



The Ultimate Guide
To Florida's Best Place
To Live and Visit

Naples

ON THE GULF 2006

ANNOUNCING THE 2006 EDITION OF THE OFFICIAL PUBLICATION
OF THE GREATER NAPLES AREA CHAMBER OF COMMERCE.

The official visitor and relocation guide of the Greater Naples Chamber of Commerce, *Naples on the Gulf* provides readers with an indispensable guide to the unique tropical lifestyle of Florida's fastest-growing region.

At the same time, it provides advertisers exclusive access to a market of 1.4 million visitors who spent \$681 million dollars last year. You'll want to make sure your business gets its share of the attention.

Featuring detailed, current information on the best places for dining, lodging, shopping, beaches, culture, attractions and recreation, *Naples on the Gulf* gives newcomers the inside track on everything from must-see sights to off-the-beaten-path adventures, from shopping to outdoor fun. Comprehensive listings include hundreds of hotel and restaurant choices in all price ranges.

"We partnered with *Gulfshore Life* to make *Naples on the Gulf* our area's premier visitors' and relocation guide, and we can proudly say 'Mission accomplished!' We encourage you to support *Naples on the Gulf* as a true reflection of the world-class atmosphere of greater Naples."

—**Michael Reagen, President**
Greater Naples Chamber of Commerce



PUBLISHING PARTNERS

Naples on the Gulf is published by CurtCo Media, publisher of the Naples area's award-winning *Gulfshore Life*, *Gulfshore Business* and *Gulfshore Homebuyer* magazines. CurtCo Media serves the ultra-luxury markets with a powerful network of magazines, including *Robb Report*, *Worth*, *ShowBoats International* and *SARASOTA*, to name just a few.

Naples on the Gulf 2006 is an advertiser-supported publication with revenues shared with the Chamber and produced at no cost to the Chamber.



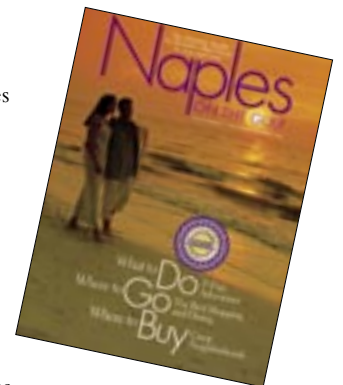
THE ULTIMATE GUIDE TO FLORIDA'S BEST PLACE TO LIVE AND VISIT

THE VISITOR AND NEWCOMER MARKET

Visitors and newcomers to the Greater Naples area represent a vital economic force and an essential market for many local businesses. In 2004, 1,447,519 visitors came to Collier County, spending a reported \$681 million. And today's tourists are tomorrow's residents—as they explore Naples, they form impressions, purchasing patterns and loyalties that will stay with them.

EXPANDED DISTRIBUTION: 100,000 COPIES

- Prominently displayed and distributed free as the Official Visitors Guide at the Naples Visitor Center on U.S. 41—175,000 visitors annually
- Included in Chamber relocation and visitor's packets year-round
- Distributed to *Naples on the Gulf* advertisers and Chamber members for distribution to visitors and newcomers
- Mailed free to phone and Web site inquiries
- Additional bulk copy distribution to:
 - Banks, for lobby display and newcomer packages
 - Hotels, for display and convention packages
 - Exclusive luxury rental accommodations
 - Top-tier hotel concierges
 - Real estate offices
 - Airport and shopping center concierges



COMPREHENSIVE EDITORIAL, COVERING:

- Naples lifestyle: shopping, fashion, cuisine
- Golf, tennis, beaches, boating and outdoor attractions
- Cultural scene
- Community assets in health, education, religion
- Business climate (including top companies)
- Relocation information
- Maps, itineraries, newcomer and visitor resources
- Accommodation resource directory

CIRCULATION: 100,000 COPIES

SPACE CLOSING: SEPT. 15, 2005

PRODUCTION MATERIALS DEADLINE: SEPT. 22, 2005

PLATE-READY MATERIALS DEADLINE: SEPT. 29, 2005

PUBLICATION DATE: JAN. 2, 2006

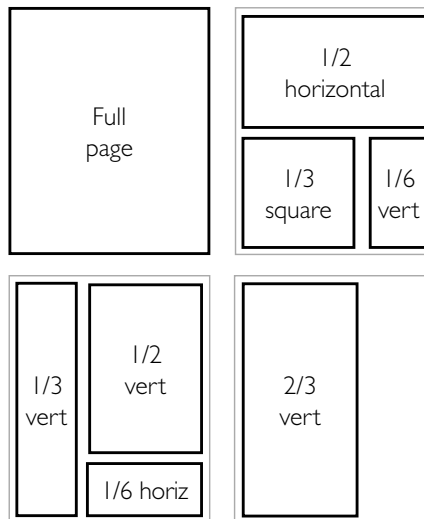
DISPLAY ADVERTISING RATES (FULL COLOR)		
PAGE SIZE	NON-MEMBER	MEMBER
Full	\$7,140	\$6,430
Two-thirds	6,145	5,530
Half	4,285	3,860
Third	2,860	2,575
Sixth	1,785	1,610
Inside covers/Page I	8,070	7,260
Back cover	8,500	7,650

Guaranteed positions: plus 10%
Rates are gross and include production.
Deferred billing until January 2006.

SPECIAL ADVERTISER BENEFITS

- 10% advertising discount for Chamber members and additional multi-magazine discounts
- Editorial listing for restaurants, accommodations and selected other categories
- Invitation to 2006 magazine debut event for *Naples on the Gulf*
- Free web listing in our online *Naples on the Gulf* visitors' guide at www.gulfshorelife.com

AD SPECIFICATIONS		
AD SIZE	WIDTH	HEIGHT
FULL PAGE		
Trim Size	8.125"	10.75"
Bleed Size**	8.375"	11"
Non-Bleed	6.875"	9.5"
2/3 Vertical	4.5"	9.562"
1/2 Vertical	4.5"	7.125"
1/2 Horizontal	6.875"	4.687"
1/3 Vertical	2.187"	9.562"
1/3 Square	4.5"	4.687"
1/4 Vertical	2.187"	7.125"
1/6 Vertical	2.187"	4.687"
1/6 Horizontal	4.5"	2.25"
1/12 Square	2.187"	2.25"



**Full page bleed ads must have live matter a minimum of .25" from head, foot and face trims.

SUBMITTING PLATE-READY MATERIALS

- Plate-ready artwork must be submitted digitally and supplied on CD or DVD, or to our FTP site (contact your sales executive for instructions).
- Supply press-optimized PDF files, saved at 300 dpi and as CMYK, with all fonts imbedded or high-res Mac-based QuarkXpress, PhotoShop or Illustrator files with all supporting electronic files and typefaces (both screen and printer fonts). Illustrator files must have all text converted to outlines.
- Use Type 1 Postscript fonts only (preferably Adobe). True Type fonts are not supported and a similar font may be substituted.
- Supplied scans must be saved at 300 dpi and as CMYK. (RGB and Indexed Color images not supported.) Files must be saved in EPS or TIFF format. Line art must be supplied at a minimum of 800 dpi.
- Documents must be created 100% to size. Compressed files are not recommended.
- For color guidance on press, SWOP-approved digital proof required for all digital artwork received. Color laser output not accepted for color guidance. If acceptable proof not supplied, advertiser assumes full responsibility for color reproduction. Metallic and fifth color inks must be labeled on proof.
- No rebate or discount in event of color variation.

Advertisers will be billed for corrections made to ads that do not meet these specifications.





FOR ADVERTISING INFORMATION, CALL

DIANE LOVELESS
Associate Publisher
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239.777.4958
DianeL@gulfshorelife.com

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239.298.9778
DianaM@gulfshorelife.com

BILL FERRELL
Account Executive
239.281.5288
BillF@gulfshorebusiness.com

LYNNE GROTH
Publisher
239.449.4122
LynneG@gulfshorelife.com



SPECIAL SHOPPING AND DINING ADVERTISING SECTION

ADVERTISING RATES (FULL COLOR)		
PAGE SIZE	NON-MEMBER	MEMBER
Full	\$4,000	\$3,600
Half	2,800	2,520
Quarter	1,500	1,350

Rates are net and include production

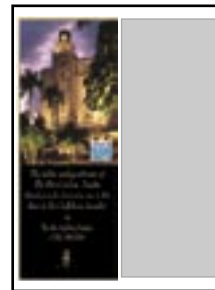
NAPLES ON THE GULF DINING



FULL PAGE



HALF PAGE
HORIZONTAL



HALF PAGE
VERTICAL



ONE-QUARTER PAGE

NAPLES ON THE GULF SHOPPING



FULL PAGE



HALF PAGE
HORIZONTAL



HALF PAGE
VERTICAL



QUARTER PAGE

NAPLES ON THE GULF BUSINESS CONNECTION

ADVERTISING RATES (FULL COLOR)		
PAGE SIZE	NON-MEMBER	MEMBER
One-Tenth*	\$495	\$450

*A little larger than a business card.
Rates are net and include production.



ONE-TENTH PAGE

NAPLES ON THE GULF is published by **GULFSHORE LIFE**

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