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## 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: April 11, 2017Meeting Date: April 20, 2017Name: Paula VannDepartment: Tourist Development Council

Division Manager's Signature: \_\_\_\_\_

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

**Approve Interfuse Summer 2017 Visit Florida Newspaper Insert and Digital Banner Advertisement- \$7,000**

Attach any correspondence information, documents and forms for action i.e., contract agreements, quotes, memorandums, etc.

### 2. Fiscal impact on current budget.

Is this a budgeted item?

☐

N/A

☒

Yes Account No.

107-5200-552.30-48 OPERATING EXPENDITURES /☐

No Please list the proposed budget amendment to fund this request

Budget Amendment Number: \_\_\_\_\_

Fund: \_\_\_\_\_

FROM: \_\_\_\_\_

TO: \_\_\_\_\_

AMOUNT: \_\_\_\_\_

### For Use of County Manger Only:

☒

Consent Item

☐

Discussion Item




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:** 4.10.2017

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

**FROM:** Paula Vann, TDC Director 

**RE:** Interfuse VISIT FLORIDA Summer 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.

Please see attached documentation for more information.

## ORDER FORM - Order # 4002539

### Quote Details

Create Date: 04/06/2017 Prepared By: Jenni Coleman  
Expire Date: 05/06/2017 Email: jcoleman@interfuse.com

### Account Information

Account Name: Columbia County Tourist Development Council  
Contact Name: Cody Gray Billing Address: 971 West Duval Street, Suite 145  
Lake City FL 32055  
Phone: 386.758.1397 Email: cgray@columbiacountyfla.com

Name	Qty	Price	Subtotal
VF Summer 2017 - Half Page Back Cover 1,500 content activation clicks & 1.8 million banner impressions	1	\$7,000.00	\$7,000.00

Subtotal **\$7,000.00**

**Total \$7,000.00**

### CUSTOMER

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Name

\_\_\_\_\_  
Title

Interfuse

15 Technology Parkway, Suite 270  
Norcross, GA 30092  
[www.interfuse.com](http://www.interfuse.com)  
470-554-7150  
770-582-9898 (Fax)



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Signature

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Date

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Name

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Title

## ORDER FORM - Order # 4002539

### Campaign Duration

**Campaign Start Date:** 6-11-17 **Campaign End Date:** 7-30-17

\*Customer's Campaign Start Date will commence no earlier than the signature date of this Order.

### TERMS OF USE

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 Interfuse.

### PAYMENT TERMS

<b>Payment Frequency</b>	monthly	<b>Payment Terms</b>	Payment Due upon Receipt of Invoice
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# VISIT FLORIDA

## In-State Marketing Campaigns



### 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 2017

<b>Issue Date:</b>	6/11/17
<b>Space Due:</b>	4/10/17
<b>Materials Due:</b>	4/17/17

- 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

### VISIT FLORIDA 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	Partner Net Rate	Non-Partner Net Rate	Leads	Content Activation	*OR	Online Banner Impressions
2-page spread	\$55,103	\$71,635	8,000	16,000 Clicks + 1 custom written article		16 million
Full page	\$29,549	\$38,415	4,000	8,000 Clicks + 1 custom written article		8 million
Half page	\$18,995	\$24,695	3,000	4,000 Clicks + 1 custom written article		4 million
Quarter page	\$11,900	\$15,470	2,000	2,000 Clicks driven to current content		2 million
Eighth Page	\$7,735	\$10,055	1,250	1,000 Clicks driven to current content		1 million

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