

Reach 400,000 Teens

Making Important Decisions on Jobs, Careers and Education



The Magazine

1 Annual Publication

Date: August 2010

(School year 2010-11 edition)

2 Publication Profile

- Written especially for Florida high school students
- Distributed and used in the classroom by teachers and counselors
- All articles available online for students, teachers and parents

3 Popular and Valuable Year-Round Resource

- 89% of student respondents rate Florida Trend's NEXT "extremely" or "very useful"
- Recognized nationally for excellence in writing, design and website

4 Teachers and Counselors Give Florida Trend's NEXT High Marks

- FREE "Classroom Activity Guide," e-newsletters and online resources turn the magazine and website into year-round classroom tools

- Teachers and counselors report using Florida Trend's NEXT more than seven times as often as they use similar publications with their students

5 Proven Distribution System Ensures the Magazine Reaches Students

- Schools notified in advance of shipping and "educator champion" in each school accepts delivery and is responsible for distribution

6 Powerful Benefits Package Adds Value for Advertisers

- Teen Response Program provides weekly electronic leads with contact information on teens that request information on your school or organization
- Online ad and a link to your website extend your advertising reach all year
- Two Billing Options: Before June 30, 2010, or in August 2010

Rate Card #10 - Florida Trend's NEXT Magazine

(Effective with annual Issue for the 2010-11 school year)

Ad Size	General Rates		Educational Institutions	
	Color	BW	Color	BW
Full page	\$15,630	\$12,040	\$12,455	\$9,590
2/3 page	12,945	9,590	10,320	7,645
1/2 page vert.	12,455	8,585	9,920	6,845
1/2 page horiz.	10,830	7,495	8,630	5,980
1/3 page vert.	8,085	5,055	6,460	4,040
1/3 page horiz.	8,085	5,055	6,460	4,040
1/3 page horiz.	4,315	2,790	3,435	2,235

Black plus one process color, add \$1,070; plus two process colors, add \$1,220

Cover/Special Positions (Price includes color)

Inside front cover	\$17,650
Page one	17,650
Inside back cover	16,985
Back cover	20,095
Center spread (per page)	16,985

- Special positions are subject to availability, contract commitment and approval of the Publisher. Ask your Account Executive for more information. Positioning of all other ads is at the discretion of the Publisher.

www.FloridaNEXT.com

Site Features

- Contests and Prize Giveaways
- Updated Content with 24/7 Access
- Teachers' Lounge and Classroom Activity Guide

Website User Profile

- **162,000** Page views per month
- **29,000** Visitors per month
- **3 min. 19 sec.** Average time spent on site

Custom Marketing Opportunities

Florida Trend's NEXT offers its marketing partners value-added opportunities with custom sponsorship packages that include premium ad positions, website tie-ins, special events and more.

Call today for more information.

Faune Walker Folk • 727-892-2625 • FFolk@FloridaTrend.com

Ad Space Deadline **June 4** • Ad Materials Deadline **June 11**

Annual Publication Date **August 2010**

Ad Position	12-Month Rate Print Advertiser	12-Month Rate Non-Print Advertiser
Leaderboard 728 x 90	\$3,450	\$4,930
Wide Skyscraper 160 x 600	\$3,450	\$4,930
Medium Rectangle 300 x 250	\$3,450	\$4,930
Half-Banner 234 x 60	\$2,400	N/A

- For web ads, advertiser will provide creative and click-through URL.
- Supported web ad formats: GIF, JPG, Flash.
- Ads should not exceed 30k in file weight.

Submit creatives to OnlineAds@FloridaTrend.com three (3) business days prior to campaign start date.