



Media Kit

If you are doing business in the greater Coconut Point area this is *the* opportunity to get your exclusive advertisement placed first with The Coconut Point Press.

There is no other direct marketing vehicle and no other publication targeting the audience whose attention you want to capture. Target Marketing at its best!

The Coconut Point Press

If you have any questions about the media kit or its contents, please feel free to call me.

Best Regards,

D. Michael Burke, P.A.
Editor, The Coconut Point Press
Realtor, John R. Wood Realtors
26269 S. Tamiami Trail
Bonita Springs, FL 34134
Cell: 239.777.0473
Fax: 866-890-4452
Michael@BurkesBeach.com



You're Invited...

On behalf of Michael Burke P.A., with John R. Wood Realtors, we invite you to join an exclusive rank of professionals taking part in a unique advertising affiliation.

In a time when competition among businesses is fierce, professionals serious about their product, and the money they spend promoting it, are looking to raise the bar.

Look no further.

A new publication designed to set itself aside from the rest, to cater to the well-defined lifestyles we serve, and to highlight the well-refined businesses we own is slated for publication this fall. This is your exclusive invitation to get in on the ground floor of *The Coconut Point Press*!

The Coconut Point Press takes a distinctive approach at targeting those looking for the exceptional lifestyle, with an exceptional publication. This 16-page monthly newspaper-style publication will focus exclusively on the businesses, people and lifestyles within the Bonita Springs and Estero communities. Inside readers will discover a paper that aims at pleasing everyone in the family. Each month your reader will discover new and exciting information pertaining to their lives and lifestyles. From health, to parenting, to finance, *The Coconut Point Press* will become the new “must have” publication of the Southwest Florida area.

And for our advertisers, *The Coconut Point Press* takes their exclusivity one step further. *The Coconut Point Press* only reserves four to six pages of its paper for advertisements. This means your business isn't competing with dozens of other ads, but rather getting greater placement, greater readership and greater results for your dollar. *The Coconut Point Press* creates an exclusive environment for your business... aimed at an exclusive audience. Are you ready to raise the bar?

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THE COCONUT POINT PRESS

The Facts

- Circulation of up to 10,000 issues per month
- Monthly mailings to select, upscale, communities (The Brooks, Miromar Lakes, Grandezza, Pelican Landing, etc.)
- Email distribution of *The Coconut Point Press* to over 5,000 home owners within Grandezza, Copper Leaf, Spring Run, Lighthouse Bay and Pelican Landing
- Email News Letter campaign to include your website link and contact information.
- Readership of 1 ½ to 2 times circulation
- Personal distribution available.
- Exclusivity for your product or service (Except Restaurants)
- Delivery by mail to readers as well as numerous contracted distribution points around the greater Coconut Point area
- Free subscription registration service available at www.Coconutpointpress.com





Thank You

The Coconut Point Press will provide advertisers with a unique and creative marketing tool that is designed to aggressively target your potential clientele. Destined to become one of the areas most widely read publications, it will provide Southwest Florida residents and visitors with information on LOCAL shopping, dining, housing, cultural activities and recreational events.

As the number of businesses within the Fort Myers-Naples corridor continues to grow, the need for consumer awareness and recognition becomes even more significant. The success of your business will depend on it! *The Coconut Point Press* offers maximum exposure to your target audience with minimum expense.

If you are doing business in the greater Coconut Point area, this is *the* opportunity to get in on the ground floor of this exciting new publication. The first issue is scheduled for release in October 2007, and is timed to coincide with the influx of seasonal residents and visitors. DO NOT HESITATE...Exclusive advertising space is limited and will be provided on a first come basis.

Let our business "give you the business" by becoming a Networking Business Partner.

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Business Card
2" x 3 1/2"
\$65

1/2 Page Ad
6 3/4" x 10"
\$550

1/6 Page Ad
4 1/2" x 5"
\$200

1/4 Page Ad
5" x 6 3/4"
\$275

1/12 Page Ad
2 1/4" x 5"
\$100.00



An Exclusive & Independent Publication serving Coconut Point and surrounding areas

1851 Bowler Drive, Pickering, On L1V 3E5 USA: One Townline Circle, Rochester, NY 14623
Toll Free Telephone & Fax: 1-800-330-5709

Advertising Agreement

I/we _____ hereby agree to advertise

with _____ on the _____ page

of the _____ edition of HOMES NEWSPAPER (a division of Sunshine Publishing).

The ad is full process color. Starting in _____ for a period of _____ editions. This edition and all subsequent editions will be delivered within the first 10 days of each month to _____ homeowners.

Ad Size: Add Cost average \$8.45./Square inch (137.5 Square Inches per page)

Ad Sizes & Prices (Introductory Prices)

- Business Card (2" x 3 1/2" - 7 Sq Inches) - \$ 65 X # _____ of Issues = _____
- 1/12 Page AD (2 1/4" x 5" - 11.25 Sq Inches) - \$ 100 X # _____ of Issues = _____
- 1/6 Page AD (4 1/2" x 5" - 22.5 Sq Inches) - \$ 200 X # _____ of Issues = _____
- 1/4 Page AD (5" x 6 3/4" - 33.75 Sq Inches) - \$ 275 X # _____ of Issues = _____
- 1/2 Page AD (6 3/4" x 10" - 67.5 Sq Inches) \$ 560 X # _____ of Issues = _____
- Full Page AD (13.75 x 10" - 137.5 Sq Inches) - \$1,000 X # _____ of Issues = _____

Prices are subject to change without notice.

Advertising Agreements run for a minimum 6 months. Your Credit card will be charged each month. 5% discount on prepay for 6 month term. 10% discount on annual prepaid contract. All checks to be made out to Sunshine Publishing.

CONFIRMED ORDER

RESERVATION ORDER

Date:
Company:
Name:
Signature:
Address:

Start Date:
Company:
Name:
Signature:
Address:

Telephone:

Telephone:

Exclusive offer from:

Michael Burke, P.A. of John R. Wood Realtors:

Bonita Springs and Estero Luxury Home Expert

Cell: 239-777-0473 / E Fax: 1-866-890-4452 / Email: Michael@BurkesBeach.com



Sunshine Publishing

CDN: 1851 Bowler Drive, Pickering, On L1V 3E5 USA: One Townline Circle, Rochester, NY 14623
Toll Free Telephone & Fax: 1-800-330-5709

Credit Card Authorization Form

Please fax this authorization form and mail original to above address.
Please do not e-mail sensitive information.

Customer Information:

Name: (as it appears on card) _____

Business Name: _____

Address: _____

City/Town: _____

Province/State: _____ Postal /Zip Code: _____

Res. Phone: _____ Bus. Phone: _____

Cell Phone: _____ Fax: _____

Email Address: _____

Website Address: _____

I hereby authorize Homes Newspaper (a division of Sunshine Publishing) on behalf of Coconut Point Press to debit my Credit Card account in the amount of _____ for each issue published. I understand that monthly payments will be debited each month prior to printing and upon final proof approval.

This authority shall remain in effect unless and until I give Coconut Point Press (Sunshine Publishing) written notice of termination at least 1 month prior to payment date.

Absolutely no refunds are permitted once papers are printed.

Visa: _____ Expiry: ____/____

Master Card: _____ Expiry: ____/____

American Express: _____ Expiry: ____/____

Signature: _____ Date: _____

Exclusive offer from:
Michael Burke, P.A. of John R. Wood Realtors:
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