

**DISPLAY ADVERTISING RATES (full color)**

PAGE SIZE	MEMBER	NON-MEMBER
Map gatefold	\$8,650	\$9,500
Back cover	\$9,350	\$10,285
Inside covers/Page 1	\$8,880	\$9,768
Spread	\$13,500	\$14,850
Full	\$7,855	\$8,641
Half	\$4,715	\$5,187
Quarter	\$2,600	\$2,860
One-sixth (V)*	\$1,950	\$2,145

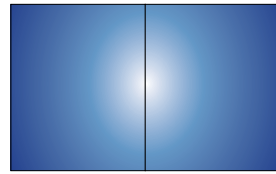
\*Will appear on a page with other advertisers  
 Guaranteed positions: plus 10%.  
 Rates are gross. Deferred billing until January 2012.

**EARNED VALUE**

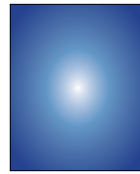
- Each advertiser receives a free Web listing on GulfshoreLife.com

**NEW!**  
 SIZE • FORMAT  
 COUPONS  
 FOLD-OUT  
 MAP

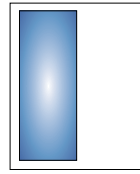
The next edition of *Naples on the Gulf* will work even harder to help businesses and organizations build their customer bases with the addition of a fold-out map, directory and pages of coupons to more than 50 area restaurants, retail locations, museums and attractions year-round.



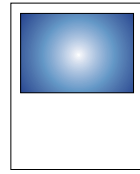
**2 PAGE SPREAD**  
 14.5" x 9"  
 (14.75" x 9.25" with bleed)



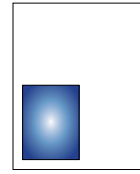
**FULL PAGE**  
 7.25" x 9"  
 (7.5" x 9.25" with bleed)



**1/2 PAGE VERTICAL**  
 3" x 7.625"



**1/2 PAGE HORIZONTAL**  
 6.1875" x 3.75"



**1/4 PAGE SQUARE**  
 3" x 3.75"

Full page bleed ads must have live matter a minimum of .25" from head, foot and face trims.

For all advertising production inquiries, contact **Amy Thompson** at (239) 449-4138, or AmyT@GulfshoreLife.com.

**Space closing:** September 30, 2011  
**Production materials deadline:** October 14, 2011  
**Publication date:** January 2012

For advertising information, contact:  
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**DIANE LOVELESS** | Associate Publisher  
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**Naples**  
ON THE GULF

*Naples on the Gulf 2012* is an advertiser-supported publication with revenues shared with The Chamber and produced at no cost to The Chamber.

NAPLES ON THE GULF is published by GULFSHORE LIFE  
 3560 Kraft Rd., Suite 301, Naples, FL 34105  
 (239) 449-4111 | (800) 220-4853 | Fax: (239) 449-4163  
 www.gulfshorelife.com

THE ULTIMATE GUIDE TO  
 FLORIDA'S BEST PLACE TO  
 LIVE AND VISIT

# Naples

ON THE GULF

**NEW!**  
 SIZE • FORMAT  
 COUPONS  
 FOLD-OUT  
 MAP

**2012**  
 THE OFFICIAL VISITOR'S GUIDE  
 OF THE GREATER NAPLES  
 CHAMBER OF COMMERCE!

**REACH 1,383,500 MILLION VISITORS**  
 WHO SPENT \$1,166,078,894 IN 2010!

**DISTRIBUTION 100,000 COPIES**  
 LOCALLY AND NATIONALLY



2012 ADVERTISING OPPORTUNITIES  
 WWW.NAPLESCHAMBER.ORG

# Naples ON THE GULF

Announcing the **2012** edition of the official publication of The Greater Naples Chamber of Commerce.

The indispensable guide to the unique tropical lifestyle of Florida's fastest-growing region, *Naples on the Gulf* provides advertisers exclusive access to a market of more than **1,383,500** visitors who spent over **\$1,166,078,894** in 2010.\* You'll want to make sure your business gets its share of the attention. *Naples on the Gulf* will feature detailed, current information on the best places for dining, lodging, shopping, beaches, culture, attractions and recreation, giving visitors and newcomers the inside track.

\*Collier County Tourism Research 2010 Economic Impact Report, by Research Data Services, Inc.

“We partnered with Gulfshore Life to make *Naples on the Gulf* our area's premier visitors' and relocation guide, and we can proudly say 'mission accomplished!' We encourage you to support *Naples on the Gulf* as a true reflection of the **world-class atmosphere** of greater Naples.”

- Michael Reagen, President, Greater Naples Chamber of Commerce



© The Naples Beach Hotel and Golf Club

## DISTRIBUTION:

# 100,000 COPIES

*Naples on the Gulf's* comprehensive distribution plan reaches all segments of the community and your business' best prospects.

### CHAMBER INFORMATION CENTERS

- Distributed free as the Official Visitors' Guide at The Greater Naples Chamber of Commerce information centers:
  - \* The main Chamber building on U.S. 41 in Naples.
  - \* The new information center on Fifth Avenue South and US 41 in downtown Naples.
- Included in both Chamber visitor and relocation packets that are mailed free in response to phone and Web site inquiries.

### NATIONWIDE NEWSSTAND DISTRIBUTION

- Sold at nearly 400 major bookstore locations in 33 states! This includes extensive coverage throughout Florida and in important tourist markets in the Northeast, Midwest, Mid Atlantic and Southeast.
- Receives prominent placement in regional bookstores on "local interest" display stands and checkout pockets.
- A multi-release distribution to bookstores ensures maximum visibility during the busiest, seasonal months.

### NEW HOMEOWNERS / RELOCATORS

- *Naples on the Gulf* is included in Chamber relocation packets!
- Distributed to local high-volume realtors who provide the magazine to clients and new-home purchasers throughout the year.
- Used by major employers and local businesses in corporate relocation packages to introduce Naples to both new and prospective employees.

### LOCAL BUSINESS COMMUNITY

- Distributed at numerous Chamber events throughout the year.
- Professional offices—including insurance agencies, law practices, doctor's offices and financial institutions—provide copies in their offices and lobbies.
- Chamber of Commerce members receive copies for use in their own marketing campaigns.

### TOURISTS AND SEASONAL RESIDENTS

- Displayed in hotel rooms and lobbies, travel agencies, luxury rental locations and by private aviation and limousine services.
- Distributed in bulk to select, high-traffic locations, including banks, hotels, retail stores, restaurants, golf course clubhouses, art galleries, schools, shopping centers, popular tourist destinations and more.

