



MEDIA GROUP

# ADVERTISING AGREEMENT

Date: **113012010**

We hereby contract for advertising in **2011 UNDISCOVERED FLORIDA** (publication) for **116 page display - 4-C** (size of space) for the issue date(s) of **May 2011** at the **\$3,200 NET\***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: <input checked="" type="checkbox"/> Advertiser <input type="checkbox"/> Agency <input type="checkbox"/> Billing Office	
Advertiser Name: PASCO COUNTY BOARD OF COUNTY COMMISSIONERS	Contact: <b>ERIC KEATON</b>
Address: <b>7530 LITTLE ROAD, STE 340</b>	Email: <b>ekeaton@pascocountyfl.net</b>
	Phone: <b>(727) 847-8129</b>
City, State, Zip: <b>NEW PORT RICHEY, FL 34654</b>	Fax: <b>(727)</b>
Name: _____ Title: _____	
Authorized Signature: _____ Date: _____	
Additional Contact: <input type="checkbox"/> Agency <input type="checkbox"/> Billing Office <input type="checkbox"/> No Additional Contact	
Company:	Contact:
Address:	Email:
	Phone:
City, State, Zip:	Fax:
For Worth International Media Group	
Accepted for Publication: <i>Terri Foxker</i>	<u>11/30/2010</u> (Date)

**PLEASE SIGN AND FAX TO (321) 354-9360**

worth International Media Group

worthit.com

5979 NW 151 st | suite 120 | miami lakes, fl 33014  
800 447 0123 | 305 828 0123 | 305 826 6950 fax



# Undiscovered Florida Reader Service Participation Form

To ensure inclusion with NG *Traveler's* Reader Service program, return completed form to Terri Tonkin by 2/7/2011. Fax (321)354-9360 or e-mail: [terri@worthit.com](mailto:terri@worthit.com).

## 2011 Undiscovered Florida

### 1. Advertiser

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.

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 processing.

Contact Person: **Eric Keaton**

Phone: **727-847-8129**

E-Mail: **ekeaton@pascocountyfl.net**

Company Name: **Pasco County Office of Tourism Development**

Address: **7530 Little Road, Suite 340**

City: **New Port Richey** State/Province: **FL** 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).

- |  |   |
|--|---|
| <input type="checkbox"/> Comma-Separated Values (.csv)         | <input type="checkbox"/> Microsoft Excel 4.0 (.xls) |
| <input type="checkbox"/> Label Style #5160 (.pdf)              | <input type="checkbox"/> Microsoft Excel 5.0 (.xls) |
| <input type="checkbox"/> Label Style #7160 (European standard) | <input type="checkbox"/> Microsoft Excel 8.0 (.xls) |
| <input type="checkbox"/> Microsoft Access (.mdb)               | <input type="checkbox"/> Text (.txt)                |
| <input type="checkbox"/> Microsoft Excel 3.0 (.xls)            | <input type="checkbox"/> 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](mailto: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.  
 Full-page trim size: .....8" x 10-11/2" deep.  
 Live area: .....7" x 9-5/8". Keep live matter at least 3/8" from trim.

TRIM: 16" WIDE  
 LIVE: 15" WIDE  
 A D  
 1/8" BLEED

### 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.com or 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

