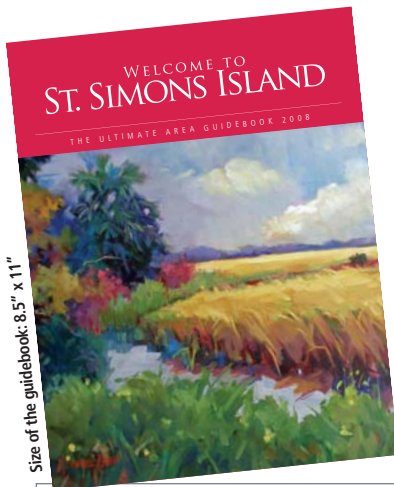


TARGET ADVERTISE TO 200,000+
ST. SIMONS ISLAND TOURISTS IN THE
AREA'S **ONLY** IN-ROOM HOTEL GUIDEBOOK.

WELCOME TO™ ST. SIMONS ISLAND

THE ULTIMATE AREA GUIDEBOOK™

2009 EDITION



Size of the guidebook: 8.5" x 11"

overview

If your business is interested in advertising to St. Simons Island tourists, the 2009 *WELCOME TO™ ST. SIMONS ISLAND* Area Guidebook is for you. Located on the coffee table of more than 1500 hotel rooms and vacation rental properties on St. Simons Island, this is the area's only hardcover, professionally prepared IN-ROOM AREA GUIDEBOOK.

benefits of advertising

INCREASE SALES TO TOURISTS

- Reach overnight visitors to St. Simons Island in their hotel rooms.
- Reach groups visiting St. Simons Island. For example, corporate and association meetings, golf groups and social occasions, such as weddings, make up about 55% of the business at The King and Prince Beach and Golf Resort. Source: Group Visitor Facts - Brunswick News 1/3/06

REDUCE AD COSTS

- One ad last for a full year. For as little as \$100/month, reach more than 200,000 overnight visitors to St. Simons Island.

exclusive distribution locations

hotel rooms (800+)

Included in **every** hotel room on St. Simons Island,

year-round, including:

- The King and Prince Beach and Golf Resort
- Sea Palms Golf and Tennis Resort
- Epworth Methodist Center
- Sea Palms Inn
- Hampton Inn
- Ocean Inn and Suites
- St. Simons Inn at the Lighthouse
- Village Inn and Pub
- Beach Bed and Breakfast
- All others

vacation rental properties (700+)

Included in **every** vacation rental property, **year-round**, at:

- Hodnett Cooper (500+)
- Georgia Coast Realty
- Parker Kaufman
- Real Escapes

other distribution locations

- A copy of the *WELCOME TO™ ST. SIMONS ISLAND* Area Guidebook is distributed to **all** concierge desks and front desk of each hotel in Brunswick, St. Simons Island and Jekyll Island.
- Aviation Edition: 1,000 copies are distributed annually to airplane owners by Golden Isles Aviation.

ad pricing

1/4-page ad	\$ 1,200
1/2-page ad	\$ 2,000
Full-page ad	\$ 3,500
Two-page ad	\$ 6,500

discounts

1. **5%** for prepaying (Net 10)
2. **5%** for signing up for two consecutive issues and prepaying.

payment options (credit cards accepted)

1. **Prepay (Net 10)** and receive a 5% discount.
2. **Pay Monthly** and receive **4 automatic monthly deductions** from your checking account or credit card.

important deadlines

Ad Sales close:	Sep 1 2008
Ads completed/Camera-ready:	Sep 25 2008
Proofs approved:	Oct 1 2008
Printing process begins:	Oct 15 2008
Distribution begins:	Jan 1 2009



DUE SOUTH
Publishing, Inc.

NEXT STEP?

70 Gruber Lane, Suite 264
St. Simons Island, GA 31522
Main Office: (912) 638 3950
DueSouthPublishing.com

Please call, or visit our website, DueSouthPublishing.com, to learn more about advertising possibilities for your business. We look forward to earning your business and putting *WELCOME TO™ ST. SIMONS ISLAND* to work for you.

Glynn County Overnight Visitor Statistics

- 1.2 million overnight visitors
- \$ 124 million spent for lodging
- \$ 55 million spent for food
- \$ 20 million spent on shopping

Source: Glynn County Overnight Visitor FACTS Brunswick-Golden Isles Convention and Visitors Bureau - Estimate for Glynn County for fiscal year 2005