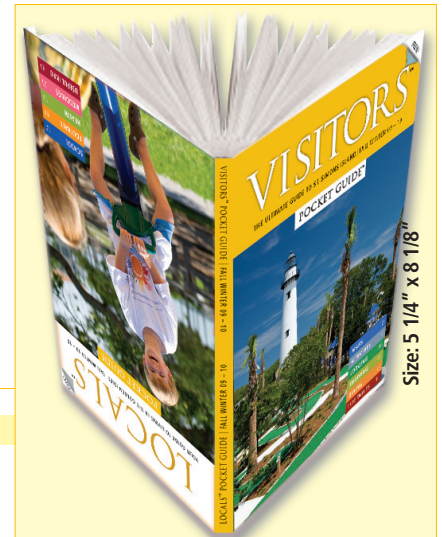


COMBO

VISITORS POCKET GUIDE & LOCALS POCKET GUIDE COMBINED | SPRING SUMMER 10

POCKET GUIDE



OVERVIEW

COMBO POCKET GUIDE:

- Contains two publications in one:
 - **VISITORS Pocket Guide** – a handy guide for St. Simons Island visitors
 - **LOCALS Pocket Guide** – a useful resource for residents of Glynn county
- Contains sections on activities, shopping, dining, education, weddings, health and more
- Contains a new pull-out map of St. Simons Island and Brunswick, highlighting advertisers' locations
- Contains new detailed maps of advertiser locations in Redfern Village, the Village Pier and new sections to include Downtown Brunswick and others.

TARGET MARKETS

- St. Simons Island tourists
- Glynn County residents, including families w/ children and newcomers

BENEFITS OF ADVERTISING

Affordable:

- Ad placements start at \$167 per month
- Ad reaches both locals and visitors
- Professional ad design services provided for FREE
- Flexible monthly payment options available
- Credit cards accepted

Effective:

- Ads reach two markets for the price of one: Visitors and Locals
 - Distributed at over 150 locations
- Contains useful information
- Well organized and beautifully designed
- Reaches intended audiences through 150+ distribution points

DISTRIBUTION

- 20,000 publications printed and distributed per issue
- Over 1,000 copies mailed to targeted local residents
- Distributed at over 150 locations, including the free publication racks at Harris Teeter and Winn Dixie and area Visitor Centers

AD PRICING per issue / per mth.

1/4-page	\$1,000 / \$167
1/2-page	\$1,600 / \$267
Full-page	\$3,000 / \$500

LIFE OF PUBLICATION

6 months / two issues per year

Spring–Summer 10

(March 16–Sept. 14)

Fall Winter 10–11

(Sept. 15–March 15)

COPIES PRINTED

20,000 copies/issue

COMBO Pocket Guide

can also be seen in its entirety online, at:

OnlinePocketGuides.com

HAVE YOU HEARD?

More than 1.6 million visitors pay a visit to the Golden Isles each year.

\$174.4M spent on lodging

\$150.56M spent on Recreation

\$138.31M spent on shopping

\$214.16M spent on food

Source: The Economic Impact of Expenditures by Visitors to Glynn County, July 2007 – June 2008, prepared by Davidson Peterson Associates for the Brunswick Golden Isles Visitors Bureau.



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