

GREATER FORT LAUDERDALE

2018/2019

BROADCAST

		2018												2019																											
		OCT			NOV			DEC			JAN			FEB			MAR			APRIL			MAY			JUNE			JULY			AUG			SEPT			# weeks			
		1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11	18	25	4	11	18	25	1	8	15	22	29	5	12	19	26	2	9	16	23	
	IMPRESSIONS	LEISURE CONSUMER TELEVISION												Vacation VIP, Spa, Crave																											
SPOT MARKET- WINTER TELEVISION																																									
Chicago Interconnect Syscode 5170 Comcast. (264 spots. 72GRP)	2,026,000																																								
Chicago TV: WLS, WMAQ, WFLD, WBBM. 434 spots/369.8 grps	12,972,000																																								
Boston Interconnect Syscode 5626 Comcast (318 SPOTS / 99.8 GRPS)	2,347,000																																								
Boston TV (WBZ, WFXT, WBTS) 286 spots/257 grps	6,106,000																																								
New York (Cablevision, TimeWarner<NY 12) 560 spots / 124.6Grp	4,592,000																																								
New York TV (WABC, WCBS) 130 spots/112.9 grps	8,505,000																																								
Philadelphia / Comcast syscode 6500. 279 spots 58.8 GRPS	1,510,000																																								
Philadelphia TV: WPVI, KYW, WCAU 178 spots/250.5 grps	7,172,000																																								
SPOT MARKET- FALL Broadcast Campaign																																									
Chicago Interconnect Syscode 5170 Comcast. (176 spots. 54.4 GRP)	1,075,000																																								
Boston Interconnect Syscode 5626 Comcast (232 spots 72.8 GRP)	1,476,000																																								
New York (Cablevision, TimeWarner<NY 12) 512 spots / 151.2 Grp	9,538,000																																								
Philadelphia / Comcast syscode 6500. 208 spots 57.6 GRPS	1,303,000																																								
	58,622,000																																								
SUMMER TV																																									
Miami-Ft Lauderdale, WPB DMA																																									
Miami: WTVJ, WPLG, WSVN, WFOR-TV	11,139,000																																								
	9,029,000																																								
	IMPRESSIONS													RADIO																											
LOCAL MARKET RADIO (Staycation, Spa, Dine Out)																																									
MIAMI/FORT LAUDERDALE																																									
739 GRPS, 2013 SPOTS	14,462,230																																								
WBGJ, WMIA, WSFS, WLYF, WMXJ, WHYI, WKIS																																									
NEW YORK																																									
:30 Radio Campaign	31,902,200																																								
RIPTIDE MUSIC FEST. ENTERCOM PROMOTION	1,660,628																																								

GREATER FORT LAUDERDALE

2018/2019

OUT OF HOME

		2018												2019																																							
		OCT				NOV				DEC				JAN			FEB			MAR			APRIL			MAY			JUNE			JULY			AUG			SEPT															
		1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11	18	25	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	2	9	16	23
	IMPRESSIONS																																																				
	SUN MEDIA																																																				
	EAST & WEST SIDE OF US1																																																				
	13 4 WEEK PERIODS																																																				
	BLTN. ES. I S/A East side of US #1 (Federal HWY) Tri-Vision. East side of US #1 (Federal Highway) North of Interstate I-595 Interchange Showing to Northbound Traffic	2,145,000																																																			
	BLTN. WS. 1-S West side of US #1 (Federal HWY). Vinyl. West side of US #1 (Federal Highway) North of Interstate I-595 Interchange Showing to Southbound Traffic.	1,020,000																																																			
	4 Free copy change per panel																																																				
	XTRONT, INC. 1500 Broadway & W. 43rd St. :30 Spots	3,000,000																																																			
	OutFront Media - Miami - Ft. Lauderdale locations	16-week imp																																																			
	SawGrass Express Way 1 m Sunrise Blvd ES/FS. 39051C	5,335,488																																																			
	placed media																																																				

GREATER FORT LAUDERDALE

2018-2019

WINTER ONLINE CAMPAIGN

Winter Markets: New York, Chicago, Boston, Dallas, Philadelphia, Washington D.C. Cleveland, Detroit and Indianapolis.

		2018												2019																																							
		OCT				NOV				DEC				JAN			FEB			MAR			APRIL			MAY			JUNE			JULY			AUG			SEPT															
		1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11	18	25	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	2	9	16	23
DIGITAL																																																					
ADARA (Winter Campaign)																																																					
Audience: Couples, family, Millennials, Friends, Individuals, Fashion, Art, creative culture, Food, Video South Florida Intenders; competitive conquesting - use of first party real time data partners, OTA data, hotel intent data and GDS data nationally with geo-prioritizing core drive, Florida and East Coast gateways. Display + Tablet Mobile, Native Display Site retargeting.		7,051,587																																																			
Adaptive (Programmatic with IP Target)																																																					
Custom Household IP Targeting: Households with relationship, generation and lifestyle overlay within select geo (Video and Native). :15 and 1200x627 Custom Household IP Targeting: Households with relationship, generation and lifestyle overlay within select geo		3,503,572																																																			
CRUISE CRITIC																																																					
300x600 Expandable In-Banner Video Disney Dream, Disney Fantasy, Majesty of the Seas, Freedom of the Seas, Oasis of the Seas, Allure of the Seas, Carnival Liberty, Carnival Magic, Carnival Conquest, Carnival Sunshine, NCL Epic, Regal Princess CC Special Ft. Lauderdale, Tampa, Port Canaveral Ships, CC Special Ft. Lauderdale, Tampa, Port Canaveral Port																																																					
Expedia																																																					
Expedia.com (USA)Responsive, DealsSale: WinterCenter Middle 1, DealsSale: SpringCenter Middle 2. Spanish, English, Hotels.com, Orbitz, Travelocity.com. (Travel Geo IS [PDEST - (Geo) TLA Previous Searched Destinations] [South Florida, PBI, MIA, FLL])		1,615,509																																																			
GUMGUM																																																					
In Image, In Screen, Video Solutions. Contextual Targeting, Behavioral Targeting leveraging GumGum's 1st party DMP and/or 3rd party data partners to pinpoint Travel Enthusiasts and Spanish Speakers . Vertical Targeting. Retarget users who have previously seen and/or interacted with GFLCVB creative across GumGum's network. GumGum will build all ad units as Added Value and creates one version of all units		2,261,486																																																			
		625,000																																																			
Meredith Video Network (Previously Time Inc)																																																					
Meredith Video Network & Video Distribution Network (pre-roll, mid-roll, syndication)_Desktop/Mobile/Tablet. Targeted to A25-54 OR HHI \$75K Travel Collection, ROS Package all platforms. . Standard Display. :15 video, 640x360, 728x90, 300x250, 320x50		909,091																																																			
		881,834																																																			
NewYorktimes.com																																																					
Flex Frame Everywhere, Section + Geo Targete,Crossplatform. Section Targeting: Travel, Fashion & Style, Food & Cooking, Art, T-Magazine Bonus Mobile Flex Frame Run of Site. US		1,154,468																																																			
		150,000																																																			
PADSQUAD																																																					
PadSquad_Visit Fort Lauderdale_Custom Audience Segmentation and DMA Targeting_CPV Vertical Video_MOB_1x1.		681,818																																																			
PadSquad_Visit Fort Lauderdale_Custom Audience Segmentation and DMA Targeting_CPM Reactive Hover_MOB_1x1		2,083,333																																																			

GREATER FORT LAUDERDALE

2018-2019

Summer Online Campaign

Summer Markets:

Audience: Couples, family, Millennials, Friends, Individuals, Fashion, Art, creative culture, Food, Music, Fashion start after the first of the year.

Est 97 / CVB-M-2678A	IMPRESSIONS	2018												2019																																					
		OCT				NOV				DEC				JAN			FEB			MAR			APRIL			MAY			JUNE			JULY			AUG			SEPT													
		1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11	18	25	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	2	9
DIGITAL																																																			
ADARA (Summer Campaign)																																																			
Audience: Couples, family, Millennials, Friends, Individuals, Fashion, Art, creative culture, Food. Video South Florida Intenders; competitive conquesting - use of first party real time data partners, OTA data, hotel intent data and GDS data nationally with geo-prioritizing core drive, Florida and East Coast gateways. Display + Tablet Mobile, Native Display Site retargeting. KPI based on hotel bookings		3,253,968																																																	
GumGum																																																			
In Image, In Screen, Video Solutions. Contextual Targeting. Behavioral Targeting leveraging GumGum's 1st party DMP and/or 3rd party data partners to pinpoint Travel Enthusiasts and Spanish Speakers, Vertical Targeting.		15																																																	
Contextual, behavioral, vertical, retarget. Video. Added value\$1500 (96K Imp)																																																			
Expedia																																																			
Responsive ad Search Marquee, Hotel Results, Center Top ROS, Native Tile: (Travel Previous Searched Destinations) [South Florida, FLL, MIA, PBI. DMAs: New York City DMA (not state), Florida (Tampa, Orlando, South Florida, WPB), Dallas, Houston, Atlanta, Washington, DC & Philadelphia		1,618,524																																																	
COOP PARTNER: Banners. Native																																																			
MobileFuse																																																			
1st Party LIFTS Data Targeting users who are considered Leisure Travelers, People who visit Amusement Parks, People who visit Natural Parks, People who are considered Spa Go-ers, Concert Go-ers and Luxury Shoppers. Targeting, Retargeting, Banners, Videos		8,367,684																																																	
New York City DMA (not state), Florida (Tampa, Orlando, South Florida, WPB), Dallas, Houston, Atlanta, Washington, DC & Philadelphia																																																			
Meredith Video Network (Previously Time Inc)																																																			
Meredith Video Network & Video Distribution Network (pre-roll, mid-roll, syndication) Desktop/Mobile/Tablet. Targeted to A25-54 OR HH\$ \$75K Travel Collection: ROS Package all platforms. Standard Display: 15 video, 640x360, 728x90, 300x250, 320x50																																																			
NewYorktimes.com																																																			
Section Targeting: Travel, Fashion & Style, Food & Cooking, Art, 1-Magazine. *Mobile Flex XL, *Video Flex Frame Section + Geo Targeted Crossplatform "Run of Site" DMAs: New York City DMA (not state), Florida (Tampa, Orlando, South Florida, WPB), Dallas, Houston, Atlanta, Washington, DC & Philadelphia		1,352,238																																																	
I-Heart Media																																																			
Targeting: Audience, Marketplace, Retargeting. Video, Display. Target: Based on Lifestyle, Experiences, Couples, Millennials, Family, Individuals, Group of Friends weekend getaway, Foodies New York City, Tampa, Orlando, Miami-Ft. Lauderdale, West Palm Beach, Dallas, Houston, Atlanta, Washington, DC and Philadelphia		2,359,819																																																	
ABC Watch																																																			
ABC Live Streaming, On Demand, Pre-Roll DMA Targeted Video: New York City DMA (not state), Florida (Tampa, Orlando, South Florida, WPB), Dallas, Houston, Atlanta, Washington, DC & Philadelphia. :15/:30 VIDEO		2,142,857																																																	
Coop Partner: Smart Reach Digital																																																			
Programmatic Platform target audience of people who love to experience new places w/ travel & weekend getaways		4,148,574																																																	

2018-2019

Summer Online Campaign

Summer Markets:

Audience: Couples, family, Millennials, Friends, Individuals, Fashion, Art, creative culture, Food, Music. Fashion start after the first of the year.

	2018												2019																																							
	OCT				NOV				DEC				JAN				FEB				MAR				APRIL				MAY				JUNE				JULY				AUG				SEPT							
Est 97 / CVB-M-2678A	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11	18	25	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	2	9	16	23
	IMPRESSIONS																																																			
New York City DMA (not state), Florida (Tampa, Orlando, South Florida, WPB), Dallas, Houston, Atlanta, Washington, DC & Philadelphia . . Site Retargeting, Contextual, Search Retargeting, Geo Target & Geo Fencing.																																																				
SPOTIFY	1,494,751																																																			
Mobile Audio, Overlay, Sponsored Sessions, Video Takeover Everywhere w/ companion banner	62,500																																																			
TRIP ADVISOR																																																				
Retargeting GFL, Beach, Family, TA audience extension video, Social Media Post, Jetsetter & Family vacation	3,743,942																																																			
New York City DMA (not state), Florida (Tampa, Orlando, South Florida, WPB), Dallas, Houston, Atlanta, Washington, DC & Philadelphia . .																																																				
Coop Partner:																																																				
TravelSpike																																																				
Contextual Content Ads: Targeting US Natl FL travel intenders. Delivered in travel only environment, newsletter, solo email. KPI: Clicks. CPC 0.75	15,000																																																			
Video card: Geo NY, Dallas, Atlanta, Houston, Washington, Philadelphia and FL. Travel interest. Videos are user initiated, sound on.																																																				
Programmatic.CPV: 0.10	150,000																																																			
Desktop, traveldestination, contextual, family, luxury. In banner video	2,068,966																																																			
TRAVELZOO (Hotel Coop Program)																																																				
27,500,000 Imp. 75,000 clicks guaranteed \$1 cpc. TZ to contact partners to sign up, no cost to play	27,500,000																																																			
FT. Lauderdale destination page. Cpc																																																				
NY TIMES.COM	119,000																																																			
Great Getaways Emails, National	119,000																																																			
EST. 119,000 opt in subscribers 580x600. Buy 3 in the summer get 1 free.	119,000																																																			
Coop:	119,000																																																			
CHICAGO TRIBUNE AD Mails																																																				
Imp: 144,000 opt in subs.																																																				
Email [1 of each geo-targeted/demo email & Weekend Newsletter]																																																				
Coop:																																																				
BOSTON TRAVELER EMAILS	51,000																																																			
Advertiser Exclusive email going to 54,000 opt in subscribers looking for travel information, 580x600. 100K Max file size, 150 character subject line																																																				
Coop:																																																				
YOUR TRAVEL INSIDER	500,000																																																			
Sent to 500,000 / co-op																																																				
Custom stand alone email, creative provided by GFL. Link back to sunny.org. Geo target, retargeting HTML. 628X1200	500,000																																																			
link to sunny.org. ENewsletter weekly. copy & image. Banner promote DMO																																																				
AD35-54 Audience (millennial too small to target)	500,000																																																			
Partner:	500,000																																																			
VIRTUOSO WEBINAR																																																				
2 1/2 Hour live & facilitated travel advisor training session																																																				
Webinar will be recorded & made live for 6 months																																																				
VIRTUOSO THEMED TRAVEL EMAIL	70,000																																																			
For a flash email you have four images and up to three partner offers. If you don't have partner offers, you can provide bullets or paragraphs of copy about experiences in your destination, or we'll have a writer create copy for you																																																				
Logo, url, images																																																				
VIRTUOSO ESCAPES EMAIL	125,000																																																			
US & Canada. Last minute travel deals. Offer posted to 250+ Virtuoso members in the form of Featured Getaways	125,000																																																			
CTA required. Can feature a horizontal image, headline and up to 430 characters of copy.																																																				
TRAVEL AGENT ACADEMY																																																				

2018-2019

Summer Online Campaign

Summer Markets:

Audience: Couples, family, Millennials, Friends, Individuals, Fashion, Art, creative culture, Food, Music. Fashion start after the first of the year.

Est 97 / CVB-M-2678A	IMPRESSIONS	2018												2019																																					
		OCT				NOV				DEC				JAN			FEB			MAR			APRIL			MAY			JUNE			JULY			AUG			SEPT													
		1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11	18	25	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	2	9
The Academy: ROC /Homepage (Approved & placed)		[Shaded]																																																	
The Promotion: Travel AgentAcademy.com, TravelPulse.com, Travel Agency, 123 Email Marketing		[Shaded]																																																	
Strata Fee		[Shaded]																																																	
Strata Ad Hoc Fee		[Shaded]																																																	
Social Media Campaign SUMMER		[Shaded]																																																	
Adara Reseach Pgm: 1 year agreement		[Blue]				[Blue]				[Blue]				[Blue]			[Blue]			[Blue]			[Blue]			[Blue]			[Blue]			[Blue]			[Blue]																
Arrivalist: 1 year agreement		[Shaded]																																																	
Facebook Social Media International Campiagn (Germany, UK, Middle East, Latam, Canada, France, Spain)		[Shaded]																																																	
FACEBOOK SOCIAL MEDIA (LC, MILL, Hispanic, LGBT, Events)		[Shaded]																																																	
TOTAL ONLINE	62,946,750																																																		

GREATER FORT LAUDERDALE

2018-2019

CONSUMER MAGAZINES

		2018												2019																																							
		OCT				NOV				DEC				JAN			FEB			MAR			APRIL			MAY			JUNE			JULY			AUG			SEPT															
		1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11	18	25	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	2	9	16	23
	FOOD TRAVELER MAGAZING	CONSUMER MAGAZINES																																																			
	Dist. National	600,000																																																			
	600 words + 5-7 Images																																																				
	Gulfstream Media (Goldcoast, Palm Beach, Jupiter, Stuart)	61,000																																																			
	Published: Monthly																																																				
	Added value: Digital support																																																				
	Ran and extra page on the destination page																																																				
	NEW YORK TIMES T MAGAZINE																																																				
	Published: 4X/YEAR																																																				
	Circ. 1,182,772 Sunday Edition (National)	1,182,772																																																			
	Vale: \$91,025 per issue																																																				
	Ocean Drive Magazine																																																				
	Published Monthly	50,000.00																																																			
	Editorial: Annual Food & Wine issue highlighting the best of SOBEWFF																																																				
	City and Shore Magazine																																																				
	Published: Monthly	46,000																																																			
	June 3: summer deals, dining, Fashion, Travel.																																																				
	August 5: Women's fashion.																																																				
	Sept: Restaurant/Dining																																																				
	AAA Living																																																				
	North: Chicago, Michigan & North IL. / South:FL, GA	1,470,000																																																			
	Published: Bi-Monthly																																																				
	Circ: 1,470,000 / Circ: 2,300,000	2,300,000																																																			
	VIRTUOSO LIFE																																																				
	Published: Bi-Monthly	200,000																																																			
	Sept/Oct: Bonus distribution at Virtuoso Travel week(Annual conference)																																																				
	VIRTUOSO LIFE EN ESPANOL																																																				
	Latin America Edition & Brazil Edition	28,000																																																			
	Mat: 8/17																																																				
	VIRTUOSO TRAVELER																																																				
	Published: Bi-Monthly	160,000																																																			
	Target affluent consumers, convert qualified prospects into devoted clients.																																																				
	RIVERWALK MAGAZINE																																																				
	Published: Monthly (no editorial)	15,000																																																			
	materials due 15th of the prior month																																																				
	TRAVELHOST																																																				
	Published Bi-Monthly	50,000																																																			
		50,000																																																			
	2019 PORT EVERGLADES CRUISE GUIDE																																																				
	Published: Annually	15,000																																																			
	Circ. 15,000																																																				
	Circ. 50,000	7,355,772																																																			

2018-2019																																																					
Office of Film, Music and Entertainment																																																					
		2018														2019																																					
		OCT				NOV				DEC				JAN				FEB				MAR				APRIL				MAY				JUNE				JULY				AUG				SEPT							
		1	8	15	22	29	5	12	19	#	3	10	17	24	31	7	14	21	28	4	11	18	25	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	2	9	16	23
Published: Monthly																																																					
SXSW MAGAZINE	17,000																																																				
Published Annually (2018 GUIDE DUE 1/25)																																																					
Paid directly by client																																																					
Distributed to attendants at the Music Fest.																																																					
SmartReachDigital	1,904,761																																																				
Publisher lists & culture, lifestyle, greenlist (287 sites)	6,666,855																																																				
Geofence around relevant festivals, concerts.																																																					
TOURCONNECTIONS.COM																																																					
Annual Program. 700x12 PX x 106 px.																																																					
Impressions: N/A																																																					
AICP (Association of Independent Commercial Producers, Inc)																																																					
Membership, Newsletters, Logo, Eblast																																																					
2018 Membership Media Sponsorship																																																					
AICP (Association of Independent Commercial Producers, Inc)																																																					
Sponsorship. Bonus: Presenting Host Sponsor of the AICP Base Camp Evening Cocktail Social																																																					
Database of 2018 AICP Week Ticket Buyers for Direct Marketing Use																																																					
IMFCON.COM																																																					
Film Festival Summit & IMFCON: 300X250, 728X90																																																					
Placement lineup Live Weekly Newsletter: 468x60, 250x250																																																					
DGA.ORG (Directors Guild IngleDodd)																																																					
300X250 BANNERS (News Page).																																																					
IMPRESSIONS: N/A Sites are run by volunteers so no analytics																																																					
http://locationmanagers.org																																																					
300X250 BANNERS - NEWS PAGE																																																					
IMPRESSIONS: N/A Sites are run by volunteers so no analytics																																																					
TOTAL OMFE	8,907,916																																																				

GREATER FORT LAUDERDALE

2018-2019

LGBT+

Est. 81 Print, EST. 119 Digital

Need top origin markets for planning

	IMPRESSIONS	CIRCULATION	2018												2019																																							
			OCT				NOV				DEC				JAN				FEB				MAR				APRIL				MAY				JUNE				JULY				AUG				SEPT							
			1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11	18	25	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	2	9	16	23
LGBT+ ONLINE																																																						
INSTINCT Mag.com																																																						
8 rotating leaderboards - 150,000 impressions per month per m	100,000																																																					
8 rotating square banners - 150,000 impressions per month	200,000																																																					
2 monthly e-Newsletters	100,000																																																					
2 stand alone blasts																																																						
2 Online article/blogs																																																						
1 online video / 1 online contest																																																						
ProudParenting.com (Gay Ad Network)																																																						
LGBT Parentingn targeting (photo gallery, facebook, instagram promoted post, parenting websites). Geotarget: East Coast US																																																						
Transgender Targeting: Trans Sites																																																						
Lesbian Targeting: Lesbian Sites																																																						
Unit: 300x250, 160x600, 300x600 banners																																																						
Market: Geo Target East Coast US	1,115,000																																																					
HERE MEDIA																																																						
Family Content, Lux Traveler Content & Audience, :15-30 video.	816,667																																																					
	1,576,188																																																					
PRIDE PLACE ACTIVATION																																																						
Pride Place is a multi-day event held in New York City, occupying a large retail, commercial or industrial space	60,000																																																					
Audience: 4000+ VIP and LGBT Guests CVB will receive the following: 5 VIP tickets	250,000																																																					
QDigital: Queerty, GayCities, LGBTQ Nation																																																						
Video, Branded Content, Destination of the Month, Email, Display, RON	5,515,000																																																					
100% SOV, .1-2% CTR, 7% Open Rate	1,000,000																																																					
AUGUST: DOTM																																																						
MAN ABOUT WORLD																																																						
Custom design, 2FP within the guide, 1FP in Honeymoon Guide, 4FP in MAW Mag, 2 Ed. City Seen, etc.																																																						
10FPFC-March-Jan/Feb2016																																																						
Damron																																																						
FPFC (back cover)	10,000																																																					
This will not be published until Spring 2018.																																																						
CURVE - DIGITAL																																																						
Dedicated "Around the Curve" Email - sent to 45,000 Lesbian couples, family, etc	45,000																																																					
2nd Wed of each month it goes out, material 1 week prior Lesbian site																																																						
LGBT PRINT																																																						
AQUA GIRL																																																						
Published: Annually	2,000																																																					
Circ.																																																						
The Advocate																																																						
Published b-monthly	100,000																																																					
Added value for Here Media																																																						
Value \$7500																																																						
OutClique Magazine																																																						
Published: Monthly, South Florida LGBT Dist.		10,000																																																				
OutClique.org, Mobile app, Social Media	40,000																																																					
AUG: Trans girl dancing, Southern Conference in copy	3,000																																																					
Passport Magazine / Passportmagazine.com																																																						
Published: Monthly																																																						
Circ. 75,000 (Print Edition) (IO include cost for Video)	500,000	75,000																																																				

2018-2019																																																			
LGBT+																																																			
Est. 81 Print, EST. 119 Digital <i>Need top origin markets for planning</i>	IMPRESSIONS	CIRCULATION	2018												2019																																				
			OCT				NOV				DEC				JAN			FEB			MAR			APRIL			MAY			JUNE			JULY			AUG			SEPT												
			1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11	18	25	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	2
LGBT+ ONLINE			LGBT+ ONLINE																																																
3 PASSPORT E-NEWSLETTER SPONSORSHIP (160x600, 120x120 & 40-50 word text) Mat due 10 days prior		0																																																	
12 week premium slider box promo. social media promo 1 FB/12 Tweets		75,000																																																	
Material Due Dates: March: 1/5, May: 34																																																			
HOT SPOTS																																																			
• 12 full page ads, 9 strategic ads in South Florida and 3 in Central Florida • Marks List Gold Package for 12 months for full digital coverage																																																			
Circ: 52,500		52,500																																																	
SOUTH FLORIDA GAY NEWS																																																			
Annual Guide to the Drive, Circ: 30,000		30,000																																																	
Side Web Banner, Top Web Banner-12 Mos. Eblast 10 Mos, Directory Listing starting 4/1 \$100 per month value. 300X250, 728X90, Eblast Posters 600x1000.																																																			
INTERNATIONAL			INTERNATIONAL																																																
SPARTACUS TRAVELER																																																			
Published: Quarterly (Signed contract for the year) Circ 20,000		20,000																																																	
EGO-CITY: LGBT Community Network																																																			
circ: TBD Banners: 728x90, 300x250, 717x125 (12 Months)																																																			
DIVAMAG.CO.UK																																																			
Lesbian & bisexual women. Digital and Print 30K download, FB likes: 56,300, Twitter: 68,000, HHI 64K.	26,000	59,492																																																	
GAYTIMES.CO.UK																																																			
Impressions: 240,000 (60,000 per month) banner on the GT Magazine Newsletter	240,000	240,000																																																	
G-SCENE (BRIGHTON)																																																			
CIRC: 30,000		30,000																																																	
GAY USA GUIDE (TOM ON TOUR) GERMANY																																																			
Circ: 60,000																																																			
VIA G- Brazil																																																			
target is a mix of gay single men and women. Emphasis on gay single men. 600 words of copy + 2 photos		20,000																																																	
Circ: 20,000 / Pub Bi-Monthly / Honeymoon																																																			
TOTAL LGBT+	11,586,855	913,992																																																	

GREATER FORT LAUDERDALE

**2018-2019
MULTI-CULTURAL**

		2018												2019																																							
		OCT				NOV				DEC				JAN			FEB			MAR			APRIL			MAY			JUNE			JULY			AUG			SEPT															
		1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11	18	25	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	2	9	16	23
VENDOR: TBD		AFRICAN AMERICAN CONSUMER																																																			
	2,055,592																																																				
PATHFINDERS TRAVEL																																																					
Published: Quarterly Circ: 100,000 Value: \$9200																																																					
RCMA ASPIRE MAGAZINE		AFRICAN AMERICAN - BUSINESS/MEETINGS																																																			
Emerge Pre-Conference mag. Stories Video(Testimonial from an RCMA member,1sponsor) President's Message (8/2018 RCMA President's Address has average open of 39% with CTR of 28%) email. RCMA send out immediately following the our Emmerge conference. This goes to the same 2500 database and has a \$3,500 net cost. We only allow one sponsor and this was an 800 x 300 banner with a 47% open rate and 58% CTR.																																																					
RCMA ASPIRE MAGAZINE																																																					
Signed Agreement																																																					
RCMA ASPIRE WEB																																																					
BLACK MEETINGS AND TOURISM																																																					
Published: bi- Monthly Circ. 28,000																																																					
TOTAL AFRICAN AMERICAN		2,058,242																																																			
NYT Espanol																																																					
"NYT Espanol Standard Rotations Leaderboard, Med Rec, Super Leaderboard" Run of Site, GEO: US. Banners																																																					
TIME INC.																																																					
People En Espanol Pre-roll. Pre-Roll to Run Across The Spanish Language Video Network +People Espanol New York City DMA (not state), Florida (Tampa, Orlando, South Florida, WPB), Dallas, Houston, Atlanta, Washington, DC & Philadelphia . :																																																					
TOTAL US HISPANIC		2,060,892																																																			
TOTAL Multi-cultural Campaign		4,116,484																																																			
Placed																																																					

GREATER FORT LAUDERDALE

2018-2019

MEETINGS

EST. 105 (NON COOP)

Coop. Est. 125 / 85 f

Circulation	Impressions	2018												2019																																							
		OCT				NOV				DEC				JAN			FEB			MAR			APRIL			MAY			JUNE			JULY			AUG			SEPT															
		1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11	18	25	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	2	9	16	23
GENERAL BUSINESS PUBLS																																																					
FORBES.COM																																																					
Multiple ROC Business, Entrepreneurs, Leadership	1,562,500																																																				
Run of Forbes.com Targeting Business Decision Makets, C Levels & Meeting Planners.	750,000																																																				
970x250 or 728x90, 300x600 or 300x250, 320x50 or 300x50																																																					
MAT: 3 WEEKS PRIOR																																																					
CVENT																																																					
Cookie over 280,000 unique meeting planners a month and follow them to u-tube	45,000																																																				
video retargeting pgn (30 second views)																																																					
75,000 paid views, basedon completed views 100%																																																					
WSJ.COM																																																					
Journal Perks	67,000																																																				
Dedicated email blast targeted by Company Type, Title, and National	67,000																																																				
Distribution: 67k opt ins per email																																																					
MEETING TRADES/ONLINE																																																					
Connect Association Magazine		22,000																																																			
Full Page Full Color + 1 page fact sheet																																																					
Printed 2x per year																																																					
Spring: City Guides & Citywides																																																					
Fall: Marketplace guide, 40 Under 40																																																					
Connect Corporate Magazine		16,000																																																			
Full Page Full Color + 1 page fact sheet																																																					
Printed 2x per year																																																					
Spring: 40 under 40, City guides & Citywides																																																					
Fall: Marketplace guide																																																					
Connect Expo Magazine		22,000																																																			
Full Page Full Color + 1 page fact sheet																																																					
Printed 2x per year																																																					
Spring: Facilities Guide																																																					
Fall: Marketplace																																																					
Connect Faith and Sports Magazine		22,000																																																			
Full Page Full Color + 1 page fact sheet																																																					
Printed 2x per year																																																					
Spring: Sports Facilities Guide, includes 3 page fact sheet																																																					
Fall: Marketplace																																																					
Connect (across all platform)		2,000																																																			
Meetings Content Activation																																																					
Guaranteed qualified traffic, retargeting from Connect websites, database. Increase organic search traffic.																																																					
custom Article lives on the sunny.org site, retarget based on cookie. synergy across platforms.																																																					
2000 clicks																																																					
Connect 360 Hyper Targeted Prospecting																																																					
Engaging message through email targeted to connect owned database																																																					
Message reinforcement through targeted social media ads on linkedin, FB (3375 guaranteed clicks)	3,375																																																				
Branded reinforcement, retargeting banners that follow potential buer across their experience	250,000																																																				
2000 clicks																																																					
Connect Website home page Takeover 2018																																																					
Takeover pop up ad to run for 2 weeks. File size 550x480, px:30KB.																																																					
Mat: 10 Days prior																																																					
CONNECT REGISTRATION 2017/2018																																																					
Connect Faith, Diversity, Association, Corporate Sports & USOC																																																					
Ignite and Adrenalin (Canada)																																																					
21000 Digital planners sub																																																					
PCMA - CONVENE																																																					
Published: 10x year	76,000																																																				

2018-2019

MEETINGS

EST. 105 (NON COOP) Coop. Est. 125 / 85 f		2018												2019																																							
Circulation	Impressions	OCT				NOV				DEC				JAN			FEB			MAR			APRIL			MAY			JUNE			JULY			AUG			SEPT															
		1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11	18	25	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	2	9	16	23
unique whitepaper written by our incentive/successstar Meetings editorial team) 400-700 page whitepapers are contact information of buyers downloads																																																					
NORTHSTAR MEETINGS GROUP																																																					
Team Campaign (Targeted Email Acquisition marketing)																																																					
Custom email. CVB / SMI to design. Northstar team will work with us to create the vertical audience	48,000																																																				
four-part campaign that nurtures your prospects by adjusting creative, subject lines and call to action based on audience engagement. The Northstar Marketing Solutions team is on hand to advise on audience and creative to deliver industry-high results. Four-part campaign is																																																					
& CONVENTIONS & INCENTIVES	45,000																																																				
Incentive Luxury Travel																																																					
Northstar Persona Research	1,000,000																																																				
The Persona Experience "What's Your Meeting Planner Type:																																																					
M&C / SM: Social Media Sponsorship Package	375,000																																																				
and custom audience upload,pre-roll retargeting.																																																					
M&C Facility Search Sponsorship	240,000																																																				
Association, Incentive RFP process. (100% Share of Voice) for logo on Home Logo and 728x90 BANNER																																																					
SUCCESSFUL MEETINGS																																																					
Published Monthly	60,000																																																				
Circulation: 60,000 Successful Meetings & M&C Mag audience all networking, pre-scheduled appointments. Material due 1 month prior																																																					
Incentive	100,000																																																				
Destination of the Month Home page presence, 2 formatted emails, 300x250 and 728x90 Material due 1 month prior																																																					
Meetings & Conventions (M&C)	100,000																																																				
Destination of the Month Home page presence, 2 formatted emails, 300x250 and 728x90 Material due 1 month prior																																																					
Incentive Traveler Newsletter	120,000																																																				
600x150 ad unit plus 25 words of content																																																					
Northstar: Retargeting	250,000																																																				
pool. Must run 2 consistent month. CVB to come up with explore other websites throughout their day																																																					
Northstar: Meetings News Instagram Takeover	700,000																																																				
Meeting News (ex. #NewOrleansTAKEOVER) 300,000 weekly																																																					
Meetings Professional International																																																					
Published: Monthly	35,000																																																				
inserts: 35,000	45,000																																																				
International Showcase, March: Florida Supplement, June:																																																					
MPI TV																																																					
VIDEOS	25,000																																																				
multiple creative, 100K imp per month. \$25 cpm																																																					
MPIWEB.ORG																																																					
Targeted Marketing Email 4,250 planners	16,000																																																				

