

## NAPLES 2008 ~ DOWNTOWN

WORLD-CLASS SHOPPING. DINING. AND ENTERTAINMENT GUIDE



# DOWNTOWN NAPLES IS PICTURE PERFECT

Old Naples, with its beautiful banyan and flowering Poinciana trees and avenues that stretch to the Gulf of Mexico, charms all those who stroll along its streets. Here you can indulge in gourmet delights and sample fine wines at premier eateries. Browse galleries, fine antique shops, and The von Liebig Art Center. Shop for casual sportswear, eveningwear, and one-of-a-kind gifts. At night, Naples comes alive with theater performances, fine dining and live entertainment. Music acts, magic shows and comedians appear during street art shows, sidewalk sales and themed events.

Discover Downtown Naples encompassing a several mile area full of historical and modern landmarks - including Fifth Avenue South, Third Street South, Crayton Cove, Tin City, Bayfront, Renaissance Village, and portions of U.S. 41 and 10th Street.

*Downtown~  
Everything's waiting for you!*



[www.FifthAvenueSouth.com](http://www.FifthAvenueSouth.com)



The Official Destination Guide of the Downtown Naples Association  
Reach more than 400,000 consumers all year long in Southwest Florida's premier shopping, dining, entertainment and accommodations area

The *Naples 2008 ~ Downtown World-Class Dining, Shopping, and Entertainment Guide* will convey the unique, chic, and authentic flavor of old Southwest Florida found only in the Downtown Naples experience.

## 100,000 COPIES!!

Displayed in selective locations throughout Collier and Lee Counties, including:

- Fifth Avenue South, Bayfront, Tin City, Crayton Cove, Third Street South, and 41/10 merchants and advertisers' businesses
- The new Downtown Naples Association Information Center
- Greater Naples Chamber of Commerce Visitors Centers at U.S. 41, Fifth Avenue and Coastland Mall and mailed in every visitor relocation packet
- Selected hotels, resorts, and concierge copies
- Greater Naples Marco Island, Everglades Convention & Visitor Bureau mailed in visitor and relocation packets upon request
- Special Events  
Fifth Avenue South and Bayfront events  
Annual Chamber Trade Show
- Hospitals
- Naples Trolley
- Group Tour Gift Bags
- Retail, business, and restaurant locations
- Visiting Conference Group Packets

**Digest Size: 5 3/8" x 8 3/3"**

**Publication Date: January, 2008**

**Ad Space Deadline: October 31, 2008**

**Production materials deadline: November 12, 2007**

**Plate Ready materials deadline: November 19, 2007**

## ADVERTISING OPPORTUNITIES\*

Advertising opportunities INCLUDE Category listings: 50 word description of your business.

Back Cover: \$3,450

Inside Covers: \$3,350

Map Gatefold Spread: \$5,400

Full Page: \$3,150

Half Page: \$1,950

Quarter Page: \$1,100

\*RATES ARE NET

Category listings: 50 word description of your business. Non-display advertisers: \$600

## ADDITIONAL ADVERTISING OPPORTUNITIES

### MAP LISTINGS

All advertisers will receive a free map category listing to include name, phone number and location on the map. Only display advertisers will be included on the map. For non-member, non-advertisers: for \$900 you can become an association member and also be listed on the map.

### MULTI-BUY DISCOUNTS

Save 10% on additional multi-magazine buys in ***Naples on the Gulf***, the Greater Naples Chamber of Commerce official publication or ***Gulfshore Life's Shopping Destinations***.

*Complimentary Internet component on [www.gulfshore.life.com](http://www.gulfshore.life.com) Discover the Gulfshore.*

For additional information contact: **Kerry Barth-Salmon at 239-449-4118**

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