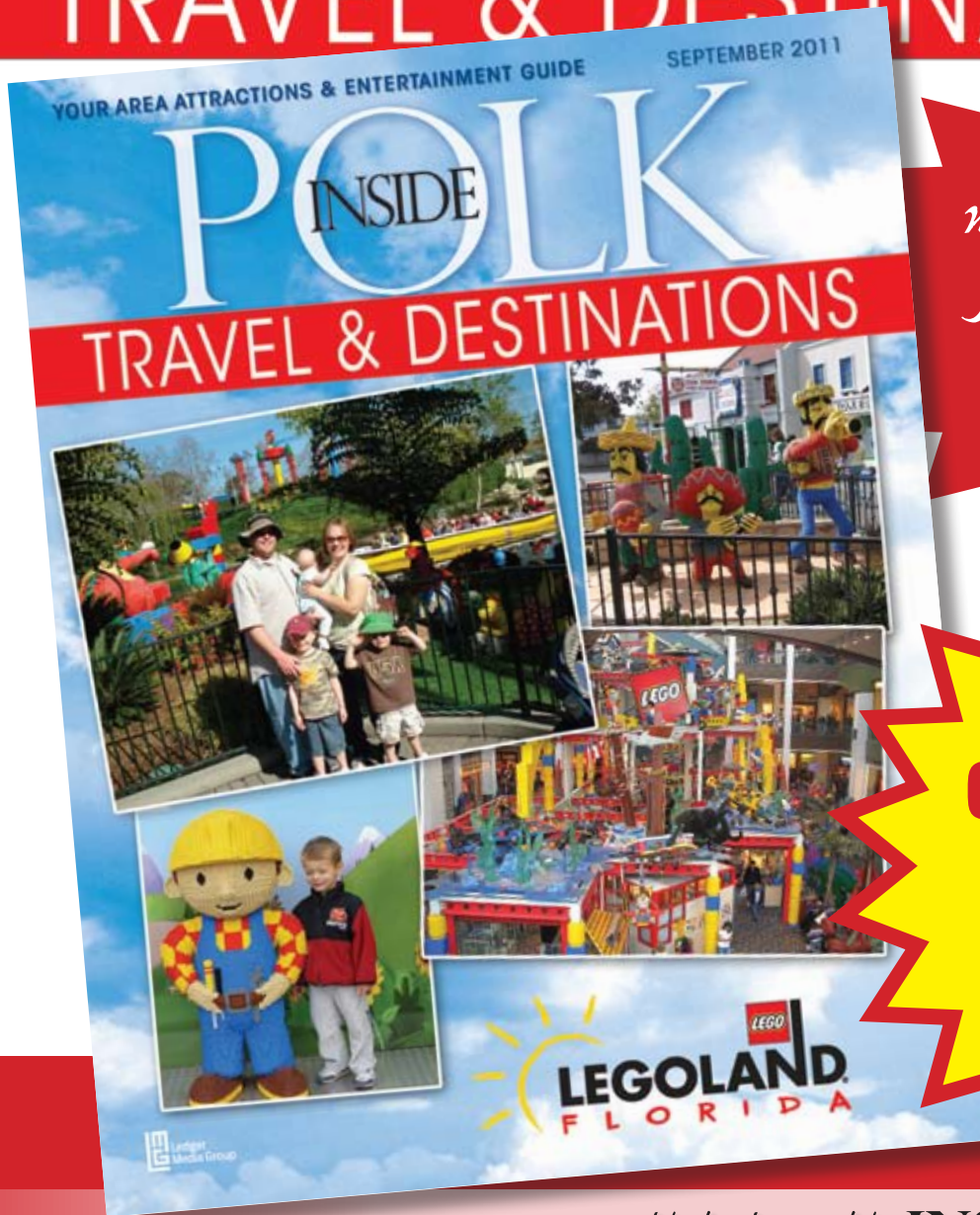


# POLK

INSIDE

## TRAVEL & DESTINATIONS



*A special monthly resource for visitors and residents to the Polk County area.*

**50,000  
Circulation!**

**Bonus...  
Distributed inside  
Legoland® by  
Central Florida  
Visitors Bureau**

*Published monthly,* **INSIDE POLK  
TRAVEL & DESTINATIONS**

*is a tourist entertainment guide for visitors to Polk County who want the best deals on area attractions, entertainment and services in the Polk County and Central Florida area.*



**Ledger  
Media Group**

**FOR MORE INFORMATION CONTACT YOUR LEDGER MEDIA GROUP REPRESENTATIVE  
OR CALL DARLENE SALZLEIN AT 863-421-5504 OR CELL 863-289-7272**

# POLK

INSIDE

# TRAVEL & DESTINATIONS



**ATTRACTIONS • ENTERTAINMENT • DINING • GOLF • RECREATION & MORE**

For more information, please call 863-802-7381

- Features local and area businesses offering discounts and specials to those traveling and staying in Polk County.
- Businesses include Area Attractions, Entertainment, Dining, Golf, Recreations, Health and more!
- Distribution Total of 50,000\* copies.
- Distributed through 300 locations throughout Polk county.  
Including: Hotels, Restaurants, Chambers of Commerces and other Tourist destinations in Polk County.
- BONUS... Distributed inside Legoland® by Central Florida Visitors Bureau
- Published monthly.

Publication	Publication Dates	Deadline Dates
Travel & Destinations	Wednesday, September 14, 2011	Thursday, August 11, 2011
Travel & Destinations	Wednesday, October 12, 2011	Thursday, September 8, 2011
Travel & Destinations	Wednesday, November 9, 2011	Thursday, October 6, 2011
Travel & Destinations	Wednesday, December 14, 2011	Wednesday, November 9, 2011
Travel & Destinations	Wednesday, January 11, 2012	Tuesday, December 6, 2011
Travel & Destinations	Wednesday, February 8, 2012	Thursday, January 5, 2012
Travel & Destinations	Wednesday, March 14, 2012	Thursday, February 9, 2012
Travel & Destinations	Wednesday, April 11, 2012	Thursday, March 8, 2012
Travel & Destinations	Wednesday, May 9, 2012	Thursday, April 5, 2012
Travel & Destinations	Wednesday, June 13, 2012	Wednesday, May 9, 2012
Travel & Destinations	Wednesday, July 11, 2012	Wednesday, June 6, 2012
Travel & Destinations	Wednesday, August 8, 2012	Thursday, July 5, 2012

**Payment Terms** - All display advertising orders require payment with artwork, unless agency or client has approved credit 30 days prior to closing. Full payment is due upon receipt of invoice.

**Cancellations** - Inside Polk Travel & Destinations requires a 60-day advance written notice of cancellations prior to deadline date. Advertisers will be short-rate invoiced at the rate card rate.

**Inserts** - Call for Quote

\*Distribution based on Ledger circulation for August 2011.



SIZE	1X	Prepress Specifications
Front Cover	\$750	All art, photographs and/or graphics, color or b/w must be 300 dpi Do not enlarge 300 dpi art in layout as it reduces dpi Use CMYK color profiles Line Art 1200 dpi Follow PDF settings (which will be faxed) Line Screen... minimum 150
Back Cover	\$750	
Full Page	\$500	
Half Page (Vertical or Horizontal)	\$300	
Quarter Page	\$150	
TP Banner (Category)	\$150	
QP Banner (Category)	\$75	
Coupon	\$25	

