



## COLUMBIA COUNTY BOARD OF COUNTY COMMISSIONERS AGENDA ITEM REQUEST FORM

The Board of County Commissioners meets the 1st and 3rd Thursday of each month at 5:30 p.m. in the Columbia County School Board Administrative Complex Auditorium, 372 West Duval Street, Lake City, Florida 32055. All agenda items are due in the Board's office one week prior to the meeting date.

Today's Date: 3/7/2018 Meeting Date: 3/15/2018

Name: Paula Vann Department: Tourist Development

Division Manager's Signature:

A handwritten signature in blue ink that reads "Ben Scott".

### 1. Nature and purpose of agenda item:

Request for approval of the Interfuse Summer Newspaper Insert advertisement and digital banner advertisement contract. - \$7,000

### 2. Recommended Motion/Action:

There is no recommended motion or action.

### 3. Fiscal impact on current budget.

This item is currently budgeted. The account number to be charged is 107-5200-552.30-48 ADVERTISING



971 West Duval Street, Suite 145  
Post Office Box 1847  
Lake City, Florida 32056-1847  
(386) 758-1312  
[www.SpringsRUs.com](http://www.SpringsRUs.com)

## Memorandum

**DATE:** 3.7.2018

**TO:** Scott Ward, Assistant County Manager

**FROM:** Paula Vann, Tourist Development Executive Director 

**RE:** Interfuse FADMO Summer 2018 Half Page Advertisement—\$7,000

Request for approval of the Interfuse Summer Newspaper Insert advertisement and digital banner advertisement contract. This advertisement includes a ½ page advertisement and 1.8 million digital banner impressions. The Interfuse Summer Travel Insert is distributed to 500,000 households in major Florida cities during the peak summer travel season. The goal is to inspire Florida residents to visit Columbia County and explore our area.

Company Address 15 Technology Pkwy South Suite 250  
Norcross, GA 30092  
US

IO Number IO-00024109

Account Name Columbia County Tourist Development Council

Account Number COLU0008

Created Date 3/7/2018

Expiration Date 4/6/2018

Quote Number 00005004

Bill To Columbia County Tourist Development Council

Bill To Address 971 West Duval Street, Suite 145, Lake City, FL,  
32055

## Contact Information

Contact Name Cody Gray

Phone (386) 758-1312

Email cgray@columbiacountyfla.com

Fax 386-758-1311

Sales Person Jenni Coleman

Email [jcoleman@interfuse.com](mailto:jcoleman@interfuse.com)

Phone (678) 987-9946

Fax (770) 582-9898

Material Contact: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

New Material: if no, publication and date \_\_\_\_\_

Sponsored Directory Contact information to be printed in guide

Contact Name \_\_\_\_\_

Organization Name \_\_\_\_\_

Title \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Product	Quantity	Net Rate	Product Description	Additional Details
VF InState - Summer 2018 - 1/2 Page	1	\$7,000.00	7.875" x 4.5" print ad, includes 4 million impressions and 3,000 Leads or mobile clicks.	1.8 million impressions 1,500 content clicks Back Cover for Ad

Grand Total \$7,000.00

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Please sign and fax back to 770-582-9898 or email to  
order@collinsonmedia.com

## Terms & Conditions

Payment is due immediately upon receipt of invoice. Any unpaid bill will accrue late fees equal to 1.5% per month on the unpaid balance, in addition to any cost of collection, attorney's fees or other related expenses. These fees are explicitly non-waivable. Any dispute will be subject to the jurisdiction of Gwinnett County, Georgia. All figures shown are Net prices unless otherwise stated in written documentation created and signed off by Connect.

# FADMO IN-STATE INSERT



## Newspaper Distribution: Major City/Suburb Markets

- Florida Times Union
- Miami Herald
- Palm Beach Post
- Ft. Lauderdale Sun Sentinel
- Naples Daily News
- Tampa Bay Times
- Orlando Sentinel
- Fort Myers News Press
- Wall Street Journal (FL editions)
- Atlanta Journal Constitution

SUMMER 2018	
<b>Issue Date:</b>	6/3/18
<b>Space Due:</b>	4/10/18
<b>Materials Due:</b>	4/17/18

- 500,000 affluent Florida households \$125,000+
- Print/online leads with email addresses
- Content activation or online display advertising exposure
- Destination listings/hotel hot deals

## FADMO In-State Newspaper Insert:

Your choice of ad size in a luxurious glossy newspaper insert for Florida tourism advertisers only. The target zip codes and demo-graphics are females, 35-54 years of age, affluent household income of \$125,000+ and a propensity towards travel. High quality with the look and feel of a magazine.

## Lead Generation:

Thousands of leads, both print and online includes name, address and email address. All leads are "opt-in." You may add them to your permanent database for future marketing and remarketing.

## Content Activation:

Custom article written by our award winning editors. We will drive traffic to your website so travelers can engage with the article and spend more time on page.

## Online Display Advertising:

Drive thousands of vacationers to your website with millions of impressions targeted to your audience.

## Editorial Guarantee:

Destinations receive event listing. Hotels, resorts and attractions receive promotional listing.

Ad Size	Net Rate	Leads	Content Activation	*OR	Online Banner Impressions
2-page spread	\$55,103	8,000	8,000 Clicks + 1 custom written article		8 million
Full page	\$29,549	4,000	4,000 Clicks + 1 custom written article		4 million
Half page	\$18,995	3,000	3,000 Clicks + 1 custom written article		3 million
Quarter page	\$11,900	2,000	2,000 Clicks driven to current content		2 million
Eighth Page	\$7,735	1,250	1,000 Clicks driven to current content		1 million

\* Partner has the option to substitute banners for content activation if they choose