The **EcoGuideFloridaKeys.com** web site contains all of the content found in print, but with so much more as there is no limitation to the amount of information that can be added and updated. The online edition is also available as a complete downloadable PDF version of the print layout.

In addition to the display ad, each advertiser receives a web page at EcoGuideFloridaKeys.com/CompanyName (web pages will be managed by the advertiser via password access for uploading content and pictures).

SUMMARY

EcoGuide Florida Key's goal is to reach the most active traveler while they are in both the planning stage - anyone willing to pay a fee to attend a travel show in order to buy a vacation is a **SERIOUS TRAVEL BUYER!** - as well as the visitor in search of local activities, thus our method of using resorts, hotels and B&B's for county-wide distribution.

RATES		\$
Back Cover	7" x 9-3/4"	2,195
Inside Covers	7" x 9-3/4"	1,995
Full Page	7" x 9-3/4"	1,795
Half Page	7" x 4-3/4"	995
Quarter	3-3/8" x 4-3/4"	775
Eight	3-3/8" x 2-1/4"	475
Sixteenth	1-1/2" x 2-1/4"	275

NORTH AMERICAN DISTRIBUTION

There are fifteen major North American shows where EcoGuide Florida Keys will be distributed: (show distribution subject to change)

ADVENTURE & ECO TRAVEL

Adventure & Travel Expo	New York Metro, New York/New Jersey
Adventure & Travel Expo	Washington, D.C.
Adventure & Travel Expo	Chicago, Illinois
Adventure & Travel Expo	Dallas, Texas
Adventure & Travel Expo	Los Angeles, California
Adventure & Travel Expo	Santa Clara, California
EcoTourism Society Expo (via EcoGuide/EcoWeek Booth)	Hilton Head, South Carolina

LEISURE TRAVEL

Atlanta Travel Show	Atlanta, Georgia
Seattle Travel Show (via EcoGuide/EcoWeek Booth)	Seattle, Washington

DIVE TRAVEL

Beneath the Sea	Sucaucas, New Jersey
DEMA Dive Travel Show	Orlando, Florida
Our World Underwater	Chicago, Illinois
Scuba Show (via the Dive Industry Association Booth)	Long Beach, California

SURF TRAVEL

Surf Expo (winter) (via the National Geographic Snorkeler Booth)	Orlando, Florida
Surf Expo (summer) (via the National Geographic Snorkeler Booth)	Orlando, Florida

MONROE COUNTY DISTRIBUTION

Over 143 Resorts, Hotels, B&B's, Outfitters and Operators:

West Wind Inn	Ibus Bay Resort	Back Country Cowboy
Eaton Fish Market	Parrot Key Resort	Holiday Isle Dive Shop
Island City House	The Inn	Chesapeake Resort
Old Town Manor	Dive Key West	Pelican Cove
Southport Divers	Travel Lodge	Islamorada Watersports
Hyatt Key West	Quality Inn	Coconut Cove
The Galleon Resort	Hampton Inn	Prop Anchor Inn
Ocean Key	Key West Best Western	Tasters Grill
Pier House	Marriott Courtyard	Lookout Lodge
Captain's Corner	Hurricane Hole Outfitters	Florida Keys Dive Center
Divers Direct	City Marina	Conch Republic Divers
Reef Relief	Key West Harbor Yacht Club	Sundowner Restaurant
The Banyan Resort	Hogfish Restaurant	Key Divers
Key West Bait	Deer Run B&B	Ocean Pointe
Simonton Court Inn	Looe Key Resort and Divers	Fish House Restaurant
Double Tee Grand	Triple Dive Center	Dove Creek Lodge
Help Yourself Eatery	Strike Zone Charters	Divers Direct
The Eden House	Hall's Dive Center	Holiday Inn
The Gardens Inn	Captain Pip's	Marina Del Ray Resort
Andrews Inn	Blue Green Resort	Ramada Inn
EcoDiscovery Center	Good Food Conspiracy	Amoray Dive Resort
Almond Tree Inn	Brezzy Palms	Marriott
The Wicker House	Key Dives Center	Atlantis Dive Center
Southernmost Hotel	Hampton Inn	The UPS Store
Banana Bay Resort	La Siesta Resort	Tiki Watersports
Fairfield Inn	Cheeca Lodge	Hampton Inn
Lost Reef Adventures	The Islander Resort	Bayside Inn
Hotel Key West	Days Inn	Florida Bay Outfitters
Days Inn	The Otherside Outfitters	Key Largo Conch House
Marriott	Green Turtle Restaurant	Ocean Divers

ONLINE DISTRIBUTION



Via our international online publication we deliver the EcoGuide Florida Keys PDF to 28,000 plus subscribers. XRay-Mag.com is the world's largest online adventure and dive travel magazine with over 157,000 front page views per month.



Via our national online/print publication we deliver the EcoGuide Florida Keys PDF to our 4,000 plus subscribers. OceanRealmJournal.com is the world's only online adventure and dive travel magazine with 5,000 coffee-table print editions.

X-Ray / Ocean Realm Readers:

AGE: 9% 12 to 17; 27% 18 to 34; 40% 35 to 49; 18% 50+.

GENDER: 56% male, 44% female.

EDUCATION: 36% no college; 44% college; 20% grad school.

INCOME: 18%, 0 to 30; 22%, 30-60k; 27%, 60 to 100k; 33% 100k +.

SUPPORTED BY: NATIONAL GEOGRAPHIC SNORKELER.



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Richard H. Stewart - Publisher/Editor-in-Chief
Ocean Realm Journal / EcoGuides
PO Box 2388, New Smyrna Beach, FL 32170

Dear Richard:

All of us at the National Geographic Snorkeler are very pleased to support your very worthy efforts in creating the EcoGuides series of ecotourism educational information guides.

Our commitment to participate in ALL of your EcoGuides is the most resounding support we can give your project.

For many of our pristine destinations in the U.S. and around the world, sustainable ecotourism is, in our opinion, the best renewable resource revenue stream that is sure to keep people coming back again and again.

Informing visitors about the state of the environment and the need to "Respect and Protect" is essential to the future well-being of these destinations. Encouraging visitors to learn about and enjoy all that these destinations have to offer in the form of ecotours and aquatic adventures will involve the visitors first hand in helping maintain the pristine environment.

We believe the National Geographic Snorkeler is a perfect fit for the mindset of the EcoGuide reader, what better way of allowing the average swimmer the opportunity to get close to nature than snorkeling?

Our philosophy at National Geographic Snorkeler is take only memories, your guides help us forge that mindset.

Congratulations on the release of the initial EcoGuide - we look forward to supporting subsequent guides as they are developed.

Sincerely,

N.A Palmero VP
National Geographic Snorkeler

Cc: file

MECHANICAL SPECIFICATIONS

PAGE 7 x 9-3/4

BLEED PAGE 7-3/4 x 10-1/2

1/2 PAGE 7 x 4-3/4

1/8 PAGE 3-3/8 x 2-1/4

1/4 PAGE 3-3/8 x 4-3/4

1/16
PAGE
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2-1/4

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300 DPI, CMYK
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3. Discounts are only applicable if full cost of ad and digital ad copy is received at time of execution of Agreement.
4. If digital copy of ad is not provided at time of execution of this Agreement, it must be provided no later than the above mentioned closing date of this edition.
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8. Production charges and position premiums are not included in the standard Ad Insertion Costs; they are an additional cost.
9. Publisher reserves the right to not publish any ad, which in Publisher's opinion, is contrary to the mission of the EcoGuide.
10. Publisher is not responsible for errors within an advertiser supplied ad or editorial listings.

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