

GFLCVB 2018/2019 Co-op Advertising Opportunities

August 24, 2018



International Consumer Program

- [2019 BUSA - Miles Media Multi-Channel Program - United Kingdom](#)
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Domestic Consumer Winter 2018-2019 Program

- [AdDaptive Winter 2018 Program](#)
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- [Smart Reach Digital Winter](#)
- [Spotify On Demand Radio Winter](#)
- [Travelzoo Winter Digital Program](#)
- [Trip Advisor Winter Program](#)
- [Your Travel Insider Custom Stand Alone Email](#)

Domestic Consumer Summer 2019 Program

- [AAAA Living North](#)
- [AAA Living South](#)
- [AdDaptive Summer 2019 \(Programmatic\)](#)
- [Adara Summer 2019](#)
- [ABC Watch Summer 2019 On Demand Television](#)
- [Expedia Summer Program](#)
- [Mobile Fuse Summer Program](#)
- [Pandora Summer Program](#)
- [Smart Reach Digital Summer](#)
- [Spotify On Demand Radio Summer](#)
- [Travelzoo Summer Digital Program](#)
- [Trip Advisor Summer Program](#)

2019 BUSA - Miles Media Multi-Channel Program - United Kingdom

- **Dates:** Jan-Feb 2019 (Winter 2019)
- **Print:** The Telegraph
- **Digital:** Facebook Carousel, Expedia, Visit USA Landing Page
- **Circ/Imp:** 400,000, 4,000 Clicks. 415,000 co-branded display ads. Expedia hotel feature (1st come basis)
- **Min/Max Partners:** 2. Share 1 formatted page and clicks
- **Net Rate:** \$3,000
- **Value:** \$6,000
- **Savings:** 50%
- **Space and Material Deadline:** August 15th , 2018
- **Payment Deadline:** September 4, 2018
- GFLCVB.STARMARK.COM
- **Material specifications:** Please send: property picture, logo, address, phone numbers, URL and 25 words of copy. All Advertisers to provide images in 300 DPI, CMYK, TIF, EPS, or JPG files. All logos in EPS Vector file. Copy should be submitted in a Word document.



Vacation like a VIP
May 1 - Sept 30

Discover the vibrant collection of cultures and activities in Greater Fort Lauderdale. Enjoy a free hotel room upgrade, \$100 resort credit, 2-for-1 savings and so much more. For offer details visit sunny.org/vip.

[@VisitLauderdale](https://twitter.com/VisitLauderdale) | sunny.org

2019 BUSA - Miles Media Multi-Channel Program - Germany

- **Dates:** Apr 2019 - May 2019 (Spring 2019)
- **Print:** Bunte, Focus, InStyle
- **Digital:** Facebook, Expedia, Google, Visit USA Landing Page
- **Circ/Imp:** 6 Week Content Traffic Generation Campaign, Facebook Carousel units, Expedia hotel feature (1st come basis)
- **Min/Max Partners:** 3 share 1 formatted page
- **Net Rate:** \$3,000
- **Value:** \$6,000
- **Savings:** 50%
- **Space and Material Deadline:** Nov 20, 2018
- **Payment Deadline:** Nov 20, 2018
- GFLCVB.STARMARK.COM
- **Material specifications:** Please send: property picture, logo, address, phone numbers, URL and 25 words of copy. All Advertisers to provide images in 300 DPI, CMYK, TIF, EPS, or JPG files. All logos in EPS Vector file. Copy should be submitted in a Word document.



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Germany - Florida Partners (3):

Display Ad	Impressions	Clicks	Total CTR
		(incl. 20,499 BONUS clicks)	
	1,684,380	27,999	1.66%

Expedia	Total Room Nights Booked	Total Booking Revenue	Total Cost of Campaign
	3,412	\$529,842	\$52,660

2019 BUSA - Miles Media Multi-Channel Program - India

- **Dates:** February-March 2019 (Winter 2019)
- **Print:** Travel USA print and digital insert, The Times of India
- **Digital:** Facebook, Expedia, Google, Visit USA Landing Page
- **Circ/Imp:** 6 Week Content Traffic Generation Campaign, Facebook Carousel units, Expedia hotel feature (1st come basis). Partner share a ½ page in 8 page broadsheet insert.
- **Min/Max Partners:** 2 share 1 formatted page
- **Net Rate:** \$3,000
- **Value:** \$6,000
- **Savings:** 50%
- **Space and Material Deadline:** October 5, 2018
- **Payment Deadline:** October 5, 2018
- GFLCVB.STARMARK.COM
- **Material specifications:** Please send: property picture, logo, address, phone numbers, URL and 25 words of copy. All Advertisers to provide images in 300 DPI, CMYK, TIF, EPS, or JPG files. All logos in EPS Vector file. Copy should be submitted in a Word document.



Vacation like a VIP
May 1 - Sept 30

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[@VisitLauderdale](https://twitter.com/VisitLauderdale) | sunny.org

Total imps: 12.36MM

- **GDN: 49,524 clicks (8,000 contracted) / 3.75% CTR (WOW!)**
- **Facebook: 183,908 Carousel clicks / 1.65% CTR**
- **Expedia:**
 - **During Campaign: 50 nights / \$8,308**
 - **Post ad view/Post ad click: 76 nights / \$17,109**

2019 BUSA - Miles Media Multi-Channel Program - Brazil

- **Dates:** Apr 2019 - May 2019 (Spring 2018)
- **Print:** O Estado De S. Paulo, Viagem
- **Digital:** Facebook Carousel, Expedia Activation, dedicate hotel search page.
- **Circ/Imp:** 950,000, 7,500 Clicks. 415,000 co-branded display ads. Partner participation in print and % of impressions based on tier package.
- **Min/Max Partners:** 3 share 1 formatted page
- **Net Rate:** \$3,000
- **Value:** \$6,000
- **Space and Material Deadline:** Nov 20, 2018
- **Payment Deadline:** Nov 20, 2018
- GFLCVB.STARMARK.COM
- **Material specifications:** Please send: property picture, logo, address, phone numbers, URL and 25 words of copy. All Advertisers to provide images in 300 DPI, CMYK, TIF, EPS, or JPG files. All logos in EPS Vector file. Copy should be submitted in a Word document.



GREATER FORT LAUDERDALE

trailblazers wanted

Sungrass Recreation Park

Vacation like a VIP
May 1 - Sept 30

Discover the vibrant collection of cultures and activities in Greater Fort Lauderdale. Enjoy a free hotel room upgrade, \$100 resort credit, 2-for-1 savings and so much more. For offer details visit sunny.org/vip.

@VisitLauderdale | sunny.org

Digital Display Ad Impressions: 830,603 / Digital Display Ad Clicks: 7,703 (.93% CTR)
Facebook Carousel Ad Clicks: 22,110 (Tile position 2) Expedia Impressions: 413,363 / Expedia Clicks: 331 (.08% CTR). Nights booked through Expedia: 1,724 / Total Bookings: \$242,708 / ADR \$148

Ladevi Latin America Trade Magazine - Distributed to 18 different Spanish-Speaking Countries

- **Dates:** May, June and July 2019
- Can change out creative in each issue
- **Circulation:** 10,000
- Digital Edition 5,000 web visitors
- **Min/Max Partners:** 3 share 1/6 formatted page
- **Net Rate:** \$650
- **Value:** \$1,000
- **Savings:** 35%
- **Space and Material Deadline:** Feb 1, 2019
- **Payment Due:** Feb 1, 2019
- GFLCVB.STARMARK.COM
- **Material specifications:** Please send: property picture, logo, address, phone numbers, URL and 25 words of copy. All Advertisers to provide images in 300 DPI, CMYK, TIF, EPS, or JPG files. All logos in EPS Vector file. Copy should be submitted in a Word document.



Férias como um VIP
até 30 de Setembro

Descubra uma variedade de atividades em Fort Lauderdale, com uma mega promoção para a sua viagem que inclui entre outras coisas, crédito em um resort no valor de US \$100. Uma economia e tanto para a sua família. Para detalhes da oferta, visite sunny.org/vip

@VisitLauderdale | sunny.org

Mercado And Eventos Trade Magazine

- **Dates:** Nov 2018, Jan - June, Sept 2019 (8 issues)
- Can change out creative each issue
- **Circulation:** 16,600 per issue
- **Min/Max Partners:** 3 share 1/6 formatted page
- **Net Rate:** \$2,000 (package)
- **Value:** \$3,000
- **Savings:** 33%
- **Space and Material Deadline:** Sept 10, 2018
- **Payment Due:** Sept 10, 2018
- GFLCVB.STARMARK.COM
- **Material specifications:** Please send: property picture, logo, address, phone numbers, URL and 25 words of copy. All Advertisers to provide images in 300 DPI, CMYK, TIF, EPS, or JPG files. All logos in EPS Vector file. Copy should be submitted in a Word document.



Férias como um VIP
até 30 de Setembro

Descubra uma variedade de atividades em Fort Lauderdale, com uma mega promoção para a sua viagem que inclui entre outras coisas, crédito em um resort no valor de US \$100. Uma economia e tanto para a sua família. Para detalhes da oferta, visite sunny.org/vip

@VisitLauderdale | sunny.org

- **Dates:** Jan - June, Sept 2019 (7 Issues)
- Can change out creative each issue
- **Circ:** 30,000
- **Min/Max Partners:** 3
- **Net Rate:** \$2,000 (package)
- **Value:** \$3,000
- **Savings:** 33%
- **Space and Material Deadline:** Sept 28, 2018
- **Payment Due:** Sept 28, 2018
- GFLCVB.STARMARK.COM
- **Material specifications:** Please send: property picture, logo, address, phone numbers, URL and 25 words of copy. All Advertisers to provide images in 300 DPI, CMYK, TIF, EPS, or JPG files. All logos in EPS Vector file. Copy should be submitted in a Word document.



Férias como um VIP
até 30 de Setembro

Descubra uma variedade de atividades em Fort Lauderdale, com uma mega promoção para a sua viagem que inclui entre outras coisas, crédito em um resort no valor de US \$100. Uma economia e tanto para a sua família. Para detalhes da oferta, visite sunny.org/vip

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AAA Living North

- **Circulation:** 1.4 Million AAA households in Chicago/Michigan, Indiana
- Video on aaa.com/aaaliving for two months
- Online Destination Directory listing for GFLCVB and each co-op participant for two months
- Online ad spot for GFLCVB – rotating ad on aaa.com/aaaliving for two months
- **Issue Date:** Jan/Feb 2019 - Visit Florida section
- **Max # of partners:** 6
- **Net Rate:** \$3,500
- **Value:** \$5,950
- **2017 Results:** 2,636 leads to date (sent to each partners)
- **Deadline:** October 15, 2018
- meisman@aaasouth.com 813-289-5931
- **Specs:** GFLCVB recommends a retail or value offer be included. All advertisers to provide images in 300 DPI, Property picture, logo, address, phone numbers, trackable URL and 25 words of copy. Agency CMYK, TIF, EPS, or JPG files.



GREATER FORT LAUDERDALE

voyagers wanted

Venice of America

Explore the possibilities, and start planning your Greater Fort Lauderdale getaway now at sunny.org/vacationplanner.



Experience Broward beyond the beach. Canoe or kayak the byways of a mangrove swamp, hike nature trails that run through rare habitats, explore the Everglades by airboat, or visit exhibit halls that delve into South Florida's historical and ecological heritage.

Broward County Parks
broward.org/parks • 954-357-8100



Enjoy a relaxing vacation at the Doubletree Resort. Set along the Intracoastal Waterway, the resort is just steps from the ocean waves and white-sand beaches.

4000 South Ocean Drive, Hollywood
hollywoodbeachresort.doubletreebyhilton.com
954-454-4334



Reserve now for fantastic AAA rates and all the amenities Marriott is known for just minutes from the beach and convenient to I-95.

6650 North Andrews Ave., Fort Lauderdale
marriott.com/flcc • 954-771-0440



Lago Mar is rated among the best resorts in Florida by TripAdvisor and Condé Nast, with one of the area's largest private beaches. At Lago Mar, parking is always free and guests never pay a resort fee.

1700 South Ocean Lane, Fort Lauderdale
lagomar.com • 954-523-6511



POMPANO BEACH, FLORIDA'S WARMEST WELCOME

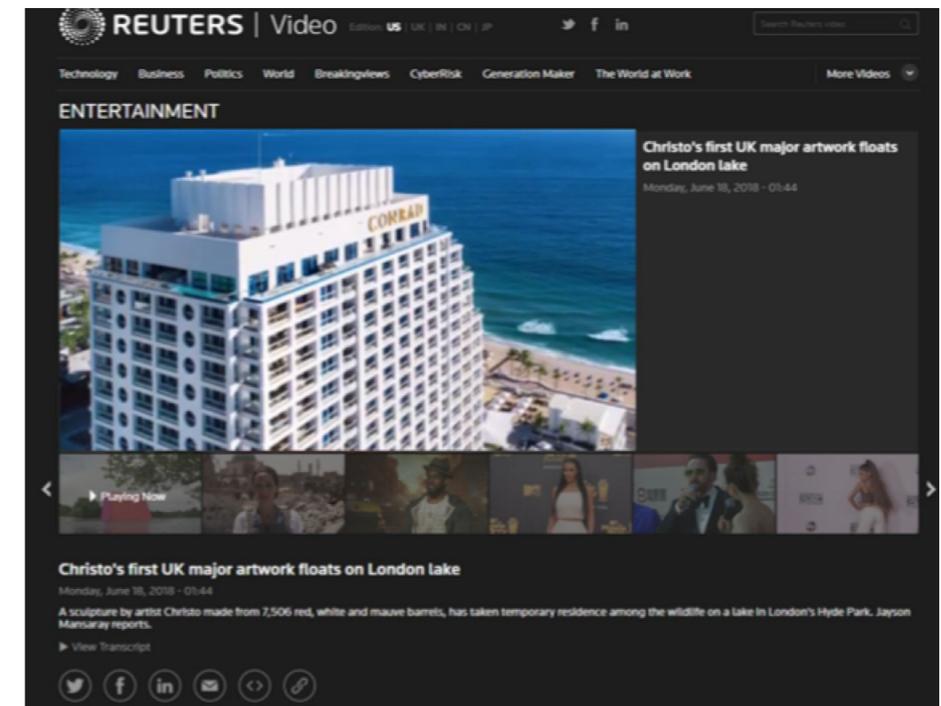
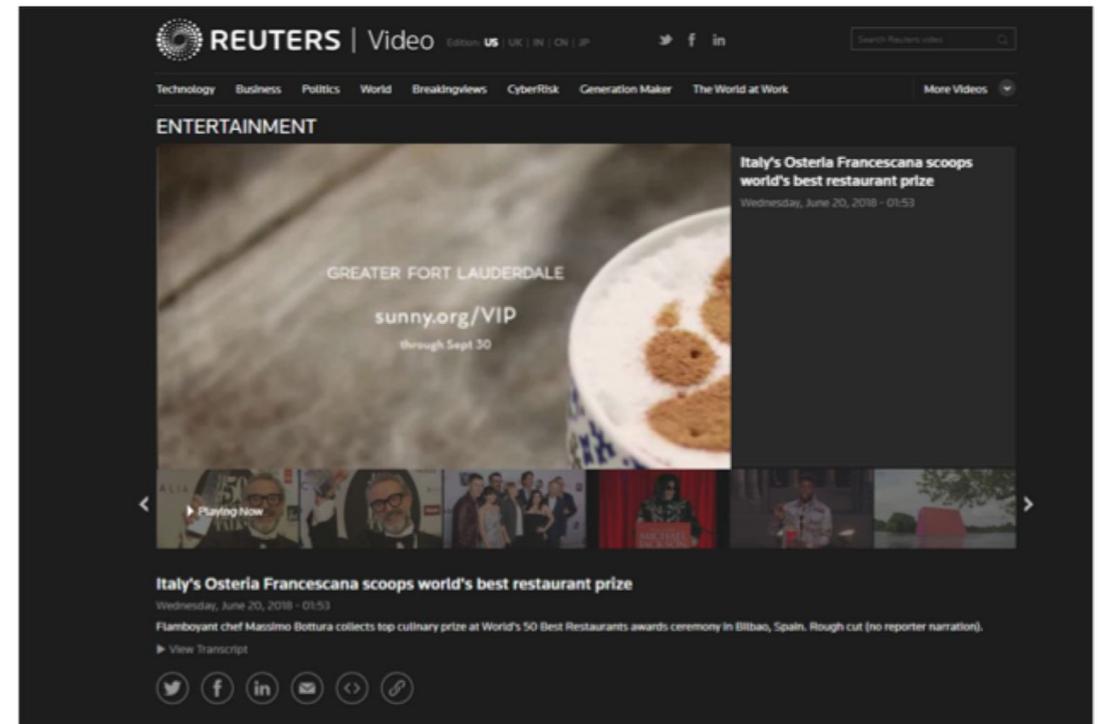
Located just north of Fort Lauderdale, home to some of the warmest and clearest waters, welcoming sandy beaches and calming breezes with 3 miles of beachfront that is over 100 yards wide. It is the perfect place for a beach vacation with lots of fun, sun and adventure. There is also golf, tennis, a smoke free casino, and much more. Pompano Beach is great for families, for the young and the young at heart to enjoy.

pompanobeachfl.gov • (954) 786-4600

@VisitLauderdale | sunny.org

AdDaptive Winter 2018 Program

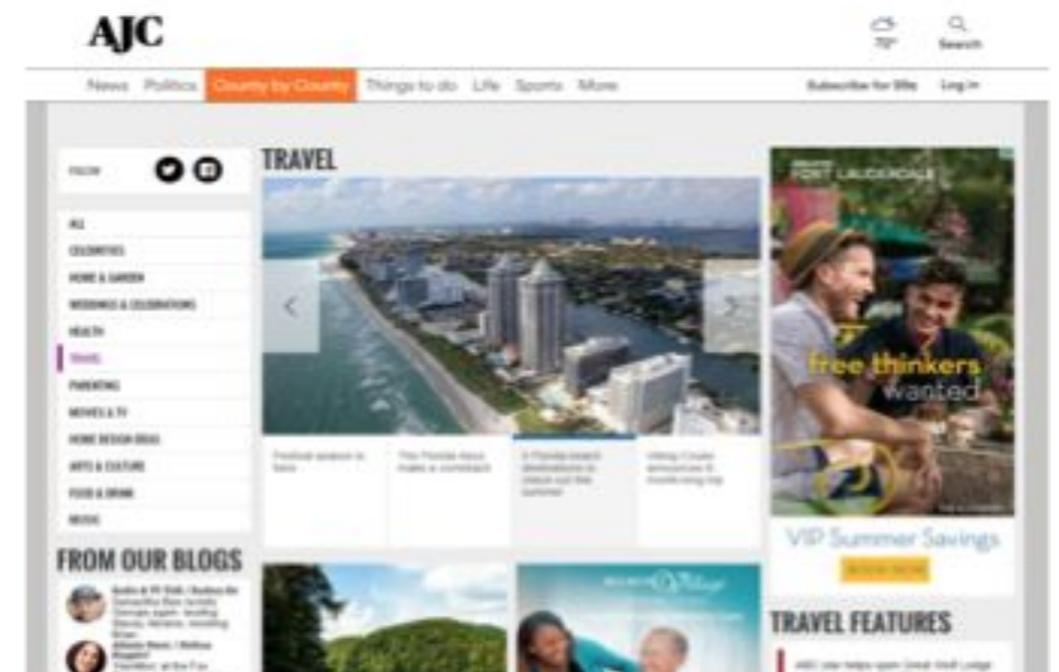
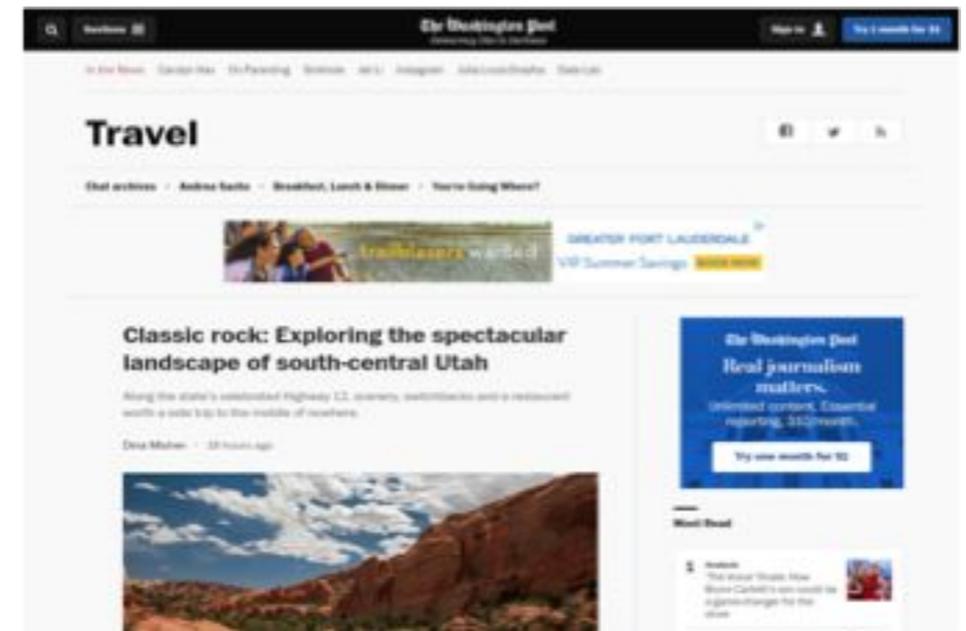
- **AdDaptive:** IP Targeting technology that offers a wider more accurate mobile accessibility. IP address targeting based on offline data such as census, professional license, property deed. Strong partnership with Dunne and Broadstreet
- **Partner Impressions:**(10-15% per Partner) Partner to provide 1200x627 and a :15 video which will be added into the rotation.. Desktop and Mobile
- **Markets:** New York, Chicago, Boston, Dallas, Philadelphia, Washington D.C. Cleveland, Detroit and Indianapolis.
- **Flight Dates:** November 2018 - March 2019
- **Max #s of partners:** 2
- **Net Cost:** \$3,500
- **Value:** \$7,500
- **2018 Results:** Average 2018 Completion Rate: 75% with 0.27% CTR / Conrad had a Completion rate of 75% with a .05%CTR.
- **Space & material deadline:** September 8, 2018
- **Payment Due:** September 8, 2018
- GFLCVB.STARMARK.COM
- **Specs:** :15 video, click thru URL, tracking code, 1 horizontal image (high res), logo. 1200x627



Partner :15 video & Native banner will be added into the rotation

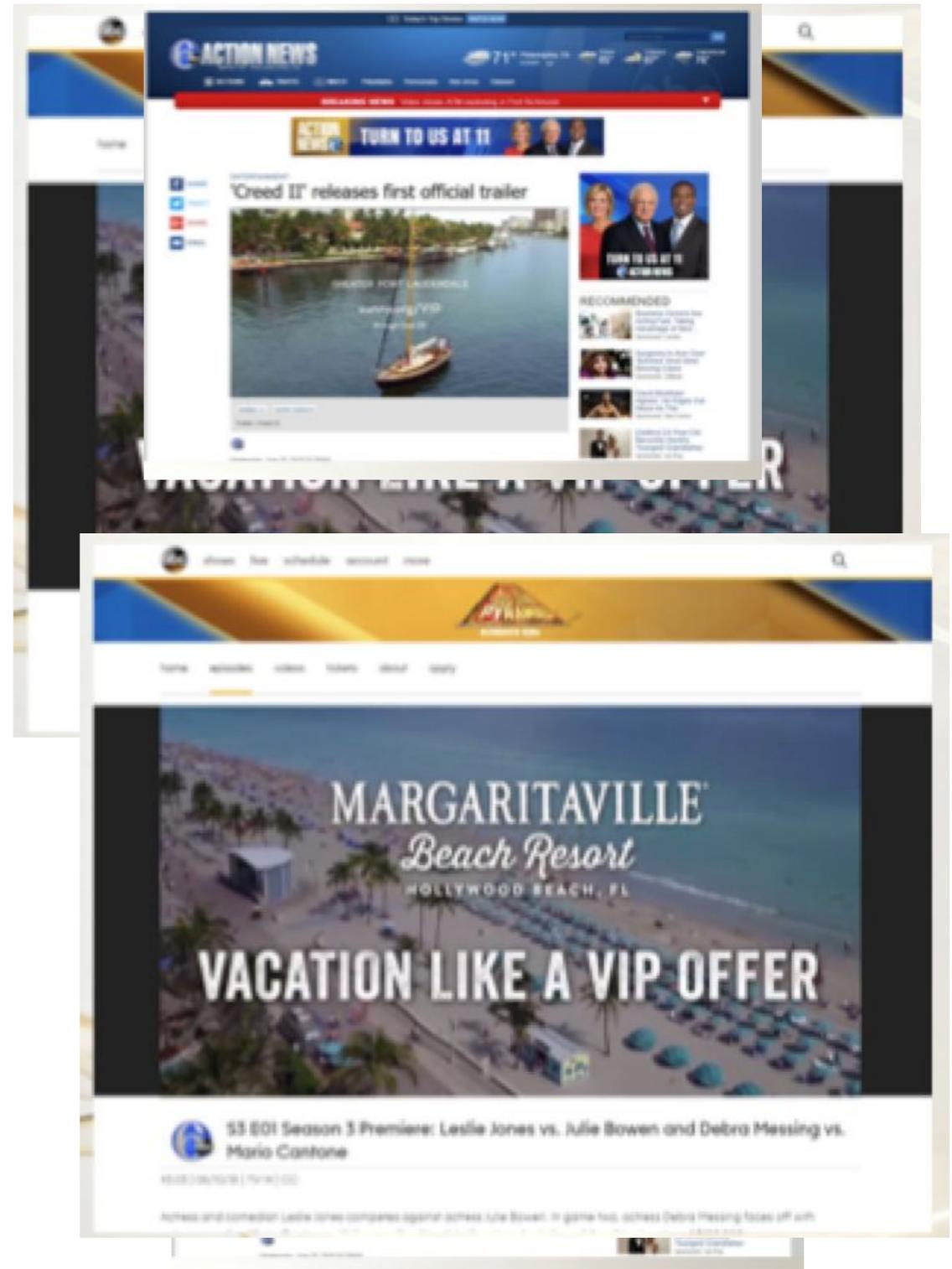
Adara Winter 2018 Program

- **Adara:** Travel data platform that leverage first party data sources and real time intent to drive direct transactions. 60% consumer consider 2-3 other destinations of the same date. Because of the direct relationships with data partners such as Delta, American Express, Adara knows who needs a hotel.
- **Partner Impressions:**(10-15% per Partner). Partner :15 video and banner will be added into the rotation
- **Markets:** US National
- **Target Audience:** Travel intenders
- **Flight Dates:** November 2018- March 2019
- **Max #s of partners:** 2
- **Net Cost:** \$3,000
- **Value:** \$7,500
- **2018 Results:** Display CTR 0.14%, Video CTR 0.35%
- **Space & material deadline:** September 8, 2018
- **Payment due:** September 8, 2018
- GFLCVB.STARMARK.COM
- **Specs:** :15 video, click thru URL, tracking code, 1 horizontal image (high res), logo. Standard Banner sizes



ABC Watch Winter 2018 On Demand Television

- Rotational, ABC Streaming Live On Demand Video |
- **Partner Impressions:** 10-15% per Partner :15 video will be added into the rotation
- **Markets:** New York, Chicago, Boston, Dallas, Philadelphia, Washington D.C. Cleveland, Detroit and Indianapolis.
- **Demo:** AD25-54
- **Flight Dates:** October 2018-March 2019
- **Min #s of partners:** 2
- **Net Cost:** \$3,000
- **Value:** \$8,500
- **2018 Results:** Margaritaville 2018 Completion Rate: 89%, CVB 87%
- **Space & material deadline:** September 8, 2018
- **Payment due:** September 8, 2018
- GFLCVB.STARMARK.COM
- **Specs:** :15 video, click thru URL, tracking code, 1 horizontal image (high res), logo.



Boston Traveler Emails - Package of 4

- **Email Blast Dates:**
 1. November 12, 2018
 2. January 24, 2019
 3. February 12, 2019
 4. March 17, 2019
- **Distribution:** 51,000 (opt in subscribers)
- **Max #s of partners:** 2
- **Net Cost:** \$1,500 (package cost)
- **Value:** \$2,500 (package cost)
- **2018 Results:** CTR 5.39%, 9.00% Open Rate
- **Space & material deadline:**
 1. October 21, 2018
 2. January 10, 2019
 3. January 20, 2019
 4. March 10, 2019
- **Payment deadline:** September 20, 2018 to Starmark International
- GFLCVB.STARMARK.COM

boston.com | Boston Traveler

Have a great chance to win a free trip to Greater Fort Lauderdale. Meet with sun-kissed sands and big blue adventures.

ENTER TO WIN

SPOTLIGHT

Upgrade your getaway to VIP status with special Vacation Like a VIP savings. May 1 - Sept. 30. Includes free hotel room upgrade, \$100 resort credit, 2-for-1 savings and more.

SEE OFFER

FEATURED VIP HOTELS

Your summer starts today at Margaritaville Hollywood Beach Resort. Escape to the warmth and sunshine of #DestinationParadise and choose a Taste of the Good Life, a Vacation Like a VIP or Hot Dates. Hot Rates savings package.

SAVE NOW

Hailed as the new beacon of luxury, Conrad Fort Lauderdale Beach defines ultra-elegant hospitality. Each of the 290 all-suite accommodations highlight peerless design, gourmet kitchens and spacious balconies.

BOOK NOW

UPCOMING EVENTS

APR 28 - 29
Fort Rock Music Festival
Macklem Park

MAY 5 - 6
Fort Lauderdale Air Show
Fort Lauderdale beach

MAY 8 - 20
Jersey Boys
Broward Center For The Performing Arts

SEPT 1 - 30
Crave GFL Restaurant Month
Participating Restaurants

SEPT 1 - 30
Spalambler Spa Month
Participating Spa Locations

WATCH LIVE EVENTS
Tune in to Hello Sunny TV
Apple TV 4 and sunny.orgtv

LIVE AT BB&T CENTER

MAY 11
James Taylor

MAY 19
Justin Timberlake

JUNE 1
Shania Twain

JUNE 17
Maroon 5

JUNE 24
Daryl Hall & John Oates and Train

JULY 18 - 29
Crystal by Cirque du Soleil

MORE EVENTS

SEE MORE

VACATION PLANNER

Planning a trip to Greater Fort Lauderdale? Get the free Vacation Planner — the go-to guide for before, during and after your trip.

START PLANNING

#FortLauderdale

Specs: There are 4 unique emails. 4 sets of assets need to be provided by the above dates. Up to 25 words of copy, offer (“from \$XX Rate” is recommended), click thru URL, tracking code, 1 horizontal image (high res), logo.

Chicago Ad Mail - Package of 3

- **Email Blast Dates:**
 1. January 17, 2019
 2. February 12, 2019
 3. March 13, 2019
- **Min #s of partners: 3**
- **Max #s of partners: 6**
- **Net Cost: \$2,000** (package cost)
- **Value: \$6,500** (package value)
- Sent to 144,000 Opt in subs
- **Results:** 1.29% CTR with 13.04% open rate
- **Space & Material deadline:**
 1. January 10, 2019
 2. February 1, 2019
 3. March 4, 2019
- **Payment Due:** November 15, 2018 to Starmark International
- GFLCVB.STARMARK.COM

The screenshot shows a website layout for Greater Fort Lauderdale. At the top, it says "GREATER FORT LAUDERDALE" and "we summer". Below this is a banner image of a beach with a yellow bar at the bottom that says "Welcome to 23 miles of Blue Wave-certified beaches. Your chance to score a Greater Fort Lauderdale getaway is here." and an "ENTER TO WIN" button.

The main content is divided into sections:

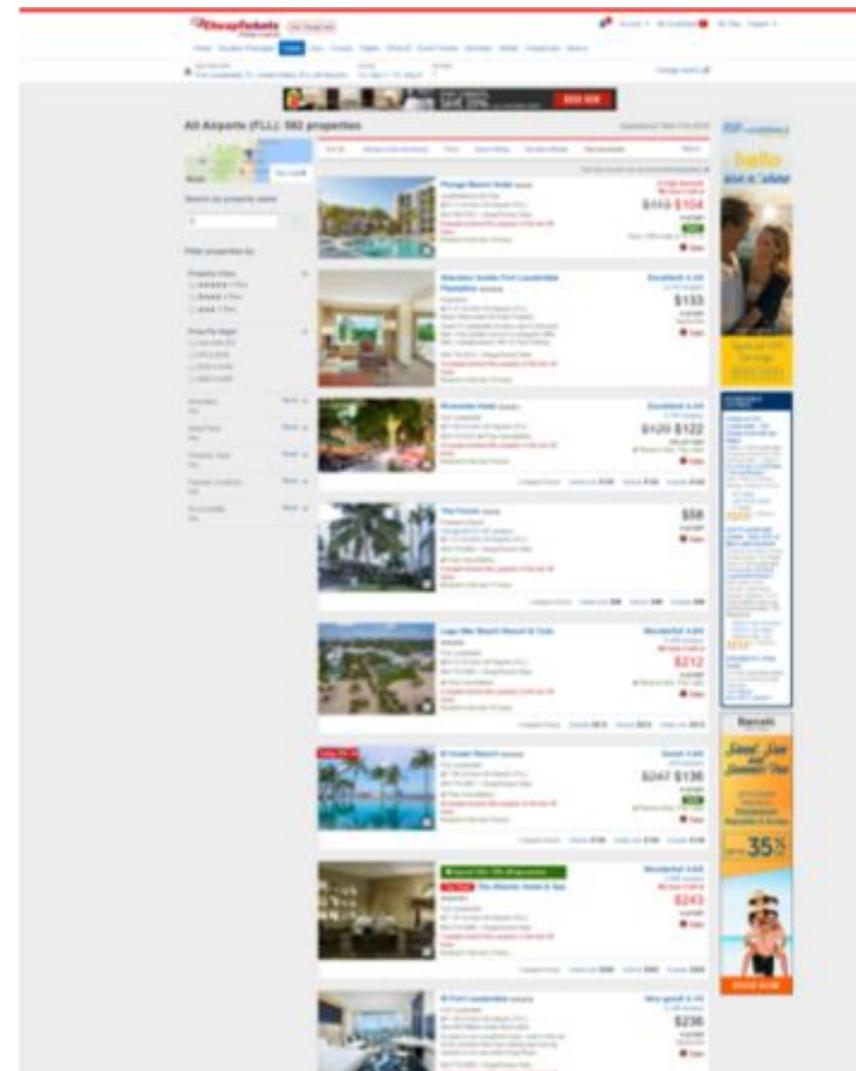
- SPOTLIGHT:** Features an image of people on a beach and text: "It's your summer, make it count. Special offers mean big fun with resort credits, hotel room upgrades, shopping vouchers, 2-for-1 deals on attractions, and more — through Sept 30." with a "SAVE NOW" button.
- EDITOR'S PICK:** Features an image of people on an airboat and text: "Ride an airboat in the Everglades. Explore nature trails. Kayak through scenic waterways. With so many adventures waiting, summer is the perfect season for a family vacation everyone will love." with an "EXPLORE" button.
- FEATURED HOTELS:** Contains two hotel listings:
 - Margaritaville Hollywood Beach Resort:** "The Great American Summer Vacation is here at Margaritaville Hollywood Beach Resort. Change your latitude for a change in attitude. Book your stay today for our Best Price Guarantee everyday of the year." with an "ESCAPE NOW" button.
 - Lago Mar Beach Resort & Club:** "European sophistication. Tropical dress code. Nestled amid ten lush acres on the Atlantic Ocean. Rated one of the best resorts in Florida by *Condé Nast Traveler*." with a "BOOK NOW" button.
- FOR FOODIES:** Features an image of people dining and text: "Sail up. Hop off. Dig in. With waterfront restaurants up and down the Intracoastal, you can dock n' dine seven nights a week. The spectacular sunset views pair well with any meal." with a "LEARN MORE" button.

At the bottom, there are sections for "UPCOMING EVENTS" and "LIVE AT BB&T CENTER".

Specs: There are 4 unique emails. 4 sets of assets need to be provided by the above dates. Up to 25 words of copy, offer ("from \$XX Rate" is recommended), click thru URL, tracking code, 1 horizontal image (high res), logo.

Expedia Winter Program

- **Partner Impressions:** 10-15% per Partner
- **Markets:** New York, Chicago, Boston, Dallas, Houston, Austin, Philadelphia, San Francisco, Detroit and Cleveland
- **Travel Intent:** South Florida, Miami & Ft. Lauderdale, WPB previous searched destinations.
- Expedia.com (USA) 160x600 Flights + Hotels + Vacation Packages Results Right 1 & 2
- **Flight Dates:** November 2018, - March 2019
- **Max #s of partners:** 2
- **Net Cost:** \$3,000
- **Value:** \$8,500
- **2018 Results:** Clicks 20,948, CTR 0.05% (Winter 17/18)
- **Space & material deadline:** September 8, 2018
- **Payment Due:** September 8, 2018
- GFLCVB.STARMARK.COM



- Contextual Targeting to specific images, articles and content relevant to Fort Lauderdale, Vacation, Tourism, Weekend Getaways
- Behavioral Targeting leveraging GumGum's 1st party DMP and/or 3rd party data partners to pinpoint Travel Enthusiasts.
- Vertical Targeting across Travel, Lifestyle, Health/Wellness, Food/Drink, Sports, Entertainment site. Retarget users who have previously seen and/or interacted with GFLCVB creative across GumGum's network within GumGum's premium platform
- Flight Dates: October 2018 - March 2019
- **Max # of partners: 2**
- **Net Cost: \$4,000**
- **Value: \$8,000**
- **Space, payment & materials Deadline:** October 26, 2017 to Starmark International
- GFLCVB.STARMARK.COM

Material specifications:

Layerd PSD files, :15 videos, logo, tagline, CTA.

In-Screen

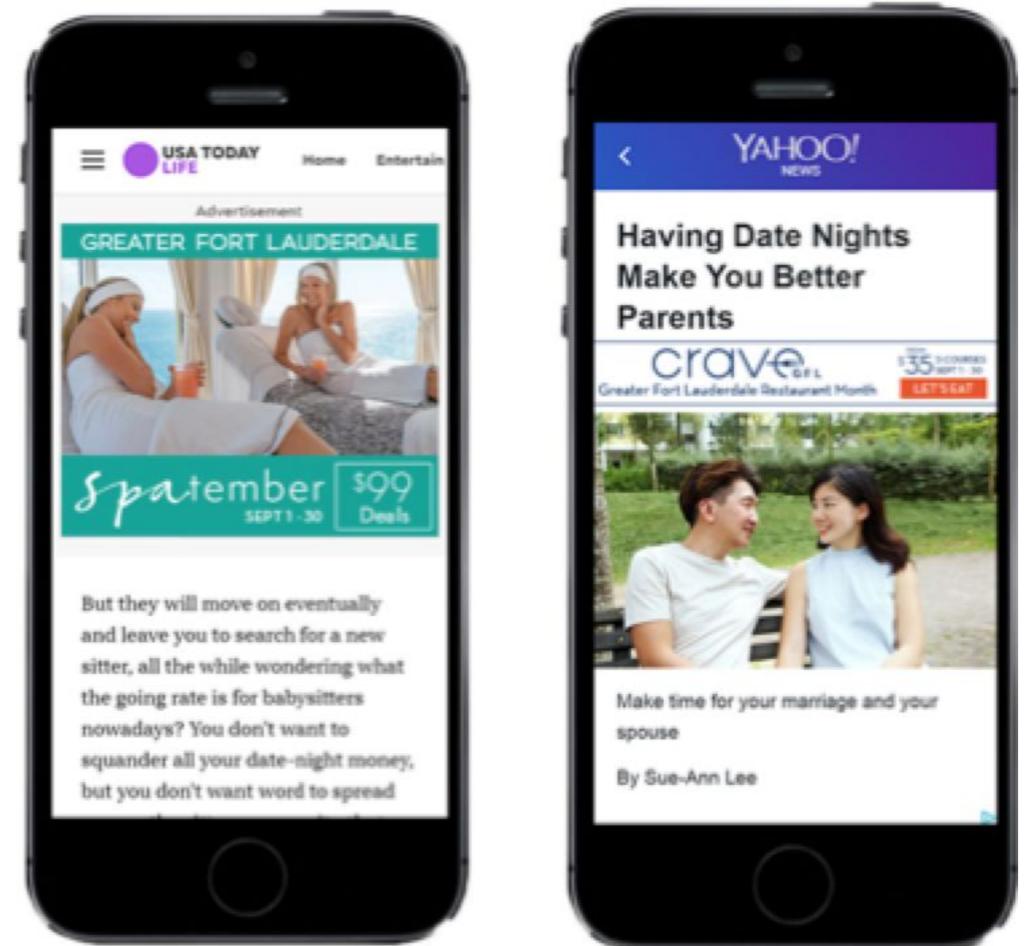


In-Screen EV



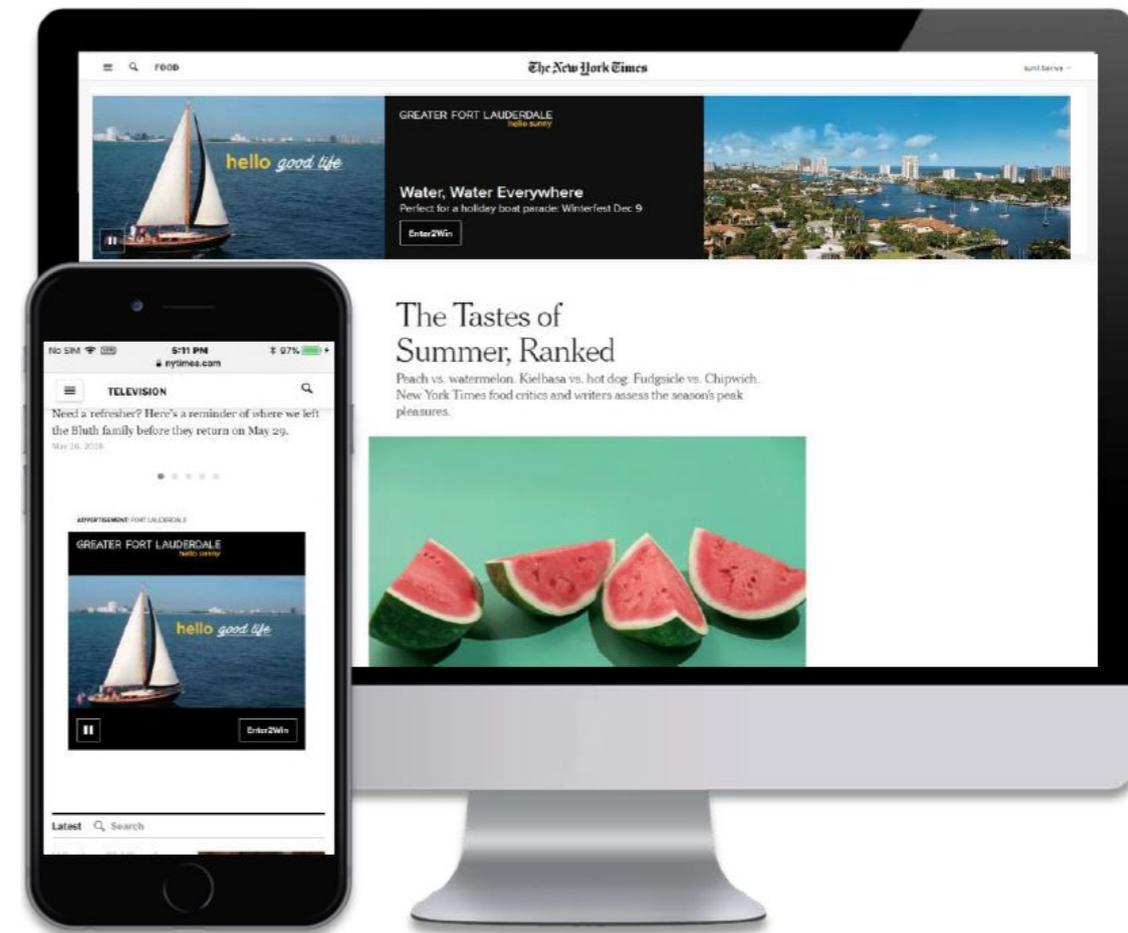
Mobile Fuse Winter Program

- **Mobile Fuse:** Contextual: Reaching the Leisure Consumer on mobile sites and apps from MobileFuse's direct to publisher network, that over-index against the target demo. LiFTS Data targeting: (L*ocation, F*requency, T*ime S*pent): Taking into account a user's historical location, recency of visiting those locations, and the amount of time spent in a given location to qualify that user's affinity. •Cross device retargeting. Retarget users who click on a banner or complete a video on their smartphones, again on their tablet or desktop to continue messaging.
- **Target Market:** New York, Chicago, Boston, Dallas, Philadelphia, Washington D.C. Cleveland, Detroit and Indianapolis.
Max Partner: 2
- **Partner Impressions:** 15% SOV
- **2018 Results:** 87% Video Completion, 0.27% CTR
- **Flight Dates:** November 2018- March 2019
- **Net Rate:** \$3,000
- **Value:** \$6,000
- **Savings:** 50%
- **Space and Material Deadline:** October 2, 2018
- **Payment Deadline:** October 2, 2018
- GFLCVB.STARMARK.COM



- **Specs:** :15 video and banners, click thru URL, tracking code, 1 horizontal image (high res), logo.

- **Flex Frame:** provides brand videos in-stream scale. Targeting includes Contextual, Lifestyle (Travel, Food, Arts)
- **Target Markets:** New York, Chicago, Boston, Dallas, Houston, Austin, Philadelphia, Detroit and Cleveland
- **Partner Impressions:** 15% SOV. Flex Frame Banner & Video rotated into mix.
- **Timing:** October 2018 – March 2019
- **Previous results:** Video Flex Frame 0.21% CTR
- **Max # of partners:** 2
- **Net Rate:** \$3,000
- **Value:** \$7,500
- **Space & Material Deadline:** September 9, 2018
- **Payment due:** September 9, 2018
- **[GFLCVB.STARMARK.COM](https://www.gflcvb.com)**
- **Specs:** :15 video, click thru URL, tracking code, 1 horizontal image (high res), logo. 728x90; 970x90; 970x250; 300x250;300x600



T: New York Times Style Magazine

- **Circulation:** 1,103,096 National Sunday
- **Issue dates:**
 - November 2018 Winter Travel, Florida Section
 - May 2019 - Family Travel
 - August 2019: Women's Fashion

- **Min/Max # of partners:** 2

- **Unit Size:** 1/4 page 4c formatted

- **Net Cost:** \$6,000 per issue

- **Value:** \$20,000.

- **Space, Payment & Materials Deadlines:**

September 8, 2018

February 3, 2019

June 3, 2019

- GFLCVB.STARMARK.COM



Material specifications: Please send: property picture, logo, address, phone numbers, URL and 25 words of copy. All Advertisers to provide images in 300 DPI, CMYK, TIF, EPS, or JPG files. All logos in EPS Vector File. Copy should be submitted in a Word document.

New York Times Sunday Magazine

- **Circulation:** 1,103,096 National Sunday
- **Issue date:** March 2019 – Voyages, Florida Advertorial Section
- **Min/Max # of partners:** 2
- **Unit Size:** 1/4 page 4c formatted
- **Net Cost:** \$6,000 per issue
- **Value:** \$20,000.
- **Space & Materials Deadlines:** January 3, 2019
Payment Deadlines: January 3, 2019
- GFLCVB.STARMARK.COM



Material specifications: Please send: property picture, logo, address, phone numbers, URL and 25 words of copy. All Advertisers to provide images in 300 DPI, CMYK, TIF, EPS, or JPG files. All logos in EPS Vector File. Copy should be submitted in a Word document.

NYTimes.com - Great Getaways Emails - Package of 5

NYTimes.com is the number #1 newspaper site reaching an audience of 22 million.

- Delivered 3.7 million affluent users visited Florida in the past year
- Reaches 1.8 million affluent users who plan in the upcoming year to take a domestic trip or vacation
- Reaches 6.3 million affluent users who went to the beach while on a trip in the past year, 80 million unique users across platforms
- **Distribution:** 214,000 opt-in subscribers National / 100% SOV
- **Blast Dates:**
 1. November 7, 2018
 2. January 17, 2019
 3. February 9, 2019
 4. June 6, 2019
 5. July 28, 2019
- **Min #s of partners:** 3
- **Max #s of partners:** 6
- **Net Cost:** \$6,000 (package cost)
- **Value:** \$15,800 (package value)
- **July 2018 Results:** 0.37% CTR with a 13.07% open rate
- **Space & Materials Deadlines:**
 1. October 19, 2018
 2. December 18, 2018
 3. January 5, 2019
 4. May 1, 2019
 5. June 19, 2019
- **Payment Due:** October 4, 2018 to Starmark International
- GFLCVB.STARMARK.COM

The New York Times | GREAT GETAWAYS

GREATER FORT LAUDERDALE



Summer is full on. So is the fun in Greater Fort Lauderdale. Get away with VIP savings packages the whole family will enjoy.

[SAVE NOW](#)

FEATURED HOTELS



Hailed as the new beacon of luxury, **Conrad Fort Lauderdale Beach** redefines ultra-elegant hospitality. Each of the 290 all-suite accommodations highlight peerless design, gourmet kitchens and balconies.

[BOOK NOW](#)

Superior Small Lodging

Whether you're looking for a quiet escape or an extended family getaway, these cozy properties—all with 50 rooms or less—know how to do it small.

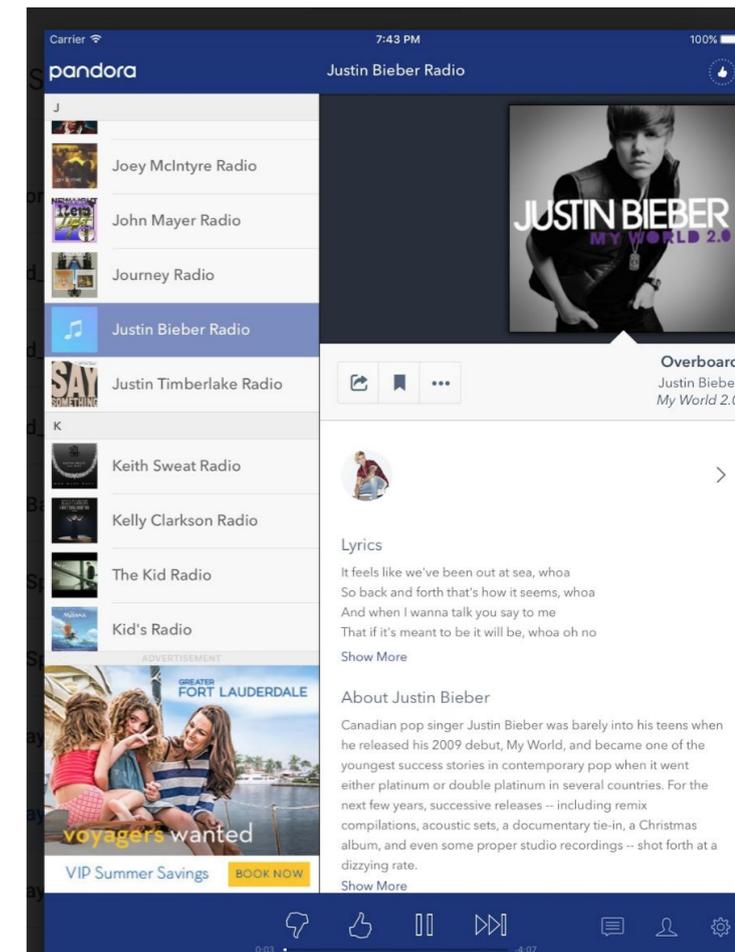
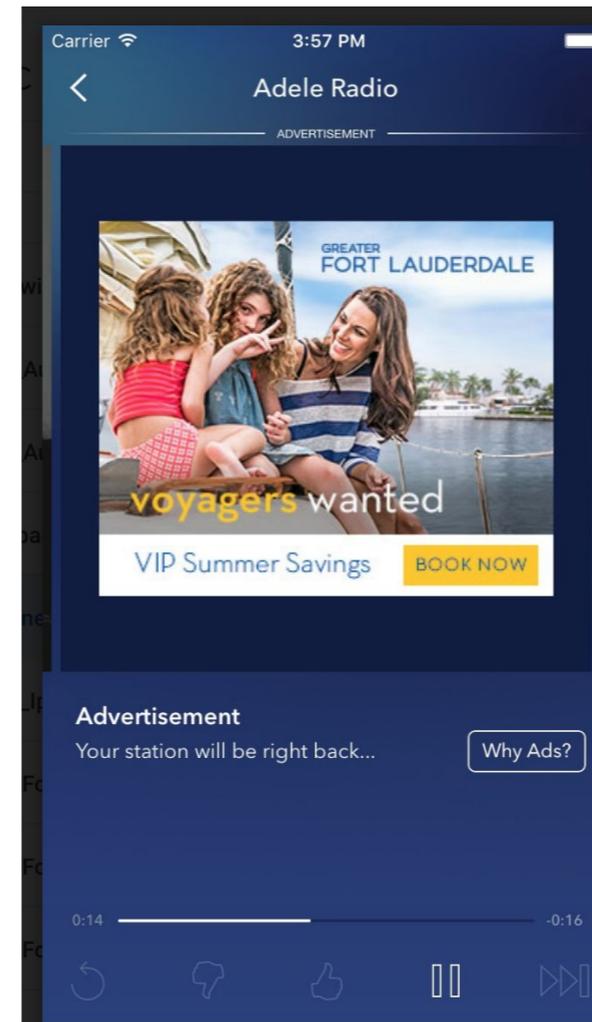
[BOOK NOW](#)



Specs: There are 5 unique emails. 5 sets of assets need to be provided by the above dates. Up to 25 words of copy, offer (“from \$XX Rate” is recommended), click thru URL, tracking code, 1 horizontal image (high res), logo.

Pandora Winter Program

- **Winter Markets:** New York, Chicago, Boston, Dallas, Philadelphia, Washington D.C. Cleveland, Detroit and Indianapolis.
- Pandora is the #1 station in New York, Boston and Chicago.
- **Partner Impressions:** 15% SOV
- **Timing:** October - March 2019
- **Max # of partners:** 4
- **Net Cost:** \$3,500
- **Value:** \$12,000
- **Past results:** 95% Video completion and 0.37% CTR
- **Space & Materials Deadlines:** September 14, 2018
- **Payment Due:** September 14, 2018
- GFLCVB.STARMARK.COM



Specs: Coop Partners to provide a :15 video and :30 copy, Pandora will produce the audio spot. Banner specs include: Design or creative direction, Sample ads in illustrator or large PSD file format (if possible). More detailed specs will be provided at the time of commitment.

Philly.com Travel Emails - Package of 3

Distribution: 50,000 (opt-in subscribers)

- **Blast Dates:**
 1. November 7, 2018
 2. January 30, 2019
 3. February 13, 2019
- **Min #s of partners:** 3
- **Max #s of partners:** 6
- **Net Cost:** \$1,500 (package cost)
- **Value:** \$3,500 (Package value)
- **Previous Results:** 0.61% CTR
- **Space & Materials Deadlines:**
 1. October 21, 2018
 2. December 16, 2018
 3. January 17, 2019
- **Space and Material Deadline:** October 22, 2018
- **Payment due:** October 22, 2018
- GFLCVB.STARMARK.COM
- **Specs:** There are 3 unique emails. 3 sets of assets need to be provided by the above dates. Up to 25 words of copy, offer (“from \$XX Rate” is recommended), click thru URL, tracking code, 1 horizontal image (high res), logo

The screenshot displays a travel email layout for Greater Fort Lauderdale. At the top, it features a large banner image of a beach with the text "we summer" and a "we" in a white cloud. Below the banner is a yellow bar with the text "Welcome to 23 miles of Blue Wave-certified beaches. Your chance to score a Greater Fort Lauderdale getaway is here." and an "ENTER TO WIN" button.

The main content is organized into several sections:

- SPOTLIGHT:** Includes an image of people on a beach and text: "It's your summer, make it count. Special offers mean big fun with resort credits, hotel room upgrades, shopping vouchers, 2-for-1 deals on attractions, and more — through Sept 30." with a "SAVE NOW" button.
- EDITOR'S PICK:** Includes an image of people on an airboat and text: "Ride an airboat in the Everglades. Explore nature trails. Kayak through scenic waterways. With so many adventures waiting, summer is the perfect season for a family vacation everyone will love." with an "EXPLORE" button.
- FEATURED HOTELS:** Contains two hotel promotions:
 - Margaritaville Hollywood Beach Resort:** "The Great American Summer Vacation is here at Margaritaville Hollywood Beach Resort. Change your latitude for a change in attitude. Book your stay today for our Best Price Guarantee everyday of the year." with an "ESCAPE NOW" button.
 - Lago Mar Beach Resort & Club:** "European sophistication. Tropical dress code. Nestled amid ten lush acres on the Atlantic Ocean. Rated one of the best resorts in Florida by *Condé Nast Traveler*." with a "BOOK NOW" button.
- FOR FOODIES:** Includes an image of people dining and text: "Sail up. Hop off. Dig in. With waterfront restaurants up and down the Intracoastal, you can dock n' dine seven nights a week. The spectacular sunset views pair well with any meal." with a "LEARN MORE" button.

At the bottom, there are two sections: "UPCOMING EVENTS" and "LIVE AT BB&T CENTER".

Smart Reach Digital Winter

Smart Reach: Target consumer that love to experience new places, food and arts. Display tactics includes site retargeting, contextual, search retargeting, geo targeting and geo fencing.

Launch Date: October 2018 - March 2019

Winter Markets: New York, Chicago, Boston, Dallas, Houston, Austin, Philadelphia, Detroit and Cleveland

Impressions: 15% SOV

Max # of partners: 2

Net Cost: \$3,500

Value: \$12,000

Past results: 100% Video completion and 0.09% CTR

Space & Materials Deadlines: September 12, 2018

Payment Due: September 12, 2018

- GFLCVB.STARMARK.COM
- **Specs:** Partners to provide a :15 video. Banners.



Spotify On Demand Radio Winter

Spotify: Digital music service that gives you access to millions of songs. Includes banners and Videos

Launch Date: October 2018 - March 2019

Winter Markets: New York, Chicago, Boston, Dallas, Houston, Austin, Philadelphia, Detroit and Cleveland

Impressions: 15% SOV

Max # of partners: 2

Net Cost: \$3,500

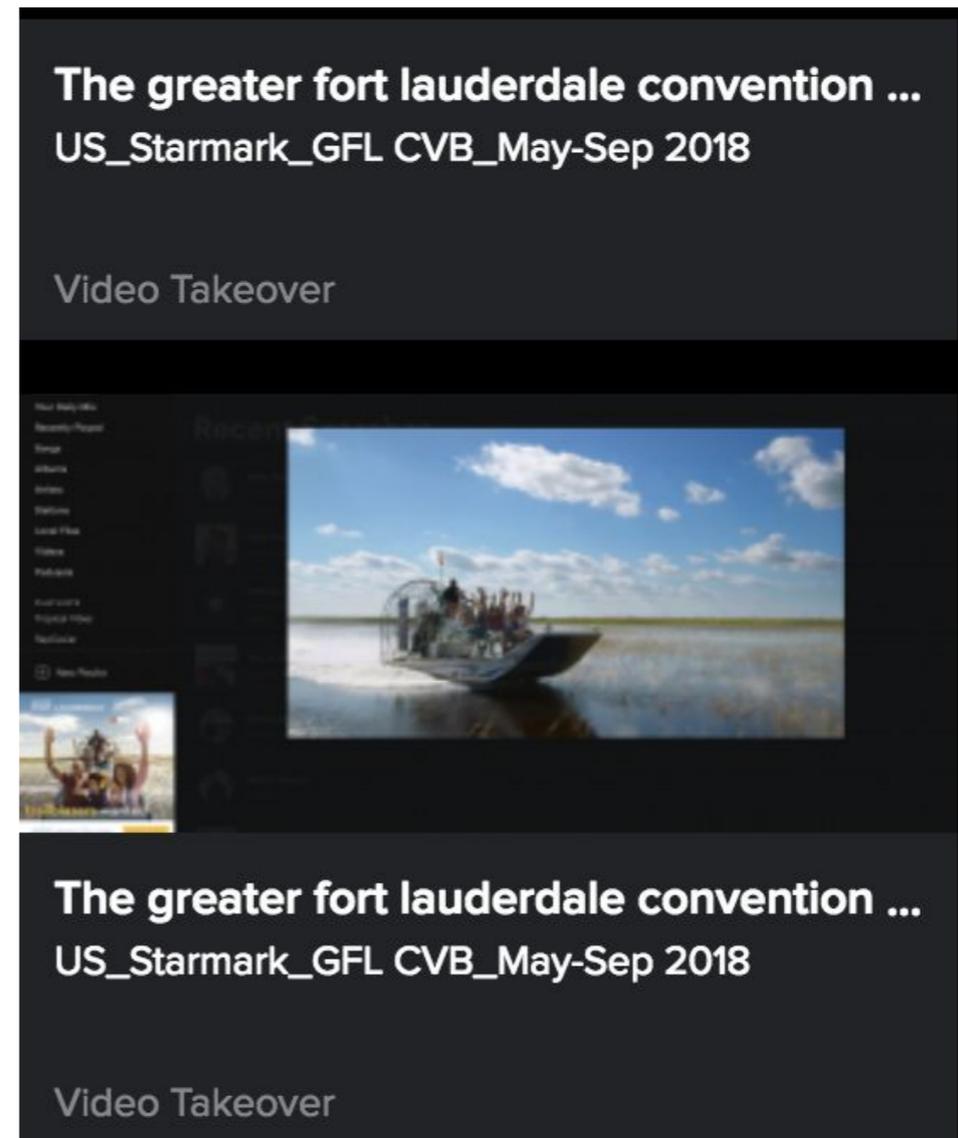
Value: \$12,000

Past results: 100% Video completion and 0.15% CTR

Space & Materials Deadlines: September 12, 2018

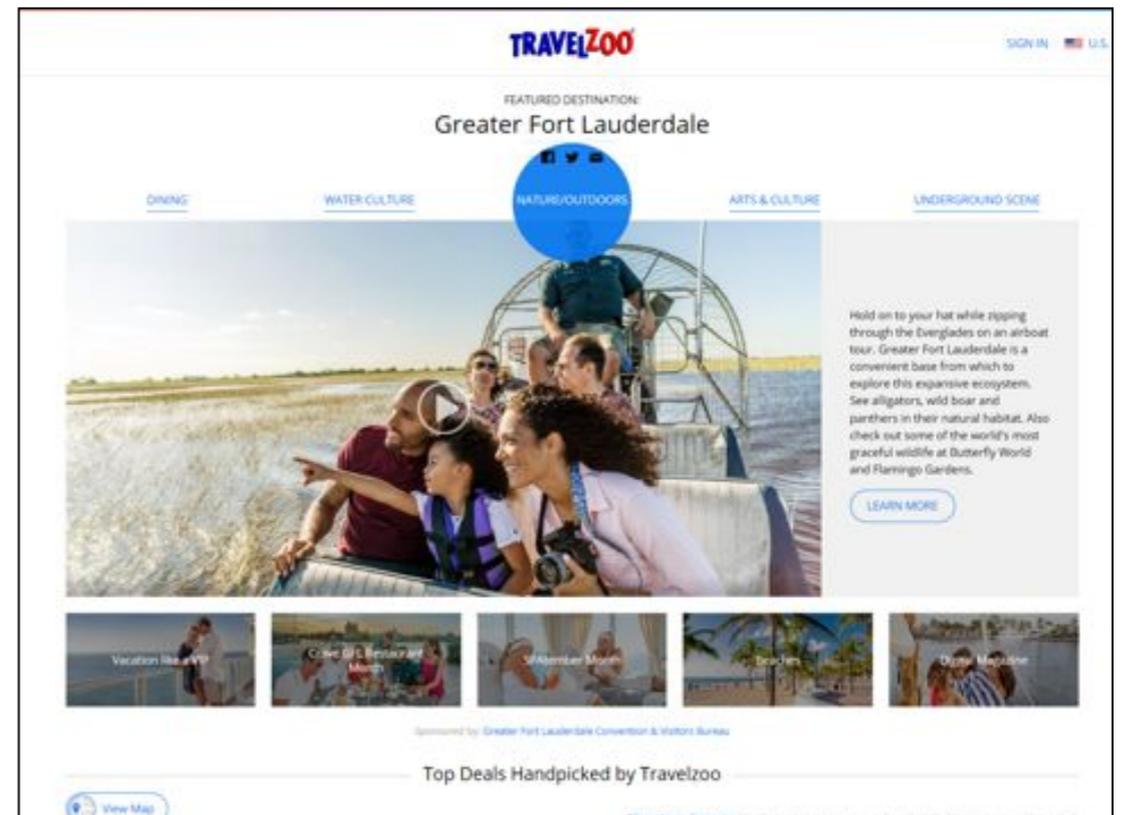
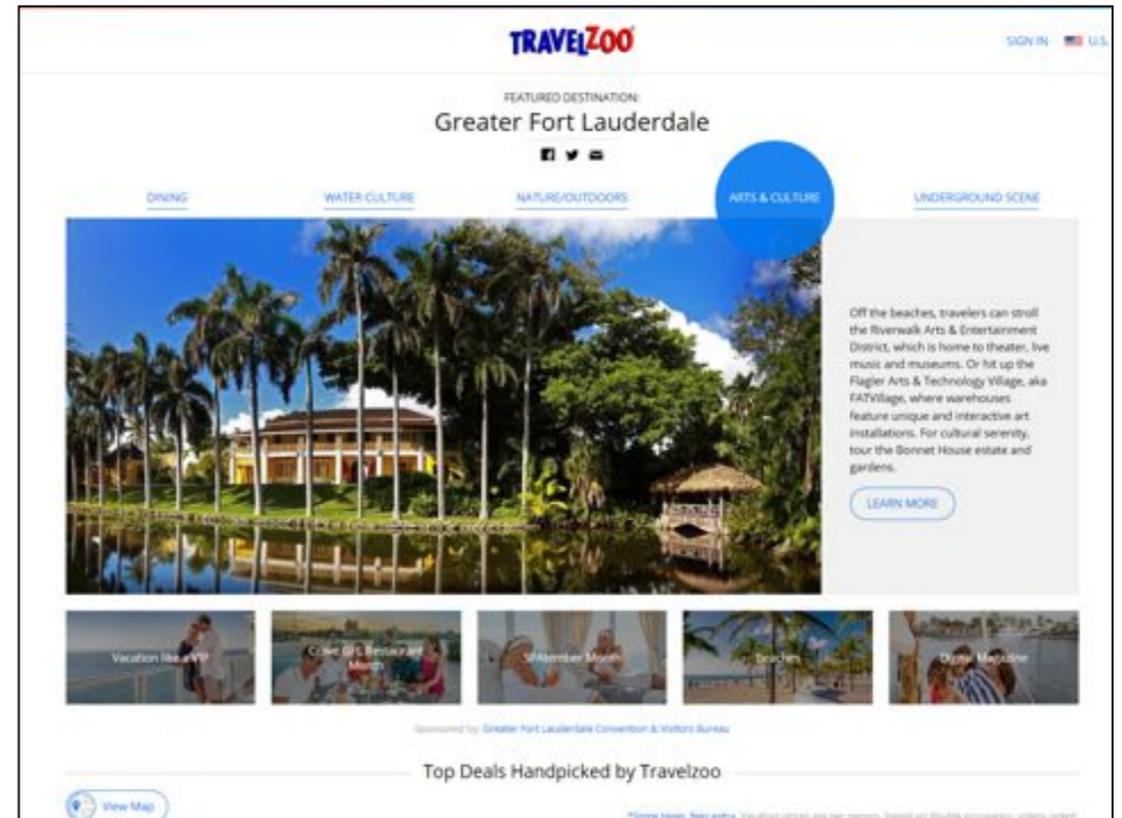
Payment Due: September 12, 2018

- GFLCVB.STARMARK.COM
- **Specs: Coop Partners to provide a :15 video.** Banner specs include: Design or creative direction,



Travelzoo Winter Digital Program

- **Distribution:** Featured Destination Platform
- Thumbnail links for sales inquiry or promotional opportunities
- 5 Focus points, vibrant images, videos
- Up to 10 travel deals
- 14 MM opt-in members—
- Traffic drivers across Travelzoo site linking member to the Fort Lauderdale page with partner offers
- Social Media post reinforcing message and driving to offers
- 27.5 Million Estimated Reach and 55,000 Clicks
- **Winter 2017 (11/1/2017 - 3/15/2018)**
Page Views: **76,730**
Clicks to partner deals: **46,054**
Clicks to DMO site: **19,236**
Clicks to video: **5,547**
Click-out rate from Featured Destination page: **85% Dates**
(For every 100 clicks served, 85 clicks out to either sunny.org to learn more or the partner deals)
- **Flight Dates: November - January 2019**
- **Net Cost:** No cost to the partners. Need a CTA
- **Value:** \$10,000
- **Space: & material:** 2 week prior to launch
- **Annemarie Kropf:** akropf@travelzoo.com; 212-484-4941

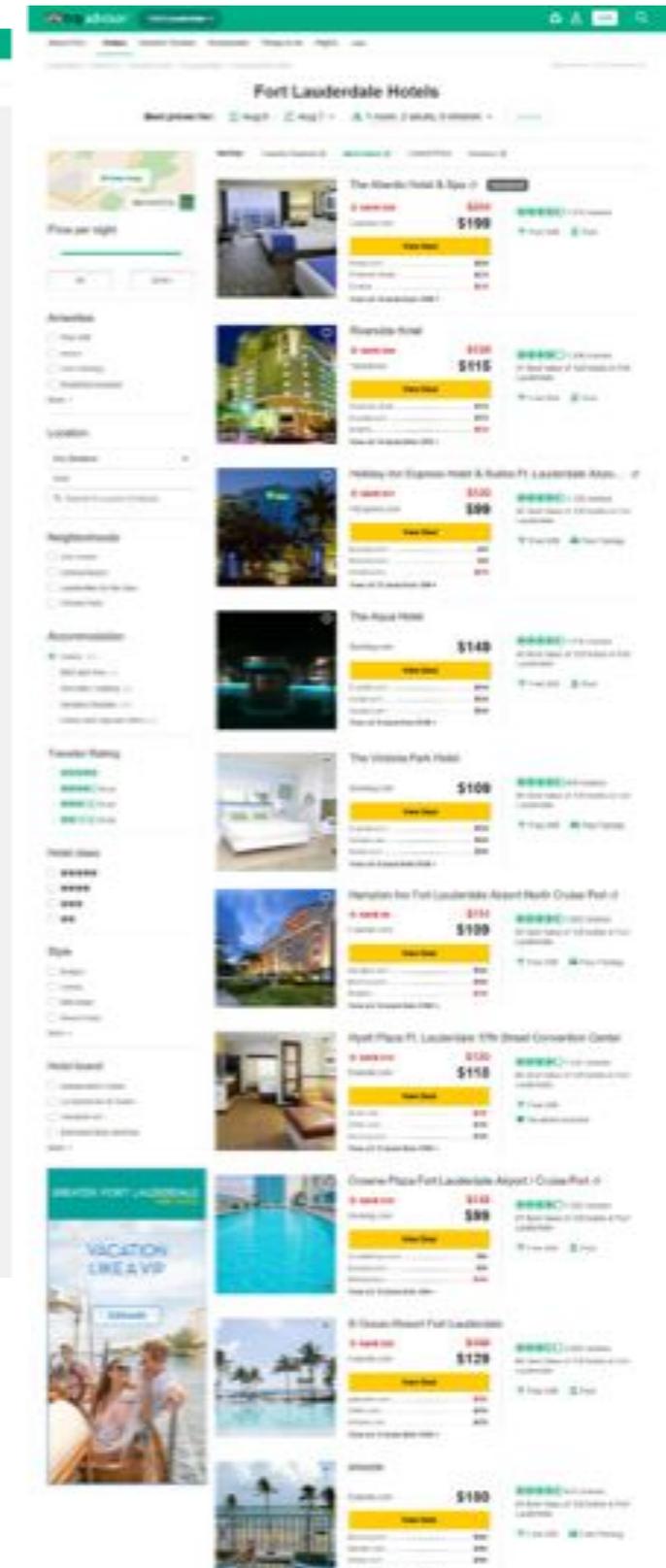
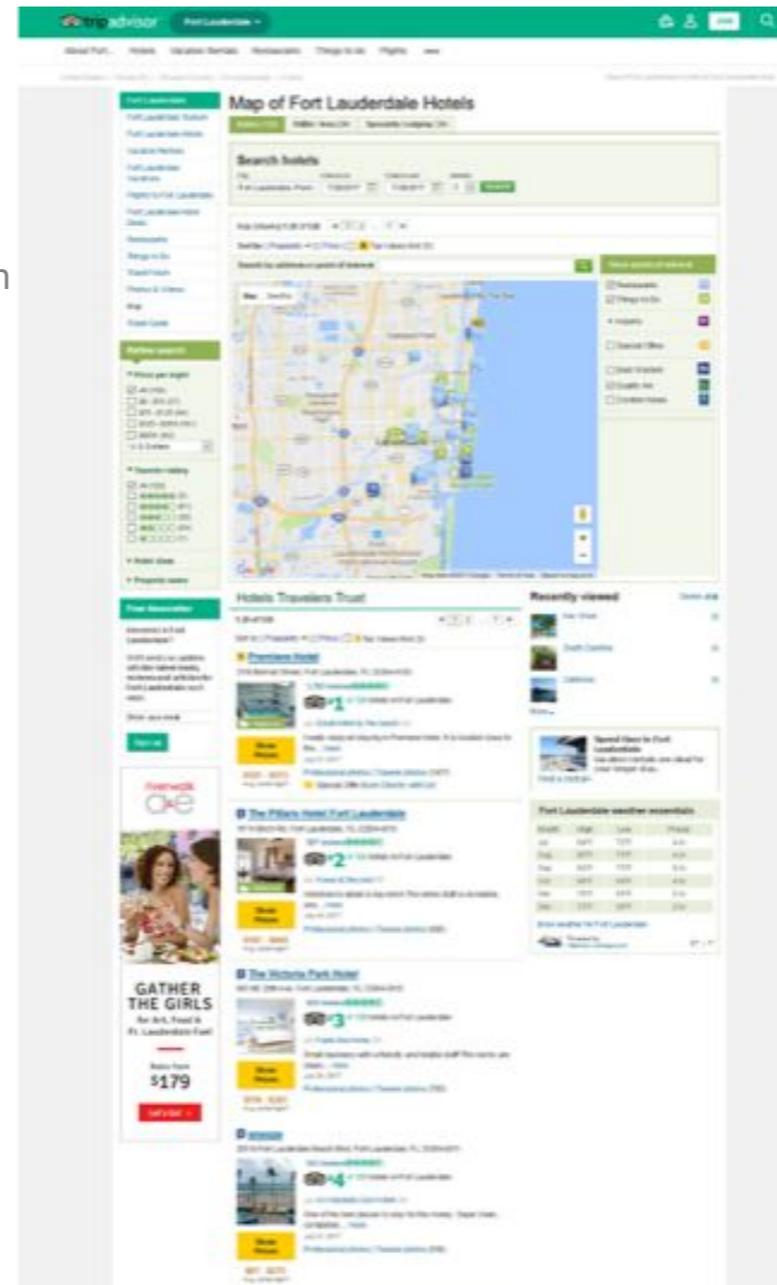


Trip Advisor Winter Program

TripAdvisor® is the world's largest travel site, enabling travelers to plan and have the perfect trip. TripAdvisor offers trusted advice from real travelers and a wide variety of travel choices and planning features. TripAdvisor is built with an exclusive focus on those looking to plan and research a trip.

TripAdvisor-branded sites make up the largest travel community in the world, with more than 50 million unique monthly visitors, and over 60 million reviews and opinions.

- **Total impressions:** 2,913,935 (10% SOV)
- **Timing:** November 2018- February 2019
- **Partners included in:** Shared banner rotation, 300x250, 160x600, 300x600 on the Beach/Family page
- **Net Cost:** \$3,500
- **Value:** \$10,000
- 2018 Results: 0.12% CTR, 1,760 Clicks.
- **Space, Material and Payment deadline:** September 11, 2018
- **Specifications:** Up to 25 words of copy, offer ("from \$XX rate is recommended), tracking code, click thru URL, 1 horizontal image (high res) . 300x250, 300x600, 728x90, 160x600
- GFLCVB.STARMARK.COM



Your Travel Insider Custom Stand Alone Email

- **YTI:** A digital publishing company specializing in travel newsletters and database marketing. Your Travel Insider is a bi-weekly themed stand alone dedicated e-newsletter. YTI editors write content with direction from destinations. Retargeting based on who opened and clicked.
- **Distribution:** 400,000
- **Market:** New York, Chicago, Boston, Dallas, Houston, Austin, Philadelphia, Detroit, Indianapolis and Cleveland
- **Dates:**
 1. February 20, 2019
 2. March 13, 2019
 3. June 12, 2019
 4. August 14, 2019
- **Min/Max # of partners:** 4
- **Net Cost:** \$2,800 (Package cost)
- **Value:** \$6,000
- **2018 Results:** 13.09% opened with a 4.62% CTR
- **Space and payment deadline:** December 5, 2018
- **Material deadline:**
 1. February 6, 2019
 2. March 1, 2019
 3. June 3, 2019
 4. August 2, 2019
- GFLCVB.STARMARK.COM

GREATER FORT LAUDERDALE

we summer

Welcome to 23 miles of Blue Wave-certified beaches. Your chance to score a Greater Fort Lauderdale getaway is here. [ENTER TO WIN](#)

SPOTLIGHT

 It's your summer, make it count. Special offers mean big fun with resort credits, hotel room upgrades, shopping vouchers, 2-for-1 deals on attractions, and more — through Sept 30. [SAVE NOW](#)

EDITOR'S PICK

Ride an airboat in the Everglades. Explore nature trails. Kayak through scenic waterways. With so many adventures waiting, summer is the perfect season for a family vacation everyone will love. [EXPLORE](#)

FEATURED HOTELS

Margaritaville Hollywood Beach Resort
The Great American Summer Vacation is here at Margaritaville Hollywood Beach Resort. Change your latitude for a change in attitude. Book your stay today for our Best Price Guarantee everyday of the year. [ESCAPE NOW](#)

 **Lago Mar Beach Resort & Club**
European sophistication. Tropical dress code. Nestled amid ten lush acres on the Atlantic Ocean. Rated one of the best resorts in Florida by *Condé Nast Traveler*. [BOOK NOW](#)

FOR FOODIES

 Sail up. Hop off. Dig in. With waterfront restaurants up and down the Intracoastal, you can dock n' dine seven nights a week. The spectacular sunset views pair well with any meal. [LEARN MORE](#)

UPCOMING EVENTS — LIVE AT BB&T CENTER —

Partners will receive exposure in special edition advertorials, Facebook audience program, offers listed on deals page and ROS video

AAA Living North

- **Circulation:** 1.4 Million AAA households in Chicago/Michigan/Indiana
- Video on aaa.com/aaaliving for two months
- Online Destination Directory listing for GFLCVB and each co-op participant for two months
- Online ad spot for GFLCVB – rotating ad on aaa.com/aaaliving for two months
- **Issue Date:** March/April 2019 - Visit Florida section
- **Max # of partners:** 6
- **Net Rate:** \$3,500
- **Value:** \$5,950
- **2018 Results:** 2,636 leads to date shared with the partners
- **Deadline:** December 19, 2018
- meisman@aaasouth.com
813-289-5931



GREATER FORT LAUDERDALE

voyagers wanted

Venice of America

Explore the possibilities, and start planning your Greater Fort Lauderdale getaway now at sunny.org/vacationplanner.



BROWARD COUNTY FLORIDA

Experience Broward beyond the beach. Canoe or kayak the byways of a mangrove swamp, hike nature trails that run through rare habitats, explore the Everglades by airboat, or visit exhibit halls that delve into South Florida's historical and ecological heritage.

Broward County Parks
broward.org/parks • 954-357-8100



DOUBLETREE RESORT BY HILTON
HOLLYWOOD BEACH

Enjoy a relaxing vacation at the Doubletree Resort. Set along the Intracoastal Waterway, the resort is just steps from the ocean waves and white-sand beaches.

4000 South Ocean Drive, Hollywood
hollywoodbeachresort.doubletreebyhilton.com
954-454-4334



MARRIOTT

Reserve now for fantastic AAA rates and all the amenities Marriott is known for just minutes from the beach and convenient to I-95.

6650 North Andrews Ave., Fort Lauderdale
marriott.com/flcc • 954-771-0440



Lago Mar
BEACH RESORT & CLUB

Lago Mar is rated among the best resorts in Florida by TripAdvisor and Condé Nast, with one of the area's largest private beaches. At Lago Mar, parking is always free and guests never pay a resort fee.

1700 South Ocean Lane, Fort Lauderdale
lagomar.com • 954-523-6511



pompano beach
FLORIDA'S WARMEST WELCOME

POMPAÑO BEACH, FLORIDA'S WARMEST WELCOME

Located just north of Fort Lauderdale, home to some of the warmest and clearest waters, welcoming sandy beaches and calming breezes with 3 miles of beachfront that is over 100 yards wide. It is the perfect place for a beach vacation with lots of fun, sun and adventure. There is also golf, tennis, a smoke free casino, and much more. Pompano Beach is great for families, for the young and the young at heart to enjoy.

pompanobeachfl.gov • (954) 786-4600

@VisitLauderdale | sunny.org

- **Circulation:** 2.2 Million AAA households in Florida / Georgia
- Video on aaa.com/aaaliving for two months
- Online Destination Directory listing for GFLCVB and each co-op participant for two months
- Online ad spot for GFLCVB – rotating ad on aaa.com/aaaliving for two months
- **Issue Date:**
 - VF May / June 2019 - VF July / August 2019
- **Max # of partners:** 6
- **Net Rate:** \$3,500 per issue
- **Value:** \$5,950
- **2017 Results:** 2,636 leads to date shared with the partners
- **Deadline:** February 18, 2019 &
- meisman@aaasouth.com
813-289-5931

GREATER FORT LAUDERDALE

voyagers wanted

Venice of America

Explore the possibilities, and start planning your Greater Fort Lauderdale getaway now at sunny.org/vacationplanner.

BROWARD COUNTY FLORIDA

Experience Broward beyond the beach. Canoe or kayak the byways of a mangrove swamp, hike nature trails that run through rare habitats, explore the Everglades by airboat, or visit exhibit halls that delve into South Florida's historical and ecological heritage.

Broward County Parks
broward.org/parks • 954-357-8100

DOUBLETREE RESORT BY HILTON
HOLLYWOOD BEACH

Enjoy a relaxing vacation at the Doubletree Resort. Set along the Intracoastal Water way, the resort is just steps from the ocean waves and white-sand beaches.

4000 South Ocean Drive, Hollywood
hollywoodbeachresort.doubletreebyhilton.com
954-454-4334

MARRIOTT

Reserve now for fantastic AAA rates and all the amenities Marriott is known for just minutes from the beach and convenient to I-95.

6650 North Andrews Ave., Fort Lauderdale
marriott.com/flcc • 954-771-0440

Lago Mar
BEACH RESORT & CLUB

Lago Mar is rated among the best resorts in Florida by TripAdvisor and Condé Nast, with one of the area's largest private beaches. At Lago Mar, parking is always free and guests never pay a resort fee.

1700 South Ocean Lane, Fort Lauderdale
lagomar.com • 954-523-6511

pompano beach.
FLORIDA'S WARMEST WELCOME

POMPAÑO BEACH, FLORIDA'S WARMEST WELCOME

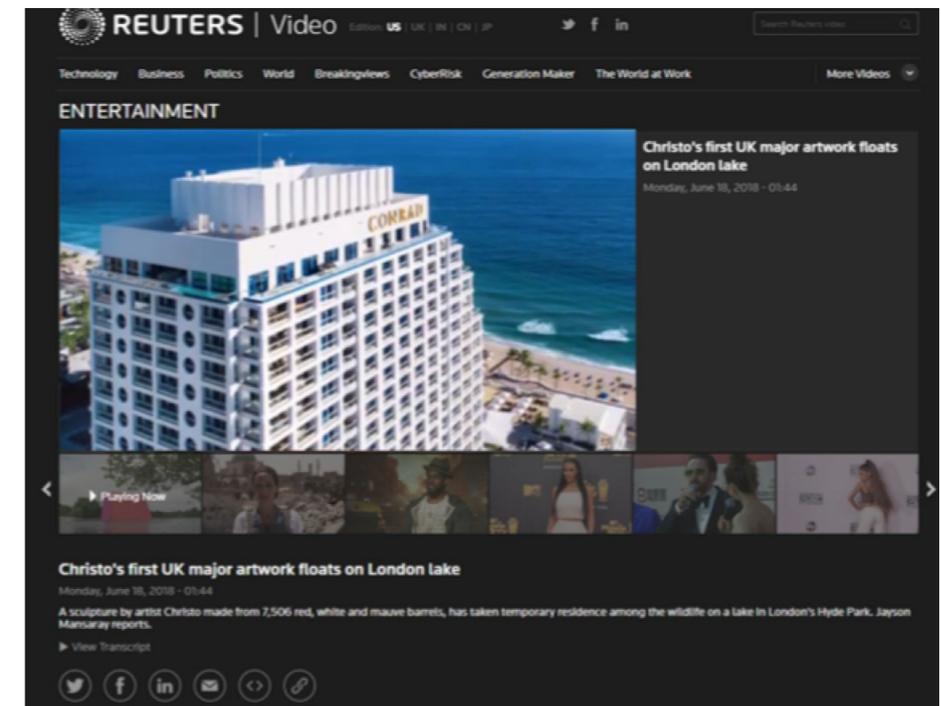
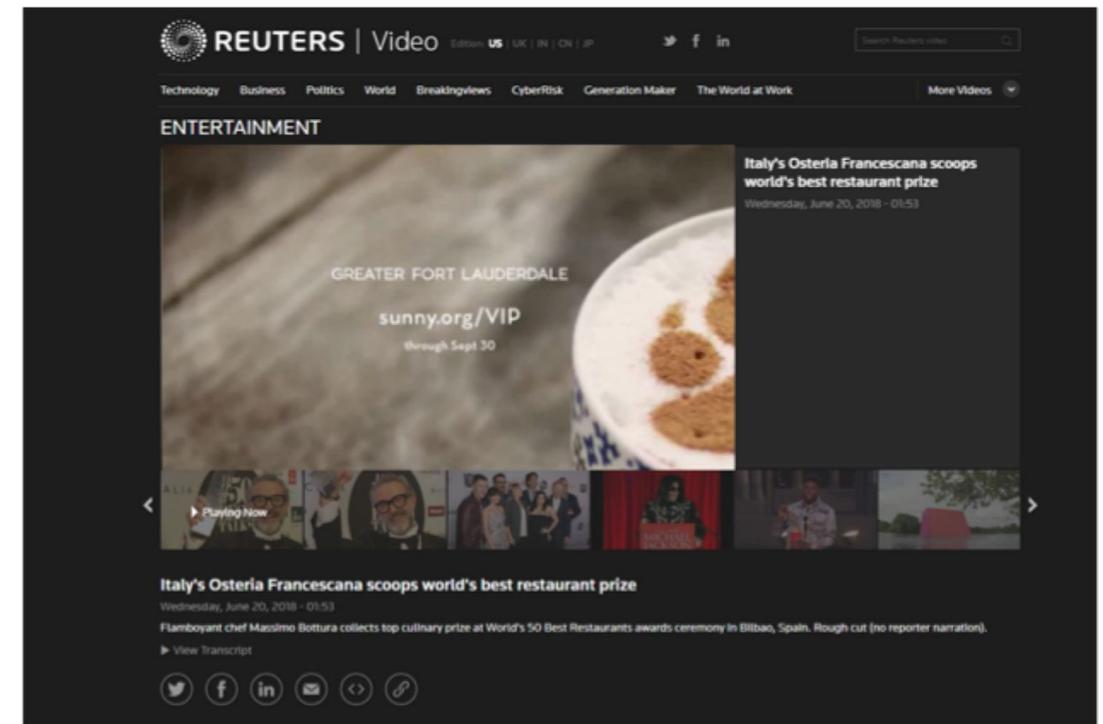
Located just north of Fort Lauderdale, home to some of the warmest and clearest waters, welcoming sandy beaches and calming breezes with 3 miles of beachfront that is over 100 yards wide. It is the perfect place for a beach vacation with lots of fun, sun and adventure. There is also golf, tennis, a smoke free casino, and much more. Pompano Beach is great for families, for the young and the young at heart to enjoy.

pompanobeachfl.gov • (954) 786-4600

@VisitLauderdale | sunny.org

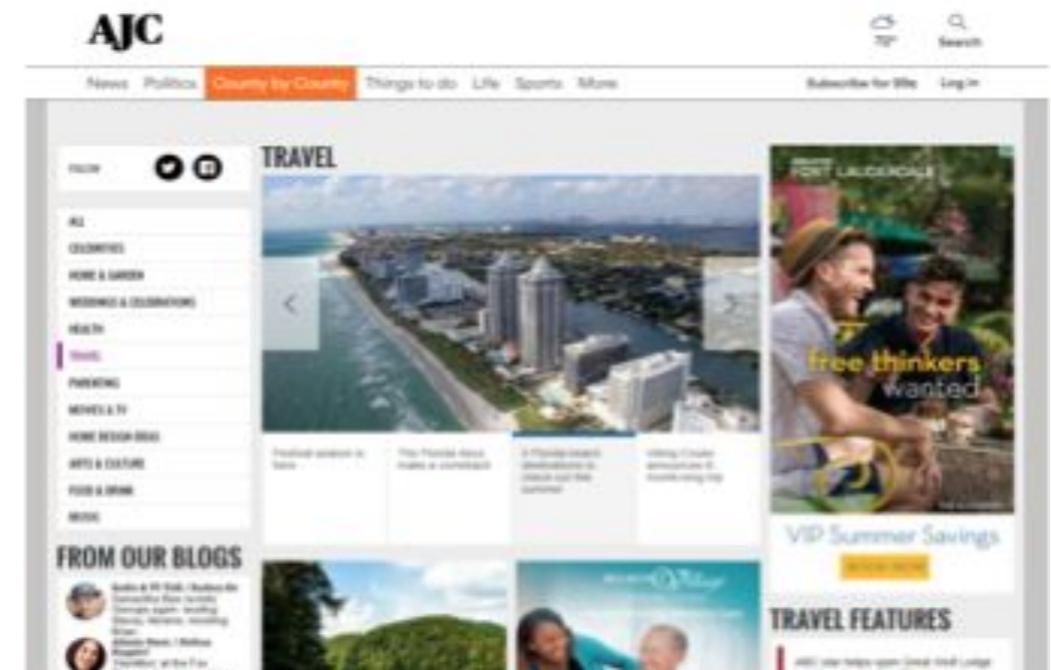
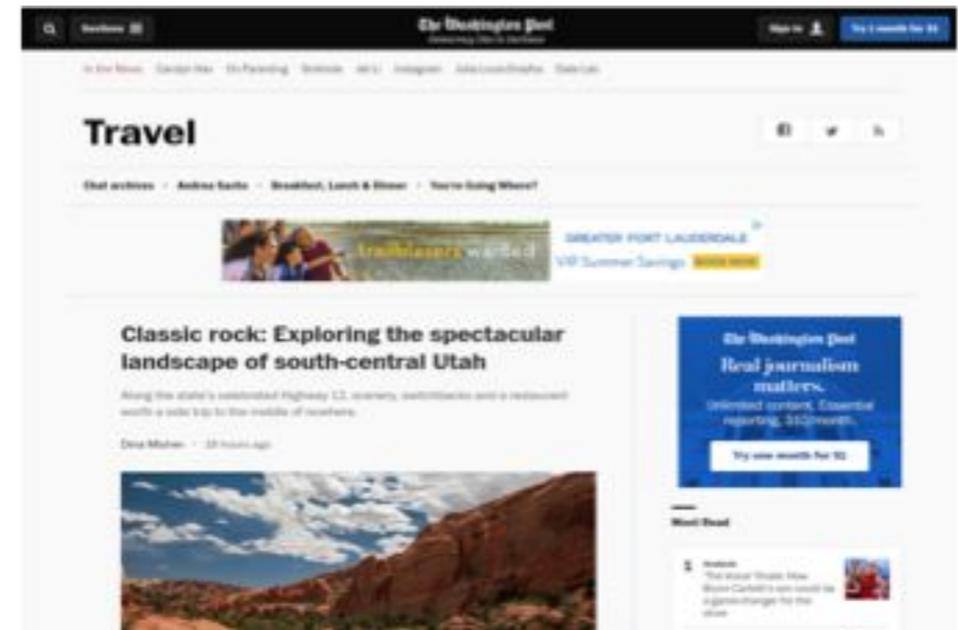
AdDaptive Summer 2019 (Programmatic)

- **AdDaptive:** IP Targeting technology that offers a wider more accurate mobile accessibility. IP address targeting based on offline data such as census, professional license, property deed. Strong partnership with Dunne and Broadstreet
- **Partner Impressions:**(10-15% per Partner) Partner to provide 1200x627 and a :15 video which will be added into the rotation.. Desktop and Mobile
- **Markets:** Tampa/S. Petersburg Miami/Fort Lauderdale Palm Beaches Naples/Ft. Myers Orlando . Washington DC, New York, Dallas, Houston, Atlanta, Philadelphia
-
- **Flight Dates:** Mid April - September 2019
- **Max #s of partners:** 2
- **Net Cost:** \$3,500
- **Value:** \$7,500
- **2018 Results:** Average 2018 Completion Rate: 100% with 0.10% CTR
- **Space & material deadline:** February 26, 2019
- **Payment Due:** February 26, 2019
- GFLCVB.STARMARK.COM
- **Specs:** :15 video, click thru URL, tracking code, 1 horizontal image (high res), logo. 1200x627



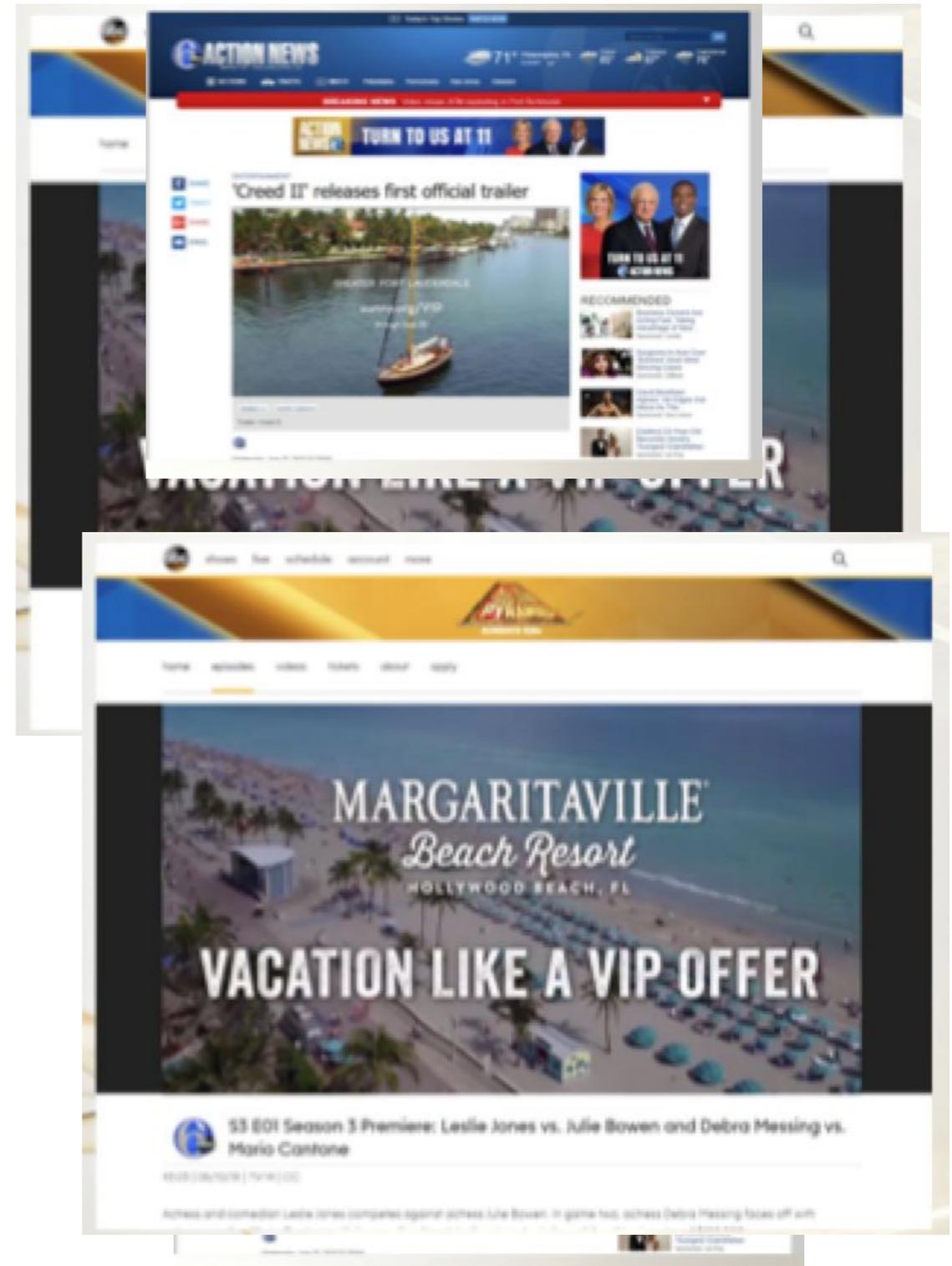
Adara Summer 2019

- **Adara:** Travel data platform that leverage first party data sources and real time intent to drive direct transactions. 60% consumer consider 2-3 other destinations of the same date. Because of the direct relationships with data partners such as Delta, American Express, Adara knows who needs a hotel.
- **Partner Impressions:**(10-15% per Partner). Partner :15 video will be added into the rotation
- **Markets:** US National
- **Target Audience:** Travel intenders
- **Flight Dates:** May - September 2019
- **Min #s of partners:** 2
- **Max #s of partners:** 4
- **Net Cost:** \$3,000
- **Value:** \$7,500
- **2017 Results:** Average 2017 Completion Rate: 98%
- **Space & material deadline:** April 1, 2019
- **Payment due:** May 1, 2018
- GFLCVB.STARMARK.COM
- **Specs:** :15 video, click thru URL, tracking code, 1 horizontal image (high res), logo.



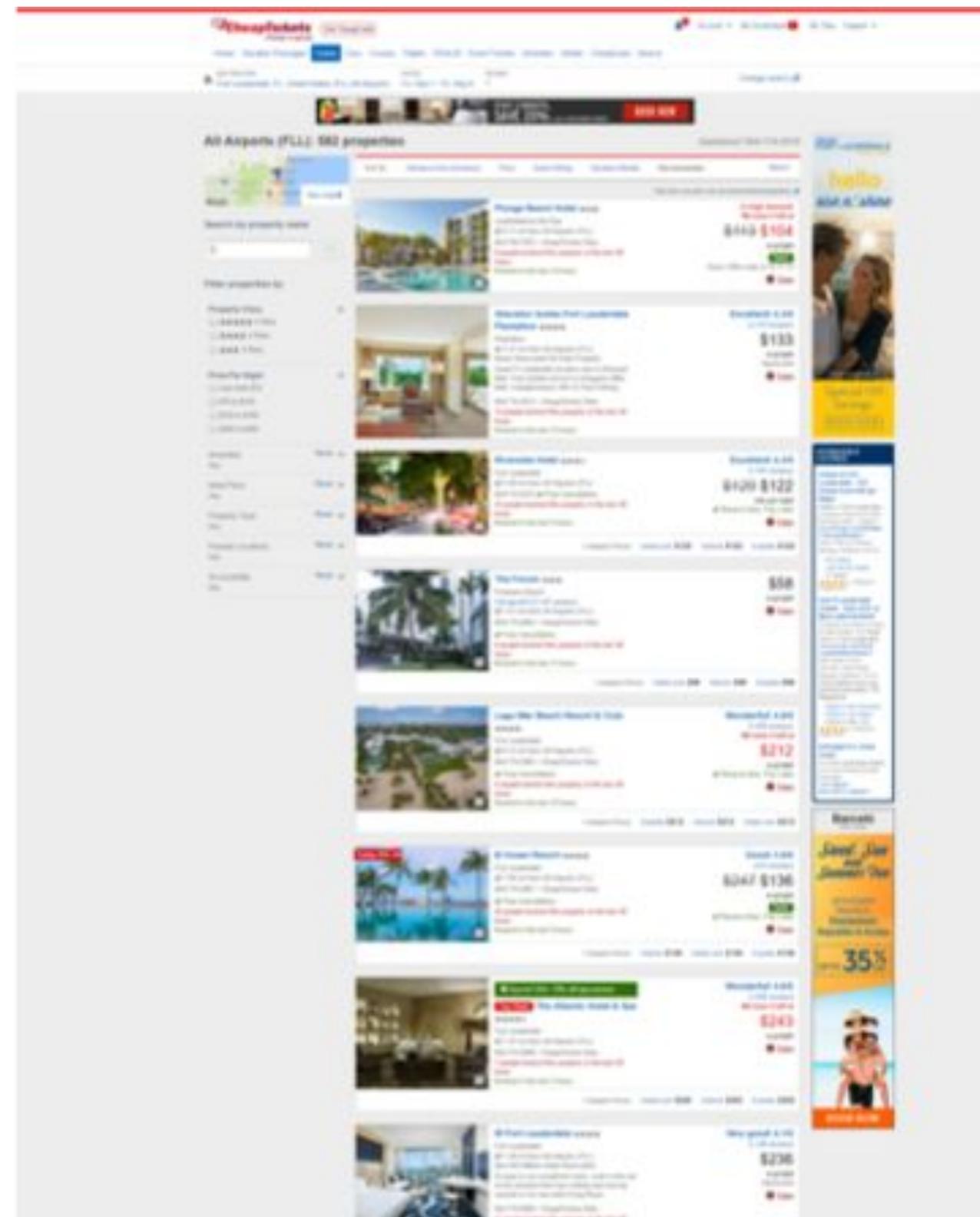
ABC Watch Summer 2019 On Demand Television

- Rotational, ABC Streaming Live On Demand Video |
- **Partner Impressions:** 10-15% per Partner :15 video will be added into the rotation
- **Markets:** Tampa/S. Petersburg Miami/Fort Lauderdale Palm Beaches Naples/Ft. Myers Orlando . Washington DC, New York, Dallas, Houston, Atlanta, Philadelphia
- **Demo:** AD25-54
- **Flight Dates:** May-September 2019
- **Min #s of partners:** 2
- **Net Cost:** \$3,000
- **Value:** \$8,500
- **2018 Results:** Margaritaville 2018 Completion Rate: 89%, CVB 87%
- **Space & material deadline:** April 1, 2019
- **Payment due:** April 1, 2019
- GFLCVB.STARMARK.COM
- **Specs:** :15 video, click thru URL, tracking code, 1 horizontal image (high res), logo.



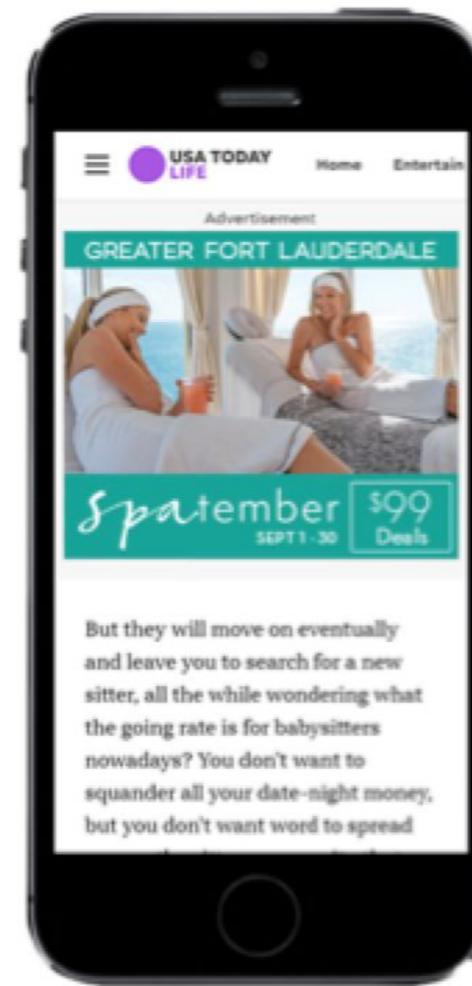
Expedia Summer Program

- **Partner Impressions:** 10-15% per Partner
- **Markets:** Tampa/S. Petersburg Miami/Fort Lauderdale Palm Beaches Naples/Ft. Myers Orlando . Washington DC, New York, Dallas, Houston, Atlanta, Philadelphia
- **Travel Intent:** South Florida, Miami & Ft. Lauderdale, WPB previous searched destinations.
- Expedia.com (USA) 160x600 Flights + Hotels + Vacation Packages Results Right 1 & 2
- **Flight Dates:** May - August 2019
- **Max #s of partners:** 2
- **Net Cost:** \$3,000
- **Value:** \$8,500
- **2018 Results:** Clicks 20,948, CTR 0.05% (Winter 2017)
- **Space & material deadline:** April 1, 2019
- **Payment Due:** April 1, 2019
- GFLCVB.STARMARK.COM



Mobile Fuse Summer Program

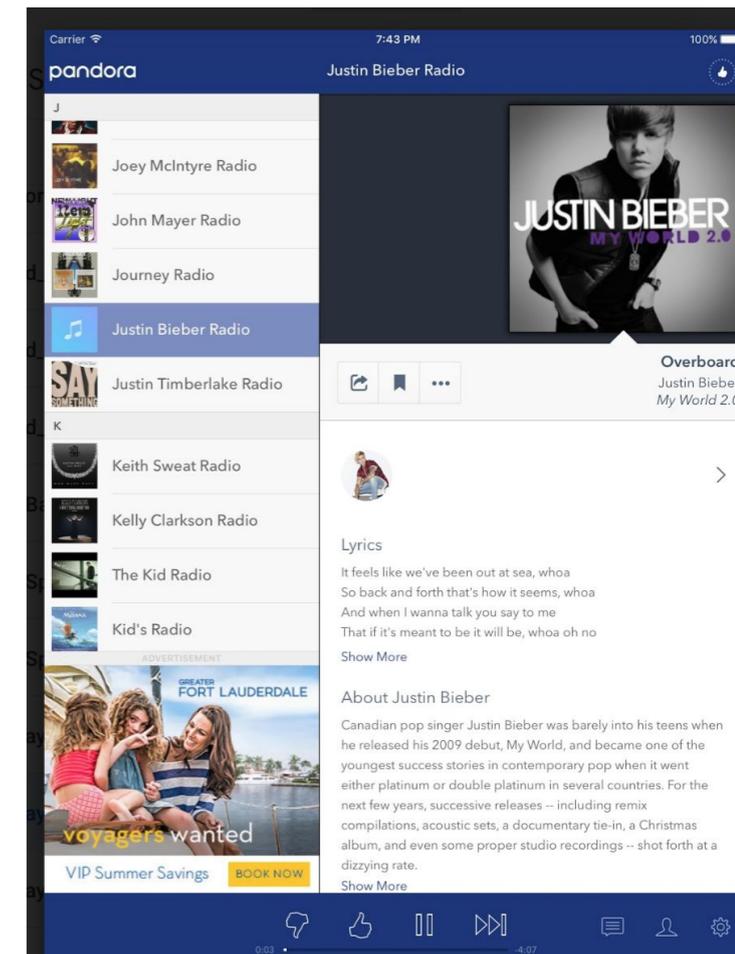
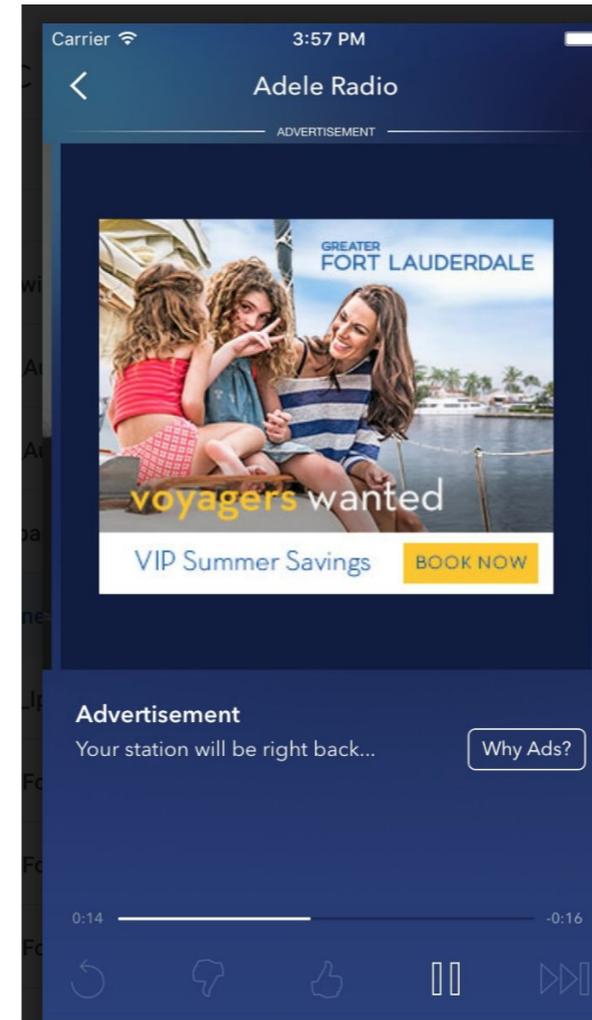
- **Mobile Fuse:** Contextual: Reaching the Leisure Consumer on mobile sites and apps from MobileFuse's direct to publisher network, that over-index against the target demo. LiFTS Data targeting: (L*ocation, F*requency, T*ime S*pent): Taking into account a user's historical location, recency of visiting those locations, and the amount of time spent in a given location to qualify that user's affinity. •Cross device retargeting. Retarget users who click on a banner or complete a video on their smartphones, again on their tablet or desktop to continue messaging.
- **Target Market:** Tampa/S. Petersburg Miami/Fort Lauderdale Palm Beaches Naples/Ft. Myers Orlando . Washington DC, New York, Dallas, Houston, Atlanta, Philadelphia
- **Partner Impressions:** 15% SOV
- **2018 Results:** 87% Video Completion, 0.27% CTR
- **Flight Dates:** May - September 2019
- **Net Rate:** \$3,000
- **Value:** \$6,000
- **Savings:** 50%
- **Space and Material Deadline:** April 1, 2019
- **Payment Deadline:** April 1, 2019



- **Specs:** :15 video and banners, click thru URL, tracking code, 1 horizontal image (high res), logo.

Pandora Summer Program

- **Summer Markets:** Tampa/S. Petersburg
Miami/Fort Lauderdale Palm Beaches Naples/Ft. Myers Orlando . Washington DC, New York, Dallas, Houston, Atlanta, Philadelphia
- Pandora is the #1 station in New York, Boston and Chicago.
- **Partner Impressions:** 15% SOV
- **Timing:** May - September 2019
- **Max # of partners:** 4
- **Net Cost:** \$3,500
- **Value:** \$12,000
- **Past results:** 95% Video completion and 0.37% CTR
- **Space & Materials Deadlines:** April 1, 2019
- **Payment Due:** April 1, 2019
- GFLCVB.STARMARK.COM



Specs: Coop Partners to provide a :15 video and :30 copy, Pandora will produce the audio spot. Banner specs include: Design or creative direction, Sample ads in illustrator or large PSD file format (if possible). More detailed specs will be provided at the time of commitment.

Smart Reach Digital Summer

NEW

Smart Reach: Target consumer that love to experience new places, food and arts. Display tactics includes site retargeting, contextual, search retargeting, geo targeting and geo fencing.

Launch Date: May-September 2019

Summer Markets: Tampa/S. Petersburg Miami/Fort Lauderdale Palm Beaches Naples/Ft. Myers Orlando . Washington DC, New York, Dallas, Houston, Atlanta, Philadelphia

Impressions: 15% SOV

Max # of partners: 2

Net Cost: \$3,500

Value: \$12,000

Past results: 100% Video completion and 0.09% CTR

Space & Materials Deadlines: April 1, 2019

Payment Due: April 1, 2019

• GFLCVB.STARMARK.COM

• **Specs:** Partners to provide a :15 video. Banners.



Spotify On Demand Radio Summer

Spotify: Digital music service that gives you access to millions of songs. Includes banners and Videos

Launch Date: May - September 2019

Summer Markets: Tampa/S. Petersburg Miami/Fort Lauderdale Palm Beaches Naples/Ft. Myers Orlando . Washington DC, New York, Dallas, Houston, Atlanta, Philadelphia

Impressions: 15% SOV

Max # of partners: 2

Net Cost: \$3,500

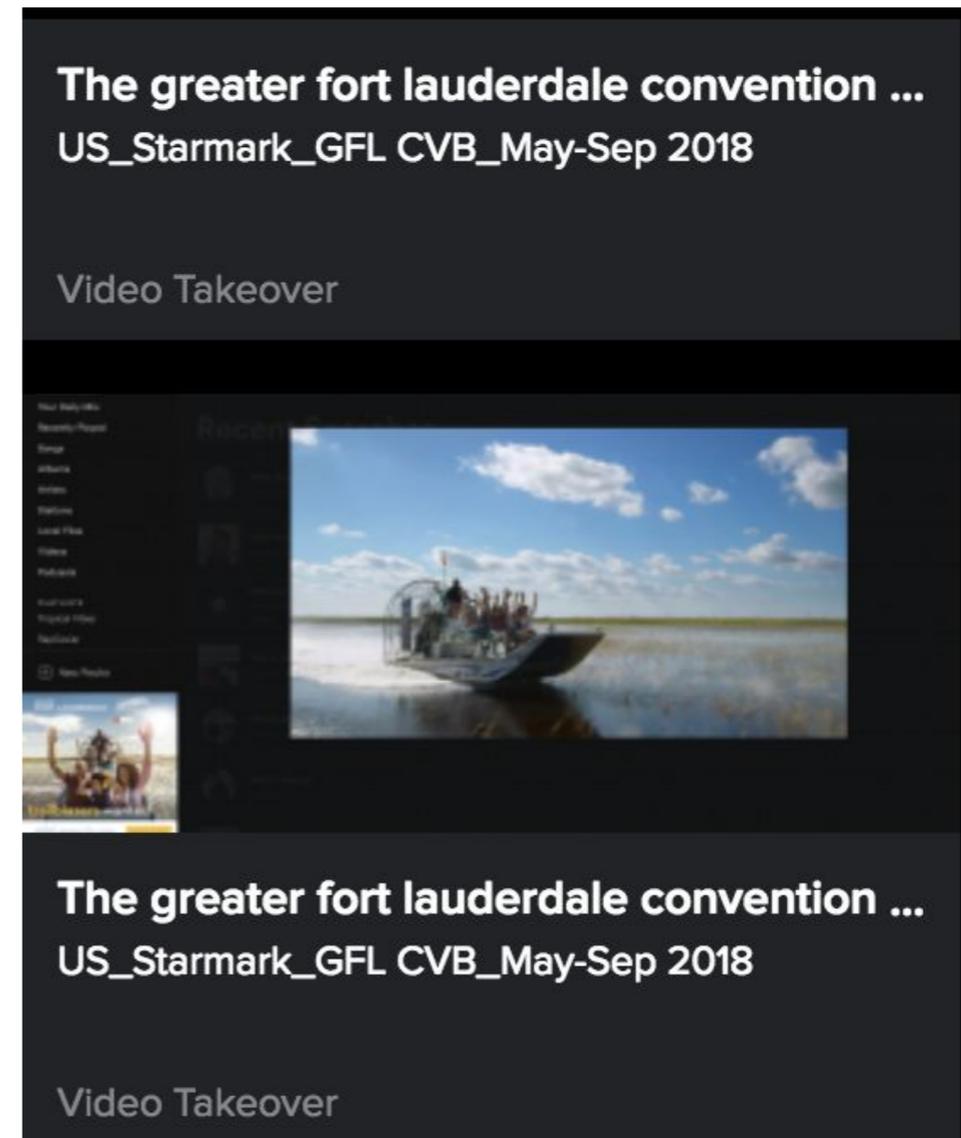
Value: \$12,000

Past results: 100% Video completion and 0.15% CTR

Space & Materials Deadlines: April 1, 2019

Payment Due: April 1, 2019

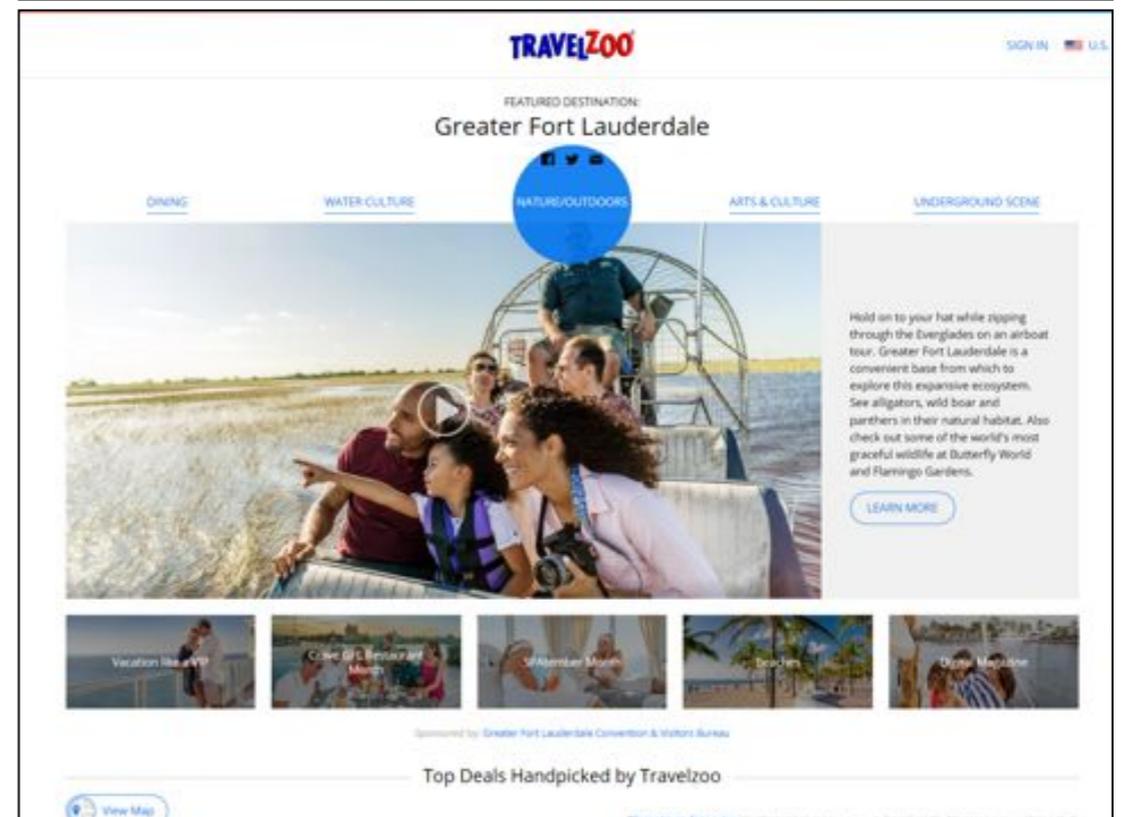
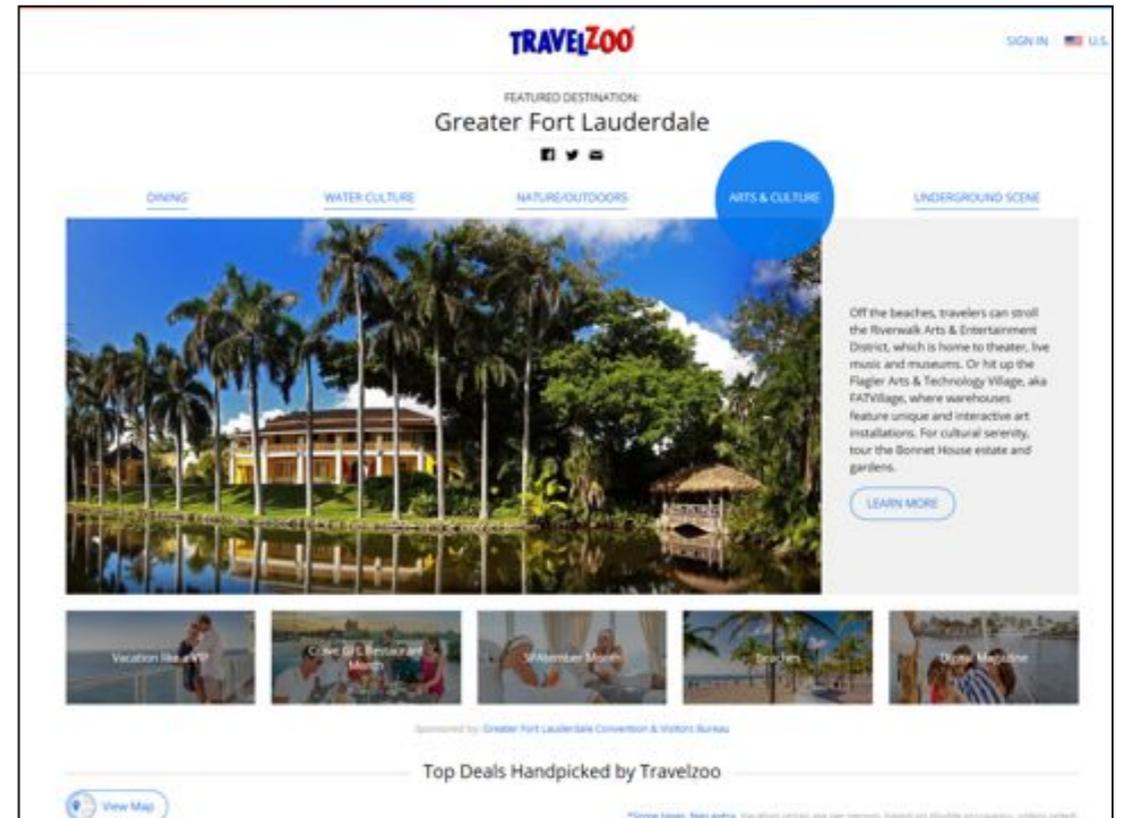
- GFLCVB.STARMARK.COM
- **Specs: Coop Partners to provide a :15 video.** Banner specs include: Design or creative direction,



Partner :15 video will be added into the rotation

Travelzoo Summer Digital Program

- **Distribution:** Featured Destination Platform
- Thumbnail links for sales inquiry or promotional opportunities
- 5 Focus points, vibrant images, videos
- Up to 10 travel deals
- 14 MM opt-in members—
- Traffic drivers across Travelzoo site linking member to the Fort Lauderdale page with partner offers
- Social Media post reinforcing message and driving to offers
- 27.5 Million Estimated Reach and 55,000 Clicks
- **Winter 2017 (11/1/2017 - 3/15/2018)**
 - Page Views: **76,730**
 - Clicks to partner deals: **46,054**
 - Clicks to DMO site: **19,236**
 - Clicks to video: **5,547**
 - Click-out rate from Featured Destination page: **85% Dates**
(For every 100 clicks served, 85 clicks out to either sunny.org to learn more or the partner deals)
- **Flight Dates:** May - September 2019
- **Net Cost:** No cost to the partners. Need a CTA
- **Value:** \$10,000
- **Space: & material:** 2 week prior to launch
- **Annemarie Kropf:** akropf@travelzoo.com; 212-484-4941

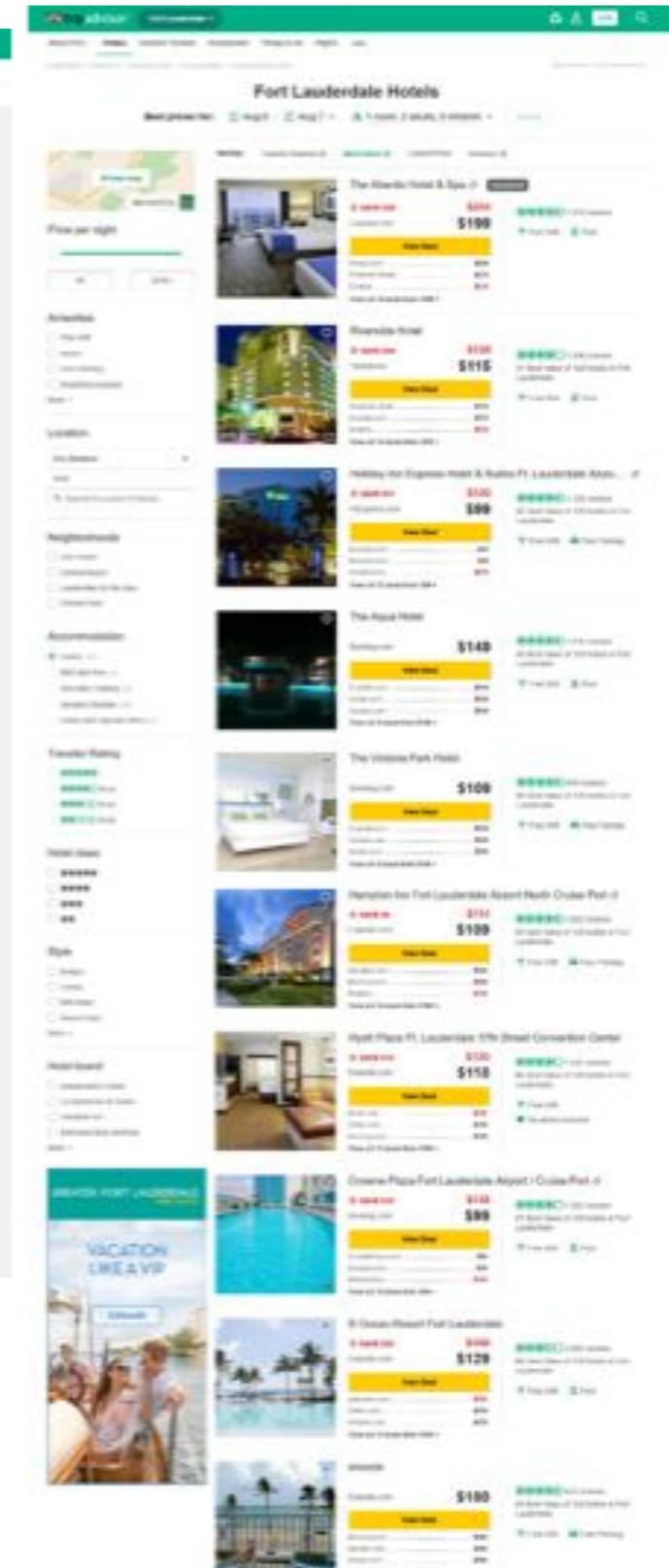
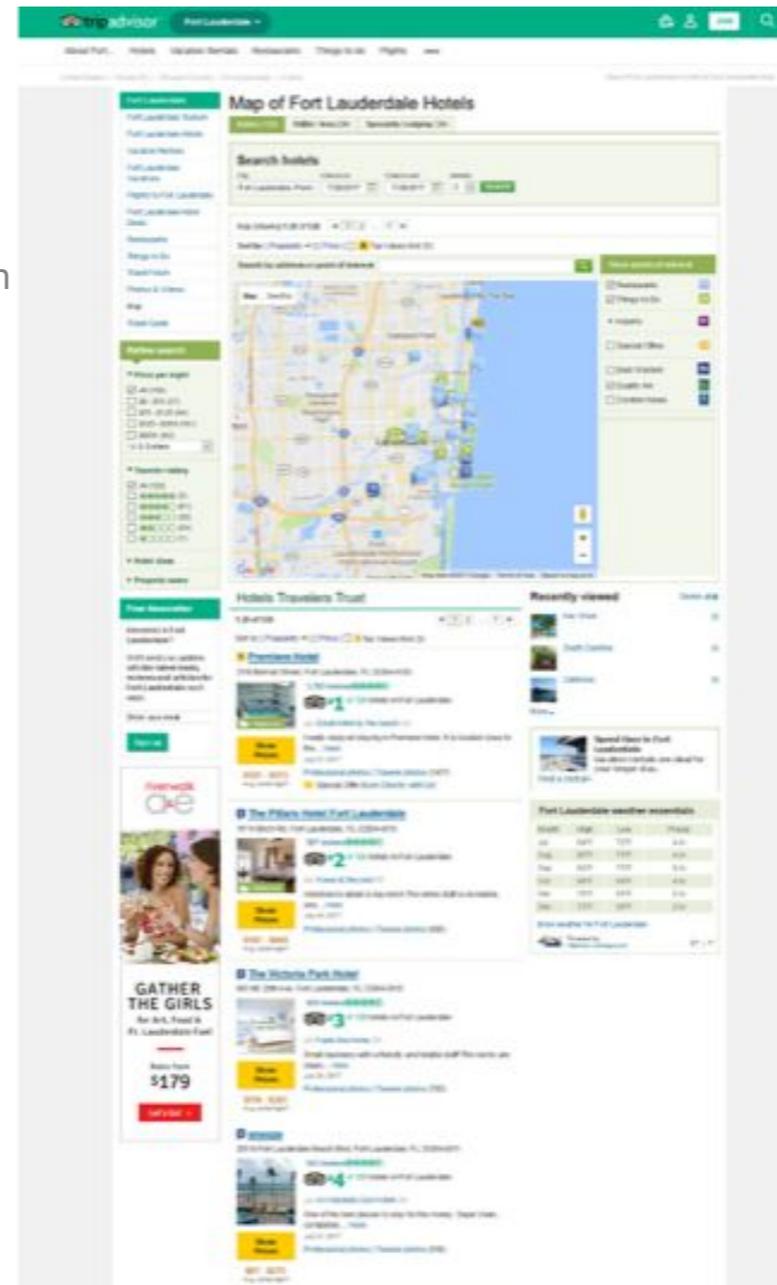


Trip Advisor Summer Program

TripAdvisor® is the world's largest travel site, enabling travelers to plan and have the perfect trip. TripAdvisor offers trusted advice from real travelers and a wide variety of travel choices and planning features. TripAdvisor is built with an exclusive focus on those looking to plan and research a trip.

TripAdvisor-branded sites make up the largest travel community in the world, with more than 50 million unique monthly visitors, and over 60 million reviews and opinions.

- **Total impressions:** 2,913,935 (10% SOV)
- **Timing:** May - September 2019
- **Partners included in:** Shared banner rotation, 300x250, 160x600, 300x600 on the Beach/Family page
- **Net Cost:** \$3,500
- **Value:** \$10,000
- 2018 Results: 0.14% CTR, 4,441 Clicks.
- **Space, Material and Payment deadline:** April 1, 2019
- **Specifications:** Up to 25 words of copy, offer ("from \$XX rate is recommended), tracking code, click thru URL, 1 horizontal image (high res) . 300x250, 300x600, 728x90, 160x600
- GFLCVB.STARMARK.COM



Thank You