

# 2020 FLORIDA NEWSPAPER CO-OP PACKAGE

**WHAT IS THIS?** Exclusive member opportunity for targeted in-state exposure. One co-op partner per week will be featured on the Front Page of Sunday Main Section or Sunday Travel Section across all five market newspapers, providing more exclusivity and greater impact. Two flights available, April or September.

**WHO DOES IT REACH?** The median age of a newspaper reader is 47.6 years with average household income \$100,000+

**MESSAGING?** Perfect for timely reasons to come now, what's new and deals + special offers.



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**One partner featured per week across these newspapers.**

**FLORIDA TIMES-UNION** is a major daily newspaper in Jacksonville, Florida. Widely known as the oldest newspaper in the state, it began publication as the *Florida Union* in 1864. It serves the Northeast region of the state.

**MIAMI HERALD** Readers in South Florida, the Caribbean and Latin America. Circulation area is Miami-Dade, Broward and Monroe counties in South Florida. South Florida ranks as the 15th largest market in the United States. It is one of the most culturally diverse regions in the country.

**PALM BEACH POST** is a daily newspaper serving Palm Beach County in South Florida, and parts of the Treasure Coast. As of 2016, it was the seventh largest in Florida. Nearly half of the adults in Palm Beach County read The Palm Beach Post in print or online.

**SOUTH FLORIDA SUN SENTINEL** The Sun-Sentinel is the main daily newspaper of Fort Lauderdale, Florida, as well as surrounding Broward County and southern Palm Beach County. Owned by Tribune Publishing, it circulates all throughout the three counties that comprise South Florida. It is the largest-circulation newspaper in the area.

**TAMPA BAY TIMES** is now the 6th largest Sunday newspaper in the U.S. with nearly 900,000 readers. Located on the West coast of the Florida, the Tampa Bay DMA is the 13th largest in the United States. Major metros include Tampa, St. Petersburg, Clearwater, Brandon, Brooksville, Wesley Chapel, Sarasota and Bradenton.

NOTE: Programs, publications, editorial, dates and rates are subject to change pending Visit Orlando marketing plans and strategies.

**VisitOrlando**

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## QUESTIONS:

Contact your **Member Development Consultant** at [advertising.coordinator@visitorlando.com](mailto:advertising.coordinator@visitorlando.com) with any questions regarding this advertising opportunity.

## CLOSING DATES

### SPRING

Space Deadline ..... Feb. 25, 2020  
Materials Deadline ..... Mar. 11, 2020  
Publish Dates ..... April 2020

### FALL

Space Deadline ..... July 6, 2020  
Materials Deadline ..... Aug. 5, 2020  
Publish Dates ..... Sept. 2020

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