















**GREATER FORT LAUDERDALE CONVENTION & VISITORS BUREAU**  
**2016-2017**  
**MEDIA BUDGET ALLOCATION**  
**AS OF 9/28/2016**  
**AS OF 9/28/2016**

		2016			2017								
		OCT	NOV	DEC	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUG	SEPT
<b>LGBTQ - ONLINE</b>													
<b>INSTINCT Mag.com</b> 8 rotating leaderboards - 150,000 impressions per month per month 8 rotating square banners - 150,000 impressions per month 2 monthly e-Newsletters 2 stand alone blasts 2 Online article/blogs 1 online video /1 online contest													
<b>ProudParenting.com (Gay Ad Network)</b> 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	550,000 50,000 100,000									6/15 - 7/31			
<b>HERE MEDIA</b> Advocate.com Homepage transgender section (728 x 90) (300 x 600) (Imp:560K) Pride.com ROS Southern Comfort +Pride Fort Lauderdale Promotion Run of video (:15 - :30) Run of Mobile Summer Imp: 1,576,187	500,000 60,000 1,576,188							Family & Parenting 4/11-5/6 525,396		Family & Parenting 6/13-7/8 525,396		Family & Parenting 8/15-9/9 525,396	Family & Parenting 8/15-9/9 525,396
<b>MAN ABOUT WORLD</b> Custom design, 2FP within the guide, 1FP in Honeymoon Guide, 4FP in MAW Mag. 2 Ed. City Seen, etc. 10FPFC-March-Jan/Feb2016		FPFC	FPFC	FPFC	FPFC	FPFC	FPFC	FPFC	FPFC	FPFC	FPFC	FPFC	FPFC
<b>Damron</b> FPFC	10,000							FPFC MAT: 11/1					



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<b>LGBT - PRINT</b>													
<b>AQUA GIRL</b> Published: Annually Circ.													
									FPFC Mat: 3/6				
<b>Gay Parenting Magazine</b> Bi-Monthly (\$1771 per issue) July/Aug: Travel & Recreational / Summer Reading Sept/Oct: Private Schools Listing	5,000											FPFC Mat :6/10	FPFC Mat: 8/10
<b>PASSPORT</b> Published: Monthly  Circ. 75,000 (Print Edition) (IO include cost for Video)  3 PASSPORT E-NEWSLETTER SPONSORSHIP (160x600, 120x120 & 40-50 word text) Mat due 10 days prior Branded Content: Press Release, Photos due 21th of prior month <b>Material Due Dates: March: 1/5, May: 34</b>													
					Page 4c Mat: 11/6		Page 4c SWIMWARE ISSUE COVER SHOT IN GFL		Page 4c Weddings & Honeymoon				
						2/18/2016			5/12/2016			8/18/2016	
		Branded Content Video (12 months)											
<b>CURVE - DIGITAL</b>  Dedicated "Around the Curve" Email - sent to 38,000  2nd Wed of each month it goes out, material 1 week prior Lesbian site													
								4/13 Around the Curve		6/8 Around the Curve	7/13 Around the Curve		
<b>MeetMeOnBoard.com</b> Community Level Sponsorship: Banners (728x90, 300x250) & FB Group 2 promotions per month, Home Page pop up (1wk) <b>Exclusive Email blast</b>	5600											7/11/2016	8/18/2016
<b>VISIT FLORIDA LGBT INSERT</b> Annual Guide drive NY Village Voice, Philadelphia Weekly, Windy City Times, DC City Paper Baltimore City Life, Charleston City Paper, Montrose Star (TX), Bay Weekend (MA), Watermark (FL)													
									Page 4c Space: 1/22				
<b>HOT SPOTS</b> FPFC + PREMIUM BOX + Mark's List Standard Package.  Circ: 52,500													
				New Years Issue									
									4/6/2016	5/5/2016	6/2, 6/14, 6/23	7/14/2016	8/11/2016
													9/16, 9/30
<b>SOUTH FLORIDA GAY NEWS</b> Annual Guide to the Drive, Circ: 30,000 Side Web Banner, Top Web Banner-12 Mos. Eblast 10 Mos 300X250, 728X90. Eblast Posters 600x1000.													
		Digital											
					Back cover						Back cover		



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 AS OF 9/28/2016**

9/29/16	2016			2017									
	Impressions /Circulation	OCT	NOV	DEC	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUG	SEPT
<b>PRINT</b>													
<b>LE BOOK (NY, London, Paris)</b> Published: Annually circ. 5,000 / Right Hand Read	5,500								Page 4c Mat: 11/16				
<b>LA 411</b> Published: Annually Circ. 5,000 / Right hand Read	5,000				Page 4c								
<b>NY 411</b> Published: Annually Circ. 5,000	5,000										Page 4c Mat: 3/31		
<b>TOUR CONNECTION.</b> Published: 2x/year MAT: 2/12								Florida Tab Banner					Florida Tab Banner
<b>LOCATIONS 2016</b> Published: Annually Circ: 15,000.		Back Cover							Back Cover				
<b>THE LOCATION GUIDE UK</b> Published: Annually Right Hand Read													1/2 PG 4C
<b>ROAD BOOK</b> Published: Annually Right Hand Read / Value: \$3500					Page 4c Mat: 12/10								
<b>FILMMAKER (GOTHAM AGREEMENT)</b> Published: Quarterly (\$3304x3=\$9912 TTL) circ. 32,000 / Right Hand Read	32,000				WINTER ISSUE: 4X 1/4 PG 4C Mat: 11/28			SPRING ISSUE: 4X 1/4 PG 4C (Tribeca) Mat: 3/31			Summer Issue: 4X 1/4 PG 4C Mat: 6/13		
<b>THE HOLLYWOOD REPORTER</b> Published: Daily Non-Profit: 12x rate	73,000				1/2 Page FC Sundance		1/2 Page FC FL mat: 2/24						
<b>VARIETY</b> Published: Weekly Mat: 1/26 & 7/1						3/8 pg Berlin							3/8 pg Toronto
<b>PRODUCED BY CONFERENCE</b> Published: Monthly	8,800							Pg 4c (Post Awards) Mat: 3/16	Pg 4c (PGA Conf issue) Mat: 5/19	Pg 4c (PGA Conf issue) Mat: 5/19			
<b>SXSWORLD Magazine (2nd Issue for Music)</b> Published Annually (2017 GUIDE DUE 1/25) Distributed to attendants at the Music Fest.	17,000						1/2 FC Mat: 2/6						
<b>POLLSTAR WEEKLY</b> Published: weekly. Show 2/8-10. San Fran show MAT: 2/1						FPFC Pollstar Level							

















**GREATER FORT LAUDERDALE CONVENTION & VISITORS BUREAU  
2016-2017  
GROUP MEETINGS & CONVENTIONS  
AS OF 9/28/2016**

	Circulation / Impressions	2016				2017							
		OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
<b>GENERAL BUSINESS PUBS</b>													
FORBES.COM ROS Targeting .org domain names (DC DMA) Registration Targeting Corporate /Executive Impressions: 1,750,000	1,750,000				1/18-3/31								
WALL STREET JOURNAL Circ. 200,000 VENUES: Meeting (3/3 issue)	200,000						\$0 1/2 PAGE 4C CO-OP						
WSJ.COM Journal Perks Dedicated email blast targeted by Company Type, Title, and National Distribution: 67K opt Ins per email	67,000				\$0 0 1/14/2017 co-op email		\$0 0 3/10/2017 co-op email						
<b>MEETING TRADES/ONLINE</b>													
PCMA - CONVENE Published: 10x year Circulation: Dec: 39,000 Circulation: March 70,000 Mailed to out specific list - 1000 6x	39,000 70,000			\$0 \$0 SPD 4C CO-OP Annual meeting Preview MAT: 11/1			\$0 \$0 \$1,000 Florida SPD 4C CO-OP MAT: 2/1						
PCMA.ORG THIS WEEK @ PCMA to 13,500 10x per year PCMA E-Newsletters 150K impressions top leaderboard Month and date to run Material due:	13,500	300 x 250 banner 10/4/2016 This Week @PCMA MAT: 9/29	300 x 250 banner 11/8/2016 This Week @PCMA	300 x 250 banner 12/13/2016 This Week @PCMA	300 x 250 banner 1/3/2017 This Week @PCMA		300 x 250 banner 3/7/2017 This Week @PCMA	300 x 250 banner 4/11/2017 This Week @PCMA	300 x 250 banner 5/16/2017 This Week @PCMA	300 x 250 banner 6/20/2017 This Week @PCMA	300 x 250 banner 7/25/2017 This Week @PCMA	300 x 250 banner 8/29/2017 This Week @PCMA	
PCMA WEBSITE, HOMEPAGE TOP PUSHDOWN WITH OPTIONS What's New...What's Next 34K Imp Native Adv. 34K Imp Convene TV Featured Rundown 4,000 Imp Material Due:	34,000 4,000				What's New..What's next 1/17/2017 Mat:		Native adv. 3/28/2017 Mat: 5/18	Convene TV Featured rundown 4/27/2017 Mat: 5/18					
PCMA CHARGING STATIONS 4,000 attendees. Imp Charging station 12,000. Mobile App Imp: 13 Dates: 1/8-1/11/2017 Charging Station and Mobile App Banner Ad (Ok per CT 8/24/16)	12,000 135,000				\$0 1 charging station Mobile App Banner ad								
PCMA VIP Digital Package PCMA.ORG Website PCMACONVENE.ORG PCMA E-Newsletters NewsJunkie Daily PCMA E-Newsletters CONVENE@PCMA Weekly	430,000 41,000 22,000 80,000	\$0 ROS Top Pushdown with Retargeting PCMA.ORG	\$0			\$0 \$0 TOP LEADERBOARD BANNER PCMA E- Newsletters 2x 2/8 & 2/29 Placeholders	\$0 \$0 ROS Medium Pushdown with Retargeting PCMACONVENE. ORG	\$0 \$0 ROS Medium Pushdown with Retargeting PCMA.ORG	\$0 \$0 TOP LEADERBOARD BANNER Convene@PCM A Weekly 6/6 & 6/27 Placeholders				

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	2016				2017								
	Circulation / Impressions	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
<b>MEETINGS &amp; CONVENTIONS</b> Published: Monthly Circulation: 50,000  FI. Supplement (Back cover for GFLCVB \$7500 + ADDL FPFC \$4000) Material due date:						\$0 \$0				\$0 \$0			
MC MAG.COM Eblast w/ link to video (30,000) Epostcards  *Video Gallery: Custom video landing page where all participants get equal # of supplied videos hosted on the page & 300x250 banner. Material due date:					\$0 \$0							\$0 \$0	
NORTHSTAR MEETINGS GROUP EMAIL Successful Meetings, Meetings & Conventions, Meetings News, Incentive Meetingnewsdaily e-newsletter. 75,000 subs daily. 1 week per month.  160x600, 300x250, 600x100 NS: Masterclass Video Education Series Sponsorship. <small>Produced by the Northstar Meetings Group editorial team, this exciting education series features industry experts and thought leaders filmed discussing best practices on today's vital industry topics and essential knowledge for meeting planners. A total of 40-60 minutes of video divided into learning chapters with online quizzes for completion. Registration required for planners, and the leads delivered to sponsors.</small>						\$0 \$0 Date: 2.13.17 Mat:	\$0 \$0 Date: 3.20.17 Mat:						
NORTHSTAR MEETINGS GROUP  <small>Pre-roll retargeting: 15 second pre-roll targeted to Northstar audience viewing video across the web (external video network including Utube). May 2017. \$8,750 net for 125,000 video impressions.                      Video Sponsorship: Exclusive monthly Homepage position within editorial video module. Homepage overlay appears once user initiates sponsor video with sponsor branding. Also includes 1 email communication to our targeted database to promote video viewership. April 2017 on M&amp;C website. Included in program. (Actual rate is \$5,000 net)</small>	\$0 650k imp							\$0 \$0 :15 Video	\$0 \$0 Video Sponsorship				
SUCCESSFUL MEETINGS & MEETINGS & CONVENTIONS & INCENTIVES IMEX Pre-show report sent with all Oct 3, SM, M&C & Incentive  Oct 26, Incentive Webinar Sponsorship: The Return of Luxury Travel		FPFC + ADV. IMEX SHOW Mat: 9/7 (Placed)	Pg 4c Webinar 10.26 (placed)										
SUCCESSFUL MEETINGS.com Meeting news Incentive enewsletter Webinar Sponsorship:LGBT Friendly Event 3.22 2pm  5days per week. Tip of the day: 728x90, 300x250. 30K ups, 150,000 weekly		\$0 \$0 Tip of the Day Exclusive Sponsor 10.10.16			\$0 \$0 Tip of the Day Exclusive Sponsor 1.9.17	\$0 \$0 Native Content Friday(29 days) 4 partners	3.22.17 2pm WEBINAR						\$0 DESTINATION OF THE Month
SUCCESSFUL MEETINGS Published Monthly Circulation: 60,000					\$0 \$0 Spread 4c co-op New & Renovate Mat:		\$0 \$0 Spread 4c co-op Florida East Coast Mat:						\$0 FPFC + Advertorial Destination Florida Event
INCENTIVE Published: Monthly CIRC. 40,000									\$0 \$0				
MPI one+ Published: Monthly inserts: 35,000 Feb: Medical Meetings Supplement, World Medical Congress Bonus Dis. March: FLA Supplement, June CVB Supplement						\$0 \$0 SPD 4 C CO-OP Mat: 12/19	\$0 \$0 SPD 4 C CO-OP Mat: 1/25			\$0 \$0 FPFC + ADV. Mat: 4/25			



