



DUE SOUTH  
Publishing, Inc.

# PUBLICATION OVERVIEW

## PUBLICATION



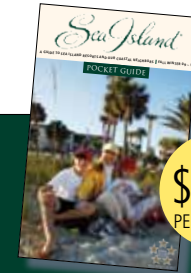
FROM  
**\$100**  
PER MONTH

### WELCOME TO ST. SIMONS ISLAND™



FROM  
**\$167**  
PER MONTH

### COMBO POCKET GUIDE (VISITORS AND LOCALS POCKET GUIDE)



FROM  
**\$267**  
PER MONTH



### SEA ISLAND POCKET GUIDE

<b>OVERVIEW</b>	St. Simons Island's <b>only</b> in-room (hotel and vacation rental) visitor book. Seventh-Year Edition	Two publications in one: a guide for <b>St. Simons visitors</b> on one side, a handy guide for <b>local-area residents</b> on the other.	The <b>only</b> area-guide customized and distributed by Sea Island Resorts. Ninth Edition																																				
<b>TARGET MARKETS</b>	St. Simons Island and Golden Isles' <b>Tourists</b>	<b>St. Simons' tourists</b> and <b>Golden Isles' residents</b>	<b>Cloister and Lodge hotel guests, Sea Island members</b>																																				
<b>PRIMARY BENEFITS</b>	<b>Targeted:</b> Reaches 200,000+ overnight guests on SSI <b>Exclusive:</b> Only in-room book on St. Simons Island <b>Affordable:</b> Ads start at \$100/mth.	<b>Effective:</b> Provides exposure to tourists and locals <b>Affordable:</b> Ads start at \$167/mth. <b>Organized:</b> Design and organization increases value	<b>Targeted:</b> Provides direct exposure to Sea Island guests <b>Exclusive:</b> Only guide used by Sea Island <b>Affordable:</b> Ads start at \$267/mth.																																				
<b>DISTRIBUTION</b>	<b>Included year-round in:</b> • all hotel rooms on St. Simons Island • 800 vacation rental properties  Reaches <b>200,000+ tourists</b> / year	Available in the free publication racks at Harris Teeter and Winn Dixie, area Visitor Centers and 100+ local businesses throughout the area.	<ul style="list-style-type: none"> <li>Placed inside all hotel rooms at The Cloister, The Lodge, Sea Island Cottage Rental Properties, and Exclusive Resorts at Sea Island.</li> <li>Mailed to all Sea Island residents and members.</li> <li>Available throughout Sea Island Resorts.</li> </ul>																																				
<b>PRICING</b>	<table border="1"> <thead> <tr> <th></th> <th>per/month</th> <th>per/annual issue</th> </tr> </thead> <tbody> <tr> <td>1/4 page</td> <td>\$100</td> <td>\$1,200</td> </tr> <tr> <td>1/2 page</td> <td>\$167</td> <td>\$2,000</td> </tr> <tr> <td>Full page</td> <td>\$292</td> <td>\$3,500</td> </tr> </tbody> </table>		per/month	per/annual issue	1/4 page	\$100	\$1,200	1/2 page	\$167	\$2,000	Full page	\$292	\$3,500	<table border="1"> <thead> <tr> <th></th> <th>per/month</th> <th>per/six-month issue</th> </tr> </thead> <tbody> <tr> <td></td> <td>\$167</td> <td>\$1,000</td> </tr> <tr> <td></td> <td>\$267</td> <td>\$1,600</td> </tr> <tr> <td></td> <td>\$500</td> <td>\$3,000</td> </tr> </tbody> </table>		per/month	per/six-month issue		\$167	\$1,000		\$267	\$1,600		\$500	\$3,000	<table border="1"> <thead> <tr> <th></th> <th>per/month</th> <th>per/six-month issue</th> </tr> </thead> <tbody> <tr> <td></td> <td>\$167</td> <td>\$1,000</td> </tr> <tr> <td></td> <td>\$267</td> <td>\$1,600</td> </tr> <tr> <td></td> <td>\$500</td> <td>\$3,000</td> </tr> </tbody> </table>		per/month	per/six-month issue		\$167	\$1,000		\$267	\$1,600		\$500	\$3,000
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<b>LIFE OF PUBLICATION</b>	<b>One year:</b> January through December	<b>Six months:</b> Mar. 15–Sept. 14 / Sept. 15–Mar. 14	<b>Six months:</b> Mar. 1–Aug. 31 / Sept. 1–Feb. 28																																				
<b>COPIES PRINTED</b>	3,000+ copies printed/year	20,000+ copies printed/issue	10,000+ copies printed/issue																																				
<b>WEB SITE</b>	<a href="http://WelcomeToStSimonsIsland.com">WelcomeToStSimonsIsland.com</a>	<a href="http://OnlinePocketGuides.com">OnlinePocketGuides.com</a>	<a href="http://SeaIsland.com/Activities">SeaIsland.com/Activities</a>																																				

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