2018	3/2019																															
	ADCAST				40															2010												+
3KU	ADCAST	ОСТ	-	20°		_	DEC	_	17	۸N		FEB		MA	D I		APRIL			2019 //AY			UNE		- 11	JLY		AUG		SEF		+
		1 8 15	22 2			6 3		24 3			28 4		8 25					22 1			27			4 1			9 5					3 # V
	IMPRESSION		12212	0 0 1 1.						ELEVIS		1	0 20	.	20		, 10		-0 0	10 20	, , _ ,				oa, Cra		0 0 1	12 10	J 20	210	10 20	1
	SPOT MARKET- WINTER TELEVISION		П	ТТ	T	T						ТТ	1 1		$\overline{}$	Т		T	П	T	ТТ			1 1		T	Т	$\overline{}$	ТТ	$\overline{}$	丅	1
	Chicago Interconnect Syscode 5170 Comcast. (264 spots. 72GRP) 2,026,000																															T
	Chicago TV: WLS, WMAQ, WFLD, WBBM. 434 spots/369.8 grps 12,972,000																															T
	Boston Interconnect Syscode 5626 Comcast (318 SPOTS / 99.8 GRPS) 2,347,000																															T
	Boston TV (WBZ, WFXT, WBTS) 286 spots/257																															1
	New York (Cablevision, TimeWarner <ny 12)="" 560<br="">spots / 124.6Grp 4,592,000</ny>																															1
	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																															1
	Philadelphia TV: WPVI, KYW, WCAU 178 spots/250.5 grps 7,172,000																															Ī
	SPOT MARKET- FALL Broadcast Campaign																													\Box		T
	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<br="">spots / 151.2 Grp 9,538,000</ny>																															
	Philadelphia / Comcast syscode 6500. 208 spots 57.6 GRPS 1,303,000																															Ī
	58,622,000					+						1 1			_									1		-						\top
	SUMMER TV Miami-Ftl Lauderdale, WPB DMA							H								H		\dashv			H			\mathbf{H}		\Box	\blacksquare	$\overline{+}$	\blacksquare	\blacksquare	\mp	F
	Miami: WTVJ, WPLG, WSVN, WFOR-TV 11,139,0 9,029,0					Ħ		H			H		\exists								H											Ŧ
	IMPRESSION															RADI)															
	LOCAL MARKET RADIO (Staycation, Spa, Dine Out)																	T		T								\top		\Box	\top	Т
	MIAMI/FORT LAUDERDALE							Ш													Ш			Ш								
	739 GRPS, 2013 SPOTS 14,462,2 WBGG, WMIA, WSFS, WLYF, WMXJ, WHYI, WKIS	30																\blacksquare			\coprod			$oxed{\Box}$				=	$oxed{\Box}$	orall	\pm	Ē
	NEW YORK		+	+	+	+		$oldsymbol{\sqcup}$		$\sqcup \sqcup$	\vdash	+	+		+		+	\Box	\dashv		++	-		\vdash	_	++	+	+	+	$\dashv \dashv$	+	+
	NEW YORK :30 Radio Campaign 31,902,2	00																									Ш	土	$\pm \pm$		土	
	RIPTIDE MUSIC FEST. ENTERCOM PROMOTION 1,660,6	28																														

GREATER FORT LAUDERDALE																											
2018/2019																											
OUT OF HOME				2018														2019									
		СТ		NOV		DE			IAN		FE			MAR		PRIL		MAY		JUN			ULY		AUG		SEPT
IMPREGUANG	1 8	15 22	29 5	12 19	26	3 10	17 24	31	7 14 2	21 2	8 4 1	1 18 2	25 4 1	1 18 25	1 8	15 2	2 29	6 13 20	27 3	10 17	24 1	8 15	5 22	29 5	12 19) 26 2	2 9 16 23
IMPRESSIONS		П	Π	П	П	П			П	T	П	П	TI	1 1	Π	T	П				П		1 1	T	П	\top	$\overline{1}$
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																										11	
placed media																										++	+++

GREATER FORT LAUDERDALE

2018-2019 WINTER ONLINE CAMPAIGN

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Winter Markets: New York, Chicago, Boston, Dallas,																									
Philadelphia, Washington D.C. Cleveland, Detroit and																									
Indianapolis.			2018											2019											
	-	0	CT NOV	DEC	JAN		FEB	3	M	AR		APRIL		MAY		JUN	E		JULY		Al	JG		SEPT	7
IMP	PRESSIONS	1 8	15 22 29 5 12 19	26 3 10 17 24	31 7 14 21	28 4	1 11	18 2	5 4 11	18 2	25 1 8	8 15 2	2 29 6	6 13 2	0 27	3 10	17 24	1 8	3 15	22 29	5 1	2 19 2	3 2 !	9 16 23	,]
DIGITAL																									
ADARA (Winter Campaign) Audience: Couples, family, Millennials, Friends, Individuals,										lacksquare															4
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	7.051.587																								
Display Site retargeting.	7,031,367	-								H	+ +				+		_		+ +				+ +		1
AdDaptive (Programmatic with IP Target)	3,503,572																								1
Custom Household IP Targeting: Households with relationship,													1												1
generation and lifestyle overlay within select geo (Video and Native). :15 and 1200x627																									1
Custom Household IP Targeting: Households with relationship,												+	+		+ +	\dashv			+				1		1
generation and lifestyle overlay within select geo										igspace	\bot	\bot	+		44	_		oxdot					$\bot \bot$	\bot	4
CRUISE CRITIC 300x600 Expandable In-Banner Video Disney Dream, Disney							-	+	+		-	+	1		+					_			+		4
Fantasy, Majesty of the Seas, Freedom of the Seas, Oaisis 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		-						+ +		-					+		-	-	+-+	_					4
Special Ft. Lauderdale, Tampa, Port Canaveral Port																									
Expedia																									1
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	2,261,486																								4
GFLCVB creative across GumGum's network. GumGum will													1 1												1
build all ad units as Added Value and creates one version of all													1 1												1
units Meredith Video Network (Previously Time Inc)	625,000									\vdash	\bot	\bot	\bot		+				+				++		4
Meredith Video Network (Previously Time Inc) Meredith Video Network & Video Distribution Network (pre-roll,		-								$\vdash \vdash$	+	+	+	+	+	+	-	 	+	-	-	+	+	++-	4
mid-roll, syndication)_Desktop/Mobile/Tablet. Targeted to A25-54													1 1												1
OR HHI \$75K	909,091									$\vdash \vdash$	\bot	$\bot\bot$	++		$\bot \bot$	\rightarrow		\vdash	\perp				$\perp \perp$	\perp	4
Travel Collection. ROS Package all platforms Standard Display. :15 video, 640x360, 728x90, 300x250, 320x50	881,834												1 1												1
NewYorktimes.com	55.,554											++	++		+ +	+++			+ +	_		++	++		1
Flex Frame Everywhere, Section + Geo Targete, Crossplatform.																									1
Section Targeting: Travel, Fashion & Style, Food & Cooking, Art, T-Magazine	1,154,468												1 1												1
Bonus Mobile Flex Frame Run of Site. US	1,154,468	-										+		++	+	+	-		+			++	+ +	++-	1
PADSQUAD																									1
PadSquad_Visit Fort Lauderdale_Custom Audience																									1
Segmentation and DMA Targeting_CPV Vertical Video MOB 1x1.	681.818																								1
PadSquad_Visit Fort Lauderdale_Custom Audience	001,010	-								\vdash		1 1	+ +	+ +	+ +	++	-		+ +			+ +	+ +		1
Segmentation and DMA Targeting_CPM Reactive													1 1												1
Hover_MOB_1x1	2,083,333												1 1												┛

2018-2019 WINTER ONLINE CAMPAIGN

Winter Markets: New York, Chicago, Boston, Dallas, Philadelphia, Washington D.C. Cleveland, Detroit and Indianapolis.					20	18											ı					2019													
	1		CT	_	NOV			DEC	_	JAN			FEB			MAR	1		APRIL	_		MAY		-	JUI		_	JU		 	AL		-		SEPT
	IMPRESSIONS	1 8	15 2	22 29	5 1	2 19 2	26 3	10 17 2	24 31	7 14	21 2	3 4	11 18	25	4 1	1 18	25	1	8 15	22	29 6	13	20 2	7 3	10	17 2	24 1	8	15 22	29	5 1	2 19	26	2 9	9 16 23
1st Party data to a custom audience. Behavorial Content,																																			
Interest. Build Awareness, Programmatic against PadSquad																																			
premium publisher																																			
SMART REACH DIGITAL																																			
Video display, keyword and contextual targeting.	800,000																																		
Display tactics to identify target audience and serve the																																			
ads. Site Retargeting, Contextual, Search Retargeting,																																			
Geo Targeting and Geo Fencing.	5,714,286																																		
SPOTIFY:	1,793,701																																		
Mobile Audio, Overlay, Sponsored Sessions, Video Takeover																																			
Everywhere w/ companion banner	75,000																																		
Winter Markets: New York, Chicago, Boston, Dallas,																																			
Philadelphia, Washington D.C. Cleveland, Detroit and																																			
Indianapolis TRIP ADVISOR																	\bot					4		_	4		_			-	_	_			
Retargeting Ft. Lauderdale, Beach & Family, TA Audience																	_			1		_		_	-			-		-		_	-		
Extension Video	3.883.530																																		
ROS Added Value US IP'S	3,003,330		 	-	-	_											+			+	-	+		+-	+		-	+		+		-	\vdash		
NOS Added Value OS IF S				_												\vdash	+ +			+		_		_	1 1					+		_		-	
TRAVELZOO (Hotel Coop Program)	1		t									1 1		1 1		_	+	<u>_</u>	+	+		+		+			+	+		1 1	-	_		-	
27,500,000 lmp. 55,000 clicks guaranted \$1 cpc. Featured												1 1					T			1 1															
destination page w/ GFL Deals sourced by TZ.	27,500,000																																		
Traffic drivers to featured destination page includes newsflash	1																																		
emails & CPC																																			
TOTAL ONLINE	60,684,215																																		

GREATER FORT LAUDERDALE

2018-2019

Summer Online Campaign

Summer Online Campaign																														
Summer Markets:					201	18																	2019							
Audience: Couples, family, Millennials, Friends, Individuals, Fashion, Art, creative culture, Food, Music. Fashion start after the first of the year.			ост		NOV			DEC			JAN				ЕВ			MAR		Al	PRIL		MAY	JUNE		JULY		AUG	SEPT	
Est 97 / CVB-M-2678A	IMPRESSIONS	1 8	15 2	22 29	5 12	2 19	26 3	10	17 2	4 31	7	14 21	1 28	4 1	11 18	25	4 1	1 18	25	1 8	15	22	29 6 13 20 27	3 10 17 2	24 1	8 15 22	2 29 5	12 19 26	2 9 16	23
DIGITAL			1,4													_,								, , , , , , , , , , , , , , , , , , ,					_ , , ,	
ADARA (Summer Campaign)				$\overline{}$	T	1 1	Т	Т		$\overline{}$	T	$\overline{}$	\top						П	\neg	ТТ	П								
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													1)																	
intent data and GDS data nationally with geo-prioritizing core drive, Florida													1)																	
and East Coast gateways. Display + Tablet Mobile, Native	3,253,968			_	+-+					_	+	$-\!\!\!+\!\!\!\!-$	—	-		\perp					+	_								
Display Site retargeting. KPI based on hotel bookings								-			+	$-\!\!\!+\!\!\!\!-$	_			4					4	_								
GumGum	1,820,912				 	_					4		$oldsymbol{}$							_	1	_								
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	10		+	_	+			-		_	+ +	+	+	+		+		_			+									
Imp)																					1 1	- 1								
Expedia	1,618,524					1 1							1																	
Responsive ad Search Marquee, Hotel Results, Center Top ROS, Native Tile: (Travel Previous Searched Destinations) [South Florida, FLL, MlA. PBI. DMAs: New York City DMA (not state), Florida (Tampa, Orlando, South Florida, WB), Dallas, Houston, Atlanta, Washington, DC & Philadelphia																														
COOP PARTNER:													\top																	
Banners. Native													T																	
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												$oxed{\bot}$																		
Meredith Video Network (Previously Time Inc)													1 ,																	
Meredith Video Network & Video Distribution Network (pre-roll, mid-roll,																						_								
syndication)_Desktop/Mobile/Tablet. Targeted to A25-54 OR HHI \$75K				_	+-+					_	+	$-\!\!\!+\!\!\!\!-$	—	-		+					+	_								
640x360, 728x90, 300x250, 320x50	,											_	\bot									_								
NewYorktimes.com													1 ,																	
Section Targeting: Travel, Fashion & Style, Food & Cooking, Art, T-Magarion, "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	1,002,200	\vdash	+ +	-1-	+ +	+				+	+ +	+	+			+		-1	H		+	-								
Targeting:Audience, Marketplace, Retargeting, Video, Display.	2,359,819		+		t	+ + 1		+		\top	1 1	-	+			+		_	\Box		1 1	1								
Target: Based on Lifestyle, Experiences, Couples, Millennials, Family,												\neg	1																	
Individuals, Group of Friends weekend getaway, Foodies New York City, Tampa, Orlando, Miami-Ft. Lauderdale, West Palm Beach,	,	\vdash	++	-		+	-	-		+	+	+	+	\vdash		+			\vdash		++	-								
Dallas, Houston, Atlanta, Washington, DC and Philadelphia																														
ABC Watch																														
ABC Live Streaming, On Demand, Pre-Roll	2,142,857	lacksquare	\bot		1	\bot			oxdot		1		\bot	$oxed{oxed}$		$oldsymbol{\sqcup}$		_	$\sqcup \bot$		4									
DMA Targeted Video: New York City DMA (not state), Florida (Tampa, Orlando, South Florida, WPB), Dallas, Houston, Atlanta, Washington, DC & Philadelphia, :15/:30 VIDEO Coop Partner:	k											\bot																		
Smart Reach Digital		\vdash	+ +	-1-	+ +	+				+	+ +	+	+	 		+		-1	H		+ +	- 1								_
Programmatic Platform target audience of people who love to experience new places w/ travel & weekend getaways	4,148,574											I	力																	Ш
				-	•		_		•					•	•		•	•		•										

2018-2019

Summer Online Campaign

Summer Online Campaign Summer Markets:					2018	3				1														5	2019											
Audience: Couples, family, Millennials, Friends, Individuals, Fashion, Art,					2010																															
creative culture, Food, Music. Fashion start after the first of the year.	1		OCT		NOV			DEC		_	JAN				FEB			MAI			APF		-		MAY	_		UNE		JULY			AUG	+	SEP	-
Est 97 / CVB-M-2678A	IMPRESSIONS	1 8	15 2	2 29	5 12	19 2	6 3	10	17 2	24 31	7	14	21 2	28 4	11	18 25	5 4	11	18 2	5 1	8	15 2	22 29	6	13 20	27	3 10	17 24	4 1	8 15	22 2	9 5	12 19	26 2	9	16 23
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			 	_				1		_	-		_		1 1					-				_											1	-
Fencing.																																				
SPOTIFY	1,494,751	1																																		
Mobile Audio, Overlay, Sponsored Sessions, Video Takeover Everywhere w/ companion banner	62.500	1																																		
TRIP ADVISOR	02,300	1				1 1	+	+	-	+			_				+	1		_			_	Т	_											
Retargeting GFL, Beach, Family, TA audience extension video, Social																																				
Media Post, Jetsetter & Family vacation	3,743,942	2	+	+-	 	++		+		+	+	\vdash	_	_	+			!		-	1			+												
New York City DMA (not state), Florida (Tampa, Orlando, South Florida,																																				
WPB), Dallas, Houston, Atlanta, Washington, DC & Philadelphia . :			 		 	+		1		_			_		1								_	1	_											
Coop Partner: TravelSpike		1								-					+ +									+ +		Т										
															1 1									1 1		1 1										
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	15,000		t-t	+		tt	+			\top		H	=	+			+	t	-	+	f		1		+	+	-									
and Fl. Travel interest. Videos are user initiatd, sound on.	450.000																				1					1 1										
Programmatic.CPV: 0.10 Desktop, traveldestiantion, contextual, family, luxury. In banner video	150,000 2.068.966		+	-	+-		+	+		-	+	\vdash			+		-	╁		+	+ +		-	+		+		-								
TRAVELZOO (Hotel Coop Program)	,,																																		T	\neg
27,500,000 lmp. 75,000 clicks guaranted \$1 cpc. TZ to contact partners to	27,500,000																																			
sign up, no cost to play Ft. Lauderdale destination page. Cpc	27,500,000	J	1 1	-		1 1		+ +		_					+								-	+	-										+ +	+
NY TIMES.COM	119,000																									П										
Great Getaways Emails, National	119,000	0		_						_																\Box										
EST. 119,000 opt in subscribers 580x600. Buy 3 in the summer get 1 free.	119,000	0																																		
Coop:	119,000	0																																		
CHICAGO TRIBUNE AD Mails Imp: 144,000 opt in subs.		-	 	-	 	1	-	+	_	-										_	1	-	-	+ +	_	+		+	-					$-\!\!\!\!+\!\!\!\!-$	+	-
Email [1 of each geo-targeted/demo email & Weekend Newsletter]																																				
Coon						lacksquare				_																		\bot								
BOSTON TRAVELER EMAILS		1																						+ +				+ +						$-\!$		-
	51,000	0																																		
Advertiser Exclusive email going to 54,000 opt in subscribers looking for travel information, 580x600. 100K Max file size, 150 character subject line																																				
Coop:	*	+ +	1 1	-			_	+	_	-												-	+	+ +		++		+ +	-		1 +			+	+ +	-
YOUR TRAVEL INSIDER																									t											\pm
Sent to 500,000 / co-op Custom stand alone email, creative provided by GFL. Liink back to	500,000		$+ \mathbb{F}$	_	$+ T^{-}$	HF	+	H	[_		\perp	H	$-\mathbf{I}$								$+$ \Box	$-\mathbb{I}$		$+$ \top	$ \vdash$	+				+ T	+1				+	47
sunny.org. Geo target, retargeting HTML. 628X1200	500,000	o																																		
									Î													ĺ														
link to sunny.org. ENewsletter weekly. copy & image. Banner promote DMC AD35-54 Audience (millenial too small to target)	500.000		+	+	+-		+	+		-	+	╁									1 1		+	1 +		+				+-	+				++	+
Partner;	500,000																																			
VIRTUOSO WEBINAR 2 1/2 Hour live & facilitated travel advisor training session													F					П	$\Box \Box$		Ш			\Box		\Box						44		I	\Box	玾
2 1/2 Hour live & facilitated travel advisor training session Webinar will be recorded & made live for 6 months		-					+			-					+		-	1		+	1 1		-	+		++		+			++	+		+	++	+
VIRTUOSO THEMED TRAVEL EMAIL																																		二		
For a flash email you have four images and up to three partner offers. If you don't								\prod				ΙT	Π					Π	T		1 1	T				ΙŢ		1 1			ΙŢ					
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	70,000	0	++		\vdash		_			_		\vdash			1		_	\vdash		_	1					\vdash	_	+		\vdash	++	+		-	+	+
VIRTUOSO ESCAPES EMAIL	125,000		++	+		++	+	+		+			\rightarrow	-	++			_		_	++	-+		1		++	-	+ +	-		++	+		+	++	$\dashv \dashv$
US & Canada. Last minute travel deals, Offer posted to 250+ Virtuoso																						<u> </u>	i		\neg		_					11		\neg	1 1	$\neg \neg$
members in the form of Featured Getaways CTA required. Can feature a horizontal image, headline and up to 430	125,000	0	++	+	lacksquare	\vdash	+	\vdash		-				_	+		_			I	+			+	_	++		+	_	\vdash	$\vdash \vdash$	+	-	$-\!\!\!\!+\!\!\!\!\!-$	+	+
characters of copy.	1																				1					1 1								1		
TRAVEL AGENT ACADEMY				ı			i	1 1	İ					l	1 1			II		1	1 1													工		

2018-2019

Summer Online Campaign

Summer Omine Campaign													
Summer Markets:			2018						2019				
Audience: Couples, family, Millennials, Friends, Individuals, Fashion, Art, creative culture, Food, Music. Fashion start after the first of the year.		ОСТ	NOV	DEC	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT
Est 97 / CVB-M-2678A	IMPRESSIONS	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 2	29 5 12 19 26	2 9 16 23
The Academy: ROC /Homepage (Approved & placed)									1				
The Promotion: Travel AgentAcademy.com, TravelPulse.com, Travel Agency, 123 Email Marketing													
Strata Fee													
Strata Ad Hoc Fee													
Social Media Campaign SUMMER													
Adara Reseach Pgm: 1 year agreement													
Arrivalist: 1 year agreement													
Facebook Social Media International Campiagn (Germany, UK, Middle East, Latam, Canada, France, Spain)													
FACEBOOK SOCIAL MEDIA (LC, MILL, Hispanic, LGBT, Events)													
TOTAL ONLINE	62,946,750												

REATER FORT LAUDERDALE															
018-2019															
ONSUMER MAGAZINES	 														
UNSUMER MAGAZINES	OCT	2018 NOV	DEC	JAN	FEB	MAR	APRIL		ILINE	II II V	AUG SEPT 29 5 12 19 26 2 9 16 23				
CIRC/IMP							R MAGAZINES								
FOOD TRAVELER MAGAZING															
Dist. National 600,000	,						 								
600 words + 5-7 Images															
Gulfstream Media (Goldcoast, Palm Beach,															
Jupiter, Stuart) 61,000 Published: Monthly	+-+-+	- - - - - - - - 	+++		++++	\vdash	++++	+++	6 13 20 27 3 10 17 24 1 8 15 22 29 5 12 19 26 2 9 16 23						
Added value: Digital support	 	- - - - - - - - 			 	 	 	 	JUNE JULY AUG SEPT						
Ran and extra page on the destination page							」 	MAY JUNE JULY AUG SEPT 22 29 6 13 20 27 3 10 17 24 1 8 15 22 29 5 12 19 26 2 9 16 23							
NEW YORK TIMES T MAGAZINE															
Published: 4X/YEAR															
Circ. 1,182,772 Sunday Edition (National) 1,182,772	,————		+++			\vdash	 			+++++					
Vale: \$91,025 per issue	+ + + + + + + + + + + + + + + + + + + +					 	 			 	 	 			
Ocean Drive Magazine															
Published Monthly 50,000.00	+	-					+++	\Box		++++	+				
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.	1 1 1	 			 	 	 	 							
August 5: Women's fashion.															
Sept: Restaurant/Dining															
AAA Living	+						 								
AAA Living	+ + + + +						 								
North: Chicago, Michigan & North IL. / South:FL, GA 1,470,000	ا ا ا														
Published: Bi-Monthly															
Circ: 1,470,000 / Circ: 2,300,000 2,300,000	4														
WIDTHOOD LITT						\vdash		 	1 1		+++	\vdash			
VIRTUOSO LIFE Published: Bi-Monthly 200,000	,				++++	 	++++	+++		 	+ + + +	 			
Sept/Oct: Bonus distribution at Virtuoso Travel	1				 		 			 	 				
week(Annual conference)															
VIRTUOSO LIFE EN ESPANOL															
Latin America Edition & Brazil Edition 28,000	4				++++		++++	++++		+++++	+++-+	\vdash			
Mat: 8/17 VIRTUOSO TRAVELER	 	1111					╅┼┼┼┼	+++		 	+++-	 			
Published: Bi-Monthly 160,000	,	- - - - 						+++	 	 	 	 			
Target affluent consumers, convert qualified		 						 		 	 				
prospects into devoted clients.															
RIVERWALK MAGAZINE															
Published: Monthly (no editorial) 15,000	1	- - 			 		 	++++							
materials due 15th of the prior month TRAVELHOST															
Published BI-Monthly	-														
50,000 50,000		· ·													
2019 PORT EVERGLADES CRUISE GUIDE						1 1 1	1 1 1 1								
Published: Annually 15,000										<u> </u>					
Circ. 15,000															
Circ. 50,000 7,355,772															

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GRE	TER FORT LAUDERDALE																																	
2018-2	2019																																	
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Office	or rinn, wasic and Entertainment																															\vdash		-
						2010																2019												
				OCT	1	2018 NOV		DEC		1/2	AN		FEE	R		MAR	>		APRIL			MA			JUNE	1		JULY		1	AUG	$\overline{}$	SEPT	
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	OFME	IRCULATION																F	PRINT															
	LE BOOK (NY, London, Paris)	5,500																																
	Published: Annually																																$\bot\bot$	
	circ. 5,000 / Right Hand Read																											_					++	+
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	Editorial: Tastemakers, Dining, Culture			++	i i			t	+			1 +		+ +					-			$\pm \pm$	 		1		+++	-				-	+	+
	Cultured Manifesto	50,000																									11					o	TT	\top
	Published: Quarterly	,																														二十		
	Editorial: The Youth Issue, Preview Art Basel Miami Beach																																	
	LA 411	5,000																																
	Published: Annually.																																	
	Value\$ 4376																																	
	TOUR CONNECTION.																																	
	Published: 2x/year (Spring/Summer and Winter/Fall) 7x10 Tab Divider print ad	n/a. cannot provide analytics																																
	MAT: 2/12																																	
	LOCATION GUIDE , DIS CANNES	15,000			.											\perp				_												\leftarrow	\bot	_
	Published: Annually., Distributed at Cannes festival Publish in May but papework is due in Jan and art due in March. (Clara Le)Benday/logo/company				I		_		_	-	<u> </u>	-	_		_	+		.	-				-		-		_		_	1		$oldsymbol{\longleftarrow}$	+	+
	profile Priority listing/logo/company profile/slideshow/showreel 1 year online Button US section (the last button in the US section)																																	
	World of Location Guide	73,000																															1	
	Published: 2x per year (Spring and Fall) Ad will be in for the year	·																														1		
	Launch at AFM in November and Distributed Cannes, Sundance, Toronto. Online imp. 4 Million screen, 3 M broadcast. WOL Value \$5,000. \$3000 screendally.com. nikki Tilmouth																															1		
	ROAD BOOK						1	\Box						1 1	_							\top	\dashv					\neg				o	+	十
	Published: Annually			11										1 1																		-	1 1	\top
	Right Hand Read / Value: \$3500																																	I
	FILMMAKER (GOTHAM AGREEMENT)	32,000																																
	Published: Quarterly (\$3304x3=\$9912 TTL)			$\bot \bot \bot$																														
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	Location International Magazines (Cannes)			+		$\sqcup \sqcup$		$\perp \perp$		\perp	$\perp \perp$	\bot		+ +		$\bot\bot$				4							\dashv		_	1		$oldsymbol{\longleftarrow}$	$\bot\bot$	4
	The 2018 magazine comes out in May, and first made avai	15,000	lacksquare	+		\vdash	4	$\vdash \vdash$	_	+-		\bot	_	+	_	+	_		_					_		\vdash	\dashv	_	_	1		— —	+	+
	Mat: 5 days prior (Nicki Weber) Back Cover		\vdash	++	lacksquare	$\vdash\vdash$	+	┾	+	+-	\vdash	+	_	++	+	++	-	\vdash		+		7 7				-	+			1	-	$-\!\!\!+\!\!\!\!-$	++	+
	Cannes Lion Sponsorship (Lions Daily) Festival Published: Weekly	40,000	\vdash	++		$\vdash\vdash$	\vdash	⊢ ⊢	+	+	\vdash	+		++	+	++	+		-	+	\vdash	+	+			H	+		_	+		-	++	+
	Mat: 5 days prior (Nicki Weber) Luesday, June 19th - Entertainment Lions Shortlist,	40,000		+		\vdash		\vdash	+			+		+ +	-	+				+	 	+				-	+	_				\leftarrow	++	+
	Film Craft Shortlist & Entertainment Lions for Music shortlist. Wednesday, June 20th - Mobile winners, Print winners, Outdoor winners, & Film shortlist Through State - Entertainment Lions winners, Film Craft winners, Shortlist & Entertainment Lions for Music winners																																	
	Friday, June 22nd - Daytime edition, film commissions that support commercials story, Noelle has been interviewed.																																	
	VARIETY																																	
	Published: Weekly	40,000		+		$\sqcup \sqcup$		$oxed{oxed}$		\perp	$\sqcup \!\!\! \perp$					$\bot\bot$						\perp					\bot	_			\perp			
	Mat: 1/26 & 7/1			+						+											ш													
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2018	8-2019																																
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							" 0	DEC	<u> </u>	04	JAN	4 04	00	4 I 4	-EB	10 05	MAR	- 4 6	APRIL	00	00	MA	20 07	0 4	JUNE	1 04	4 0	JULY	1 00	-		00 0	SEPT
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	SXSW MAGAZINE	17 000		+		+++	+	\vdash	_	+	\vdash			<u> </u>	_	1 1			T	т т		Т		Т	1	Т	Т		1	Т			T T T
	Published Annually (2018 GUIDE DUE 1/25)	17,000	1			\vdash		 		+	-		1	-						+ +			_			+ +			+ +				+ + + -
	Paid directly by client	2018 COT NOV DEC JAN FEB MAR AFRIL MAY JUNE JULY AUG MAY JUNE JULY MAY MAY JULY MAY MAY JULY MAY MAY MAY JULY MAY MAY			+ +																												
	Distributed to attendants at the Music Fest.								_	+-	\vdash									+			_		_	1 1	_		+				+
+	Distributed to attenuants at the Music Fest.																																
	SmartReachDigital	1,904,761		TI																						1 1			1 1				TT
	Publisher lists & culture, lifestyle, greenlist (287 sites)									1												+	$\exists \exists$		1	1 1	_		1 1				1 1
	Geofence around relevant festivals, concerts.	0,000,000	OCT NOV DEC JAN FEB MAR APRIL MAY JUNE JULY AUG 1 1 8 15 22 29 5 12 19 8 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 28 1 1 8 15 22 29 5 12 19 8 3 10 17 24 1 8 15 22 29 5 12 19 28 1 1 1 8 15 22 2 29 5 12 19 28 1 1 1 8 15 22 29 5 12 19 28 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1			1 1																											
	TOURCONNECTIONS.COM									1		T																				-	
	Annual Program. 700x12 PX x 106 px.									1																							
	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					NOV DEC JAN FEB MAR APRIL MAY JUNE JULY AUG																											
	AICP Base Camp Evening Cocktail Social																																
	Database of 2018 AICP Week Ticket Buyers for Direct Mar	keting Use		T																													
	IMFCON.COM																				Ţ												
	Film Festival Summit & IMFCON: 300X250, 728X90																																
	Placement lineup Live Weekly Newsletter: 468x60, 250x25	50																															
	DGA.ORG (Directors Guild ingleDodd)																																
	300X250 BANNERS (News Page).																																
	IMPRESSIONS: N/A Sites are run by volunteers so no																																
	analytics																											<u> </u>					
	http://locationmanagers.org																																
	300X250 BANNERS - NEWS PAGE																																
	IMPRESSIONS: N/A Sites are run by volunteers so no		$\mathbf{I} \mid \mathbf{I}$	T		1 I T				1												1 1				1 T			1 T				
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	ATER FORT LAUDERDALE															
2018-																
LGBT	+															
	Est. 81 Print, EST. 119 Digital					2018						2019				
	Need top origin markets for planning			00	СТ		DEC	JAN	FEB	MAR	APRIL		JUNE	JULY	AUG	SEPT
		IMPRESSIONS	CIDCUL ATION	1 8	15 22	NOV 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 2	26 2 9 16 23
	INSTINCT Mag.com	IMPRESSIONS	CIRCULATION													
	8 rotating leaderboards - 150,000 impressions per month per m	100,000														
	8rotating square banners - 150,000 impressions per month 2 monthly e-Newsletters	200,000 100,000		-	\vdash					ı					++++	
	2 stand alone blasts															
—	2 Online article/blogs 1 online video /1 online contest				\vdash										++++	++++
	ProudParenting.com (Gay Ad Network)															
	L CRT Parentings targeting (photo gallery facebook instagram															
	LGBT Parentingn targeting (photo gallery, facebook, instagram promoted post, parenting websites). Geotarget: East Coast US															
	Transgender Targeting: Trans Sites				Ш											
	Lesbian Targeting: Lesbian Sites Unit: 300x250, 160x600, 300x600 banners				\vdash	- 								·	- 	+ + + + +
	Market: Geo Target East Coast US	1,115,000														
	HERE MEDIA			\vdash	$\vdash\vdash\vdash$	- 				+ + + +	 					
	Family Content, Lux Traveler Content & Audience, :15-30									 						
	video.	816,667						+ + + +		 						
	PRIDE PLACE ACTIVATION	1,576,188													<u> </u>	
	Pride Place is a multi-day event held in New York City,							 							- - - - 	++++
	occupying a large retail, commercial or industrial space	60,000													\longrightarrow	
	-				\vdash		- - - - - - - - - 			 						
	Audience: 4000+ VIP and LGBT Guests CVB will receive the following:5 VIP ticks	250,000														
	QDigital: Queerty, GayCities, LGBTQ Nation Video, Branded Content, Destination of the Month, Emall,															
	Display, RON 100% SOV, .1-2% CTR. 7% Open Rate	5,515,000 1,000,000														
	AUGUST: DOTM	1,000,000														
								•								
	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				\Box											
	Dedicated "Around the Curve" Email - sent to 45,000															
	Lesbian couples, family, etc 2nd Wed of each month it goes out, material 1 week prior	45,000						-								
	Lesbian site															
	LGBT PRINT														, , , ,	1 , , ,
	AQUA GIRL Published: Annually		2,000		$\vdash\vdash\vdash$		- 			 	 		 		- 	
	Circ.		,													
	The Advocate		100,000	\vdash	$\vdash\vdash\vdash$	- 										
	Published b-monthly		1000													
	Added value for Here Media Value \$7500			\vdash	$\vdash\vdash\vdash$			++++						+++		
	OutClique Magazine															
	Published: Monthly. South Florida LGBT Dist. Outclique.org, Mobile app, Social Media	40,000	10,000		$\Box\Box$											
	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													

2018-2																
LGBT+	·															
	Est. 81 Print, EST. 119 Digital					2018						2019		1		
	Need top origin markets for planning			1 0	OCT	NOV	DEC 2 40 47 24	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG 29 5 12 19 26 2	SEPT
	LGBT+ ONLINE	IMPRESSIONS			5 15 22	29 3 12 19 20	3 10 17 24	31 7 14 2	1 20 4 11 10 23	4 11 16 23	1 0 15 22	29 6 13 20 21	3 10 17 24	1 0 13 22	29 3 12 19 26 2	2 9 16 2
	EODIT ONLINE	IIII ILEGOIOILO	OIRCODERTION							I						
	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													
			22,000													
	SOUTH FLORIDA GAY NEWS															
	Annual Guide to the Drive, Circ: 30,000		30,000				-									
	S:1 W B				+		-	+								
	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															
	SPARTACUS TRAVELER															
	Published: Quarterly (Signed contract for the year)		20,000													
	Circ 20,000															
	EGO-CITY: LGBT Community Network															
	circ: TBD			-			 							-		
	Banners: 728x90, 300x250, 717x125 (12 Months)															
	Daimers. 720x30, 300x230, 717x123 (12 Montris)					l	1	1		1	1		1			
	DIVAMAG.CO.UK															
	Lesbian & bisexual women. Digital and Print	26,000	59,492													
	30K download,							\bot \bot \bot \bot								
	FB likes: 56,300, Twitter: 68,000, HHI 64K.						+++	++++								-
	GAYTIMES.CO.UK Impressions: 240,000 (60,000 per month)	240,000	240,000					++++	++++		I		l			
	banner on the GT Magazine Newsletter	240,000	240,000				 	+ + + +	 		1	1	ı		 	
	barner en ale e i magazine nemolekei				+ + -		 	+ + + +	+ + + + + + + + + + + + + + + + + + + 							
	G-SCENE (BRIGHTON)															
	CIRC. 30,000		30,000													
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	GAY USA GUIDE (TOM ON TOUR) GERMANY															
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	GAY USA GUIDE (TOM ON TOUR) GERMANY Circ: 60,000			H												
	·															
	Circ: 60,000	single men.														
	Circ: 60,000 VIA G- Brazil target is a mix of gay single men and women. Emphasis on gay 600 words of copy + 2 photos	single men.	20,000													
	Circ: 60,000 VIA G- Brazil target is a mix of gay single men and women. Emphasis on gay	single men.	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,													

REATER FORT LAUDERDALE																														
018-2019																									+	+	+		_	+
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				22 20	NOV	2 10	26 2	10 17 I	24 21	JAN 7 11	21 1			25	4 1 11	AK Tao Las	1 1 0	PRIL	22 20	G 1	2 20 2	7 2	JUNE 10 17	124	JULY	15 22	20 5	12 19	26 2	
		'	0 10	22 28	J 1.	2 19	20 3	10 17	24 31	7 14	21 2	20 4	11 10	20			RICAN CO			0 1	3 20 2	1 3	10 17	24		13 22	29 3	12 19	20 2	
VENDOR: TBD		1	1 1	- 1		Т									Ai Itio		HOAR OO	I COUNTE							$\overline{}$	$\overline{}$	$\overline{}$		$\overline{}$	–
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	, ,																													1
PATHFINDERS TRAVEL																												\Box		
Published: Quarterly																														
Circ: 100,000																														
Value: \$9200																														
														AFRI	ICAN A	MERICAN	- BUSINE	SS/MEE	TINGS											
RCMA ASPIRE MAGAZINE								_						_												\rightarrow		igcup		
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 Emerge conference.		-						L		+	+			F						_		+		+	+++	++	$-\!\!+\!\!\!-\!\!\!+$	-	-	+
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	2,650				1 1										_											\rightarrow	\dashv	$\overline{}$	-	+
Signed Agreement	_,,,,,					1 1					_																\rightarrow	$\neg \neg$	-	_
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RCMA ASPIRE WEB																		T										\Box		\top
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Circ. 28,000																						_							_	
TOTAL AFRICAN AMERICAN NYT Espanol	2,058,242																			-							_			_
"NYT Espanol Standard Rotations Leaderboard, Med Rec, Super				_												_						_								
Leaderboard"	1,428,571																													
Run of Site, GEO: US. Banners	1,420,571	1 - 1	+++													-	+ +					-								
Itali of Oito, OEO. OO. Dailleis		\vdash	+	-	+	+											+	++	+		++	_								
TIME INC.		t	++			1 1											1 1	+ +	\pm		+				_	_			_	
People En Espanol Pre-roll.	833,333		1 1			\dashv											1 1	1 1			1 1									
Pre-Roll to Run Across The Spanish Language Video Network	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	i i	1 1			\top												1 1			1 1									
+People Espanol																														
New York City DMA (not state), Florida (Tampa, Orlando, South Florida,																														
WPB), Dallas, Houston, Atlanta, Washington, DC & Philadelphia . :																														
TOTAL US HISPANIC TOTAL Multi-cultural Campaign	2,060,892 4,116,484																													

GREATER FORT LAUDERDALE																											
2018-2019																											
INTERNATIONAL																											
		Monthly			2018	3							1				1	2019				1					
Approved	Impressions	Circulation	OC.	Г	NOV		DEC		JAN		F	EB		MAR		APR	RIL		MAY		JUNE		JUL	Υ	AUG		SEPT
INTERNATIONAL BUSA Programs			1 8 1		5 12	19 26		24 31	7 14	21	28 4	11 18	25 4	11 18	25	1 8	15 22	29 6	13 20	0 27	3 10 1	7 24	1 8 15	5 22 29	5 12	9 26 2	9 16 23
2019 VF Global Inspiration Guide																											
Mobile takevoer, Digital Guide.	322,500																										
Digital Promotion through Brand USA's owned Social Channels, websites, enews, etc. 13 language																											
VisitTheUSA & GoUSA Global sites																											
BUSA MultiChannel United Kingdom Pgm Travel USA Print & Digital Insert. The Telegraph. 6 Week content traffic								Ш						 		_						\perp		+			+++
generation campaign. 4,000 guaranteed clicks / Est Imp 1,000,000	1,000,000	400,000																									
Expedia Activation: 415,000 co-branded display ads driving to hotel search	445.000																										
page. Included in Visit the USA landing page. Facebook unit VF: Germany Multichannel Program	415,000			 					Т	Т	<u> </u>											+++	+	+++	-+	++	
VF will match an addl 3.6 M imp to the expedia pgm.																											
Bunte (date tbd) 200,000 GEO SAISON (date tbd) 100,000. GDN 13,500 Clicks, Facebook Tiles in Florida dedicated carousel.	13,500	100,000																									
Expedia: 3.6MM impressions to be divided between up to (6) Partners (VF-	13,300	100,000		 		+		+		 		+++			1 1						++	+	+	 		 	
Brand USA co-branded ad) 415,000 imps (Lauderdale-Brand USA co- branded) Dedicated Hotel Search Results Page (up 25 Hotel Partners)	415,000							1 I																			
VISIT FLORIDA edition: Expedia Digital Magazine w/ ad program: 9MM	415,000		+++	+	++	++	+	+	+	\vdash		+		 	+						+	++	+	++1		++	+++
impressions driving to Florida content and booking across Expedia Passport ads, banner and travel emails	4.000							 																			
VF Canada Multichannel Pgm	4,000			++				-		<u> </u>					+ +	Т Т			T T	_		++	++-	+		++	+ + +
Print in Toronto Star (1/26) Toronto Post 1/26, Toronto Sun 1/26, Montreal																											
Gazette 1/27 Facebook: (1) Tile in Florida Dedicated Carousel. GDN 9,000+ Clicks	9,000	350,000						+						-	-							++	+	+		+	\bot
Road Trip Video: Use content from Awesome FLA Roadtrip (credit will be put	9,000																					++	++	+++		11	
toward Expedia impressions and Dedication Hotel Search Page for VF	405.000																										
Germany) Expedia Activation: 415,000 co-branded display ads driving to hotel search	125,000							\vdash																			
page. Included in Visit the USA landing page. Facebook unit	4,000																							$\perp \perp \perp$			
VF Brazil Multi-Channel Program Mobile takevoer, VisitTheUSA.COM: (1) Experience Page w/all VTUSA site			\vdash		\vdash			\vdash	+ +	-			_	 	_							+		+		++	+ + +
translations incl. China																											
Facebook: (1) Tile in Florida Dedicated Carousel. GDN 9,000+ Clicks. OUTBRAIN 4,000 Clicks																											
				1 1				1 1	+ +	1 1			-									++	++	+++		11	
Expedia Activation: Activation (custom Florida page). 3.6MM impressions to be divided between up to (6) Partners (VF-Brand USA co-branded ad)																											
India Winter Multi-Channel Program				+++				++-						 		1 1	- 1	Т	1 1			+	+	+++	-+	++	
Print (Feb 1) - focused on 12 Key Mkts: Half-Page in 8-Pg Broadsheet Insert.																											
Bombay, Calcutta Chandigarh, Delhi, Chennal, Jalpur, Bangalore, Hyderabad, Indore, Pune, Ahmedabad, Lucknow		692,600																									
GDN: 8,000 Clicks, facebook Tile 2 Clicks 30,000+.	30,000	002,000																									
Expedia activation: 415,000 (Lauderdale-Brand USA co-branded)Dedicated Hotel Search Results Page (up 25 Hotel Partners	415,000																										
	413,000																										
CANADA	322,500																										
Travel Zoo	322,500									1 1						1						1 1		1 1 1		1 1	TIT
Canada Sponsored Content Program	1,650,000					•											\blacksquare							\Box			
Email, Social and Web (optimize based on success) share of traffic in emial TZ Journalists collaborate with partners to develop content	1,650,000		+++	+					+	++		+		\vdash	++	+	+		++	+	+	++	++	+++	++	++	+++
Value: \$28,000 (not a booking program but awareness). Adara and Arrivalist										ш														ш		ш	ш
VAX Vacationaccess.com (domestic campaign) Meet, Greet and Teach Package. Midwest, TX, Baltimore, SE				+ T	$+$ \Box	$+\Box$	+T	H	+T	+T		$+$ \top		$+$ \top	$+ \top$	-								$+\Box$	$-\Box$	+T	++
3mos destination page sponsorship, 30 Minute webinar, Homepage rotating						-	+	$\top \top$	+			\dashv			+									 	- - 		
banner. 79,000 Travel Agents. 52% agent booking. Post metrics. No Adara or Arrivalist	79,000														1 1												
HP featured listing, Reservations-vacations page content banner, Offers Page	79,000			+ +	++	+	+	+	+ + -	 		++	-		+ +									 	+	+ +	
rotating banner, Funiet, United and SW airline partners			$\Box \Box$	$+ \bot$	Щ	$\perp \downarrow \downarrow$	$\bot \bot$	$\sqcup \!\!\! \perp$	$\bot \bot$	\vdash	-	\dashv	_		+ +	_								+ + +	$\perp \downarrow \downarrow$	$\bot \bot$	+++
Destination pge, FB post, VAX Email. Value: \$23,150 BUSA: Canadian Traveller VF Guide			+++	+	++	++	+					++		\vdash	++	1			T T	 		 		+ + +	++	+	+++
Published: Annually		27,000																		\bot				ш			
Circ. 27,000/Digital: 130,000. Mat due: 11/15				++	++	++																		шШ			
Florida Brochure, Toronto Star, Ottawa Citizen, Social Video, google Display		1				-	\top	П																			
ads (Check on hotel packages) Travelweek. Radio. Value\$73,390. Sunwing cost\$36,695				+	++	\dashv	+																				
THE STAR.COM	Enter to win CTA			+	++	++			T			T I	T		T	1 1				Т		T		1 1 1	1 1		ТТ
Opt-In Subscriber: 60,000, WONDERLUST EMAILS	VP CTA rotate				Щ			Ш				\Box					\blacksquare			\bot		\Box		\Box			
		l																	1 1								<u> </u>

	2018-2019																			
	INTERNATIONAL																			
					201								201							
	Approved	Impressions	Monthly Circulation	ОСТ	NOV		DEC	JAN	F	≣B	MAR	APRIL	201	MAY		JUNE	JULY	,	AUG	SEPT
	Look at Consumer email, Crave Episode, Shopsunny, Links to published articles	' '			i I I															
	PRIOR SMITH RADIO SHOW																			
	:15 spot 3x per week. (11/2-3/19/2016) 17 Weeks			+++-		-H							+			+++			+++	
	TOTAL CANADA	1,729,000	47,000																	
	UK/IRELAND																			
	Display Ads. Targeted to Travelers in DACH Region (Germany, Switzerland				+ + +										-	+++			+++	++++
	austria), UK, France, Spain Italy	4,444,499																		
	TA will target in-market travelers in DACH, UK, Spain, Italy, France and UK. who are actively searching for travel to Orlando, Mia, WPB,FL	400,000																		
	Sept-Dec 17: UK & DACH in-market searchers will see display and or / video banners. Customers in Spain, Italy, France will see banners. Jan-March 2018: DACH, UK, India, Brazil. April 15 - July 30, 2018: DACH Region, UK, Brazil.																			
	Tourico Holidays																			
	Premium Banner and Landing page feature hotels & activities for Touricoholidays.com, Lastminutetravel.com, LMT Club.com & Hotelopia.com																			
	Promo with Airmiles Canada, Connextions & major LATAM clients. E Promo 1x per month. Social Media Post & blogs (1xper month 4 months)																			
	Feature in highly popular & profitable deal x Destnation sec. (4x month). E promo spec sent to 40,000 plus clients (1xper mo for 4 mon)																			
	Global sales call 10-15 min Monday AM. Feature in employee benefits trave e- mail to fortune 500 companies. WTM London tradeshow, 24 hour take over																			
-	forall marketing platform. 1x per month per market 4 month. 16x TravelZoo				T 1 1		 						- - 			 			++++	
	UK Sponsored Content Program				1 1 1							1 1 1	1 1	1 1 1		1 1 1			+++	1111
	Email, Social and Web (optimize based on success) share of traffic in emial	2,150,000																		
	TZ Journalists collaborate with partners to develop content				+++								+ + -		+ +					
	Value: \$28,000 (not a booking program but awareness). Adara and Arrivalist BUSA: UK Tour Operator Progra,					-										+++			+++	++++
	Lightbox Content Hub activity targeting premium News & travel, Data Targeting of ABC1 travellers (and look-a-like profiles) of users who have recently viewed long haul,																			
	USA and competitor destination content online Retargeting of BUSA engagers, Social promoted posts & content display	3,108,311		+++	+ + +	-H							+ + -	+ + +	+ +	+++			+++	++++
	Quality Content News Sites (A selection of sites including Guardian, Telegraph, ESI, Times, Maill/Premium Travel environments (A selection of sites including Wanderfust, Trip Advisor, Escapism, Nat Geo, High50) Value: \$75000 Adara	5,155,51																		
	Hills Balfour: UK Tour Operator				+ + +	-+-		 	T T							+++			+++	++++
					1 1 1						1 1 1 1	1 1 1				1 1 1			+++	1111
	BRITISH AIRWAYS: Highlited for 1 day on Breakfast show, Branded Tailored ads / Capital FM. Smooth AM. Enhanced online page / Capital FM. Highlighted on overall map with additional information and pictures specific to Fort	2,300,000																		
	Lauderdale.																			
	Hills Balfour: UK Tour Operator																			
	VIRGIN HOLIDAYS			+++	++-	\vdash				+	+ + +	+++	++	+++	++	+++	+++	$\vdash\vdash$	+++	+++
	Hills Balfour: UK Tour Operator Barrhead					\Box			 	-		+	+ $+$ $+$	 	+ $+$	+		HH	++7	+
	Dallicau			++++	++-	\vdash	-			-		+++	+		+			\vdash	+++	
	Hills Balfour: UK Tour Operator IGLU \$6220 EU. DM Magazine Single Page Feature - 22K. Email Trigger																			
	Sponsorship. Solus Bulletin - 20K.																		$\bot \bot \bot$	
	Cruise Spotlight Weekend Slot - 150K Hills Balfour: UK Tour Operator									-+		1 1 1			+	+++			+++	
	GOLD MEDAL TRADE MAGAZINE - FULL PAGEGmag is a monthly magazine that has been well received										 	1								
	within the independent travel agent network for over six years. The magazine talks to them on a personal level highlighting fam trip write ups, forthcoming incentives, holiday competitions and information on our partners, plus tacklical offers. Your product will feature on a full page within the magazine and can showcase offers and USP's along with any information you would like to educate the independent																			
+	network on. PRINTED IN STORE POSTERS - TOURIST BOARD / AIRLINE INCLUSION			++++	+++	+					+ + +	+++	+	+++	1 1			\vdash	+++	
	AGENT COMMUNICATION - DEDICATED: As part of our brochure launch in December we will create a dedicate eshot and mail to the trade to promote Fort Lauderdale. Agents are able to send to their customers or print and had																			
	Bonotel Destination of the Month			' 						\dashv		+++	+	 	+	 			+++	
	B2B, Tour Operators. 4 Newsletters, highlight the best offers for hotel & activities.																			
	Homepage ad, landing page,emails. Paid for by CVB. Value \$10K. No analytics until end of campaign																			
	GERMANY																			

2018-2019												
INTERNATIONAL												
				2018							2019	
		Monthly										
Approved BUSA: TravelZoo	Impressions	Circulation	OCT	NOV	DEC	JAN	FEB		MAR	APRIL	MAY	JUNE JULY AUG SEPT
Germany Sponsored Content Program								+++	+ + + + 1			
Email, Social and Web (optimize based on success) share of traffic in emial	2,150,000											
TZ Journalists collaborate with partners to develop content Value: \$28,000 (not a booking program but awareness). Adara and Arrivalist			++-					+ + +	+			
GERMAN (TOUR OPERATORS) W/ Lieb Management												
CANUSA DE (Content package scenic route)2-3 newly created packages *Campaign is running 2 months *Promotion package: ads on premium websites (*Exclusive newsletter (50,000 recepients) & articles in weekly newsletter (510,000 recepients) MEIERS WELT									-			
ASMN			++-									
Online campaign:Destination specific newsletter (450,000 subscribers);												
November 2017 *Destination specific newsletter #2 (450,000 subcribers); February 2018 *Retargeting banner campaign (reach active travel searches in sessions on selected OTA websites; real-time bookable offers; guaranteed number of 5,000 clicks, calculation based on 4 partners)	450,000											
Explorer Fernreisen - Germany *newsletter integration, *Facebook ads	ļ		+ $+$ $-$			\vdash	$\overline{}$	 	+++7			
** slot withing the segment "News aus aller Welt" in Explorer Fernreisen client magazine (distributed to 28,000 active clients) *Shopwindow poster (A3, monthly changing decorations) newsletter: tba. Facebook advertising: 1 ad for 2 weeks March & April Magazine Q2-2018. Showindow: December, February, May												
<u>usa-reisen.de</u>			++-									
Promotion Package: Video advertising (up to 3 videos with call to action)	 	 	++-						-			
displayed on wide screen in usa-reisen.de's travel agency												
*Call waiting (3 months) AMERICA UNLIMITED												
DIRECT SALES CAMPAIGN			++-		 				+ + + +			
""Magalog = Mix of magazine & catalogue; single Fort Lauderdale page (20,000 clients) "Banner Ad (200,000 page impressions) "Facebook Ad (30,000 clicks) "E-News (140,000 contacts), 5-6 offers per e-news"												
FTI GROUP - GERMANY					+++				+			
*Smart placement of advertising material in relevant environment with a guaranteed number of ad impressions *FTI layout for advertising material and partner external networks with potential customer targeting *components are an adbundle* or native ads** *Skyscraper (120x600 px)*Wide Skyscraper (160x600 px) *Leaderboard (728x90 px)*Medium Rectangle (300x250 px) **dynamic mixture of text & picture components offpage package	245,000											
TUI SUISSE												
*Two TUI Suisse B2C events in November with 2-3 own retail travel agencies *Region B2C Event												
NECKERMANN	 		++-		 	 	- - - 	 	 			/
**Round Table Training, 5 x 15 minutes for each group of travel agents in the afternoon *max. 30 travel agents (depending on the location) *excl. Travel expenses												
*Locations: Leipzig, Dresden, Frankfurt, Dortmund, Freiburg, Berlin"		150,000	$\bot \bot \bot$				\bot	+				
North America Roadshow TOUR OPERATORS: SCANDINAVIAN												
HILLS BALFOUR: THOMAS COOK MARKETING CAMPAIGN												
Thomas Cook Thomas Cook												
HILLS BALFOUR: USA RE¡SER						ļ.,,,,,,,		+	$++$ $\overline{-}$	+		
HILLS BALFOUR: USA REJSER Print: Berlingske travel sec. Fyns Stiftstidnede Fyns AMts Avs. Kristelgt	 		++-	 		 	+ + +	 	 	+ + +		/
Dagblad Dagblad												<u> </u>
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	0040 0040		T	1 1																
	2018-2019																			\square
	INTERNATIONAL																			
-							2018									2019				
			Monthly																	
	Approved	Impressions	Circulation		OCT	<u> </u>	NOV	DEC		JAN		FEB	MAR	APF	RIL	MAY	JUNE	JULY	AUG	SEPT
	Online: TV2 DK, Google adwords, GDN BUSA: EXPEDIA SWEDEN	1,525,000 314,670				+							\longrightarrow	+			+++			
	Value: \$10,667.Targeted to florida, Caribbean, Mexico travel intender in	314,670		++	++-	++		+ + + +				 		+ + +			1 	+ + + + +	 	
	Sweden as they search for travel	676,453																		
	TOTAL UK/IRELAND/GERMANY/SCANDINAVIAN	17,843,858	150.000																	
	Spain and Sri Lanka	17,043,030	150,000																	
	LATIN AMERICA																			
	Travel Audience:																			
	Display Ads. Targeted to Travelers in DACH Region, UK, France, Spain Italy	108,000																		1
	TA will target in-market travelers in DACH_LIK_Spain_Italy_France and LIK_				T															\Box
	who are actively searching for travel to Orlando, Mia, WPB,FL UK & DACH in-market searchers will see display and or / video banners.	750,000			+	++	+++	+						+						+++
	Customers in Spain, Italy, France will see banners. April 15 - July 30,																			1
	2019: DACH Region, UK, Brazil.			Ш																
	BRASILTURIS JOURNAL (Visit Florida)		15.000	H	$\perp \Gamma$	$\perp \perp$	+	$++\mp$	\perp					_						+
	Published Monthly. Leading travel trade pub in Brazil. Dis. Tour operators, Travel Agents, Ex to all domestic & Intl airlines based in Brazil.		15,000	++	++	++		+++	+	++	+	 	+++					- 	 	
	Package: button banner, editorial coverage in each issue			Ħ																
	Dim: 18.4cm x 25 cmD. BANNER 200X90, gif, max weight 150 kb+ url link BUSA: BRASIL TRAVEL NEWS (Consumer)			++	+ +	++	+++	+++	\dashv	-	+	 	-++							\vdash
+	Published Monthly			++	++-	+ +		 	\dashv	-+	+	- 	- 							
	Dis. Tour Operators, Travel Agents, Hotels, Stores, Restaurant, Rooms,																			
+	Airport VIPS, Tourism Fairs		45,000		++	++		+++	+	-+-	+			_						
	VF LATIN AMERICA VACATION GUIDE																			
	Published: Annually																			
	Circ 30,000; Digital 80,000 impressions 2 Page Spread, 1 page CVB, 1/2 Pg Editorial and 2 1/4 page partners.			++	++-	+	+++	+			_			+			++++	++++		+++
								1						1 1 1			1 1 1 1	 		(
	QUAL VIAGEM/SOFT TRAVEL : BRAZIL																			
	Published: Monthly (Buy 6, get 1 free) Pub will not translate.		30,000)	++-	+	+++	+												l
	i do mir not translato.																			j
	LADENI LATIN AMERICA (A																			
	LADEVI - LATIN AMERICA (Argentina Trade Pub) Published:Weekly, Circ 10,000		10,000)		+	+	+ + + +			-			+						
	Trade Publication. Argentina		,,,,,																	
	Distributed in 18 different Spanish speaking countries. Digital Ed. 5,000 web visitors																			1
	PDF Digital version dis. 50,000 contacts			++	+ + -	+ +		+ + + +	+ +		+			+						
	REPORT AMERICAS														•					\Box
\vdash	Published weekly Reaches 20 countries in Latin America. Published in Spanish and Portuguese.		17,500)	++-			++++									+++			
	BUSA Colombia logo																			1
	Due 14 Days prior																			
	REPORT COLOMBIA Published weekly		17.500)		+	+	+ + + +						+			1 			
	,		,000											1		 	1			
	Reaches 20 countries in Latin America. Published in Spanish and Portuguese Due 10 Days prior		ļ	₩	+ + -	+	+++	+++	+	++	-			+	-		 	 		+++
	BUSA REPORT ARGENTINA			++	++			+++	+				- 		_					-
	Published weekly (contact Cary q. regarding editorail Calendar for 2019)		17,500)																
	Reaches 20 countries in Latin America. Published in Spanish and Portuguese																			i + 1 + 1
\vdash	Due 10 Days prior			++	+			1				 								
	MERCADO & EVENTOS		40	П																
\vdash	Published: Monthly Issue date. VF coop		16,600	+	++-	-		+++	+	++	-									
	Circ 16,600			ഥ																
	BUSA: BOLETIN TURISTICO - MEXICO	0.500	0.500	Ţ					\Box		1									
	Circulation: Mexico 8,500 per issue Visit Florida program.	8,500	8,500	+	++	1-1-	+++	+ + +	+	- - 		 								
	Package: Newsletter 75 words, 1 high res photo (300dpi), logo, url link			ш																
	Value: \$12,000 MUNDO TURISTICO			H	+	+	++	+++	\dashv	-				1 1	_					\vdash
	Published: Monthly		5,000	 	++	++	+++	+++	+	++	1				-					
	Uruguay		.,,,,,																	
	CIRC: 5,000 Carlos A. Mira / La Cita			H	+	+	++	+++	\perp											
\vdash	Banner in the newsletter.			H	++	++											1			
	225x225 75 Dpi			ш		ш														
	Sunny Travel News (Argentina Newsletter) Banner in the newsletter. 2017-2018																1	1	l ,	
ш_	Danner in the NewSietter. 2017-2010	l	l																	-

2018-2019																									
INTERNATIONAL																									
				 20)18										2019)									
Approved	Impressions	Monthly Circulation	ОСТ	NC		DEC		AN		FEB		MAF	t	APRIL		MA	ΑY		JUNE		JULY		,	AUG	SEPT
150 px X 300 PX						•																			
Team America - Receptive Tour Operator																									
Destination of the Month																									
BLANCOTRAVEL																									
Magazine Discover Florida																						\Box			
02 Editions - 02 pages each edition A.V.A.Viagens + 02 pages in the Magazine Discover Florida / Banner Site. comes out in April		500,000																							
annual pub, published in Spanish / Portuguese. Mat: 3/10. FPFC																						\Box			
TOTAL LATIN AMERICA	866,500	682,600																							
TOTAL INTERNATIONAL	20,761,858	879,600																							

		1						- 1						-														
GREATER FORT LAU	DERD	ALE																										
2018-2019																												
MEETINGS																												
EST, 105 (NON COOP)																												
Coop_ Est. 125 / 85 f	Circulation	Impressions	OCT		1		2018 NOV	- 1	DEC		JAN	FE	B.	1	MAR	APF	RII.		2019 MAY	1	JUNE	1	JULY	-		NUG	1	SEPT
	Circulation	impressions			29	5	12 19 :	26 3		24	31 7 14 2											1 8		2 29				
GENERAL BUSINESS PUBS																												
FORBES.COM		1 562 500			-	-		-										1 1		+				+ +	-		-	
Multiple ROC Business, Entrepreneurs, Leadership Run of Forbes.com Targeting Business Decision Makets, C-		1,002,000			1 1													+ + +		+ +				+ +	+ +			+ + +
Levels & Meeting Planners. 970x250 or 728x90, 300x600 or 300x250, 320x50 or		750,000	\longrightarrow					-								\vdash		+		-	\rightarrow						-	+
300x50																												
MAT: 3 WEEKS PRIOR CVENT								-								шш		<u> </u>						+	_			
Cookie over 280,000 unique meeting planners a month and				_				\pm														\vdash		+	-			+ +
follow them to u-tuve		45,000						-		_																		
video retargeting pgm (30 second views) 75,000 paid views, basedon completed views 100%				_				\pm														\vdash		+	-			+ +
WSJ.COM																												
Journal Perks Dedicated email blast targeted by Company Type, Title,		67,000	\vdash		+			-	+			\square						-		+	+				-			+
and National		67,000																										
Distribution: 67K opt Ins per email		1			$+ \mp$		\perp	$-\Box$	$+$ Γ	4					$+$ \Box			lacksquare	\bot	+	$+$ \Box				$+\Box$		$+ \top$	$+\Box$
MEETING TRADES/ONLINE																												
Connect Association Magazine	22,000																											
Full Page Full Color + 1 page fact sheet ' Printed 2x per year		1			$+ \mp$		\perp	$-\Box$	\perp				\bot			\Box		+	\bot	+	$+$ \Box	$+ \bot$	$+ \top$				$\vdash \vdash$	$+\Box$
Spring: City Guides & Citywides			- 									+ + +	+					+ + +	- - 									+ + -
Fall: Marketplace guide, 40 Under 40																												
Connect Corporate Magazine Full Page Full Color + 1 page fact sheet '	16,000)																+	-									
Printed 2x per year			- 					-					+					+ + +	- - 									+ + -
Spring: 40 under 40, City guides & Citiywides																												
Fall: Marketplace guide Connect Expo Magazine	00.000		\longrightarrow							_								+										+
Full Page Full Color + 1 page fact sheet	22,000	,				-		-		-		+ + +					-	+ + +		+ +		+ +						
Printed 2x per year																												
Spring: Facilities Guide Fall: Marketplace				_	 			-		-		+ + +						1										
Connect Faith and Sports Magazine	22,000)			1 1					-t		+ + +						+ + +	+++						_			+ + -
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						_				+ + +						1										
Meetings Content Activation		2,000				-						1 1 1						1 1 1	1 1									
Guaranteed qualified traffic, retargeting from Connect websites, database, Increase organic search traffic.																												
websites, database. Increase organic search traffic. custom Article lives on the sunny.org site, retarget based on																												
cookie. synergy across platforms. 2000 clicks	 	1		-	+ +			+	+	\dashv	+++++	+ + +				 		1 1		+ +	+	+ +	+ +	+	+++	- H	++	+ + -
Connect 360 Hyper Targeted Prospoecting																												
Engaging message through emaill targeted to connect owned database	I				I I						-11					1 7									1]			
owned database Message reinforcement through targeted social media ads on linkedin, FB (3375 guaranteed clicks)		3,375																										
Branded reinforcement, retargeting banners that follow	 				+ +		+	\dashv	++	\dashv	++-+				++	\vdash		+++	++	+	++	+	++	+	+		\vdash	++-
potential buer across their experience 2000 clicks		250,000	$\vdash\vdash\vdash$	_	+		\perp	-	+	_					+	\vdash		+++		+	+	+	+	+	+		$\vdash \vdash$	+
Connect Website home page Takeover 2018					+ +			\dashv	+	\dashv					+					+ +	+	+ +	+ +	+ +				
Takeover pop up ad to run for 2 weeks. File size 550x480, px:30KB.																												
pr.sond.					1 +			+	++	-+								+ + +		+ +		1 -	+					
May 40 Days arks																												
Mat: 10 Days prior CONNECT REGISTRATION 2017/2018	 	!			+			+	+	-						\vdash		+++		+	+	+		+ -	لجلت			
Connect Faith, Diveristy, Association, Corporate								山																				
Sports & USOC								\blacksquare	\Box																		\Box	
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Ignite and Adrenalin (Canada)																												
21000 Digital planners sub		<u> </u>																										
PCMA - CONVENE																				\Box					$\Box\Box$			
Published: 10x year	76,000)																										

2019 2010																									
2018-2019					4		\perp																		
MEETINGS							\perp						$\perp \perp \perp$												
EST, 105 (NON COOP)						2018										201	9								
Coop_ Est. 125 / 85 f	Circulation	Impressions	OCT			NOV		DEC	JAN	FEB			MAR	APRIL		MAY		JUNE		JULY			AUG		SEPT
			1 8 15	22 29	5	12 19 2	6 3 10	17 24	31 7 14 21	28 4 11	18 25	4 11	18 25	1 8 15	22 2	29 6 13	20 27	3 10	17 24	1 8 15	22 29	5 12	19 26	2 9	16 23
Dec: Multichannel showcase: Dis. Convene magazine,																									
PCMA.org, Newsletters, PCMA Social media channels Circulation: March 70,000 Florida Sec.	72,000				+		_								+							-		-	
Mailed to out specific list - 1000 6x							_									+ +		- t		+++					+ + +
Added																									
PCMA.ORG THIS WEEK @ PCMA to 15,000		150,000																							
10x per year. Top Leaderboard. 728x90		130,000																							
PCMA E-Newsletters 150K impressions top leaderboard																									
Schedule run date. Material due:																									
Material due:																									
PCMA.ORG (News Junkie) News Junkie tiop Leaderboard		135,000			-																				
9x per year. 15,000 imp per month.		135,000																							
News Junkie tiop Leaderboard																									
Schedule run date. Material due:	1			<u> </u>	+	++	+										$\vdash\vdash\vdash$		-		-+	\vdash		\vdash	+++
PCMA.ORG WEBSITE																									
Run of Site. ROS Pushdown with retargeting Specs: 970x90 expends to 970x418.		600,000													\Box		ļ								
Specs: 970x90 expends to 970x418. Previous resullts: 0.07% ctr.		4,000							 		- 		-	- 	+		ŀ		- 						+
Value: \$8500 each.		,,,,,													ш		į								
Material Due: PCMACONVENE.ORG WEBISTE													+		+	<u> </u>					-			\vdash	+
Run of Site. ROS Medium Rectangle w/ retargeting		600,000			+ +																				+ + +
Specs: 300x250																									
Previous resullts: 0.07% ctr. Value: \$5500 eacj		4,000																- + +							+
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PCMA CHARGING STATIONS																									
4,000 attendees. Imp Charging station 12,000. Mobile App		4,000																							
Imp: 135K Dates: 1/7-1/10/2018 Nashville, TN Convening Leader FY18															1 1				_						1 1
Education conf. 2018 Cleveland, OH June 2018		150,000 800					+								+-+	+ + -			-	\rightarrow					+
Convene@PCMA																									
Top Leaderboard 728x90		185,000																							
PCMACONVENE.ORG																			_						
37,000 Opt in Subs each. Schedule Run date							+																		
Convene TV Top tip of the week																									
Unique branding position, Open logo, :15 video clip		37,000					\pm											1 1		1 1					1 1
Fixed logo placement, :15 ticket, post segment vidoe,																									
1x delivered via convene@pcma e-newsletter																									
KPI: CPV, Ctr, shares, likes PCMACONVENE.ORG/ PCMA.ORG					+	\rightarrow	+						+		+						-			\vdash	+
PCMA.ORG native w. retargeting		300,000													\pm										
PCMAConvene.org with regtargeting		300,000													\Box										
Previous resullts: 6.6%	1			\vdash	+	++	+				-+	-+	+	- -	+	+	\vdash	-+	++		-+	\vdash		\vdash	+++
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questions and contact information on all webinar registrants. Material due date: 1/18	1			\vdash	+	++	+					-+	+	- -	+	+	\vdash	-+	++		-+	\vdash		\vdash	+++
NORTHSTAR MEETINGS GROUP EMAIL					1 1	- - 	+							- - 											+
Co-op Targeted Emails: Northstar Meetings Group	l	50,000				1 1																			
HTML to targeted selects 50,000 selects per email deployment																									
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NORTHSTAR MEETINGS GROUP EMAIL		200,000			\perp	\longrightarrow																		\vdash	
Editorial Whitepaper Sponsorship (see below on ideas for																									

2018-2019										1														1 1						$\overline{}$
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EST, 105 (NON COOP)						20	2018														2019									
Coop_ Est. 125 / 85 f	Circulation	Impressions	OCT			N	NOV		DEC			JAN		FEB			MAR		APRIL		MAY		JUNE		JULY		AUG	6	SEPT	\neg
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unique whitepaper written by our incentive/successful Meetings editorial team) logo, run page au, includes an contact information of buyer																														1
logo, ruii page au, incluués an contact information of ouyer downloads									<u> </u>																					
NORTHSTAR MEETINGS GROUP			 								П		т т					\top												
Team Campaign (Targeted Email Acquistion marketing)																														
3,																														
Custom email. CVB / SMI to design. Northstar team will																														
work with us to create the vertical audience four-part campaign that nurtures your prospects by	+	48,000		_	-				_	-			-	_	-	_														
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																												
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Incentive								-					\bot								\bot \bot \bot									لــــا
Luxury Travel	1												1							-					\bot					-
Northstar Persona Research	1	1,000,000						$oldsymbol{\perp}$.	\bot	1			\perp	\bot		\bot	\bot	+++			$\bot\bot$		\vdash	\bot			ш
The Persona Experience "What's Your Meeting Planner Type:	-						-+	-			├		+	_	├		+	+	+	+	+		-+-+	+	+	\vdash	+		-+	ш
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M&C / SM: Social Media Sponsorship Package	+		,					-+	_	1	Н	+	+ +	-	 	+			+					-		++				\boldsymbol{H}
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and custom audience upload,pre-roll retargeting.	1	 	 				- 			1	+	+ +	+ +	-	\vdash	+ +	+++	+++	++					\vdash	+ +	 				$\overline{}$
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M&C Facility Search Sponsorship		240,000						-		+	 	+	+ +																	
Association, Incentive)	,	240,000																												
RFP process. (100% Share of Voice) for logo on Home																														
Logo and 728x90 BANNER																														
SUCCESSFUL MEETINGS																														
Published Monthly	60,00)																												
Circulation: 60,000																														
Successful Meetings & M&C Mag																				_										
audience all networking, pre-scheduled appointments	i,			_								_				_	_									-				
Material due 1 month prior	_			_						_	-		-	_	-	_		++						+		+				_
Destination of the Month		100,000		_				-				+ +	-				+	+	_					+		\vdash				_
Home page presence, 2 formatted emails, 300x250 and 728x90)		 	_				-										+++					+ +	+ +	+ +			++++		_
Material due 1 month prior												+ +	1											1 1						-
Meetings & Conventions (M&C)		100,000																11												-
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																														لب
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Northstar: Retargeting	1	250,000	 	-				\dashv	_	1	 							+	+	+	+ + +	+ +		+	+ +	+	+		- - 	\dashv
pool. Must run 2 consistent month. CVB to come up with	1	1	 	-				\dashv	_	1	 							+	+	+	+ + +	+ +		+	+ +	+	+		- - 	\dashv
explore other websites throughout their day	+	1	+ + +	\dashv			-+	\dashv		+	1							+	+	+	+ + +	+	-+	+	+	+	+	\rightarrow		$\overline{}$
Northstar: Meetings News Instagram Takeover	1	700,000	 	\dashv			+++			1	1				1				-+				- - -						- - 	-
Meeting News (ex. #NewOrleansTAKEOVER) 300,000 weekly	1	700,000	 	+			++	\dashv	_	+	 	+ +	+ +	-	\vdash	+	+	+	++				- - -				++		- - 	-
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Meetings Professional International	1												1																	\neg
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inserts: 35,000	45,00																													一
International Showcase, March: Florida Supplement, June:																														
MPI TV																														口
																														لب
VIDEOS*	1	25,000								1	L l		<u> </u>																	
multiple creative, 100K Imp per month. \$25 cpm																														
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Targeted Marketing Email			\longmapsto								-	+	+							\bot	+					\vdash				-
4,250 planners		16,000																												

2019 2010					_						1		T T		-								1					- 1			
2018-2019																\vdash		\vdash			$\perp \perp$	\perp		\perp							\perp
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EST, 105 (NON COOP)							2018														2019										
Coop_ Est. 125 / 85 f	Circulation	Impressions	OCT	Т			NOV		DEC			JAN		FEB		ı	MAR	Α	APRIL		MAY			JUNE		JULY			AUG		SEPT
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Client HTML. KPI CTR/Open rates, MPI 3rd party deploy MAT: 2 Weeks prior			+++		_			_						++			+-+-		+		+	_			\vdash		_				
MPIWEB.ORG		300,000						-						+ +		L			+ +	1 1							+				
March Dam: Spansored POS Video																															
recommended. 100mb max.																															
KPI: Visits/Completed Video View Rate Mat: 2 Weeks prior			\longrightarrow						 			 	-														_				
MPIWEB.ORG News Brief		18,000																							1 1						
e-newsletter can use for coop.		18,000																													
16,000 opt in sub each, M, W, F (3X per week)		18,000																													
delivers curated travel & meetings industry news. M, W,F KPI: CTR.																									1						
MPIWEB.ORG web retargeting		300,000	-+-		-			-	+ + -	+			+ +	+					+						+ +		+				
Web regargeting		300,000					i i																		1 1						\neg
KPI: 300,000 IMP/Clickable each run		,.																													
300x250, 728x90			$\sqcup \sqcup \Box$			$oxed{oxed}$	\Box		$\perp \perp \perp$	1				\bot				\vdash	\perp						\bot		\bot			\perp	\bot
MAT: 2 Weeks prior MPIWEB.ORG Mobile Adhesion Banner					+				 	-				+			1 1		+		1				+		-				
front of user scroll. 1 exclusive sponsor – 100% SOV		300,000	++		-			-+	++-	+			+	+ +			+		+	1	+	+		++	+		+				
KPI: Click thru/300K total visits per month		300,000																													
350x50, 50K																															
MAT: 2 Weeks prior					-				 				 	+		-	+ +							_							
MP Pulse Weekly Enews																	+ + -														
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MPI PARTNER SPONSORSHIP MPI Global Forum 1.12-14, 2018													\vdash				+ + -			+ +							+				
2018 World Educaiton Conference (WEC)							i i														1 1										
Marriot Golf Resort & Spa, Ponte Vedra Beach																															
									 																						
MEETINGS TODAY			\vdash					-	++-	+				+ +			+ + -	L			+ +					\rightarrow	+	_			+
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Meeting Focus South: 25,000 circ.	55,083																														
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will write & design, MT will deploy																															
emails (35,000)		68,000	\vdash		+	\vdash		-+	++-	1			+-+	+				$\vdash \vdash$	+						\vdash	-+	+				
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MEETINGSTODAY.COM																	T														
intro. Intro to planners Meetings in a minute tips. :30 Video																															
popular product		90,000	$\sqcup \sqcup \Box$			L	-		+	1						\vdash					1 1	+		+							-
Est. Open rate: 12% Mat: 2 week prior			\vdash		+	\vdash		-+	++-	1						$\vdash \vdash$	+				+	\dashv									-
MEETINGSTODAY.COM					+			_		+		 																			+
Joan is an industry Icon- Ind. Planner, Speaker & mentor in our															<u></u> t_								t								
industry who is a big voice for all things hospitality. Joan also	90,000																														
manages our Blogging & Twitter newsletter	90,000				-	\vdash		-+	++-	+			 	+ +	- 	 	+ + -							+	++		+				+
Value: \$4450 ea.										1														上上		\pm					
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model (Hallia										1				+ +			1 1		1 1		1 1	\dashv		+ +	1		\dashv				+
<u>SMARTMEETINGS.COM</u>																															
Associate		60,000																													
10,000 impressions + Retargeting= 90,000 impressions Deployment date, Material due 10 days prior			\vdash		+	\vdash							\vdash	+							1 1	-			\vdash					+	\longrightarrow
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Dedicated E-blast to over		90,000				-		++-			+	++-																	
NA.		90,000				+ +		+				+					_												
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PREVUE - DIGITAL																													
Infocus Q&A Digital. Sponsored content USAE.COM		90,000																											
8 additional free. TTL 24 \$750 per ad / 8x																									_				
11/																												+ + +	
<u>USAE.COM</u>																													
E-blast that drop week prior to each trade show	12,000																								\Box				
						+	-									+			++				\vdash	++	+				
Seventh drop free. HTML Zip file, subject line and seed list							_									$\bot \bot \bot$			$\sqcup \sqcup \sqcup$				$\vdash \vdash$		\perp				
Value: \$4000 due 7 days prior to launch						+						J _		L	+	+			\longmapsto				$\vdash \vdash$	+	+				
TRADESHOW NEWS NETWORK (TSNN)			1 1																										
Custom email designed by CVB/SMI to TSNN database Enews letters Sent to: 35,000		35,000	++	-																									
Sent to: 35,000																													
TOTAL CVB																													
BROWARD CONVENTION CENTER										_					_														
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