



**New!** Tell Your Own Story In Florida Trend

- > **High value** package includes one page of content adjacent to your full-page display ad.
- > **Receive two pages for the price of one** at the full-page, four-color, one-time rate.
- > **You choose** how to tell your story through a corporate profile, Q&A, product /service announcement or executive profile.
- > A Florida Trend freelance writer and designer will help you **create a customized full-page advertorial**.

**5 Easy Guidelines To Tell Your Own Story:**

1. Space close is one week in advance of the issue's posted space close date.
2. The package will appear as a two-page spread: your supplied display ad on the right-hand page; the full-page advertorial designed by FLORIDA TREND on the left.
3. Your 400 to 500 word advertorial will be labeled "Sponsored Report."
4. You provide FLORIDA TREND with high-resolution photos for the advertorial page and contact information for the person who'll be directing and approving your project. We'll take it from there.
5. One set of copy revisions included, and you will have two days for final copy approval.

**ADVERTISING CONTACTS**

**New York, Miami, Chicago, Atlanta, Tampa Bay, Jacksonville**  
**Lynn Lotkowitz**  
 (727) 892-2612, (305) 444-8251 LLotkow@FloridaTrend.com

**Maggie Font Caruso**  
 (727) 892-2640 MCaruso@FloridaTrend.com

**Christine King**  
 (727) 892-2641 CKing@FloridaTrend.com

**Jaime McKnight**  
 (727) 892-2645 JMcKnight@FloridaTrend.com

**Central, North Central & Northwest Florida, The Space Coast**  
**Laura Armstrong**  
 (407) 740-6344 LArmstrong@FloridaTrend.com

**Broward, The Palm Beaches, The Treasure Coast, Naples, Fort Myers**  
**Lori Jacoby**  
 (954) 916-4144 LJacoby@FloridaTrend.com

