



## Letter of Intent

This letter is written to establish intent to participate in the Lottery Drawing for premium positions in the 2012 Panama City Beach Official Vacation Planner.

Please fill out, sign and submit this Letter of Intent to the Chamber along with a deposit check of \$5,000 **NO LATER THAN 12:00 noon Thursday, June 9, 2011.** The Lottery will occur on Friday, June 10, 2011; Premium Advertisers will be notified by phone that day. Your deposit will be applied to the ad amount, and the full balance is due with contract in order to secure position in the book.

Premium positions will be pulled in the order listed. Those who indicate, but were not selected, will be included in the next round for their chosen position. Please mark ALL positions for which you would like to be considered; also state total number of positions desired.

**Premium Positions:**

<b>ADVERTISING PRODUCT</b>	<b>RATE</b>	<b>TOTAL # OF AD POSITIONS _____</b>
_____ Back Cover	\$ 9,500	
_____ Opposite Inside Front	\$ 8,500	
_____ Inside Front Cover	\$ 8,900	
_____ Inside Back Cover	\$ 8,900	
_____ Opposite Welcome Letter	\$ 7,800	
_____ Opposite Table of Contents	\$ 7,500	
_____ Facing Inside Back Cover	\$ 8,500	

\_\_\_\_\_  
*Signature of Advertiser*

\_\_\_\_\_  
*Date*

\_\_\_\_\_  
*Phone Number*

**FOR INFORMATION OR TO RESERVE SPACE, CALL YOUR  
BEACH CHAMBER ACCOUNT EXECUTIVE:**

**Skip Alford: (850) 628-3490  
Cyndi Ainsworth: (850) 691-6259**