

MEDIA GROUP

ADVERTISING AGREEMENT

Date: **113012010**

We hereby contract for advertising in <u>2011 UNDISCOVERED FLORIDA</u> (publication) for <u>116 page display - 4-C</u> (size of space) for the issue date(s) of <u>May 2011</u> at the <u>\$3,200</u> <u>NET</u>*rate (regular rate is \$3,842 net).

Special Instructions: *Special rate - special rate of \$3,200 net - regular rate is \$3,842 net. Includes added values: reader service in NGT, listing in Traveler online & website link

NOTICE TO ADVERTISERS AND/OR ADVERTISING AGENCY - THIS IS A BINDING CONTRACT.

We have read and agree to abide by all requirements and specifications for the current rate card, unless otherwise approved by the publisher in writing.

Bill To: ⊠ Advertiser □ Agency □ Billing Office				
Advertiser Name: PASCO COUNTY BOARD OF COUNTY COMMISSIONERS	Contact: ERIC KEATON			
Address: 7530 LITTLE ROAD, STE 340	Email: ekeaton@pascocountyfl.net			
	Phone: (727) 847-8129			
City, State, Zip: NEW PORT RICHEY, FL 34654	Fax: (727)			
Name:	_ Title:			
Authorized Signature:	Date:			
Additional Contact: Agency Billing Office No Additional Contact				
Company:	Contact:			
Address:	Email:			
	Phone:			
City, State, Zip:	Fax:			
For Worth International Media Group				
Accepted for Publication: Jerri Joxker	11/30/2010 (Date)			

PLEASE SIGN AND FAX TO (321) 354-9360



Undiscovered Florida Reader Service Participation Form

To ensure inclusion with NG *Traveler's* Reader Service program, **return completed form to Terri Tonkin by 217111.** Fax (321)354-9360 or e-mail: terri@worthit.com.

2011 Undiscovered Florida

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Advertiser Name: Pasco County Office of Tourism Development

Name, as it is to appear in RS Listing: Pasco County Office of Tourism Development

Issue Date: May 2011

2. Printed Page Listing (Advertisers receive a name and # only listing).

Company Name: Pasco County Office of Tourism Development

Phone: 1-800-842-1873

3. Online Listing (Please provide your URL. You may also provide maximum of 150 characters (including spaces & punctuation). No street addresses and website addresses are permitted in copy.

permitted in copy.

By signing up for NG Traveler's Reader Service, your company's name is automatically included in the TravelerOnline Reader Service listing. You can also link that listing to your web site. If interested, please provide your web site address below.

Web Site Address (URL): www.visitpasco.net

Copy: Pasco County is an outdoor lover's paradise that offers a great alternative to the typical theme-park experience. Relax and explore Pasco County!

3. Required Contact Information						
All information below is necessary for effective leads pr	ocessing.					
Contact Person: Eric Keaton						
Phone: 727-847-8129 E-Mail: ekeaton@pascocountyfl.net						
Company Name: Pasco County Office of To	ourism Development					
Address: 7530 Little Road, Suite 340	<u>-</u>					
City: New Port Richey State/Province: FI	Zip: 34654 Country: United States					
4. Type of Output Choose one. Leads are processed for 14 weeks and sent	out once a week (within those 14 weeks).					
Comma-Separated Values (.csv)	Microsoft Excel 4.0 (.xls)					
Label Style #5160 (.pdf)	☐ Microsoft Excel 5.0 (.xls)					
Label Style #7160 (European standard)	☐ Microsoft Excel 8.0 (.xls)					
Microsoft Access (.mdb)	Text (.txt)					
Microsoft Excel 3.0 (.xls)	Display in mailbody (.txt)					
5. Authorized by: Eric Keaton	Date: 11/30/2010					

Please complete and fax or e-mail to Terri Tonkin no later than 2/7/2011.

FAX: (321) 354-9360 E-mail: terri@worthit.com

UNDISCOVERED FLORIDA

Worth Custom Publishing, a Worth International Media Group Company

Page size

Full-page bleed:8-1/4" x 10-3/4" deep. Bleeds 1/8" on all sides.

from trim.

Material specifications

High-resolution PDF (X1A) preferred. We must have a hard copy proof with all digital ads.

Sending digital ads

PREFERRED METHOD: VIA FTP SITE

Use Fetch or compatible FTP software to upload PDFs. E-mail susan@worthit.comor call when upload is complete. Address:ftp.wicc.com or 65.243.65.115 Directory:inbox

Name:public Password:wicc59

ACCEPTABLE METHOD: VIA DISK

Disk formats: CD-ROM (Macintosh or ISO 9660 format). Disks/materials will be disposed of 90 days after publication unless you ask us to return them. Color proof must accompany disk.

NOT RECOMMENDED: VIA E-MAIL

Attach only high-resolution PDFs to e-mails.

You must include either a low-resolution PDF proof or mail a hard copy for us to compare against the files. E-mail files to susan@worthit.com. NOTE: If you send any file(s) via e-mail and do not receive an acknowledgment from Worth, please contact us.

Software and materials not accepted

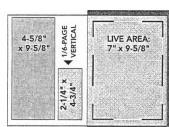
Native files are not acceptable. You are responsible for converting the ad to a high-resolution PDF (X1A).

Send ad materials to: Worth Custom Publishing

Attn: Susan Dikeman Traffic Manager 5979 NW 151st Street, Suite 120 Miami Lakes, FL 33014 305-828-0123, ext. 158 susan@worthit.com

TRIM: 16" WIDE LIVE: 15" WIDE ΑD 1/8" BLEED

TWO PAGE SPREAD BLEED (BLEEDS ALL SIDES) BLEED: 16-1/4" x 10-3/4" TRIM: 16" x 10-1/2" LIVE AREA AND NON-BLEED AD SIZE: 15" X 9-5/8"

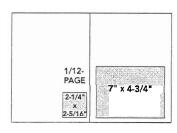


FULL PAGE

TRIM: 8" x 10-1/2"

BLEED:

·1/4" X 10-3/4" 8-1/4" X 10-3/4" (NO BLEED IN GUTTER. KEEP AREA 3/8" FROM ANY EDGE)







213-PAGE VERTICAL

