

**GREATER FORT LAUDERDALE**  
hello sunny



**GFLCVB 2017/2018 Co-op  
Advertising Opportunities**

August 8, 2017

1. [Meetings Coop Program](#)
2. [Broadcast Radio](#)
3. [Sun Media Out of Home Billboard](#)
4. [Broadcast Television](#)
5. [Visit360](#)

1. [Sojern UK](#)
2. [2018 BUSA – Miles Media Multi-Channel Program – United Kingdom](#) (Winter)
3. [2018 BUSA - Miles Media Multi-Channel Program – Germany](#) (Spring)
4. [Sojern Germany](#)
5. [Sojern Canada](#)
6. [Toronto Star Travelers Email](#)
7. [2018 BUSA - Miles Media Multi-Channel Program - Brazil](#) (Spring)
8. [Sojern Brazil](#)
9. [2018 Essentially America Latin America](#)
10. [Brasilturis Journal Trade Magazine– VF](#)
11. [Brazil Travel News Consumer Magazine - VF](#)
12. [Ladevi Latin America Trade Magazine- VF](#)
13. [Mercado & Eventos Trade Magazine- VF](#)
14. [Qual Viagem Consumer Magazine](#)
15. [Report Americas Trade Magazine](#) (Pan Regional) – VF
16. [Boletin Turistico Mexico](#)
17. [VF Latin American Vacation Guide](#)

## Fall / Winter Leisure Consumer Program

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1. [AAA Living North](#)
2. [AdDaptive Programmatic Campaign- New](#)
3. [Adara - New](#)
4. [ABC Watch On Demand Television](#)
5. [Boston.com Traveler Email program](#)
6. [Chicago ad Mails](#)
7. [Expedia - New](#)
8. [Food & Wine Magazine](#)
9. [Globe Magazine](#)
10. [Mobile Fuse Digital Campaign - New](#)
11. [NYTimes.com Digital Campaign](#)
12. [T. New York Times Style Magazine](#)
13. [New York Times Magazine](#)
14. [New York Times Great Getaways Emails](#)
15. [Official Visit Florida Vacation Guide/Magazine](#)
16. [Pandora On-demand Radio – Winter](#)
17. [Philly.com Email Program](#)
18. [Spotify](#)
19. [Travel & Leisure, Food & Wine](#) Digital Campaign
20. [Travel Spike - New](#)
21. [Travel Zoo](#)
22. [TripleLift](#)
23. [Your Travel Insider Email](#)

1. [AAA Living Magazine South](#)
2. [AAA Living Magazine North](#)
3. [AdDaptive Programmatic](#)- **New**
4. [Adara](#) - **New**
5. [ABC Watch On Demand Television](#)
6. [Expedia](#) - **New**
7. [Hulu On Demand Television](#)
8. [Interfuse Winter Instate Insert & Digital Campaign](#)
9. [Mobile Fuse Digital Campaign](#) - **New**
10. [Pandora On-demand Radio](#) – Summer
11. [Spotify](#)
12. [SpotXchange](#)
13. [Travel Zoo](#)
14. [Travel Spike](#) - **New**
15. [TripleLift](#)
16. [Trip Advisor](#)



GREATER FORT LAUDERDALE  
meet sunny

**meet** *inspired*

It's easy to make your event shine when blue sky thinking comes with the territory.

*Brainstorming in the Venice of America with Coastal Yacht Tours*



### Fort Lauderdale Marriott Harbor Beach Resort & Spa

Newly redesigned oceanfront resort on south Florida's largest private beach features 100,000 sq. ft. of indoor and outdoor meeting space, including a breathtaking 10,000 sq. ft. oceanfront ballroom. Dynamic meeting facilities complemented by world-class dining, full-service spa and a location just minutes from the airport.

Fort Lauderdale  
954-525-4000  
MeetAtHarborBeach.com



### The Diplomat Beach Resort

Spirited by a \$100 million transformation, The Diplomat is an icon reborn with luxe amenities, coastal contemporary rooms and 10 all-new culinary experiences boldly led by celebrity chefs Geoffrey Zakarian and Michael Schulson. Beachside and brilliant with over 200,000 sq. ft. of event space, The Diplomat ushers in a new era of oceanfront success.

Hollywood  
954-602-8607  
MeetAtTheDip.com



### Hyatt Regency Pier Sixty-Six

Set amidst 22 acres of tropical landscaping, unique meeting venues overlook a world-class marina. Our landmark hotel provides the ideal meeting destination and a resort atmosphere. 30,000 sq. feet of unique meeting space with panoramic water views and award winning culinary will inspire your event.

Fort Lauderdale  
954-728-3535  
Pier66.Hyatt.com



### Seminole Hard Rock Hotel & Casino

South Florida's premier destination for entertainment and fun offers a 140,000 sq. ft. casino, 40,000 sq. ft. of meeting space, including 16,000 sq. ft. grand ballroom divisible into eight sections and several smaller rooms for breakouts or board meetings. A 7,000 sq. ft. poolside function area is also available.

Hollywood  
954-797-5499 • 800-937-0156  
SeminoleHardRockHollywood.com



### The Westin Fort Lauderdale Beach Resort

The Westin Fort Lauderdale Beach Resort is where miles of soft sand beaches meet the sparkling blue waters of the Atlantic Ocean. Enjoy the allure of fully transformed oceanfront dining at Siren's Table. As the premier Starwood convention hotel on the beach in South Florida, the resort offers 32,000 sq. ft. of meeting space for your Fort Lauderdale event.

Fort Lauderdale  
954-467-1111  
WestinFtLauderdaleBeach.com



### 2017 Events

Planners love having meetings in Greater Fort Lauderdale, where a SUNsational service team is on hand to make sure their events shine. Join the list of prestigious meetings lined up for 2017:

**June 5-9**  
Society of Government Meeting Planners

**June 14-16**  
IBTM America

**June 26-28**  
National Energy & Utility Affordability Conference

@VisitLauderdale | #meetsunny | Get inspired 24/7 - hello sunny TV

Start planning at [sunny.org/meetings](http://sunny.org/meetings) or call **800-356-1662**

**GREATER FORT LAUDERDALE CVB  
2017-2018 PRELIMINARY GROUP MEETING CO-OP**

The 2018-2018 Greater Fort Lauderdale Meetings co-op program is designed to extend the Greater Fort Lauderdale Brand by providing the hospitality partners the opportunity to leverage their advertising budgets. The 2018 plan includes the same focus on business /financial publications and sites based on previous success. New opportunities this year include pre-roll video, content and continue to focus on medical. This comprehensive plan includes 9 publications 16 print insertions at the same price with an increase in value of 20%.

PRINT						
PUBLICATION	Material Due Date	CIRCULATION	DATES	EDITORIAL	SIZE	COST
Association Now (ASAE)		19,000	May/ June 2018	Florida Destinations	2 Page Spread FC	\$8,918
		19,000	August 2018	ASAE Annual Meetings Program	2 Page Spread FC	\$13,782
Prevue		36,000	January/February 2018	VF: Meetings & Incentive Planner	2 Page Spread FC	\$8,320
		36,000	May/ June, 2018	Luxury.	2 Page Spread FC	\$10,000
Convene (PCMA)		39,000	December, 2017	2018 PCMA Convening Leaders Preview +Digital Ed.	2 Page Spread FC	\$11,000
		39,000	March, 2018	Florida Supplement + Digital Edition	2 Page Spread FC	\$11,000
Incentive Magazine		40,000	May/ June 2018	VF Coop	2 Page Spread FC	\$8,500
Meetings and Conventions		42,000	February, 2018	Visit Florida	2 Page Spread FC	\$10,000
		42,000	June, 2018	Florida Supplement	FPFC + Back Cover	\$8,500
Meetings Today		25,000	April 2018	Meetings Florida Supplement	2 Page Spread FC	\$7,500
MPI The Meeting Professional		45,000	March 2018	Florida Supplement	2 Page Spread FC	\$7,500
		45,000	June 2018	CBV Supplement, WEC 2018 Issue	2 Page Spread FC	\$7,500
Successful Meetings		42,000	January 2018	New and Renovated	2 Page Spread FC	\$8,000
		42,000	March 2018	Annual Florida Section	2 Page Spread FC	\$9,500
Smart Meetings		50,000	December, 2017	Florida Supplement & Platinum Choice	2 Page Spread FC	\$9,000
		50,000	August, 2018	Medical Pharma	2 Page Spread FC	\$9,000
		611,000				\$148,020.00

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**DIGITAL**

SITE	IMP	DATES	MARKETS	SIZE	COST
TSNN	45,000	November 15, 2017	National	Custom Emails	\$2,500
TSNN	45,000	June 21, 2018	National	Custom Emails	\$2,500
TSNN	45,000	September 18, 2018	National	Custom Emails	\$2,500
PCMA.org	15,000	Date TBD: 1 Per Partner	National	E-Newsletter	\$2,000
MeetingsToday.com	90,000	January 17, 2018	National	Daily e-newsletter	\$3,000
	90,000	March 14, 2018	National	Daily e-newsletter	\$3,000
	90,000	June 13, 2018	National	Daily e-newsletter	\$3,000
Prevue	30,000	January - June 2018	Each partner received a dedicated eblast or 300x250 banner	300x250	\$0
MPI Programmatic Campaign	300,000	November, January, February 2018	Target a specific demographic meeting planner on their browser as they surf the web. Reach a highly engaged audience of MPI member or PYM planners (or both).	Banner	\$7,500
AN Daily News	30,000	April 2018 (12 Weeks)	National	Lower Rectangle Banner	\$5,644
Successful Meetings.com	48,000	February 1, 2018	National	Targeted Email Acquisition Marketing	\$8,000
MeetinsNews & Incentive	48,000	April 1, 2018	National	Targeted Email Acquisition Marketing	\$8,000
Incentive Traveler	20,000	May 1, 2018	National	E-Newsletter	\$2,500
Smart Meetings	100,000	June 1, 2018	National	E-Newsletter Takeover	\$4,000

\$54,144.00

**GREATER FORT LAUDERDALE CVB  
2017-2018 PRELIMINARY GROUP MEETING CO-OP**

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**TOTAL DIGITAL IMPRESSIONS** 996,000  
**TOTAL PRINT CIRCULATION** 611,000

Partners will be featured on Emails/E-postcards with copy, image and logo. Banners will click to a dedicated landing page featuring partner's images and copy.

**Partner cost for bundled package:** \$14,000  
**Value:** \$202,164 7%

**Space deadline:** 5-Sep-17  
**Material deadline:** 16-Oct-17  
**1st payment (50%) due:** 18-Oct-17  
**2nd payment (50%) due:** 18-Jan-18

**Material specifications:**  
Please send: hero image plus 1-2 additional images, logo, address, phone numbers, URL and 30 words of copy. All advertisers to provide images in 300 DPI, CMKY, TIF, EPS or JPEG\*

**Please send check to Accounts Payable at Starmark**  
Starmark International  
210 S. Andrews Avenue  
Fort Lauderdale, FL 33301  
T 954. 874.9000

**Please send materials to Lina Sotoaguilar**  
Starmark International  
210 S. Andrews Avenue  
Fort Lauderdale, FL 33301  
T 954. 874.9000  
email: lsotoaguilar@starmark.com

- **Dates:** Jan-Feb 2018 (Winter 2018)
- **Print:** The Sunday Times, The Traveler Magazine
- **Digital:** Facebook Carousel, Expedia Activation, dedicated hotel search page.
- **Circ/Imp:** 460,000, 7,000 Clicks. 415,000 co-branded display ads. Inclusion in Visit The USA Landing Page linking to your flight search results page.
- **Min/Max Partners:** 3. Share 1 formatted page and clicks
- **Net Rate:** \$3,000
- **Value:** \$6,000
- **Savings:** 50%
- **Space and Material Deadline:** August 11, 2017
- **Payment Deadline:** August 11, 2017
- **GFLCVB.STARMARK.COM**
- **Material specifications:** Please send: property picture, logo, address, phone numbers, URL and 25 words of copy. All Advertisers to provide images in 300 DPI, CMYK, TIF, EPS, or JPG files. All logos in EPS Vector file. Copy should be submitted in a Word document.



- **Sojern: Programmatic** platform that Travel marketing experts that specialized in travelers path to purchase data. Sojern works with top travel brands and independent hotels across the globe.
- **Launch Dates:** January - March 2018
- **Partner Impressions:** 10-15% of total
- **2017 CVB Results:** 6,425 Clicks and 0.32% CTR
- **Min/Max Partners:** 2
- **Net Rate:** \$3,000
- **Value:** \$6,000
- **Space and Material Deadline:** Nov 13, 2017
- **Payment Deadline:** Nov 13, 2017
- [GFLCVB.STARMARK.COM](http://GFLCVB.STARMARK.COM)
- **Material specs:** Image (gif, Jpeg), Standard Banner (200K max initial load), :15 video if applicable

## 300x600 – UK – Sailboat

☰ COSMOPOLITAN BEAUTY CELEB LOVE LIFESTYLE FASHION FOLLOW Q

### Alternative Mother's Day gifts to show your mum how much you love her

In case don't know WTF to get her, we've got a couple of tricks up our sleeve




by DUSTY BAKIER-WEIGHE Mar 31, 2017

Just in case it's slipped your mind in between all your fantasies about Leonardo DiCaprio and chocolate binges, it's Mother's Day on Sunday 26th March - and if you haven't already bought your way to the 'Best Daughter Of The Year Award' competition, you will do after you read this.

**A pre-booked pampering session**  
With the *Buzy* or *Treatwell* apps, which act as a little black book of incredible spa

## BUSA Multi-Channel Program: Germany

- **Dates:** Apr 2018 - May 2018 (Spring 2017)
- **Print:** Bunte, Focus, InStyle
- **Digital:** Facebook, Expedia, Google, Visit USA Landing Page
- **Circ/Imp:** 6 Week Content Traffic Generation Campaign, Facebook Carousel units, Expedia hotel feature (1st come basis)
- **Min/Max Partners:** 3 share 1 formatted page
- **Net Rate:** \$3,000
- **Value:** \$6,000
- **Savings:** 50%
- **Space and Material Deadline:** Nov 20, 2017
- **Payment Deadline:** Nov 20, 2017
- **GFLCVB.STARMARK.COM**
- **Material specifications:** Please send: property picture, logo, address, phone numbers, URL and 25 words of copy. All Advertisers to provide images in 300 DPI, CMYK, TIF, EPS, or JPG files. All logos in EPS Vector file. Copy should be submitted in a Word document.

greater FORT LAUDERDALE  
florida  
**HELLO SUNNY**

Compre hasta que embarque! Con el servicio Taxi de Agua a la mundialmente famoso Las Olas Boulevard y al Mall de lujo Galleria, es fácil alcanzar el glamour. Su escapada de compras comienza en [sunny.org/español](http://sunny.org/español)

Escanear para una revista digital gratuita

SAWGRASS MILLS  
A SIMON CENTER

Superior Small Lodgings

Sawgrass Mills ha expandido su colección de tiendas de lujo, The Colonnade Outlets, añadiendo 24 tiendas y 2 restaurantes a las ya 350 tiendas y outlets.

TravelTrade.Simon.com  
954-846-2350 • SawgrassMills.com

Ya sea que desees disfrutar de una escapada relajada o que buscas un lugar donde pasar unas vacaciones en familia, estas acogedoras propiedades todas con 50 habitaciones o menos, saben que menos puede ser mejor. Revisa nuestra guía gratis de alojamiento en centros vacacionales pequeños Superior Small Lodgings Guide.

800-22-SUNNY • [sunny.org/ssl](http://sunny.org/ssl)

@VisitLauderdale | #HELLOSUNNY

USA Visit TheUSA .co

CVB2500\_Boletín\_Turístico\_Shopping\_Columbia\_FP\_mech.indd 1

5/12/16 4:36 PM

### Germany - Florida Partners (3):

Display Ad	Impressions	Clicks (incl. 20,499 BONUS clicks)	Total CTR
	1,684,380	27,999	1.66%
Expedia	Total Room Nights Booked	Total Booking Revenue	Total Cost of Campaign
	3,412	\$529,842	\$52,660

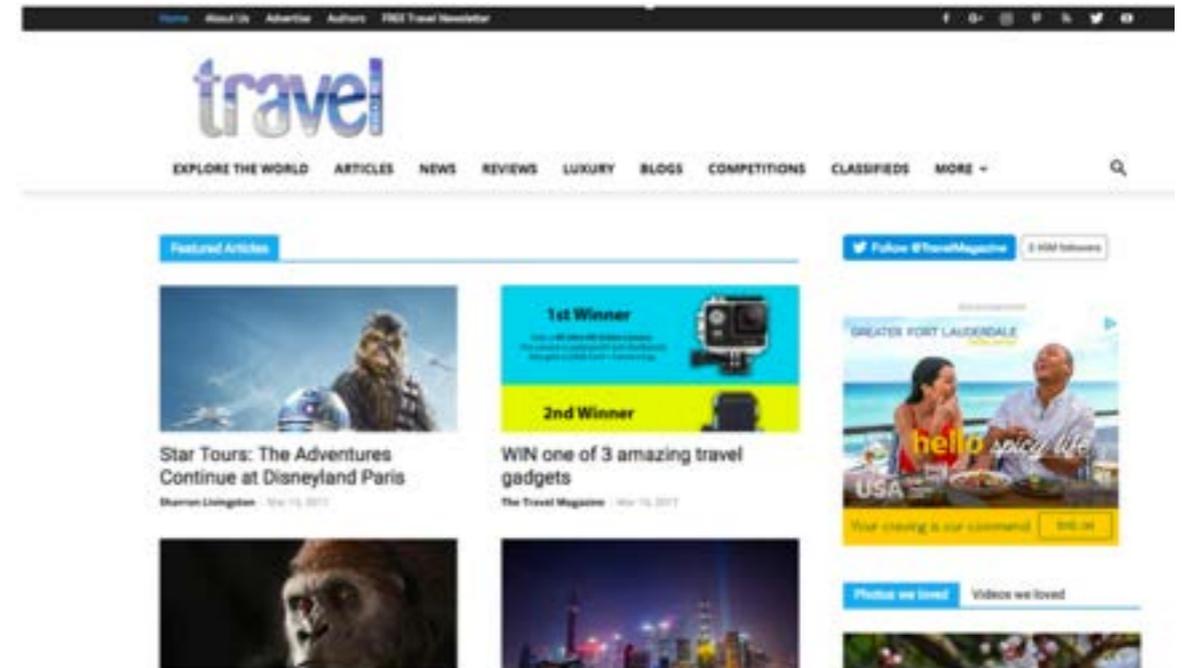
## Sojern - Germany

- **Sojern:** Programmatic platform. Travel marketing experts that specialized in travelers path to purchase data. Sojern works with top travel brands and independent hotels across the globe.
- **Dates:** March - April 2018
- **Partner Impressions:** 10-15% of total
- **CVB Results:** 5,938 Clicks and 0.18% CTR
- **Min/Max Partners:** 2
- **Net Rate:** \$3,000
- **Value:** \$6,000
- **Space and Material Deadline:** Feb 10, 2018
- **Payment Deadline:** Feb 10, 2018
- [GFLCVB.STARMARK.COM](http://GFLCVB.STARMARK.COM)
- **Material specs:** Image (gif, Jpeg), Standard Banner (200K max initial load), :15 video if applicable

## 160x600 – GER – Alchemist



- **Sojern:** Programmatic platform. Travel marketing experts that specialized in travelers path to purchase data. Sojern works with top travel brands and independent hotels across the globe.
- **Dates:** December 2017 - February 2018
- **Partner Impressions:** 10-15% of total
- **CVB Results:** 5,556 Clicks and 0.22% CTR
- **Min/Max Partners:** 2
- **Net Rate:** \$3,000
- **Value:** \$6,000
- **Space and Material Deadline:** Nov 10, 2017
- **Payment Deadline:** Nov 10, 2017
- [GFLCVB.STARMARK.COM](http://GFLCVB.STARMARK.COM)
- **Material specs:** Image (gif, Jpeg), Standard Banner (200K max initial load), :15 video if applicable



## Toronto Star Traveler Emails

- **Distribution:** 60,000 (opt-in subscribers)
- **Email Blast Dates:**
  1. November 6, 2017
  2. December 11, 2017
  3. January 12, 2018
- **Min #s of partners:** 3
- **Max #s of partners:** 6
- **Net Cost:** \$1,500 (package of 3 cost)
- **Value:** \$3,450 (package cost)
- **Jan 12, 2017 Results:** 0.9% CTR with a 18% open rate.
- **Space & Materials Deadlines:**
  1. October 30, 2017
  2. November 20, 2017
  3. December 14, 2017
- **Payment Due:** November 6, 2017
- [GFLCVB.STARMARK.COM](http://GFLCVB.STARMARK.COM)

From: **The Toronto Star** wonderlist@thestar.ca  
Subject: Warm up this Winter in Greater Fort Lauderdale  
Date: January 12, 2017 at 3:32 PM  
To: sirani@starmark.com

Advertising Message  
Having trouble viewing this email? [Click here.](#)



Offshore, Fort Lauderdale

Sharing moments on top of the water puts you on top of the world. Your beach escape awaits. [ENTER2WIN](#)

**PLAN YOUR ESCAPE**



**Underground Lauderdale Fashion Weekend**

Calling all fashionistas! Don't miss the Underground Lauderdale Fashion Weekend - 3 days of fashion and fun by the beach. Jan 26 - 29

[BUY TICKETS](#)



**Taste Fort Lauderdale**

Greater Fort Lauderdale's culinary scene will be in the spotlight for the Food Network & Cooking Channel South Beach Wine & Food Festival's Taste Fort Lauderdale Series. Feb 22 - 26

[BUY TICKETS](#)

**Specs:** There are 3 unique emails. 3 sets of assets need to be provided by the above dates. Up to 25 words of copy, offer ("from \$XX Rate" is recommended), click thru URL, tracking code, 1 horizontal image (high res), logo.

## BUSA Multi-Channel Program - Brazil

- **Dates:** Apr 2018 - May 2018 (Spring 2018)
- **Print:** O Estado De S. Paulo, Viagem
- **Digital:** Facebook Carousel, Expedia Activation, dedicate hotel search page.
- **Circ/Imp:** 950,000, 7,500 Clicks. 415,000 co-branded display ads. Partner participation in print and % of impressions based on tier package.

Print Insert: 108,000

Digital Display Ad Impressions: 830,603 / Digital Display Ad Clicks: 7,703 (.93% CTR)

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

- **Min/Max Partners:** 3 share 1 formatted page
- **Net Rate:** \$3,000
- **Value:** \$6,000
- **Space and Material Deadline:** Nov 20, 2017
- **Payment Deadline:** Nov 20, 2017
- [GFLCVB.STARMARK.COM](http://GFLCVB.STARMARK.COM)
- **Material specifications:** Please send: property picture, logo, address, phone numbers, URL and 25 words of copy. All Advertisers to provide images in 300 DPI, CMYK, TIF, EPS, or JPG files. All logos in EPS Vector file. Copy should be submitted in a Word document.



- **Sojern:** Programmatic platform. Travel marketing experts that specialized in travelers path to purchase data. Sojern works with top travel brands and independent hotels across the globe.
- **Launch Dates:** April-May 2018
- **Partner Impressions:** 10-15% of total
- **CVB Results (CA):** 5,556 Clicks and 0.22% CTR
- **Min/Max Partners:** 2
- **Net Rate:** \$3,000
- **Value:** \$6,000
- **Savings:** 50%
- **Space and Material Deadline:** Nov 10, 2017
- **Payment Deadline:** Nov 10, 2017
- [GFLCVB.STARMARK.COM](http://GFLCVB.STARMARK.COM)

The image shows two digital assets side-by-side. On the left is a screenshot of a Cosmopolitan article. The article title is "Alternative Mother's Day gifts to show your mum how much you love her" with a sub-headline "In case don't know WTF to get her, we've got a couple of tricks up our sleeve". The article features a photo of a woman and a child on a boat. Below the photo is the author's name "DUSTY BAXTER-WRIGHT" and the date "Mar 21, 2017". The article text begins with "Just in case it's slipped your mind in between all your fantasies about Leonardo DiCaprio and chocolate binges, it's Mother's Day on Sunday 26th March - and if you haven't already bought your way to the 'Best Daughter Of The Year Award' competition, you will do after you read this." Below the text is a section header "A pre-booked pampering session". On the right is a vertical advertisement for Greater Fort Lauderdale. The ad features the text "hello good life" in a stylized font, a photo of a family on a boat, and the slogan "Give way to the currents of happiness." at the bottom with a "SET SAIL" button.

## Essentially America - Latin America

- **Essentially America** is the leading international magazine about leisure travel to the US. Founded in the UK in 1993. Its journalists have received more awards from Visit USA committees and TIA/US Travel Association than those writing for any other publication.

The Mexico edition is distributed in cooperation with ScotiaBank which sends copies to its credit card holders who by their spending patterns the bank has identified as traveling to the USA at least twice per year.

The Colombia edition is sent to a proprietary database of High Income recipients who are keen international travelers.

- **Issue Date:** Apr 2018
- **Circ:** 50,000 - Mexico; 10,000 - Colombia
- **Min/Max Partners:** 3 share 1/6 formatted page
- **Net Rate:** \$750
- **Value:** \$1,500
- **Space and Material Deadline:** Feb 15, 2018
- **Payment Due:** Feb 15, 2018
- [GFLCVB.STARMARK.COM](http://GFLCVB.STARMARK.COM)
- **Material specifications:** Please send: property picture, logo, address, phone numbers, URL and 25 words of copy. All Advertisers to provide images in 300 DPI, CMYK, TIF, EPS, or JPG files. All logos in EPS Vector file. Copy should be submitted in a Word document.

GREATER FORT LAUDERDALE | FLORIDA  
hello sunny

# hello *rota cênica*



Parque de Recreação Sawgrass, Weston

USA · Visite OsUSA .com.br

Aqui a estrada menos viajada acontece ser um rio - de grama. Aproveite o passeio e assista tudo sobre Greater Fort Lauderdale 24 horas por dia, 7 dias por semana no Hello Sunny TV. Encontre-nos em [sunny.org/portugues](http://sunny.org/portugues)



É o mais novo resort de luxo do sul da Flórida localizado em frente ao mar, um verdadeiro oásis formado por 363 apartamentos com cozinhas gurmê, vista para o oceano, restaurantes requintados, academia de ginástica, spa e piscina.  
4111 S. Ocean Drive • Hollywood  
754-201-2040 • [hydehollywoodbeach.com](http://hydehollywoodbeach.com)



Se você está procurando uma escapada bem sossegada ou uma viagem com a sua família, estas acolhedoras propriedades - todos com 50 quartos ou menos - sabem como fazê-lo. Aproveite o Guia Superior Gratuito de Pequenas Hospedagens.  
800-22-SUNNY • [sunny.org/ssl](http://sunny.org/ssl)

@VisitLauderdale | #hellosunny | [hello sunny TV](http://hello.sunny.tv)

## Brasilturis Journal Trade Magazine

BRASILTURIS JORNAL: A leading travel trade publication in Brazil. Editorial content consists of news on the development and promotion of tourism worldwide, covering all areas of transportation, hotels, excursions and related activities. Brasilturis is published on the 1st and 3rd week of each month, and is printed on bright white glossy stock paper, for the highest visibility of your advertisement. Readership includes: tour operators, travel agencies, executives at all domestic and international airlines based in Brazil, executives at all ground and sea transportation companies, executives at all hotels and hotel representations nationwide.

- **Dates:** Apr, May, June & July 2018(Visit Florida Section)
- Can change out creative in each issue
- **Circ:** 15,000 (includes tour operators, travel agencies, executives at domestic & international airlines)
- **Min/Max Partners:** 3 share 1/6 formatted page
- **Net Rate:** \$1,000
- **Value:** \$2,500
- **Savings:** 60%
- **Space and Material Deadline:** Feb 1, 2018
- **Payment Due:** Feb 1, 2018
- [GFLCVB.STARMARK.COM](http://GFLCVB.STARMARK.COM)
- **Material specifications:** Please send: property picture, logo, address, phone numbers, URL and 25 words of copy. All Advertisers to provide images in 300 DPI, CMYK, TIF, EPS, or JPG files. All logos in EPS Vector file. Copy should be submitted in a Word document.

GREATER FORT LAUDERDALE | FLORIDA  
hello sunny

hello *rota cênica*



Parque de Recreação Sawgrass, Weston

USA Visite OsUSA .com.br

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É o mais novo resort de luxo do sul da Flórida localizado em frente ao mar, um verdadeiro oásis formado por 363 apartamentos com cozinhas gurmê, vista para o oceano, restaurantes requintados, academia de ginástica, spa e piscina.

4111 S Ocean Drive • Hollywood  
754-201-2040 • [hydehollywoodbeach.com](http://hydehollywoodbeach.com)



Se você está procurando uma escapada bem sossegada ou uma viagem com a sua família, estas acolhedoras propriedades - todos com 50 quartos ou menos - sabem como fazê-lo. Aproveite o Guia Superior Gratuito de Pequenas Hospedagens.

800-22-SUNNY • [sunny.org/ssl](http://sunny.org/ssl)

@VisitLauderdale | #hellosunny | hello sunny TV

- **Dates:** Mar, Apr, May, June & July 2018
- Can change out in each issue
- **Circ:** 45,000
- **Min/Max Partners:** 3 share 1/6 formatted page
- **Net Rate:** \$1,000 (package cost)
- **Value:** \$2,500
- **Savings:** 60%
- **Space and Material Deadline:** Jan 15, 2018
- **Payment Due:** Jan 15, 2018
- [GFLCVB.STARMARK.COM](http://GFLCVB.STARMARK.COM)
- **Material specifications:** Please send: property picture, logo, address, phone numbers, URL and 25 words of copy. All Advertisers to provide images in 300 DPI, CMYK, TIF, EPS, or JPG files. All logos in EPS Vector file. Copy should be submitted in a Word document.

GREATER FORT LAUDERDALE | FLORIDA  
hello sunny

hello lugar feliz

USA Visite OsUSA .com.br

Faça compras e jante em Greater Fort Lauderdale, onde satisfazer seus desejos é a nossa especialidade. Explore nossas ofertas 24 horas por dia, 7 dias por semana em Hello Sunny TV. Encontre-nos em [sunny.org/portugues](http://sunny.org/portugues)

**HYDE**  
RESORT RESIDENCES  
HOLLYWOOD, FLORIDA

É o mais novo resort de luxo do sul da Flórida localizado em frente ao mar, um verdadeiro oásis formado por 363 apartamentos com cozinhas gurmê, vista para o oceano, restaurantes requintados, academia de ginástica, spa e piscina.  
4111 S Ocean Drive • Hollywood  
754-201-2040 • [hydehollywoodbeach.com](http://hydehollywoodbeach.com)

**SUPERIOR SMALL LODGING**

Se você está procurando uma escapada bem sossegada ou uma viagem com a sua família, estas acolhedoras propriedades - todos com 50 quartos ou menos - sabem como fazê-lo. Aproveite o Guia Superior Gratuito de Pequenas Hospedagens.  
800-22-SUNNY • [sunny.org/ssl](http://sunny.org/ssl)

@VisitLauderdale | #hellosunny | hello sunny

- **Dates:** Apr, May & June 2018
- Can change out creative in each issue
- **Circulation:** 10,000
- Digital Edition 5,000 web visitors
- **Min/Max Partners:** 3 share 1/6 formatted page
- **Net Rate:** \$650
- **Value:** \$1,000
- **Savings:** 35%
- **Space and Material Deadline:** Feb 1, 2018
- **Payment Due:** Feb 1, 2018
- [GFLCVB.STARMARK.COM](http://GFLCVB.STARMARK.COM)
- **Material specifications:** Please send: property picture, logo, address, phone numbers, URL and 25 words of copy. All Advertisers to provide images in 300 DPI, CMYK, TIF, EPS, or JPG files. All logos in EPS Vector file. Copy should be submitted in a Word document.

GREATER FORT LAUDERDALE | FLORIDA  
hello sunny

hello lugar feliz

USA Visite OsUSA .com.br

Faça compras e jante em Greater Fort Lauderdale, onde satisfazer seus desejos é a nossa especialidade. Explore nossas ofertas 24 horas por dia, 7 dias por semana em Hello Sunny TV. Encontre-nos em [sunny.org/portugues](http://sunny.org/portugues)

**HYDE**  
RESORT & RESIDENCES  
HOLLYWOOD, FLORIDA

4111 S Ocean Drive • Hollywood  
754-201-2040 • [hydehollywoodbeach.com](http://hydehollywoodbeach.com)

**SUPERIOR SMALL LODGING**

Se você está procurando uma escapada bem sossegada ou uma viagem com a sua família, estas acolhedoras propriedades - todos com 50 quartos ou menos - sabem como fazê-lo. Aproveite o Guia Superior Gratuito de Pequenas Hospedagens.

800-22-SUNNY • [sunny.org/ssl](http://sunny.org/ssl)

@VisitLauderdale | #hellosunny | hello sunny

- **Dates:** Nov 2017 - June 2018 (8 issues)
- Can change out creative each issue
- **Circulation:** 16,600 per issue
- **Min/Max Partners:** 3 share 1/6 formatted page
- **Net Rate:** \$2,000 (package)
- **Value:** \$3,000
- **Savings:** 33%
- **Space and Material Deadline:** Oct 2, 2017
- **Payment Due:** Oct 2, 2017
- [GFLCVB.STARMARK.COM](http://GFLCVB.STARMARK.COM)
- **Material specifications:** Please send: property picture, logo, address, phone numbers, URL and 25 words of copy. All Advertisers to provide images in 300 DPI, CMYK, TIF, EPS, or JPG files. All logos in EPS Vector file. Copy should be submitted in a Word document.



GREATER FORT LAUDERDALE | FLORIDA  
hello sunny

hello lugar feliz

USA Visite OsUSA .com.br

Faça compras e jante em Greater Fort Lauderdale, onde satisfazer seus desejos é a nossa especialidade. Explore nossas ofertas 24 horas por dia, 7 dias por semana em Hello Sunny TV. Encontre-nos em [sunny.org/portugues](http://sunny.org/portugues)

**HYDE**  
RESORT RESIDENCES  
HOLLYWOOD, FLORIDA

É o mais novo resort de luxo do sul da Flórida localizado em frente ao mar, um verdadeiro oásis formado por 363 apartamentos com cozinhas gurmê, vista para o oceano, restaurantes requintados, academia de ginástica, spa e piscina.  
4111 S Ocean Drive • Hollywood  
754-201-2040 • [hydehollywoodbeach.com](http://hydehollywoodbeach.com)

**SUPERIOR SMALL LODGING**

Se você está procurando uma escapada bem sossegada ou uma viagem com a sua família, estas acolhedoras propriedades - todos com 50 quartos ou menos - sabem como fazê-lo. Aproveite o Guia Superior Gratuito de Pequenas Hospedagens.  
800-22-SUNNY • [sunny.org/ssl](http://sunny.org/ssl)

@VisitLauderdale | #hellosunny | hello sunny

- **Dates:** Dec 2017 - June 2018
- Can change out creative each issue
- **Circ:** 30,000
- **Min/Max Partners:** 3
- **Net Rate:** \$2,000 (package)
- **Value:** \$3,000
- **Savings:** 33%
- **Space and Material Deadline:** Sept 28, 2017
- **Payment Due:** Sept 28, 2017
- [GFLCVB.STARMARK.COM](http://GFLCVB.STARMARK.COM)
- **Material specifications:** Please send: property picture, logo, address, phone numbers, URL and 25 words of copy. All Advertisers to provide images in 300 DPI, CMYK, TIF, EPS, or JPG files. All logos in EPS Vector file. Copy should be submitted in a Word document.



GREATER FORT LAUDERDALE | FLORIDA  
hello sunny

hello lugar feliz

USA Visite OsUSA .com.br

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**HYDE**  
RESORT RESIDENCES  
HOLLYWOOD, FLORIDA

É o mais novo resort de luxo do sul da Flórida localizado em frente ao mar, um verdadeiro oásis formado por 363 apartamentos com cozinhas gurmê, vista para o oceano, restaurantes requintados, academia de ginástica, spa e piscina.  
4111 S Ocean Drive • Hollywood  
754-201-2040 • [hydehollywoodbeach.com](http://hydehollywoodbeach.com)

**SUPERIOR SMALL LODGING**

Se você está procurando uma escapada bem sossegada ou uma viagem com a sua família, estas acolhedoras propriedades - todos com 50 quartos ou menos - sabem como fazê-lo. Aproveite o Guia Superior Gratuito de Pequenas Hospedagens.  
800-22-SUNNY • [sunny.org/ssl](http://sunny.org/ssl)

@VisitLauderdale | #hellosunny | hello sunny

## Report Americas Trade Magazine

- **Dates:** March, April and June 2018 (Visit Florida Sections)
- Reaches 20 countries in Latin America. Published in Spanish and Portuguese
- Can change out creative each issue
- **Circ:** 17,500
- **Min/Max Partners:** 3
- **Net Rate:** \$650 (package)
- **Value:** \$1,000
- **Savings:** 35%
- **Space and Material Deadline:** Feb 1, 2018
- **Payment Due:** Feb 1, 2018
- **GFLCVB.STARMARK.COM**
- **Material specifications:** Please send: property picture, logo, address, phone numbers, URL and 25 words of copy. All Advertisers to provide images in 300 DPI, CMYK, TIF, EPS, or JPG files. All logos in EPS Vector file. Copy should be submitted in a Word document.



GREATER FORT LAUDERDALE | FLORIDA  
hello sunny

hello *vida boa*

Veneza das Américas

Visite OsUSA.com.br

Compartilhe momentos sobre a água e sinta-se no topo do mundo. Assista tudo sobre Greater Fort Lauderdale 24/7 no canal Hello Sunny TV. Acesse nosso site [sunny.org/portugues](http://sunny.org/portugues)



HYDE  
RESORT & RESIDENCES  
HOLLYWOOD, FLORIDA

É o mais novo resort de luxo do sul da Flórida localizado em frente ao mar, um verdadeiro oásis formado por 363 apartamentos com cozinhas gurmê, vista para o oceano, restaurantes requintados, academia de ginástica, spa e piscina.  
4111 S Ocean Drive • Hollywood  
754-201-2040 • [hydehollywoodbeach.com](http://hydehollywoodbeach.com)



SUPERIOR SMALL LODGING

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800-22-SUNNY • [sunny.org/ssl](http://sunny.org/ssl)

@VisitLauderdale | #hellosunny | hello sunny TV

- **Dates:** Feb, March & May 2018
- Can change out creative in each issue
- **Circ:** 8,500
- **Min/Max Partners:** 3
- **Net Rate:** \$500 (package)
- **Value:** \$1,000
- **Savings:** 50%
- **Space and Material Deadline:** Dec 14, 2017
- **Payment Due:** Dec 14, 2017
- [GFLCVB.STARMARK.COM](http://GFLCVB.STARMARK.COM)
- **Material specifications:** Please send: property picture, logo, address, phone numbers, URL and 25 words of copy. All Advertisers to provide images in 300 DPI, CMYK, TIF, EPS, or JPG files. All logos in EPS Vector file. Copy should be submitted in a Word document.



GREATER FORT LAUDERDALE | FLORIDA  
hello sunny

hello *vida boa*

Veneza das Américas

Visite OsUSA.com.br

Compartilhe momentos sobre a água e sinta-se no topo do mundo. Assista tudo sobre Greater Fort Lauderdale 24/7 no canal Hello Sunny TV. Acesse nosso site [sunny.org/portugues](http://sunny.org/portugues)



**HYDE**  
RESORT & RESIDENCES  
HOLLYWOOD, FLORIDA

É o mais novo resort de luxo do sul da Flórida localizado em frente ao mar, um verdadeiro oásis formado por 363 apartamentos com cozinhas gurmê, vista para o oceano, restaurantes requintados, academia de ginástica, spa e piscina.

4111 S Ocean Drive • Hollywood  
754-201-2040 • [hydehollywoodbeach.com](http://hydehollywoodbeach.com)



**SUPERIOR  
SMALL LODGING**

Se você está procurando uma escapada bem sossegada ou uma viagem com a sua família, estas acolhedoras propriedades - todos com 50 quartos ou menos - sabem como fazê-lo. Aproveite o Guia Superior Gratuito de Pequenas Hospedagens.

800-22-SUNNY • [sunny.org/ssl](http://sunny.org/ssl)

@VisitLauderdale | #hellosunny | hello sunny

- **Dates:** Jan 2018
- **Circ:** 30,000
- **Min/Max Partners:** 4
- **Net Rate:** \$1000
- **Value:** \$1,760
- **Space and Material Deadline:** Dec 14, 2017
- **Payment Due:** Dec 14, 2017
- [GFLCVB.STARMARK.COM](http://GFLCVB.STARMARK.COM)
- **Material specifications:** Please send: property picture, logo, address, phone numbers, URL and 25 words of copy. All Advertisers to provide images in 300 DPI, CMYK, TIF, EPS, or JPG files. All logos in EPS Vector file. Copy should be submitted in a Word document.



**GREATER FORT LAUDERDALE** | FLORIDA  
*hello sunny*

3.000 horas de sol anual.  
Maneiras infinitas de jogar.  
Descubra-o em [sunny.org/portugues](http://sunny.org/portugues)

**HYDE**  
RESORT & RESIDENCES  
4111 S Ocean Drive • Hollywood  
754-201-2040 • [hydehollywoodbeach.com](http://hydehollywoodbeach.com)

É o mais novo resort de luxo do sul da Flórida localizado em frente ao mar, um verdadeiro oásis formado por 363 apartamentos com cozinhas gurmê, vista para o oceano, restaurantes requintados, academia de ginástica, spa e piscina.

**riverwalk a&e**  
arts entertainment district  
fort lauderdale

O Riverwalk A&E District é o ponto de Fort Lauderdale onde você encontra entretenimento, arte, história, restaurantes, lojas de classe mundial e muito mais. O bairro fica ao longo do panorâmico New River, cativando os visitantes com sua vibração e seu charme autêntico.

[playayarte.com](http://playayarte.com) • #DotheDistrict  
954-414-6910

**USA** Visite OsUSA.com.br

## AAA Living North

- **Circulation:** 1.4 Million AAA households in Chicago/Michigan
- Video on [aaa.com/aaaliving](http://aaa.com/aaaliving) for four months
- Online Destination Directory listing for GFLCVB and each co-op participant for four months
- Online ad spot for GFLCVB – rotating ad on [aaa.com/aaaliving](http://aaa.com/aaaliving) for four months
- **Issue Date:** Jan/Feb 2018 - Visit Florida section
- **Max # of partners:** 6
- **Net Rate:** \$3,500
- **Value:** \$5,950
- **2017 Results:** 2,636 leads to date (sent to each partners)
- **Deadline:** November 7, 2017
- [GFLCVB.STARMARK.COM](http://GFLCVB.STARMARK.COM)
- [meisman@aaasouth.com](mailto:meisman@aaasouth.com) 813-289-5931
- **Specs:** GFLCVB recommends a retail or value offer be included. All advertisers to provide images in 300 DPI, Property picture, logo, address, phone numbers, trackable URL and 25 words of copy. Agency CMYK, TIF, EPS, or JPG files.



greater FORT LAUDERDALE  
**HELLO SUNNY**  
Your craving is our command. Enter to win a winter escape at [sunny.org/win](http://sunny.org/win)

**Beach Vacation RENTALS**  
Comfort, charm and value at top-rated cottages and apartments in Pompano Beach. Walk to the beach, shops, pier, restaurants. Free wi-fi, parking, 3-night min. Pets-inquire. White Glove Award winner - Superior Small Lodgings Association.  
Five locations in Pompano Beach  
954-283-1111 • [4RentByTheBeach.com](http://4RentByTheBeach.com)

**The DIPLOMAT BEACH RESORT**  
Experience the All New Diplomat Beach Resort  
New Dip+Slide Water Play Area and Kids Club • 10 New Restaurants • New Guestrooms • Exclusive Family Fun Package for AAA Members • Breakfast for four • Premium Wi-Fi • 5% off your stay  
3555 South Ocean Dr., Hollywood  
855-689-2911 • [TheDiplomatBeachResort.com](http://TheDiplomatBeachResort.com)

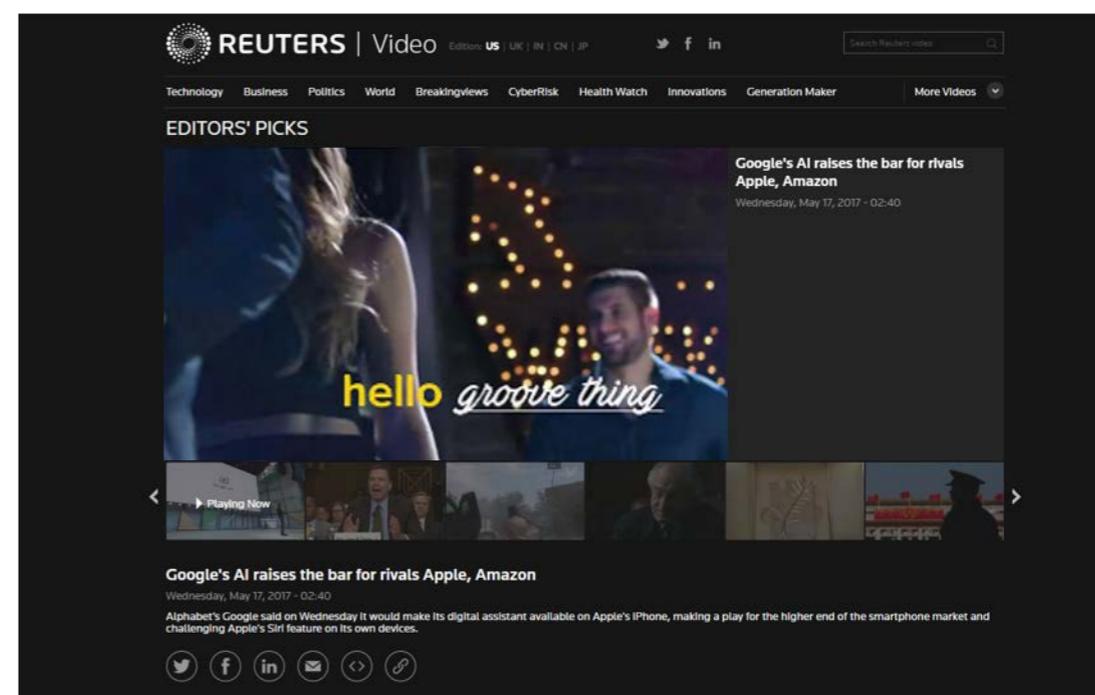
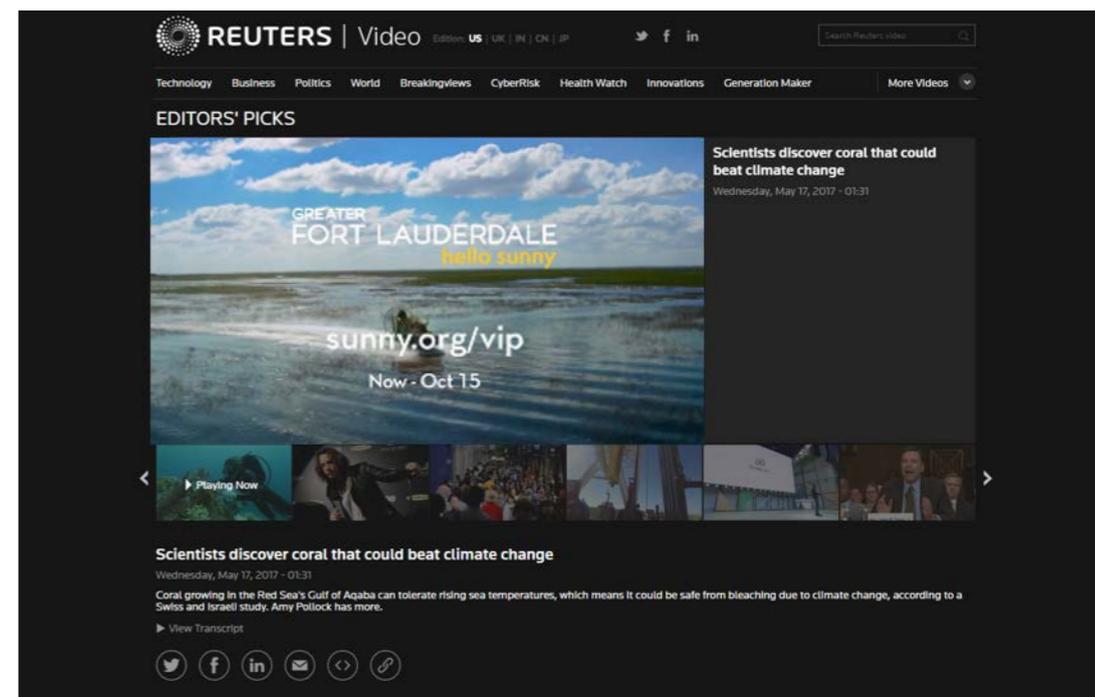
**MARRIOTT RESORT FORT LAUDERDALE HARBOR BEACH**  
Retreat in style at our newly redesigned 4-diamond oceanfront resort in Ft Lauderdale. Featuring a private beach, lagoon pool, delicious dining and endless resort amenities.  
3030 Holiday Dr., Fort Lauderdale  
954-25-4000 • [HarborBeachMarriott.com](http://HarborBeachMarriott.com)

**Superior Small Lodgings Guide**  
Whether you're looking for a quiet escape or an extended family getaway, these cozy properties - all with 50 rooms or less - know how to do it small. Enjoy your free Superior Small Lodgings Guide.  
800-22-SUNNY • [sunny.org/ssl](http://sunny.org/ssl)

@VisitLauderdale | #HELLOSUNNY For a digital vacation planner visit [sunny.org/playbook](http://sunny.org/playbook)

## AdDaptive (Programmatic)

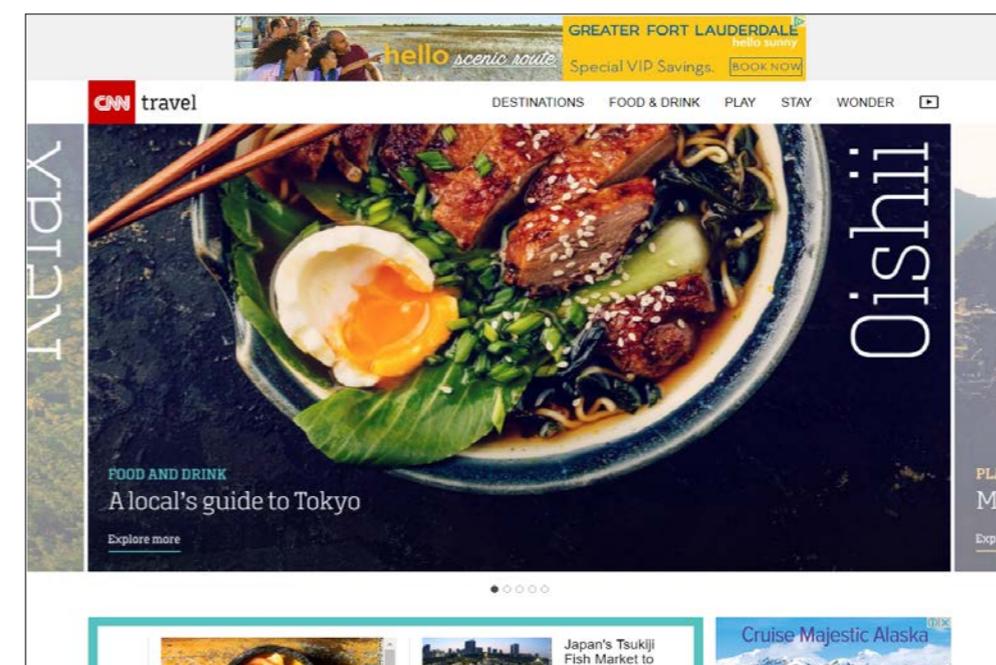
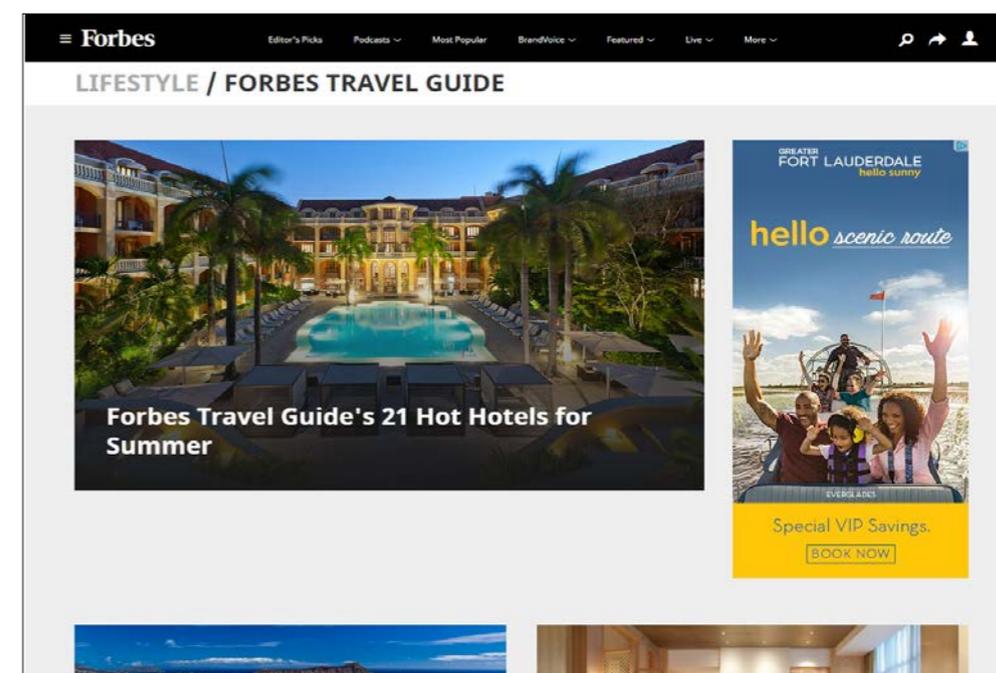
- **AdDaptive:** IP Targeting technology that offers a wider more accurate mobile accessibility.
- **Partner Impressions:** 357,150 (10-15% per Partner) Partner :15 video will be added into the rotation. Spanish and English. Desktop and Mobile
- **Markets:** New York, Chicago, Boston, Dallas, Houston, Austin, Philadelphia, San Francisco, Detroit and Cleveland
- **Flight Dates:** November 2017, January - March 2018
- **Min #s of partners:** 2
- **Max #s of partners:** 4
- **Net Cost:** \$3,500
- **Value:** \$7,500
- **2017 Results:** Average 2017 Completion Rate: 100% with 0.10% CTR
- **Space & material deadline:** September 8, 2017
- **Payment Due:** September 8, 2017
- [GFLCVB.STARMARK.COM](http://GFLCVB.STARMARK.COM)
- **Specs:** :15 video, click thru URL, tracking code, 1 horizontal image (high res), logo.



**Partner :15 video will be added into the rotation**

## Adara

- **Adara:** Travel data platform that leverage first party data sources and real time intent to drive direct transactions. 60% consumer consider 2-3 other destinations of the same date. Because of the direct relationships with data partners such as Delta, American Express, Adara knows who needs a hotel.
- **Partner Impressions:**(10-15% per Partner). Partner :15 video will be added into the rotation
- **Markets:** US National
- **Target Audience:** Travel intenders
- **Flight Dates:** November 2017, January-March 2018
- **Min #s of partners:** 2
- **Max #s of partners:** 4
- **Net Cost:** \$3,000
- **Value:** \$7,500
- **2017 Results:** Average 2017 Completion Rate: 98%
- **Space & material deadline:** September 8, 2017
- **Payment due:** September 8, 2017
- [GFLCVB.STARMARK.COM](http://GFLCVB.STARMARK.COM)
- **Specs:** :15 video, click thru URL, tracking code, 1 horizontal image (high res), logo.



**Partner :15 video will be added into the rotation**

**Domestic Leisure 2018 Co-op Programs**

## ABC Watch - On Demand Television

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- **Partner Impressions:** 330,500 (10-15% per Partner)  
Partner :15 video will be added into the rotation
- **Markets:** New York, Chicago, Boston, Dallas, Houston, Austin, Philadelphia, San Francisco, Detroit and Cleveland
- **Demo:** AD25-54
- **Flight Dates:** November 2017, January-March 2018 (2 weeks per Month)
- **Min #s of partners:** 2
- **Max #s of partners:** 4
- **Net Cost:** \$3,000
- **Value:** \$8,500
- **2017 Results:** Average 2017 Completion Rate: 98%
- **Space & material deadline:** September 8, 2017
- **Payment due:** September 8, 2017
- [GFLCVB.STARMARK.COM](http://GFLCVB.STARMARK.COM)



**Partner :15 video will be added into the rotation**

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

## Boston.com Traveler Emails - Package of 4

- **Email Blast Dates:**
  1. October 13, 2017
  2. November 10, 2017
  3. January 24, 2018
  4. February 21, 2018
- **Distribution:** 54,000 (opt in subscribers)
- **Min #s of partners:** 3
- **Max #s of partners:** 6
- **Net Cost:** \$1,500 (package cost)
- **Value:** \$2,500 (package cost)
- **2017 Results:** Average 2017 CTR 1.09% CTR, 11.1% Open Rate
- **Space & material deadline:**
  1. September 22, 2017
  2. October 20, 2017
  3. December 20, 2017
  4. January 24, 2018
- **Payment deadline:** September 22, 2017 to Starmark International
- [GFLCVB.STARMARK.COM](http://GFLCVB.STARMARK.COM)



**boston.com | Boston Traveler**

greater FORT LAUDERDALE  
**HELLO SUNNY**

Goodbye cares. Hello carefree. Your beach escape awaits. **ENTER2WIN**

**PLAN YOUR ESCAPE**



**Hollywood Beach Marriott**

Find sunshine you can taste along the Broadwalk with brews and bites at local beachfront breweries and restaurants when you book our Broadwalk Package.

**BOOK NOW**



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

## Chicago Ad Mail - Package of 3

- **Email Blast Dates:**
  1. January 17, 2018
  2. February 12, 2018
  3. March 13, 2018
- **Min #s of partners: 3**
- **Max #s of partners: 6**
- **Net Cost:** \$2,000 (package cost)
- **Value:** \$5,000 (package value)
- Sent to 100,000 Opt in subs
- **Results:** 1.33% CTR with 11.11% open rate
- **Space & Material deadline:**
  1. January 10, 2018
  2. February 1, 2018
  3. March 3, 2018
- **Payment Due:** November 15, 2017 to Starmark International
- [GFLCVB.STARMARK.COM](http://GFLCVB.STARMARK.COM)



**GREATER FORT LAUDERDALE**  
hello sunny

Pelican Grand Beach Resort, Fort Lauderdale

Share timeless moments together, without an alarm clock in sight.  
Enter to win a beach escape.

ENTER2WIN

---

PLAN YOUR ESCAPE



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

BOOK NOW



**Superior Small Lodgings**  
Whether you're looking for a quiet escape or an  
extended family getaway, these cozy properties —  
all with 50 rooms or less — know how to do it small.  
Enjoy your free Superior Small Lodgings Guide.

LEARN MORE



**Underground Lauderdale Fashion Weekend**  
Calling all fashionistas! Don't miss the Underground  
Lauderdale Fashion Weekend — 3 days of fashion  
and fun in FAT Village Arts District. Mar 30 - Apr 2

BUY TICKETS



**Tortuga Music Festival**  
Rock the Ocean featuring some of the biggest  
names in county, rock and roots music. See Luke  
Bryan, Kenny Chesney, Chris Stapleton and more!  
Apr 7 - 9.

BUY TICKETS

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

## Expedia Winter Program

NEW

- **Partner Impressions: 10-15% per Partner**
- **Markets:** New York, Chicago, Boston, Dallas, Houston, Austin, Philadelphia, San Francisco, Detroit and Cleveland
- **Travel Intent:** South Florida, Miami & Ft. Lauderdale, WPB previous searched destinations.
- Dedicated emails, Responsive marquee
- **Sites:** [expedia.com](http://expedia.com), [orbitz.com](http://orbitz.com), [travelocity.com](http://travelocity.com)
- **Flight Dates:** November 2017, January-March 2018 (2 weeks per Month)
- **Min #s of partners: 2**
- **Max #s of partners: 4**
- **Net Cost: \$3,000**
- **Value: \$8,500**
- **2017 Results:** Clicks 84, CTR 0.18% (June 1-30)
- **Space & material deadline:** September 8, 2017
- **Payment Due:** September 8, 2017
- [GFLCVB.STARMARK.COM](http://GFLCVB.STARMARK.COM)

The screenshot shows the CheapTickets website interface. At the top, there's a navigation bar with 'CheapTickets' logo and 'Get CheapCash' button. Below it, search filters for 'Fort Lauderdale, FL, United States (FLL-All Airports)' and dates 'Fri, Sep 1 - Fri, Sep 8' are visible. The main content area displays 'All Airports (FLL): 582 properties'. A list of hotels is shown, each with a thumbnail, name, location, price per night, and booking status. For example, 'Plunge Beach Hotel' is listed at \$113 per night, and 'The Atlantic Hotel & Spa' is at \$243 per night. A sidebar on the right contains promotional banners, including one for 'hello rise n' shine' and another for 'Sand, Sun and Summer Fun' with a '35% OFF' offer.

## Food & Wine - (in conjunction with South Beach Food & Wine Festival's "Taste of Fort Lauderdale")

The Greater Fort Lauderdale Convention & Visitors Bureau will purchase a 1/2 page vertical advertisement. The advertisement will be positioned on a right-hand page, following by a consecutive right-hand 1/2 page consisting of 3 1/6 page formatted GFL partner ads at a substantial discount.

- **Circulation:** 975,000 – National with 7.7 Million Readerships
- **Issue date:** January 2018
- **Max # of partners:** 3
- **Net Cost:** \$4,000
- **Value:** \$21,000
- **Space, payment & materials Deadline:** October 26, 2017 to Starmark International
- [GFLCVB.STARMARK.COM](http://GFLCVB.STARMARK.COM)
- **For more information, please contact:**  
MICHAEL FENKELL, DIGITAL DIRECTOR,  
[mfenkell@bluegroupmedia.com](mailto:mfenkell@bluegroupmedia.com), 305.648.3338

### Material specifications:

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

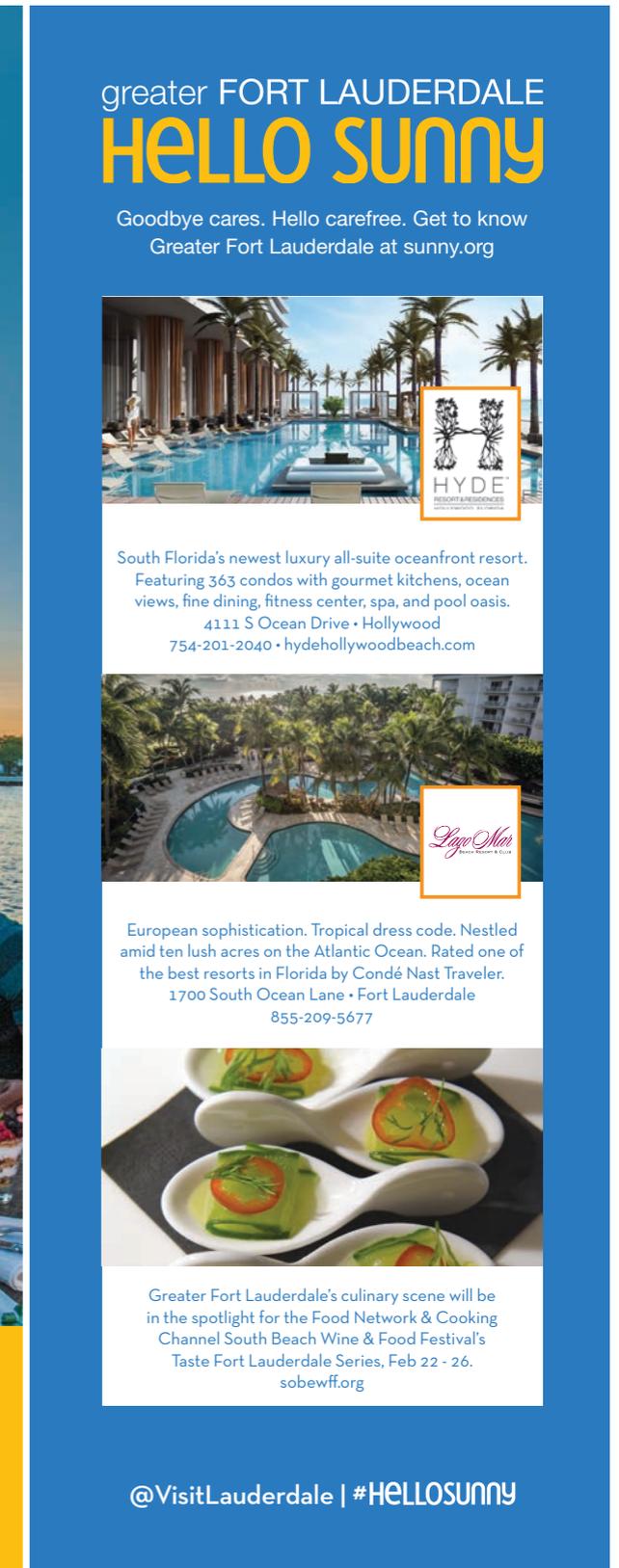


greater FORT LAUDERDALE  
**HELLO SUNNY**

Your craving is our command. Enter to win a beach escape at [sunny.org/win](http://sunny.org/win)

For a free digital magazine visit [sunny.org/playbook](http://sunny.org/playbook)

@VisitLauderdale | #HELLOSUNNY



greater FORT LAUDERDALE  
**HELLO SUNNY**

Goodbye cares. Hello carefree. Get to know Greater Fort Lauderdale at [sunny.org](http://sunny.org)

**HYDE**  
RESORT & RESIDENCES  
HOLLYWOOD BEACH

South Florida's newest luxury all-suite oceanfront resort. Featuring 363 condos with gourmet kitchens, ocean views, fine dining, fitness center, spa, and pool oasis.  
4111 S Ocean Drive • Hollywood  
754-201-2040 • [hydehollywoodbeach.com](http://hydehollywoodbeach.com)

**Lago Mar**  
BEACH RESORT & CLUB

European sophistication. Tropical dress code. Nestled amid ten lush acres on the Atlantic Ocean. Rated one of the best resorts in Florida by Condé Nast Traveler.  
1700 South Ocean Lane • Fort Lauderdale  
855-209-5677

Greater Fort Lauderdale's culinary scene will be in the spotlight for the Food Network & Cooking Channel South Beach Wine & Food Festival's Taste Fort Lauderdale Series, Feb 22 - 26.  
[sobewff.org](http://sobewff.org)

@VisitLauderdale | #HELLOSUNNY

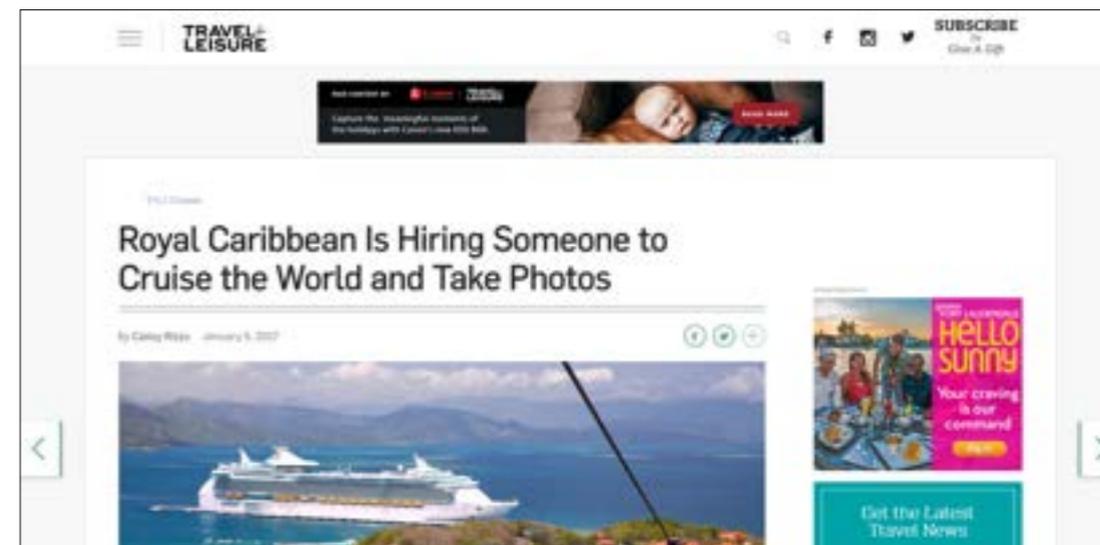
# Travel & Leisure Food & Wine Digital Campaign

Food and Wine and Travel & Leisure presents a custom, integrated program that will raise the destination awareness and drive visitors to Fort Lauderdale. The AMG (Affluent Media Group) design studio will showcase a series of digital custom units across Food & Wine and Travel & Leisure offering inspiration and actionable content directed towards audiences of affluent active travelers that make navigating the globe their quest in life.

- **Impressions:** 350,000 per partners (10-15% SOV)
- **Targeted:** Displayed across T&L, F&W across all platforms.
- **Market:** New York, Chicago, Boston, Dallas, Houston, Austin, Philadelphia, San Francisco, Detroit and Cleveland
- **Flight Date:** November 2017 – March 2018
- **Max # of partners:** 3
- **Net Cost:** \$3,000
- **Value:** \$7,500
- **Results:** CVB: Imp 4,656,249, 3,729 Clicks and 0.08% CTR
- **Riverwalk CTR:** 0.11%/ 384,865 delivered impressions, 435 clicks
- **Space, payment & materials Deadline:** October 3, 2017 to Starmark International
- [GFLCVB.STARMARK.COM](http://GFLCVB.STARMARK.COM)

## Material specifications:

Please send: Banners 40K gif/jpg, max 3 loops, :15 seconds and URL



## Globe Magazine (Boston Globe)

- **Publication Dates:**  
November 12, 2017 Winter Travel
- **Circulation:** 910,000
- **Min / Min #s of partners:** 2
- **Net Cost:** \$1,000
- **Value:** \$2,500
- **Unit Size:** 1/4 Page FC
- **Space and Material deadline:** Sept 22, 2017
- **Payment deadline:** Sept 22, 2017
- **GFLCVB.STARMARK.COM**
- **Print Specifications:** Specs: There are 2 unique ads. 2 sets of assets need to be provided by the above dates. All advertisers to provide images in 300 DPI, Property picture, logo, address, phone numbers, trackable URL and 25 words of copy. Agency CMYK, TIF, EPS, or JPG files. All logos in EPS Vector file. Copy should be submitted in a Word document.



greater FORT LAUDERDALE  
**HELLO SUNNY**

Greater Fort Lauderdale's culinary scene will be in the spotlight for the Food Network & Cooking Channel South Beach Wine & Food Festival's Taste Fort Lauderdale Series. Dig in at [sunny.org/tastefortlauderdale](http://sunny.org/tastefortlauderdale)

food COOKING  
SOBEWFF



**HYDE**  
RESORT & RESIDENCES  
HOLLYWOOD, FLORIDA

South Florida's newest luxury all-suite oceanfront resort. Featuring 363 condos with gourmet kitchens, ocean views, fine dining, fitness center, spa, and pool oasis.

4111 S Ocean Drive Hollywood  
[hydehollywoodbeach.com](http://hydehollywoodbeach.com)



Coming soon! Watch all things Greater Fort Lauderdale on the Hello Sunny TV Network launching in December. Tune in on your Apple TV (4th generation) by searching for Hello Sunny TV on the App Store. Don't have Apple TV? Watch on [sunny.org/tv](http://sunny.org/tv)

Download on the App Store

@VisitLauderdale | #HELLOSUNNY

For a free vacation planner call 800-22-SUNNY

## Interfuse Visit Florida Winter In-State Insert & Digital

- **Markets:** Washington Times, Chicago Sun Times, Chicago Tribune, Boston Herald, Newark Star Ledger, Bergen County Record, Philadelphia Enquirer, WSJ (NY Markets), Atlanta Journal
- **Target:** HHI \$125K+, AD35-54
- **Issue Dates:** February 11, 2018
- **CVB: Circ/Imp:** 500,000, 2,000,000 imp + 4,000 Leads
- **Partners:** 250,000 Imp per partners
- **Digital:** Geo-target Winter markets
- **April 1 - May 15, 2017 Results:** 6,568 Clicks and .15% CTR 4,872 Leads
- **Size:** 6 partners share 1/6 formatted page
- **Net Rate:** \$2,500
- **Value:** \$5,000
- **Savings:** 50%
- **Space Deadline:** Dec 2, 2017
- **Material Deadline:** Dec 15, 2017
- **Contact:** [jcoleman@interfuse.com](mailto:jcoleman@interfuse.com) 470-554-7153
- **GFLCVB.STARMARK.COM**

**GREATER FORT LAUDERDALE**  
hello sunny

hello *happy place*

Venice of America

Make way for the tides of togetherness with 300 miles of inland waterways and not a worry in sight. Enjoy 2-for-1 summer offers through October 15 at [sunny.org/summer](http://sunny.org/summer)

**Beach Vacation RENTALS**

Relax at top-rated cottages and apartments a short walk to the beach, shops, fishing pier and restaurants. Full kitchens, BBQ, laundry and beach gear. Free WiFi and parking. Pets: inquire. Comfort, charm and value!

Five locations in Pompano Beach  
954-283-1111 • [4RentByTheBeach.com](http://4RentByTheBeach.com)

**MARRIOTT HOLLYWOOD BEACH**

Hollywood Beach Marriott adventures are endless this summer. Featuring balconies overlooking the beach, complimentary WiFi throughout the hotel and waterfront dining at Latitudes. Florida residents can enjoy exclusive rates at our beach hotel, located on the famed Hollywood Broadwalk.

2501 North Ocean Dr., Hollywood  
954-924-2202 • [MarriottHollywoodBeach.com](http://MarriottHollywoodBeach.com)

**LAUDERDALE BY THE SEA**

Enjoy casual sunny days on the beach, fishing pier, eclectic shops, boutique hotels, open air dining and flip flop walking. Dive or snorkel to a natural reef right from the beach. Relax...You're Here.

4501 Ocean Dr., Lauderdale-By-The-Sea  
954-640-4200 • [lbtsevents.com](http://lbtsevents.com)

**SUPERIOR SMALL LODGING**

Whether you're looking for a quiet escape or an extended family getaway, these cozy properties - all with 50 rooms or less - know how to do it small. Enjoy your free Superior Small Lodgings Guide.

800-22-SUNNY • [sunny.org/ssl](http://sunny.org/ssl)

@VisitLauderdale | #hellosunny | hello sunny TV

**Print Specifications: Specs:** There are 2 unique ads. 2 sets of assets need to be provided by the above dates.

All advertisers to provide images in 300 DPI, Property picture, logo, address, phone numbers, trackable URL, and 25 words of copy. Agency CMYK, TIF, EPS, or JPG files. All logos in EPS Vector file. Copy should be submitted in a Word document.

## Mobile Fuse Winter Program

NEW

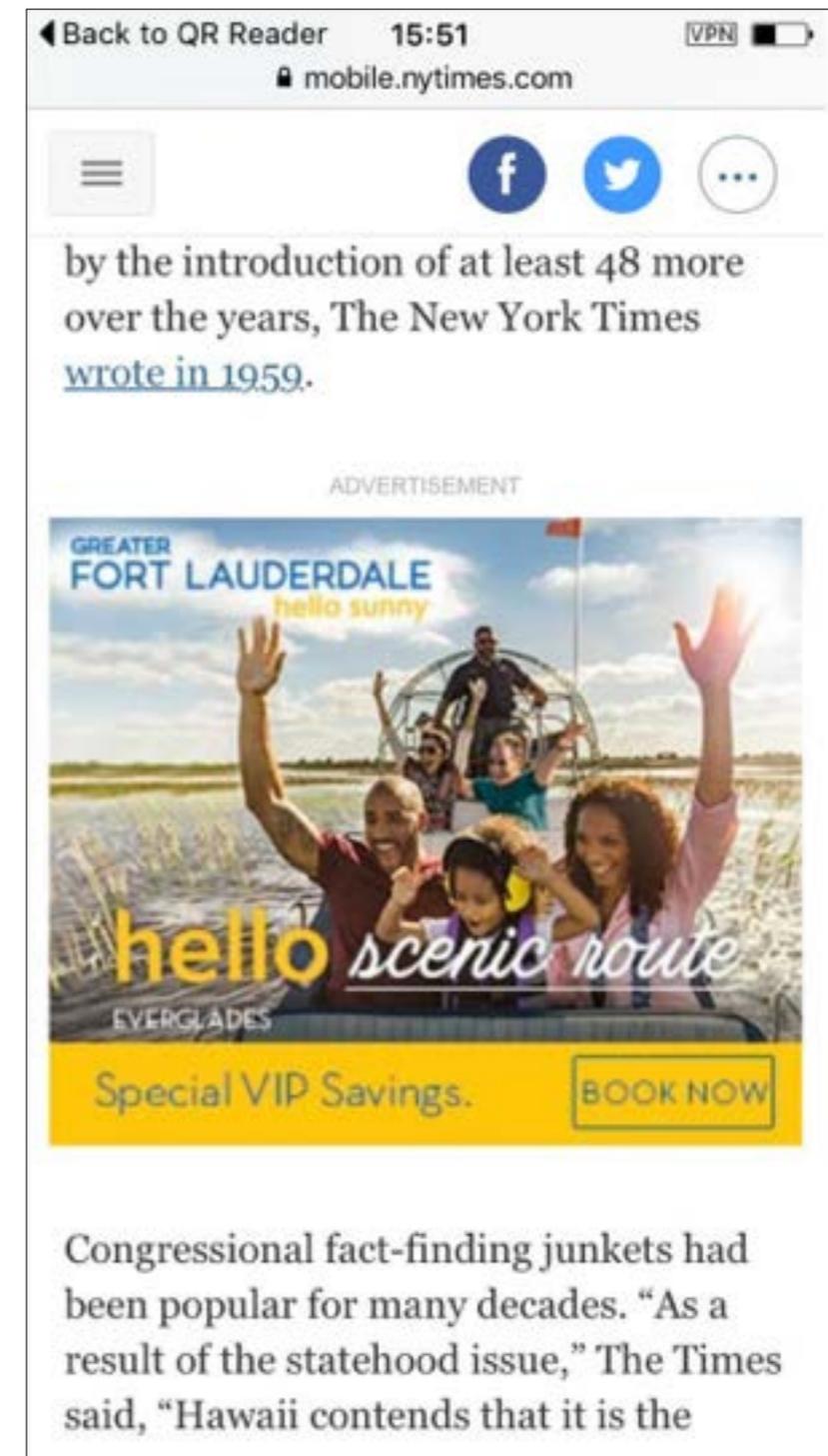
- **Mobile Fuse:** Contextual: Reaching the Leisure Consumer on mobile sites and apps from MobileFuse's direct to publisher network, that over-index against the target demo. LiFITS Data targeting: (L\*ocation, F\*requency, T\*ime S\*pent): Taking into account a user's historical location, recency of visiting those locations, and the amount of time spent in a given location to qualify that user's affinity. •Cross device retargeting: Retargeting users who click on a banner or complete a video on their smartphones, again on their tablet or desktop to continue messaging.
- **Target Market:** New York, Chicago, Boston, Dallas, Houston, Austin, Philadelphia, San Francisco, Detroit and Cleveland
- **Partner Impressions:** 15% SOV
- **2017 Results:** 85.89% Video Completion, .48% CTR
- **Flight Dates:** November 2017- March 2018
- **Net Rate:** \$3,000
- **Value:** \$6,000
- **Savings:** 50%
- **Space and Material Deadline:** October 2, 2017
- **Payment Deadline:** October 2, 2017
- [GFLCVB.STARMARK.COM](http://GFLCVB.STARMARK.COM)



Partner :15 video will be added into the rotation

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

- **Target Markets:** New York, Chicago, Boston, Dallas, Houston, Austin, Philadelphia, San Francisco, Detroit and Cleveland
- **Partner Impressions:** 15% SOV. Banner and Video rotated into mix.
- **Timing:** October 2017 – March 2018 (2 Weeks per month)
- **Previous results:** 85% Video completion, 60,129 clicks/.18% CTR.
- **Max # of partners:** 2
- **Net Rate:** \$3,000
- **Value:** \$7,500
- **Space & Material Deadline:** September 9, 2017
- **Payment due:** September 9, 2017
- [GFLCVB.STARMARK.COM](http://GFLCVB.STARMARK.COM)
- **Specs:** :15 video, click thru URL, tracking code, 1 horizontal image (high res), logo.



Partner :15 video will be added into the rotation if applicable

## T: New York Times Style Magazine

- **Circulation:** 1,103,096 National Sunday
- **Issue dates:** November 2017 – Winter Travel, Florida Advertorial Section  
February 2018 - Women's Fashion  
May 2018 – Summer Travel (Family Advertorial Section)
- **Min/Max # of partners:** 2
- **Unit Size:** 1/4 page 4c formatted
- **Net Cost:** \$6,000 per issue
- **Value:** \$20,000.
- **Space, Payment & Materials Deadlines:**  
September 8, 2017  
  
February 3, 2018  
  
April 3, 2018
- [GFLCVB.STARMARK.COM](http://GFLCVB.STARMARK.COM)



### Material specifications:

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

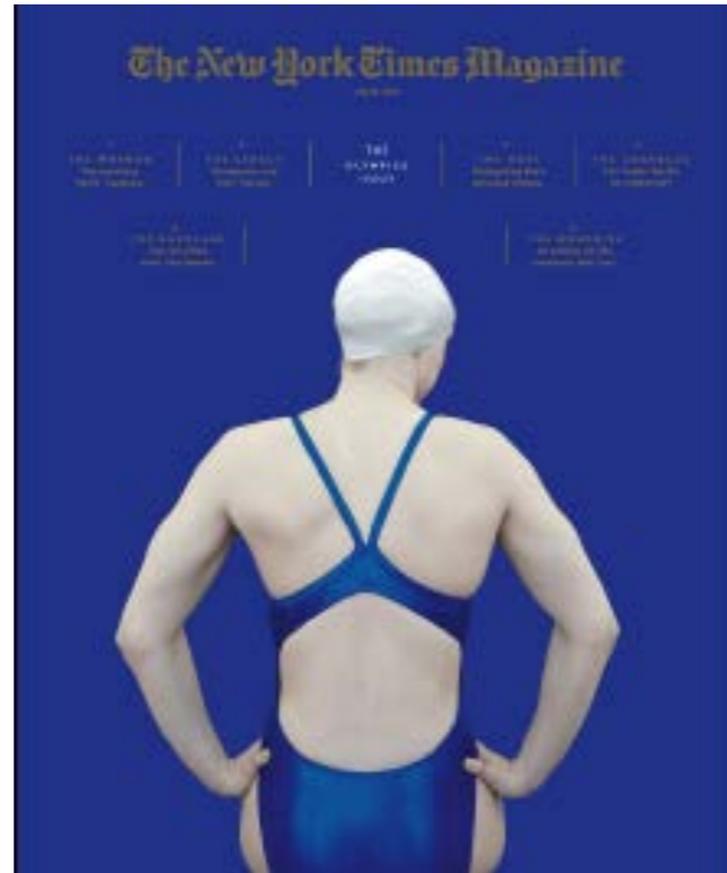
## New York Times Magazine

- **Circulation:** 1,103,096 National Sunday
- **Issue date:** March 2018 – Voyages, Florida Advertorial Section
- **Min/Max # of partners:** 2
- **Unit Size:** 1/4 page 4c formatted
- **Net Cost:** \$6,000 per issue
- **Value:** \$20,000.
- **Space & Materials Deadlines:** January 3, 2018  
**Payment Deadlines:** February 3, 2018

- [GFLCVB.STARMARK.COM](http://GFLCVB.STARMARK.COM)

### Material specifications:

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



## NYTimes.com - Great Getaways Emails - Package of 5

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

- Delivered 3.7 million affluent users visited Florida in the past year
- Reaches 1.8 million affluent users who plan in the upcoming year to take a domestic trip or vacation
- Reaches 6.3 million affluent users who went to the beach while on a trip in the past year, 80 million unique users across platforms
- **Distribution:** 430,000 opt-in subscribers National
- **Blast Dates:**
  1. November 7, 2017
  2. January 17, 2018
  3. February 9, 2018
  4. June 6, 2017
  5. July 28, 2018
- **Min #s of partners:** 3
- **Max #s of partners:** 6
- **Net Cost:** \$6,000 (package cost)
- **Value:** \$15,800 (package value)
- **2017 Results:** 0.21% CTR with a 9% open rate
- **Space & Materials Deadlines:**
  1. November 1, 2017
  2. December 18, 2017
  3. January 5, 2018
  4. May 1, 2018
  5. June 19, 2018
- **Payment Due:** October 4, 2017 to Starmark International
- [GFLCVB.STARMARK.COM](http://GFLCVB.STARMARK.COM)

Trouble Viewing? [Click Here](#)

The New York Times | GREAT GETAWAYS

GREATER FORT LAUDERDALE  
hello sunny

Offshore, Fort Lauderdale

Sharing moments on top of the water puts you on top of the world. Your beach escape awaits. [ENTER2WIN](#)

PLAN YOUR ESCAPE

**The Restaurant People Collection**  
Exhilarating Nightlife. Culinary Bliss. One Great City.  
Vibe Las Olas offers an eclectic mix of the hottest music and entertainment on the South Florida nightlife circuit. [DIG IN](#)

**Underground Lauderdale Fashion Weekend**  
Calling all fashionistas! Don't miss the Underground Lauderdale Fashion Weekend - 3 days of fashion and fun by the beach. Jan 26 - 29. [BUY TICKETS](#)

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

## 2018 Official Visit Florida Vacation Guide/Magazine

**VISIT FLORIDA Magazine** is sent by request directly to highly qualified travelers who are actively planning a Florida vacation – most often a long one. The Visitors Guide is also distributed at the Florida Welcome Centers and at other businesses and visitor information resource points throughout Florida, influencing those travelers who are already in Florida and making decisions about where to spend their time and money.

### Highlights of the 2017 Edition:

- Photo-focused features
- Expert travel authors share inspirational vacation ideas
- Iconic images highlight the beauty, attractions and people of Florida
- Coverage of Beaches, Family, Culture & Heritage, Arts & Entertainment, Dining, Outdoors & Nature, Boating & Fishing and Golf
- **Circulation:** 600,000
- **Issue date:** Mid-December 2017
- **Max # of partners:** 6
- **Unit Size:** 1/6 pg. 4c Formatted ad
- **Net Cost:** \$2,721.25
- **Value:** \$3,165
- **Results:** GFLCVB has generated over a 1,000+ leads in previous years
- **Space & materials deadline:** September 15, 2017
- **Payment is due:** September 15, 2017
- [GFLCVB.STARMARK.COM](http://GFLCVB.STARMARK.COM)

greater FORT LAUDERDALE  
florida  
**HELLO SUNNY**

Diga "Hello" a um dos melhores destinos do sul da Flórida, Greater Fort Lauderdale! Hotéis de preço acessível e baixa tarifa aérea com a Azul Linhas Aéreas ficando mais fácil do que nunca chegar até aqui, você pode aproveitar Fort Lauderdale de muitas maneiras diferentes - como excursões de compras em boutiques exclusivas e Sawgrass Mills. Planeje sua aventura no [sunny.org/portugues](http://sunny.org/portugues)

Escaneie para uma revista digital gratuita.

Sawgrass Mills oferece mais de 350 lojas e outlets, como Diesel, Michael Kors, Calvin Klein, Tommy Hilfite, Levi's Outlet e 70 marcas de luxo no The Colonnade Outlets.

Se você está procurando por uma escapada tranquila ou uma prolongada férias em família, as nossas propriedades acomodam todas com 50 ambientes ou menos, sabem como ser privadas e pessoais. Desfrute do seu guia gratuito do Superior Small Lodgings.

facebook.com/SawgrassMills  
954-666-3350 • [SawgrassMills.com](http://SawgrassMills.com)

800-22-SUNNY • [sunny.org/fla](http://sunny.org/fla)

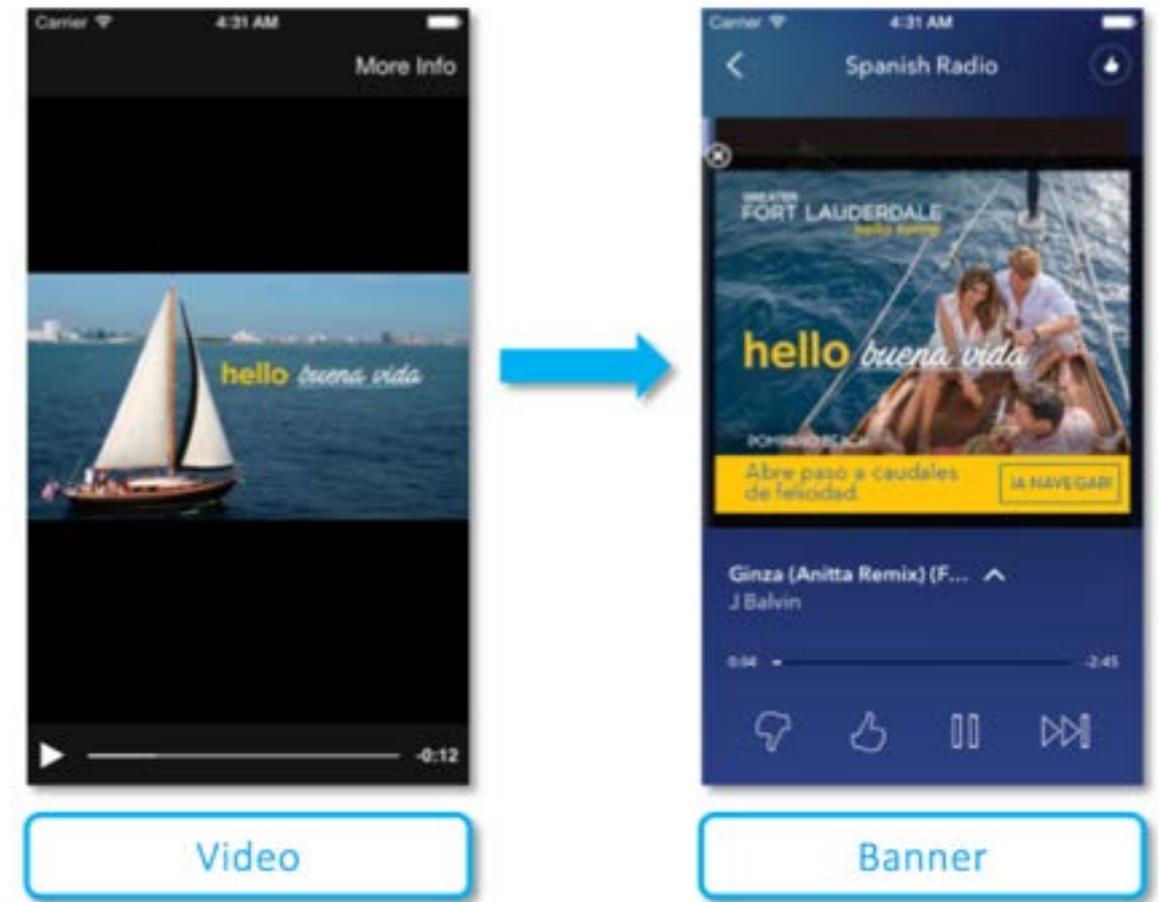
@VisitLauderdale | #HELLOSUNNY

[sunny.org/portugues](http://sunny.org/portugues)

- **Specifications:** Property picture, logo, address, phone numbers, tractable URL and 25 words of copy (Including a From \$xx rate or value offer that will be featured for your property). All Copy should be submitted in a Word document.

## Pandora Winter Program

- **Winter Markets:** New York, Chicago, Boston, Dallas, Houston, Austin, Philadelphia, San Francisco, Detroit and Cleveland. Can target both Hispanic and General Market Audience.
- Pandora is the #1 station in New York, Boston and Chicago.
- **Partner Impressions:** 15% SOV
- **Timing:** November 2017 - March 2018 (2 weeks per month)
- **Max # of partners:** 4
- **Net Cost:** \$3,500
- **Value:** \$12,000
- **Past results:** 95% Video completion and 0.57% CTR
- **Previous partners results:** LBTS: 96.39% video completion and 0.69% CTR. Hollywood Beach: 96.70% video completion and 0.57% CTR
- **Space & Materials Deadlines:** October 10, 2017
- **Payment Due:** October 10, 2017
- [GFLCVB.STARMARK.COM](http://GFLCVB.STARMARK.COM)



### [Pandora Audio Demo](#)

### [Pandora Video Demo](#)

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

## Philly.com Travel Emails - Package of 3

**Distribution:** 50,000 (opt-in subscribers)

- **Blast Dates:**
  1. November 7, 2017
  2. January 30, 2018
  3. February 15, 2017
- **Min #s of partners:** 3
- **Max #s of partners:** 6
- **Net Cost:** \$1,500 (package cost)
- **Value:** \$3,500 (Package value)
- **Previous Results:** 0.61% CTR
- **Space & Materials Deadlines:**
  1. October 21, 2017
  2. December 16, 2017
  3. January 17, 2018
- **Space and Material Deadline:** October 21, 2017
- **Payment due:** October 21, 2017
- **GFLCVB.STARMARK.COM**
- **Specs:** There are 3 unique emails. 3 sets of assets need to be provided by the above dates. Up to 25 words of copy, offer (“from \$XX Rate” is recommended), click thru URL, tracking code, 1 horizontal image (high res), logo

**HELLO SUNNY**

See, Sand, Summer. What's not to love? Special offers now through Sept 30th. [3 FOR 1 DEALS](#)

**PLAN YOUR ESCAPE**

**Hollywood Beach Marriott**  
Have fun in the sun at our essential boutique hotel featuring a tropical outdoor pool and delicious dining. Enjoy direct access to the beach and the world famous Boardwalk. Rates from \$100.

[BOOK NOW](#)

**Hyatt Regency Pae Sixty-Six**  
Two entrance drives, \$25 Spafix coupon and complimentary beach shuttle are just a few of the benefits available to relax and enjoy for an unforgettable getaway experience.

[BOOK NOW](#)

**LIVE BEACH CAMS**

Check out 10 real time views of beaches, intracoastal waterways, the Everglades, even an underwater beach cam — here, fish, baby!

**SHARE YOUR SUNNY**

Tag your photos with #HelloSunny to be featured on Instagram, Facebook, Pinterest and Twitter.

**UPCOMING EVENTS**

<b>June 15 - Aug 27</b> Moonlight Sea Turtle Walks Fort Lauderdale	<b>July 31 - Aug 7</b> American Tennis Association National Championship Fort Lauderdale
<b>July 4</b> 4th of July Spectacular Fort Lauderdale Beach (Pleasantly named in USA Today's "10 Best Fourth of July Festivals Around the USA.")	<b>Aug 15 - Sept 30</b> Spa Chic \$99 Spa Treatments <b>Aug 15 - Sept 30</b> Dine Out \$30 Three Course Dinners

[SEE MORE](#)

**DIGITAL MAGAZINE**

Videos, local insights and all things Greater Fort Lauderdale. A must-have planning tool designed for your mobile device.

[PLAN YOUR](#)

©FortLauderdale | #HELLOSUNNY | #FLCVB

Greater Fort Lauderdale Convention & Visitors Bureau  
101 NE Third Avenue, Suite 100, Fort Lauderdale, FL 33301  
Tel: 954.765.4455 • U.S. and Canada 800-22-SUNNY  
gflcvb@forward.org

## Spotify On Demand Radio Winter

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

**Launch Date:** January – April 2018  
(2 weeks per month)

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

**Impressions:** 15% SOV

**Max # of partners:** 4

**Net Cost:** \$3,500

**Value:** \$12,000

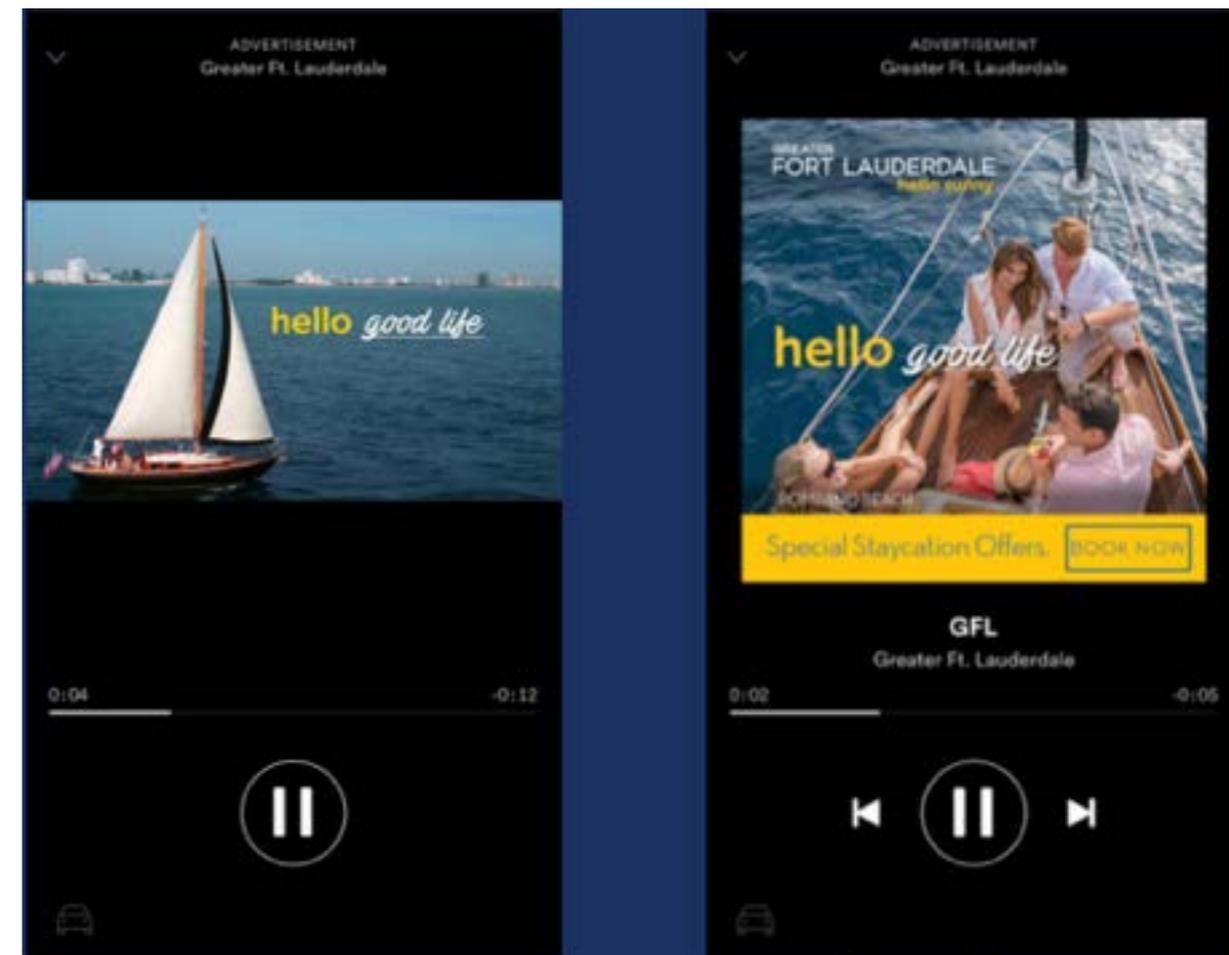
**Past results:** 100% Video completion and 0.30% CTR

**Space & Materials Deadlines:** October 10, 2017

**Payment Due:** October 10, 2017

• [GFLCVB.STARMARK.COM](http://GFLCVB.STARMARK.COM)

• **Specs: Coop Partners to provide a :15 video.**  
Banner specs include: Design or creative direction,



**Partner :15 video will be added into the rotation**

## Travel & Leisure

GFLCVB will purchase a 1/2 page vertical ad. The ad will be positioned on a right-hand page, following by a consecutive right-hand 1/2 page consisting of 3 1/6 page formatted GFL partner ads at a substantial discount.

- **Circulation:** 975,000 - National with 6.6 Million Readerships
- **Issue date:** December 2017– Florida Signature Editorial Unit
- **Min/Max # of partners:** 3
- **Unit Size:** 1/6 pg. formatted
- **Net Cost:** \$4,000
- **Value:** \$10,000
- **Partner Benefits:**  
T+L Check-In Listing  
T+L EXPLORER: online and in-book Reader Service
- **Space & Materials Deadline:** September 15, 2017 to Starmark International
- **Payment due:** September 15, 2017
- [GFLCVB.STARMARK.COM](http://GFLCVB.STARMARK.COM)

greater FORT LAUDERDALE  
**HELLO SUNNY**

Where else can you dine outside in December? Average year-round temps of 77° are simply delicious. Enter to win a winter beach escape at [sunny.org/win](http://sunny.org/win)



Scan for a free digital magazine or visit [sunny.org/sunnybook](http://sunny.org/sunnybook)

@VisitLauderdale | #HELLOSUNNY

greater FORT LAUDERDALE  
**HELLO SUNNY**

Goodbye cares. Hello carefree. Get to know Greater Fort Lauderdale at [sunny.org](http://sunny.org)



**HYDE**  
RESORT AND RESIDENCES  
HOLLYWOOD BEACH, FLORIDA

South Florida's newest luxury all-suite oceanfront resort. Featuring 363 condos with gourmet kitchens, ocean views, fine dining, fitness center, spa, and pool oasis.  
4111 S Ocean Drive • Hollywood  
754-201-2040 • [hydehollywoodbeach.com](http://hydehollywoodbeach.com)



**Lago Mar**  
RESORT AND RESIDENCES  
FORT LAUDERDALE, FLORIDA

European sophistication. Tropical dress code. Nestled amid ten lush acres on the Atlantic Ocean. Rated one of the best resorts in Florida by Condé Nast Traveler.  
1700 South Ocean Lane • Fort Lauderdale  
855-209-5677



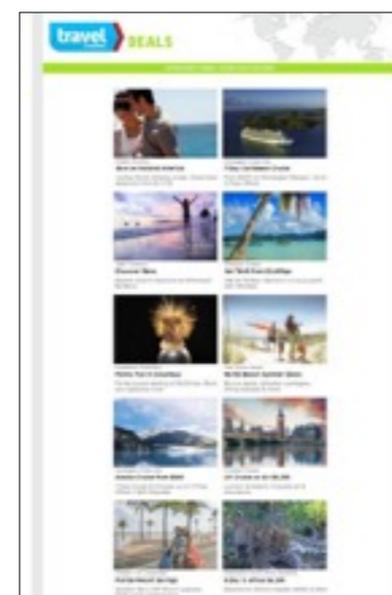
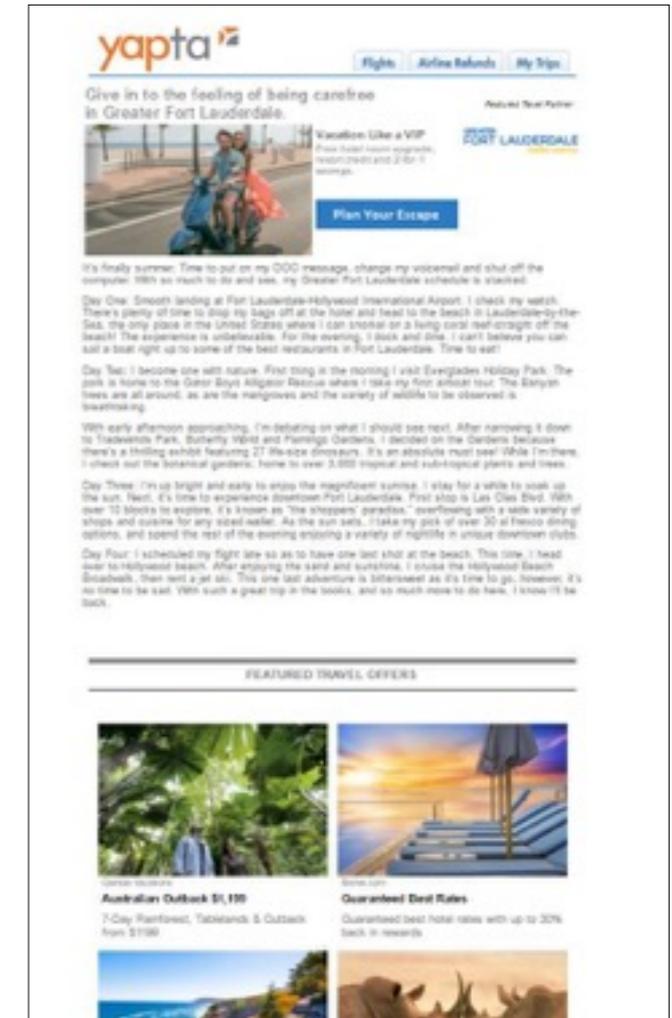
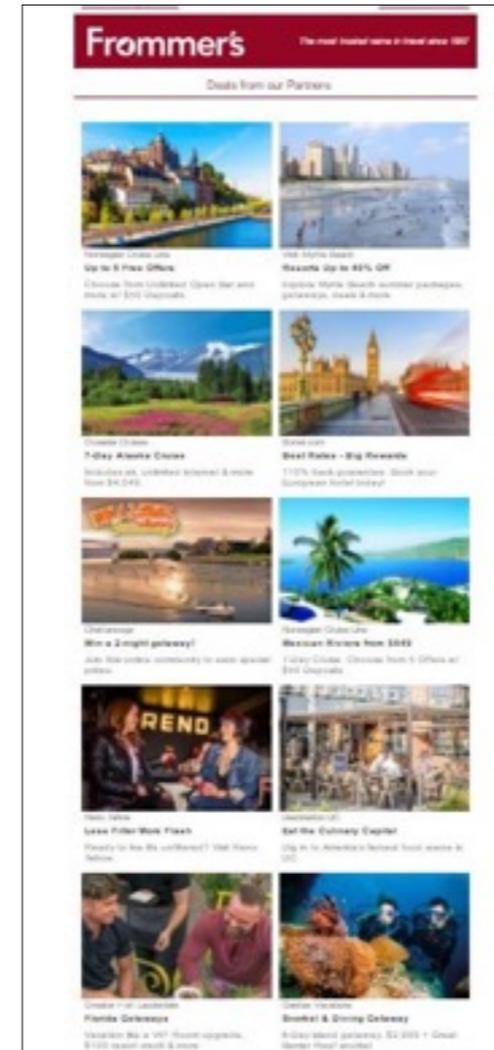
Greater Fort Lauderdale's culinary scene will be in the spotlight for the Food Network & Cooking Channel South Beach Wine & Food Festival's Taste Fort Lauderdale Series, Feb 22 - 26.  
[sobewff.org](http://sobewff.org)

@VisitLauderdale | #HELLOSUNNY

**Specifications:** Property picture, logo, address, phone numbers, tractable URL and 25 words of copy (Including a From \$xx rate or value offer that will be featured for your property). All Copy should be submitted in a Word document.

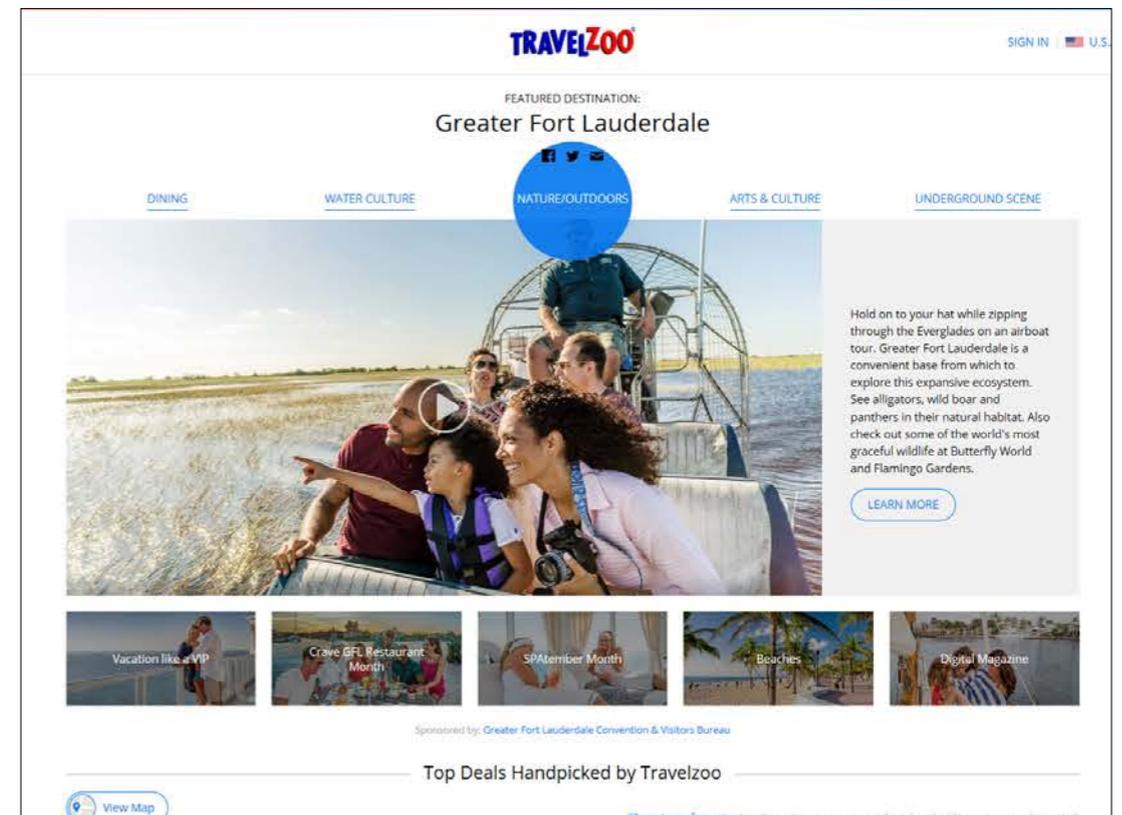
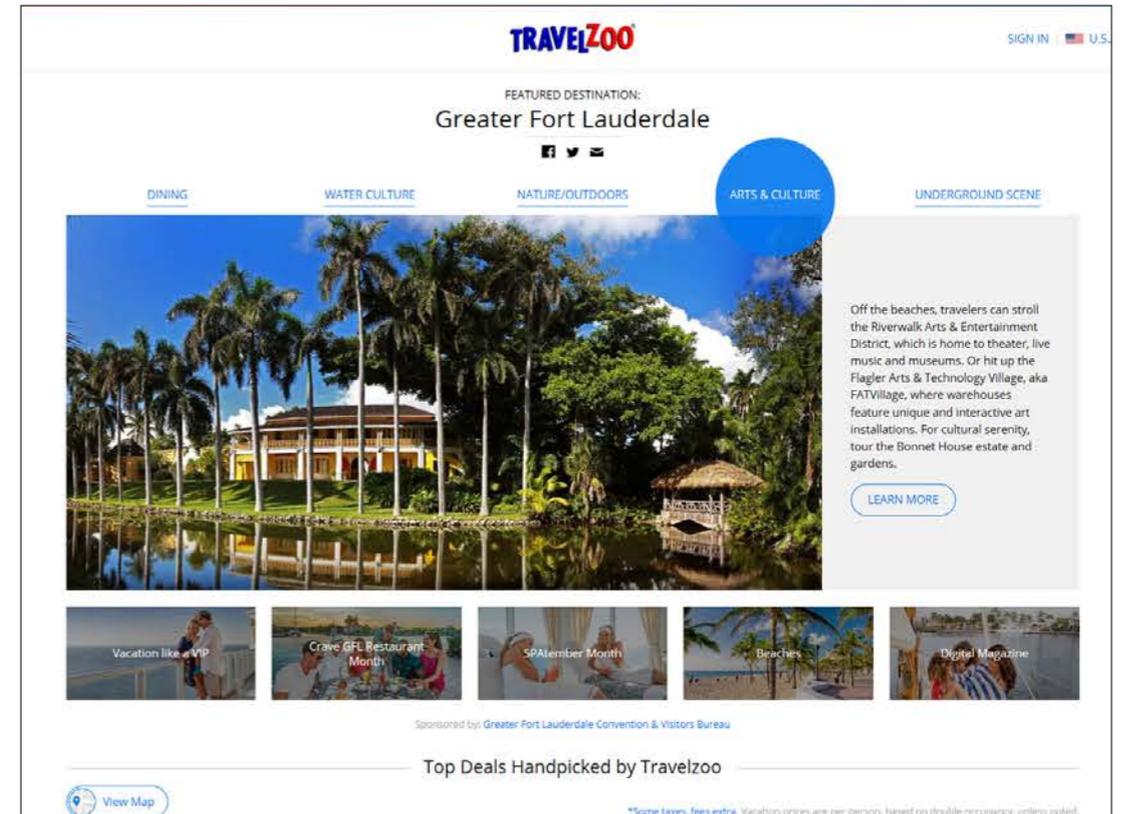
## Travel Spike

- **Travel Spike:** Helps destination influence travel decisions prior to booking a trip. Travel platform reach from the moment they decide to book to when they book. Contextual Content ads delivered to 100% travel environment, premium travel sites, model based on CPC. Video Card engage users experience, travel intenders.
- **Launch Date:** October 2017 – January 2018
- **Impressions:** 15% Share of Voice
- **Travel Intenders:** US National
- **Video Card:** New York, Chicago, Boston, Dallas, Houston, Austin, Philadelphia, San Francisco, Detroit and Cleveland
- **Max # of partners:** 4
- **Net Cost:** \$3,500
- **Value:** \$7,500
- **Mid Month CVB 2017 results:** Native emails 8.93% Open rate and 0.41% CTR
- **Space & Materials Deadlines:** October 10, 2017
- **Payment Due:** October 10, 2017
- [GFLCVB.STARMARK.COM](http://GFLCVB.STARMARK.COM)



## Travelzoo Winter Digital Program

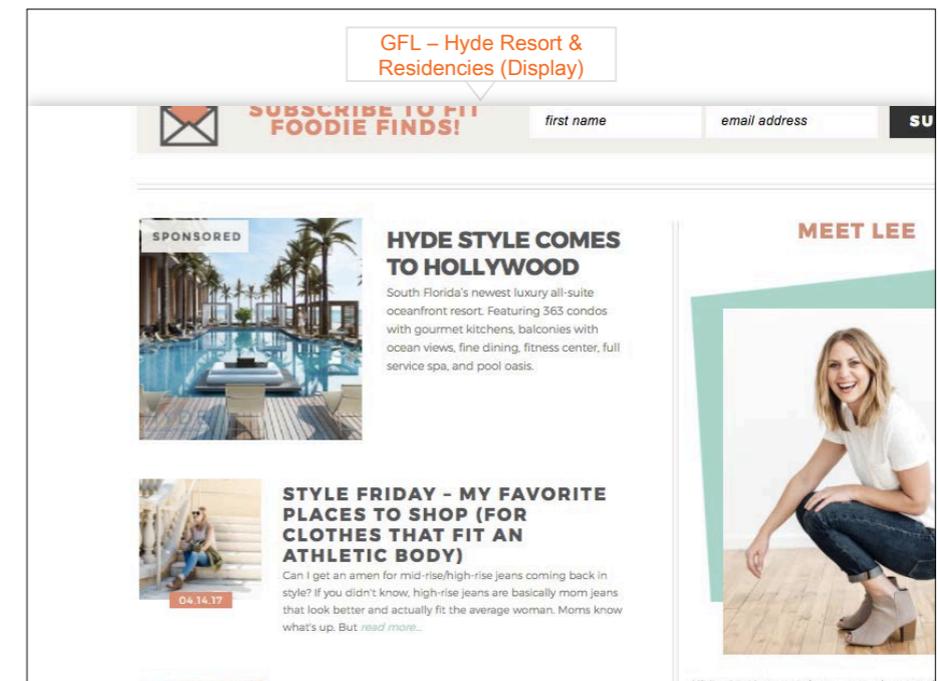
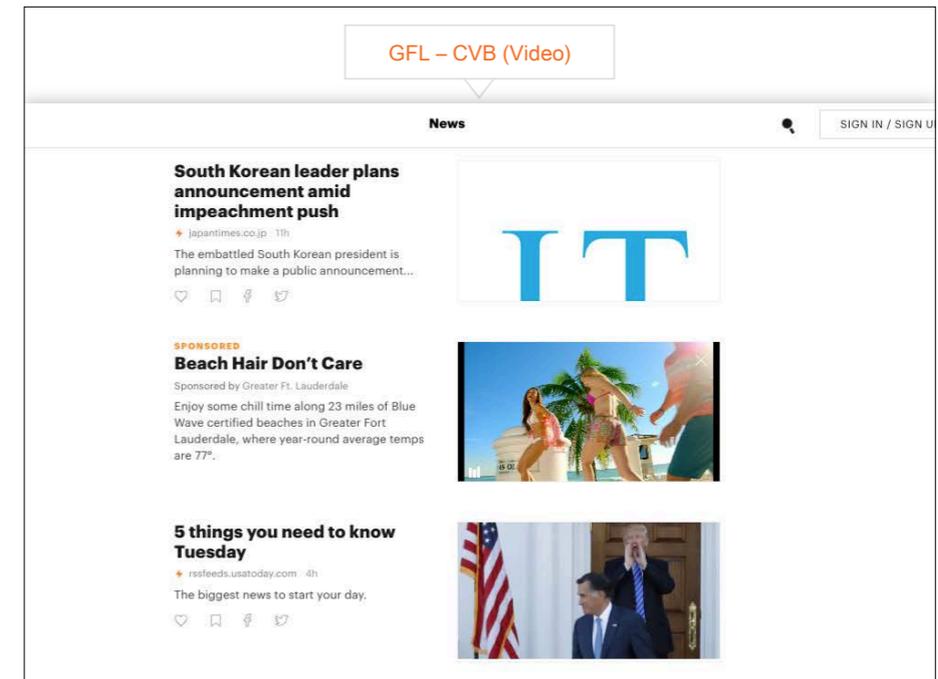
- **Distribution:** Featured Destination Platform
- Thumbnail links for sales inquiry or promotional opportunities
- 5 Focus points, vibrant images, videos
- Up to 10 travel deals
- 14 MM opt-in members—
- Traffic drivers across Travelzoo site linking member to the Fort Lauderdale page with partner offers
- Social Media post reinforcing message and driving to offers
- 27.5 Million Estimated Reach and 55,000 Clicks
- **Mid year results from May 4 - June 22 (Current campaign in progress):**
  - Page Views: **32,815**
  - Clicks to partner deals: **21,581**
  - Clicks to DMO site: **3,170**
  - Clicks to video: **1,411**
  - Click-out rate from Featured Destination page: **75% Dates**
- **Flight Dates: November - January 2018**
- **Net Cost:** No cost to the partners. Need a CTA
- **Value:** \$10,000
- **Space: & material:** 2 week prior to launch
- **Annemarie Kropf:** [akropf@travelzoo.com](mailto:akropf@travelzoo.com); 212-484-4941
- [GFLCVB.STARMARK.COM](http://GFLCVB.STARMARK.COM)



## Triple Lift Winter Campaign

**Triple lift:** Deliver custom, high impact native placements that beautifully integrate your brand's visual content alongside relevant and compelling editorial content to drive awareness and consideration. Unique native offering will reach the most qualified audience at scale across contextually relevant placements with their own proprietary technology that will ensure your brand's creative assets will look beautiful on every site. Program provides the opportunity to build in social sharing functionality with analytics to track shares and social reach

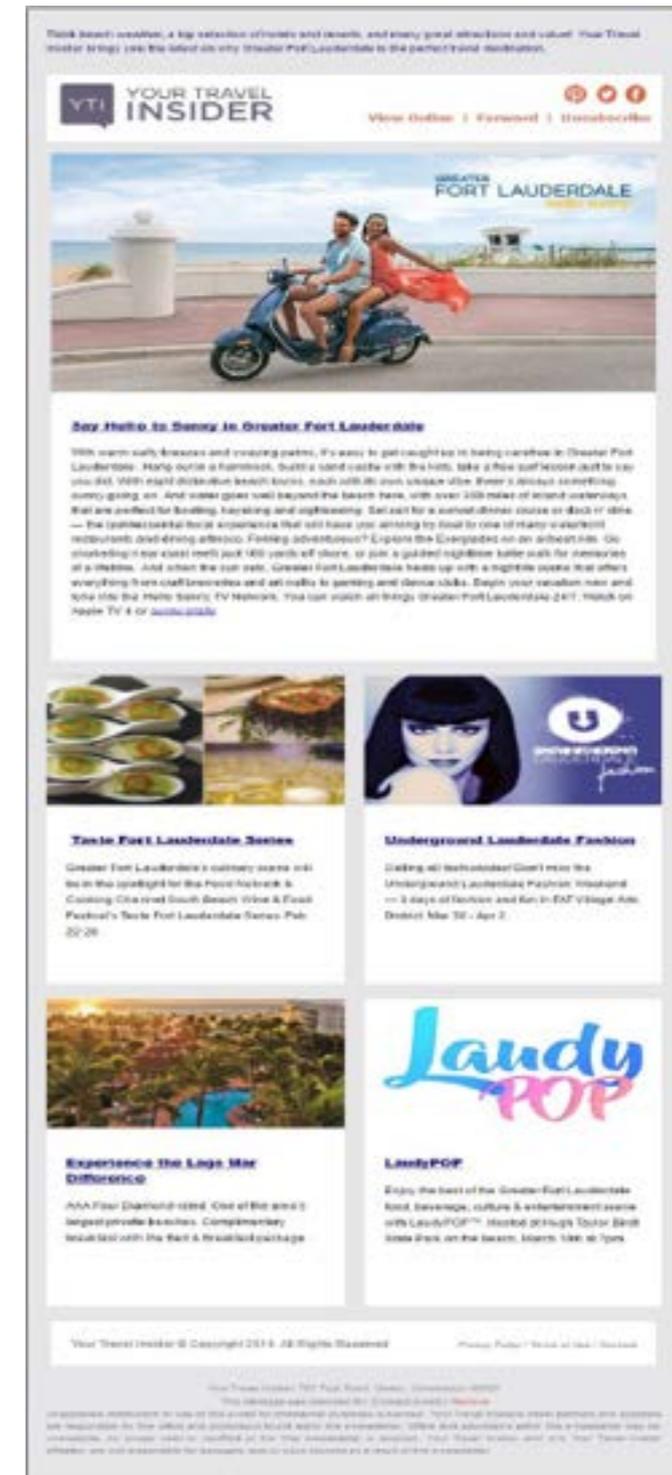
- **Launch Date:** November 2017 – March 2018
- **Impressions:** 15% Share of Voice
- **Winter Markets:** New York, Chicago, Boston, Dallas, Houston, Austin, Philadelphia, San Francisco, Detroit and Cleveland
- **Max # of partners:** 4
- **Net Cost:** \$3,500
- **Value:** \$7,500
- **CVB 2017 results:** 0.80% CTR with a 3.72% Mouseover rate, 25.7% video start rate and 21.9% VCR
- **Hyde Beach Resort:** 0.24% CTR, 3.65% Mouseover rate with only 1 creative.
- **Space & Materials Deadlines:** October 10, 2017
- **Payment Due:** October 10, 2017
- [GFLCVB.STARMARK.COM](http://GFLCVB.STARMARK.COM)



**Specs: Coop Partners to provide** Banner specs include: Native Ads: 800-1200 pixels wide images, More detailed specs will be provided at the time of commitment.

## Your Travel Insider Email/Advertorial

- **YTI:** A digital publishing company specializing in travel newsletters and database marketing. Your Travel Insider is a bi-weekly themed stand alone dedicated e-newsletter. YTI editors write content with direction from destinations. Retargeting based on who opened and clicked.
- **Distribution:** 400,000
- **Market:** New York, Chicago, Boston, Dallas, Houston, Austin, Philadelphia, San Francisco, Detroit and Cleveland
- **Dates:**
  1. February 16, 2018
  2. March 13, 2018
  3. June 12, 2018
  4. August 14, 2018
- **Min/Max # of partners:** 4
- **Net Cost:** \$2,800 (Package cost)
- **Value:** \$6,000
- **2017 Results:** 15.66% Open rate, 1,877 clicks and 3.39% CTR.
- **Space and payment deadline:** December 5, 2017
- **Material deadline:**
  1. February 6, 2018
  2. March 3, 2018
  3. June 2, 2018
  4. August 4, 2018
- [GFLCVB.STARMARK.COM](http://GFLCVB.STARMARK.COM)



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

- **Circulation:** 1.4 Million AAA households in Chicago/Michigan
- Video on [aaa.com/aaaliving](http://aaa.com/aaaliving) for four months
- Online Destination Directory listing for GFLCVB and each co-op participant for four months
- Online ad spot for GFLCVB – rotating ad on [aaa.com/aaaliving](http://aaa.com/aaaliving) for four months
- **Issue Date:** March/April 2018 - Visit Florida section
- **Max # of partners:** 6
- **Net Rate:** \$3,500
- **Value:** \$5,950
- **2017 Results:** 2,636 leads to date shared with the partners
- **Deadline:** Feb 13, 2018
- **GFLCVB.STARMARK.COM**  
meisman@aaasouth.com  
813-289-5931



GREATER FORT LAUDERDALE  
hello sunny

hello *spicy life*

Hyde Beach Kitchen + Cocktails, Hallandale Beach

With local chef-owned restaurants serving everything from sea to table and farm to fork, your craving is our command. Get a taste of all things Greater Fort Lauderdale 24/7 on Hello Sunny TV. Find us at [sunny.org](http://sunny.org)



**Beach Vacation RENTALS**

Comfort, charm and value at top-rated cottages and apartments in Pompano Beach. Walk to the beach, shops, pier, restaurants. Free wi-fi, parking. 3-night min. Pets-inquire. White Glove Award winner - Superior Small Lodgings Association.

Five locations in Pompano Beach  
954-283-1111 • [4RentByTheBeach.com](http://4RentByTheBeach.com)



**The DIPLOMAT BEACH RESORT**

Experience the All New Diplomat Beach Resort. New Dip+Slide Water Play Area and Kids Club • 10 New Restaurants • New Guestrooms Exclusive Family Fun Package for AAA Members • Breakfast for four Premium Wi-Fi • 5% off your stay

3555 South Ocean Dr., Hollywood  
855-689-2911 • [TheDiplomatBeachResort.com](http://TheDiplomatBeachResort.com)



**MARRIOTT RESORT FORT LAUDERDALE HARBOR BEACH**

Retreat in style at our newly redesigned 4-diamond oceanfront resort in Ft Lauderdale. Featuring a private beach, lagoon pool, delicious dining and endless resort amenities.

3030 Holiday Dr., Fort Lauderdale  
954-25-4000 • [HarborBeachMarriott.com](http://HarborBeachMarriott.com)



**SUPERIOR SMALL LODGING**

Whether you're looking for a quiet escape or an extended family getaway, these cozy properties - all with 50 rooms or less - know how to do it small. Enjoy your free Superior Small Lodgings Guide.

800-22-SUNNY • [sunny.org/ssl](http://sunny.org/ssl)

@VisitLauderdale | #hellosunny | hello sunny TV

- **Circulation:** 2.3 Million AAA households in Florida / Georgia
- Video on [aaa.com/aaaliving](http://aaa.com/aaaliving) for four months
- Online Destination Directory listing for GFLCVB and each co-op participant for four months
- Online ad spot for GFLCVB – rotating ad on [aaa.com/aaaliving](http://aaa.com/aaaliving) for four months
- **Issue Date:** May / June 2018 - Visit Florida section
- **Max # of partners:** 6
- **Net Rate:** \$3,500
- **Value:** \$5,950
- **2017 Results:** 2,636 leads to date shared with the partners
- **Deadline:** March 13, 2018
- **GFLCVB.STARMARK.COM**  
meisman@aaasouth.com  
813-289-5931

**GREATER FORT LAUDERDALE**  
hello sunny

hello happy place

Venice of America

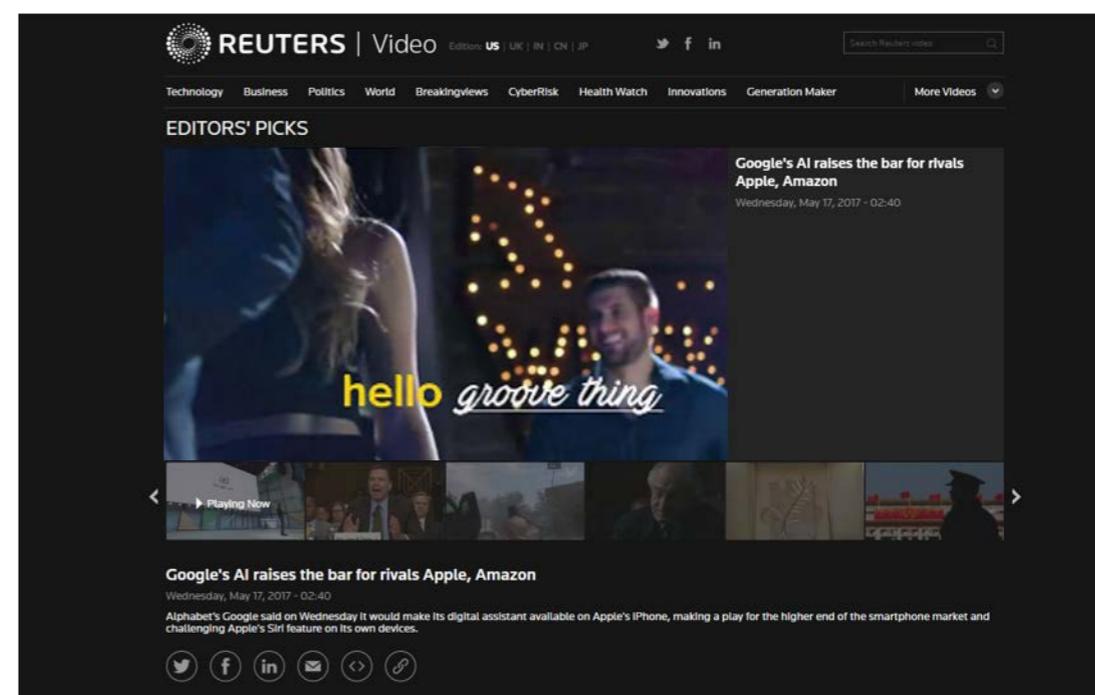
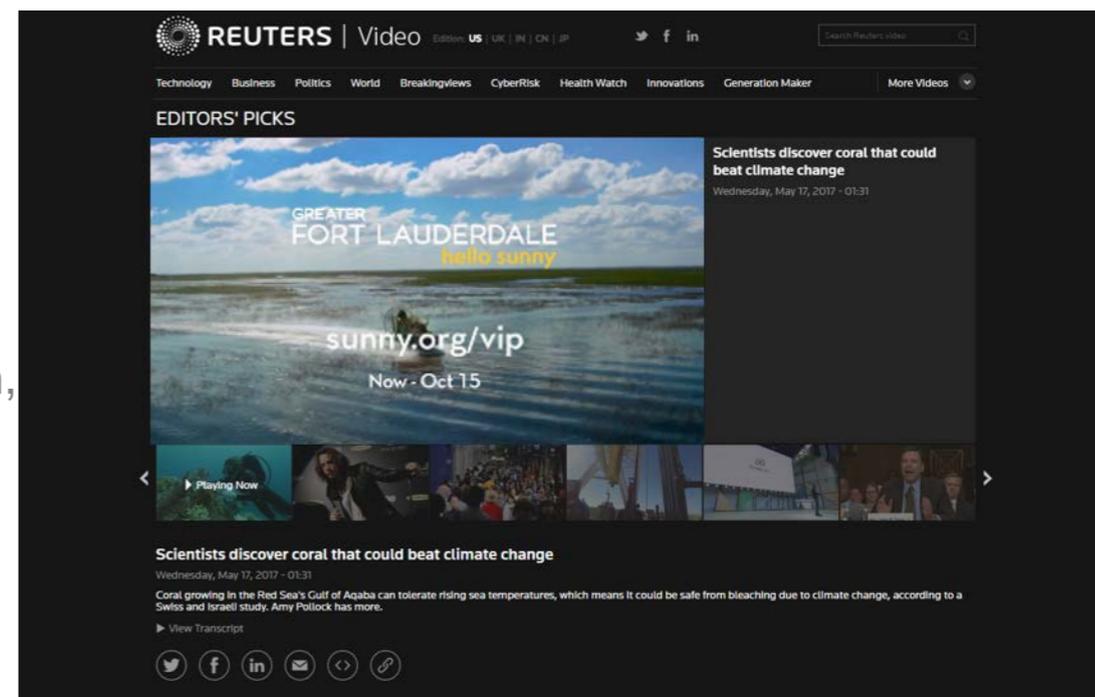
Make way for the tides of togetherness with 300 miles of inland waterways and not a worry in sight. Enjoy 2-for-1 summer offers from May 1 through October 15 at [sunny.org/summer](http://sunny.org/summer)

<p><b>Beach Vacation RENTALS</b></p> <p>Relax at top-rated cottages and apartments a short walk to the beach, shops, fishing pier and restaurants. Full kitchens, BBQ, laundry and beach gear. Free wi-fi and parking. Pets: inquire. Comfort, charm and value!</p> <p>Five locations in Pompano Beach 954-283-1111 • <a href="http://4RentByTheBeach.com">4RentByTheBeach.com</a></p>	<p><b>The DIPLOMAT BEACH RESORT</b></p> <p>Experience the All New Diplomat Beach Resort. New Dip+Slide Water Play Area and Kids Club • 10 New Restaurants • New Guestrooms • Exclusive Family Fun Package for AAA Members • Breakfast for four • Premium Wi-Fi • 5% off your stay.</p> <p>3555 South Ocean Drive, Hollywood 855-689-2911 • <a href="http://diplomatresort.com">diplomatresort.com</a></p>	<p><b>HYATT REGENCY</b></p> <p>Family friendly activities, resort style amenities, three pool oasis and minutes to the beach, shopping area attractions. Rates starting from \$79. Complimentary Wi-Fi.</p> <p>2301 S.E. 17th Street, Fort Lauderdale 954-525-6666 • <a href="http://pier66.hyatt.com">pier66.hyatt.com</a></p>
<p><b>HYDE RESORT &amp; RESIDENCES HOLLYWOOD FLORIDA</b></p> <p>South Florida's newest luxury all-suite oceanfront resort. Featuring 363 condos with gourmet kitchens, ocean views, fine dining, fitness center, spa, and pool oasis.</p> <p>4111 S Ocean Drive, Hollywood 754-201-2040 • <a href="http://hydehollywoodbeach.com">hydehollywoodbeach.com</a></p>	<p><b>LAUDERDALE BY THE SEA</b></p> <p>Enjoy casual sunny days on the beach, fishing pier, eclectic shops, boutique and family hotels, open air dining and flip flop walking. Relax... You're Here.</p> <p>4501 Ocean Drive, Lauderdale-By-The-Sea 954-640-4200 • <a href="http://lbtsevents.com">lbtsevents.com</a></p>	<p><b>MARRIOTT RESORT FORT LAUDERDALE HARBOR BEACH</b></p> <p>Retreat in style at our newly redesigned 4-diamond oceanfront resort in Fort Lauderdale. Featuring a private beach, lagoon pool, delicious dining and endless resort amenities.</p> <p>3030 Holiday Drive, Fort Lauderdale 954-25-4000 • <a href="http://HarborBeachMarriott.com">HarborBeachMarriott.com</a></p>

@VisitLauderdale | #hellosunny | hello sunny TV

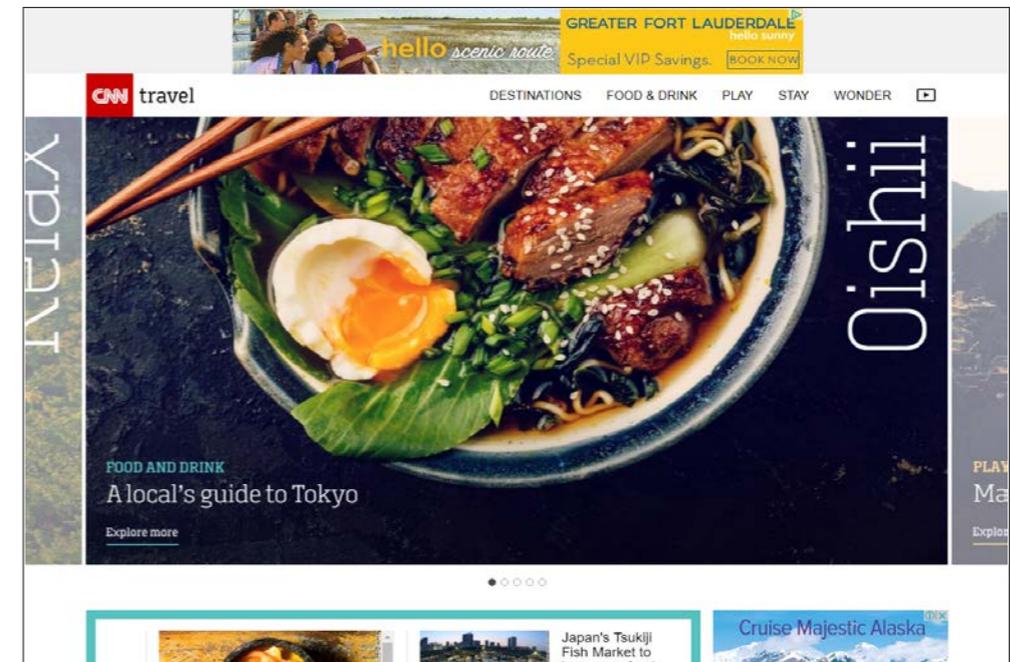
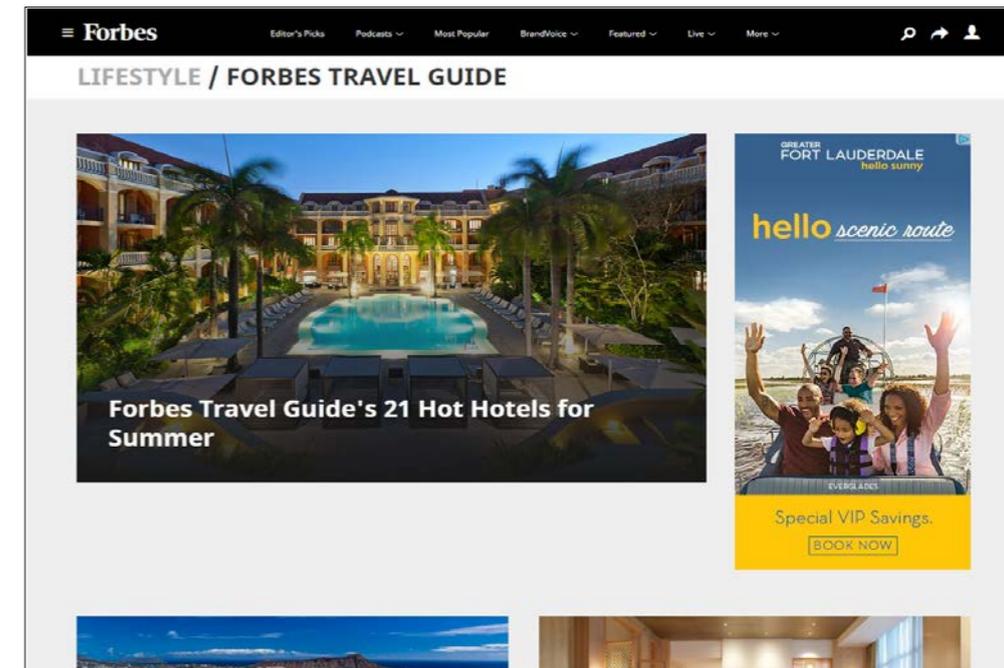
## AdDaptive (Programmatic)

- **AdDaptive:** IP Targeting technology that offers a wider more accurate mobile accessibility.
- **Partner Impressions:** 357,150 (10-15% per Partner) Partner :15 video will be added into the rotation. Spanish and English. Desktop and Mobile
- **Markets:** New York DMA, New Jersey, Chicago, Dallas, Houston, Austin, Florida (Orlando, Tampa, Ft. Myers, WPB, Miami-Ft. Lauderdale)
- **Flight Dates:** June - September 2018
- **Min #s of partners:** 2
- **Max #s of partners:** 4
- **Net Cost:** \$3,500
- **Value:** \$7,500
- **2017 Results:** Average 2017 Completion Rate: 100% with 0.10% CTR
- **Space & material deadline:** May 1, 2018
- **Payment Due:** May 1, 2018
- **GFLCVB.STARMARK.COM**
- **Specs:** :15 video, click thru URL, tracking code, 1 horizontal image (high res), logo.



**Partner :15 video will be added into the rotation**

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



Partner :15 video will be added into the rotation

## ABC Watch - On Demand Television

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- **Partner Impressions:** 330,500 (10-15% per Partner) Partner :15 video will be added into the rotation
- **Markets:** New York, Chicago, Boston, Dallas, Houston, Austin, Los Angeles and Philadelphia
- **Demo:** AD25-54
- **Flight Dates:** May-September 2018 (2 weeks per Month)
- **Min #s of partners:** 2
- **Max #s of partners:** 4
- **Net Cost:** \$3,000
- **Value:** \$8,500
- **2017 Results:** Average 2017 Completion Rate: 98%
- **Space & material deadline:** March 1, 2018
- **Payment due:** March 1, 2018
- [GFLCVB.STARMARK.COM](http://GFLCVB.STARMARK.COM)



**Partner :15 video will be added into the rotation**

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

- **Partner Impressions:** 500,000 (10-15% per Partner)
- **Markets:** New York DMA, Chicago, Boston, Dallas, Houston, Austin, Los Angeles and Philadelphia
- **Travel Intent:** South Florida, Miami & Ft. Lauderdale , previous searched destinations.
- Dedicated emails, Responsive marquee
- **Sites:** [expedia.com](http://expedia.com), [hotels.com](http://hotels.com), [orbitz.com](http://orbitz.com), [travelocity.com](http://travelocity.com)
- **Flight Dates:** June - September 2018
- **Min #s of partners:** 2
- **Max #s of partners:** 4
- **Net Cost:** \$3,000
- **Value:** \$8,500
- **2017 Results:** Clicks 84, CTR 0.18% (June1-30)
- **Space & material deadline:** April 2018
- **Payment Due:** April 2018
- [GFLCVB.STARMARK.COM](http://GFLCVB.STARMARK.COM)

The screenshot shows the CheapTickets website interface for a hotel search in Fort Lauderdale, FL. The search results are sorted by distance from the airport. The top results include:

- Plunge Beach Hotel** (3 stars): Located 8.11 miles from All Airports (FLL). Price: \$413 to \$104 per night. In high demand!
- Sheraton Suites Fort Lauderdale Plantation** (4 stars): Located 3.37 miles from All Airports (FLL). Price: \$133 per night. Excellent 4.3/5 rating.
- Riverside Hotel** (4 stars): Located 5.50 miles from All Airports (FLL). Price: \$129 to \$122 per night. Excellent 4.3/5 rating.
- The Forum** (3 stars): Located 7.01 miles from All Airports (FLL). Price: \$58 per night.
- Lago Mar Beach Resort & Club** (4 stars): Located 8.12 miles from All Airports (FLL). Price: \$212 per night. Wonderful 4.6/5 rating.
- B Ocean Resort** (4 stars): Located 7.86 miles from All Airports (FLL). Price: \$247 to \$136 per night. Good 3.8/5 rating.
- The Atlantic Hotel & Spa** (5 stars): Located 7.47 miles from All Airports (FLL). Price: \$243 per night. Wonderful 4.6/5 rating.
- W Fort Lauderdale** (4 stars): Located 7.49 miles from All Airports (FLL). Price: \$236 per night. Very good 4.1/5 rating.

The left sidebar provides filters for Property Class (3 to 5 stars), Price Per Night (less than \$75 to \$200 to \$299), Amenities, Meal Plans, Property Type, Popular Locations, and Accessibility. A 'STAY 2 NIGHTS SAVE 20%' banner is prominently displayed at the top of the search results area.

## Hulu On Demand Video Summer

- **Hulu:** premium streaming TV destination that offers hundreds of thousands of hours of the best of the best television programming and movies to subscribers with limited commercials. Hulu has been at the forefront of entertainment and technology and continues to redefine TV by connecting viewers with the stories they love.
- **Target Markets:** New York DMA, New Jersey, Chicago, Dallas, Houston, Austin, Florida (Orlando, Tampa, Ft. Myers, WPB, Miami-Ft. Lauderdale) Target can include multi-cultural.
- **Partner Impressions:** 15% SOV
- **Results:** 100% completion rate
- **Timing:** June - September 2018 (2 Weeks per month)
- **Max # of partners:** 4
- **Net Rate:** \$3,000
- **Value:** \$7,500
- **Deadline:** April 10, 2018
- [GFLCVB.STARMARK.COM](http://GFLCVB.STARMARK.COM)



Partner :15 video will be added into the rotation

## Interfuse Visit Florida Summer In-State Insert & Digital

- **Markets:** Florida Times, Miami Herald, Palm Beach Post, Sun Sentinel, Naples Daily News, Tampa Bay Times, Orlando Sentinel, Ft. Myers Press, Atlanta Journal & WSJ (FL. Markets)
- **Target:** HHI \$125K+, AD35-54
- **Issue Dates:**  
April 17, 2018  
June 5, 2018
- **CVB:** Circ/Imp: 500,000, 2,000,000 imp + 4,000 Leads
- **Partners:** 250,000 Imp per partners
- **Digital:** Geo-target Summer markets
- **Size:** 6 partners share 1/6 formatted page
- **Net Rate:** \$2,500 per issue
- **Value:** \$5,000
- **Savings:** 50%
- **Material Deadline:** Feb 13, 2018; April 10, 2018
- **[GFLCVB.STARMARK.COM](http://GFLCVB.STARMARK.COM)**

GREATER FORT LAUDERDALE  
hello sunny

hello happy place

Venice of America

Make way for the tides of togetherness with 300 miles of inland waterways and not a worry in sight. Enjoy 2-for-1 summer offers through October 15 at [sunny.org/summer](http://sunny.org/summer)

**Beach Vacation Rentals**  
Relax at top-rated cottages and apartments a short walk to the beach, shops, fishing pier and restaurants. Full kitchens, BBQ, laundry and beach gear. Free WiFi and parking. Pets: inquire. Comfort, charm and value!  
Five locations in Pompano Beach  
954-283-1111 • [4RentByTheBeach.com](http://4RentByTheBeach.com)

**MARRIOTT HOLLYWOOD BEACH**  
Hollywood Beach Marriott adventures are endless this summer. Featuring balconies overlooking the beach, complimentary WiFi throughout the hotel and waterfront dining at Latitudes. Florida residents can enjoy exclusive rates at our beach hotel, located on the famed Hollywood Broadwalk.  
2501 North Ocean Dr., Hollywood  
954-924-2202 • [MarriottHollywoodBeach.com](http://MarriottHollywoodBeach.com)

**LAUDERDALE BY THE SEA**  
Enjoy casual sunny days on the beach, fishing pier, eclectic shops, boutique hotels, open air dining and flip flop walking. Dive or snorkel to a natural reef right from the beach. Relax...You're Here.  
4501 Ocean Dr., Lauderdale-By-The-Sea  
954-640-4200 • [lbtsevents.com](http://lbtsevents.com)

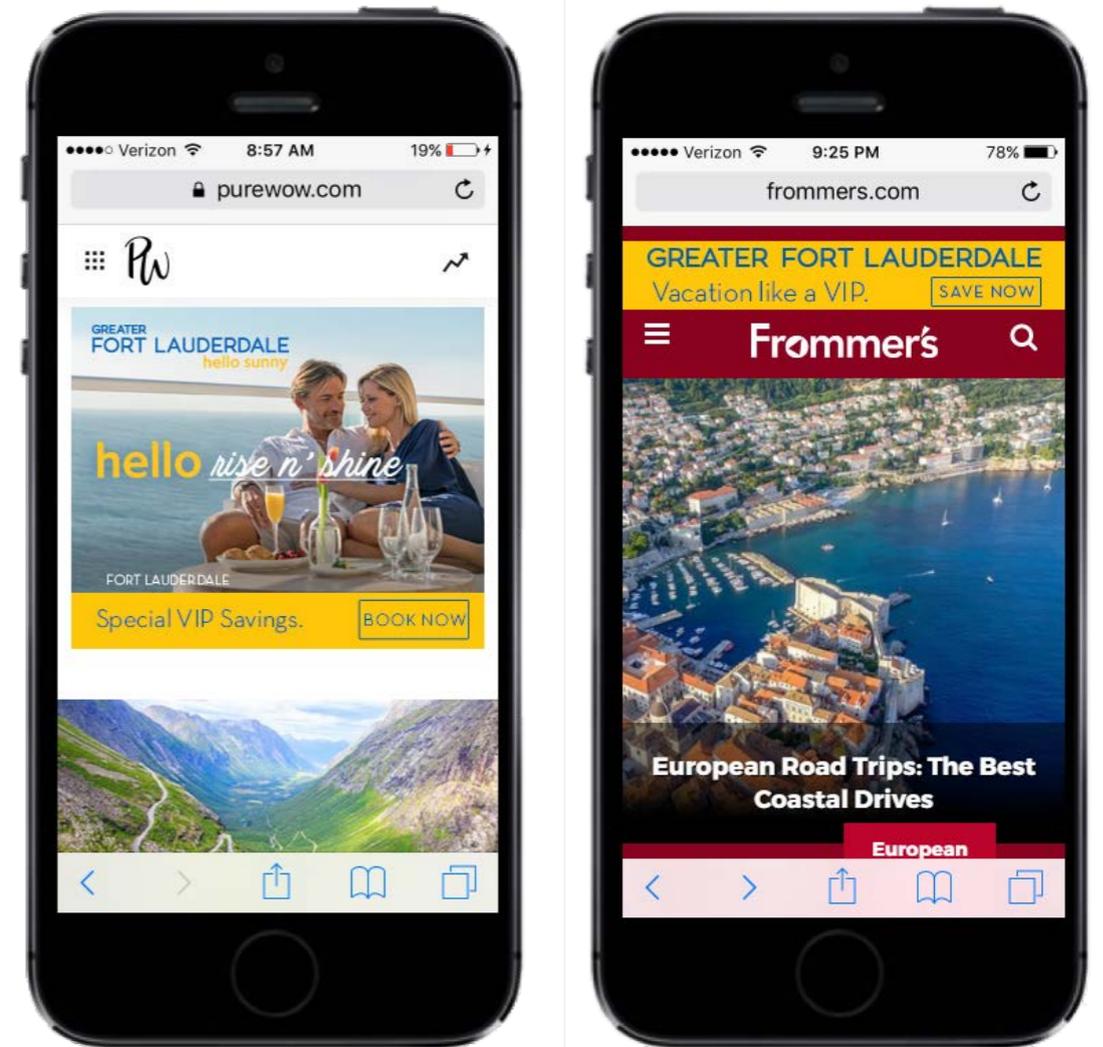
**SUPERIOR SMALL LODGING**  
Whether you're looking for a quiet escape or an extended family getaway, these cozy properties - all with 50 rooms or less - know how to do it small. Enjoy your free Superior Small Lodgings Guide.  
800-22-SUNNY • [sunny.org/ssl](http://sunny.org/ssl)

@VisitLauderdale | #hellosunny | hello sunny TV

## Mobile Fuse Summer Program

NEW

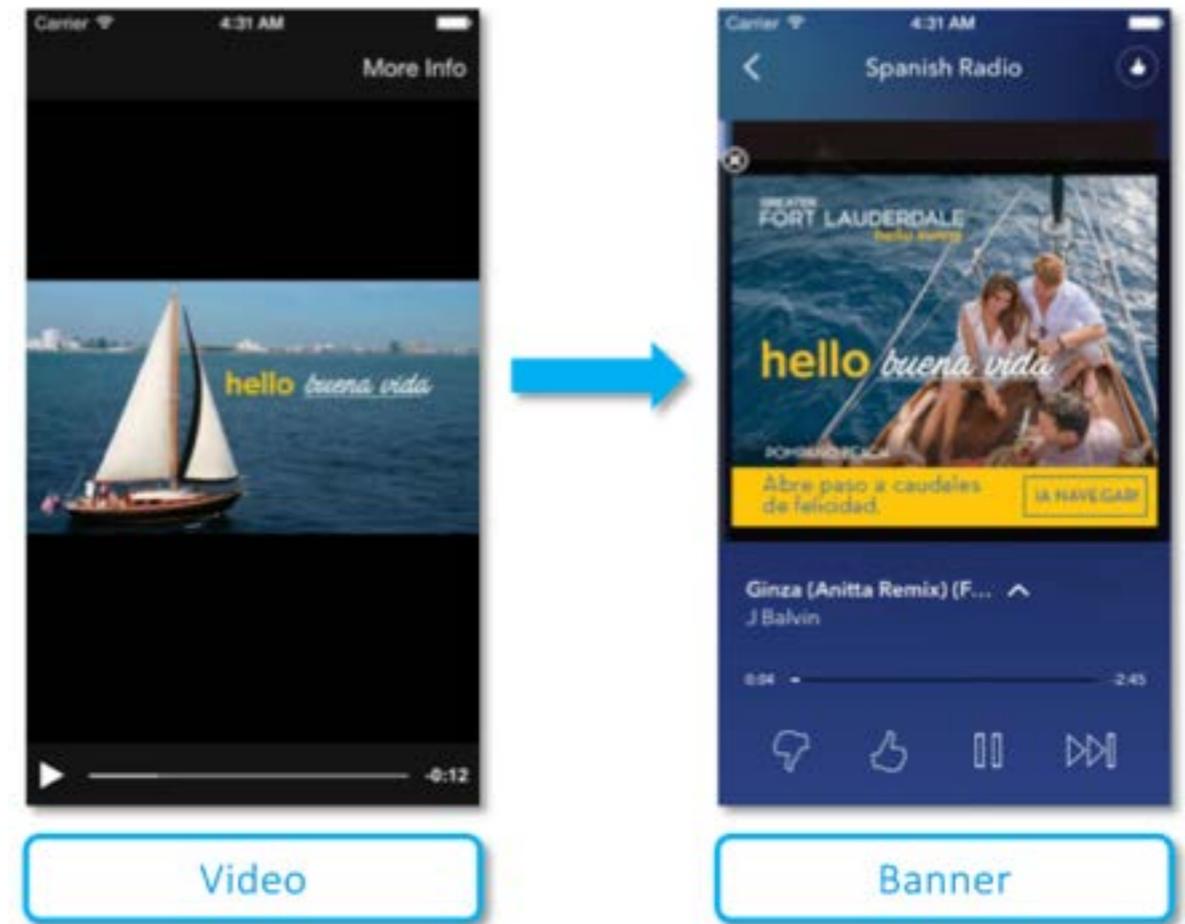
- **Mobile Fuse:** Contextual: Reaching the Leisure Consumer on mobile sites and apps from MobileFuse's direct to publisher network, that over-index against the target demo. LiFTS Data targeting: (L\*ocation, F\*requency, T\*time S\*pent): Taking into account a user's historical location, recency of visiting those locations, and the amount of time spent in a given location to qualify that user's affinity. •Cross device retargeting: Retargeting users who click on a banner or complete a video on their smartphones, again on their tablet or desktop to continue messaging.
- **Target Market:** New York, New Jersey, Chicago, Dallas, Houston, Austin, Los Angeles, Florida
- **Partner Impressions:** 15% SOV
- **2017 Results:** 85.89% Video Completion, .48% CTR
- **Flight Dates:** June - September 2018
- **Net Rate:** \$3,000
- **Value:** \$6,000
- **Savings:** 50%
- **Space and Material Deadline:** April 3, 2018
- **Payment Deadline:** April 3, 2018
- [GFLCVB.STARMARK.COM](http://GFLCVB.STARMARK.COM)



Partner :15 video will be added into the rotation

## Pandora Summer Program

- **Target Markets:** New York DMA, New Jersey, Chicago, Dallas, Houston, Austin, Florida (Orlando, Tampa, Ft. Myers, WPB, Miami-Ft. Lauderdale) Target audience to include, Millennials and Hispanic
- **Partner Impressions:** 15% SOV
- **Timing:** April-September 2018 (2 weeks per month)
- **Max # of Partners:** 4
- **Net Rate:** \$3,500
- **Value:** \$12,000
- **Previous results:** 95% Video Completion and 0.57% CTR.
- **Previous partners results:** LBTS: 96.39% video completion and 0.69% CTR. Hollywood Beach: 96.70% video completion and 0.57% CTR
- **Space and Material Deadlines:** March 10, 2018
- **Payment Deadline:** March 10, 2018
- [GFLCVB.STARMARK.COM](http://GFLCVB.STARMARK.COM)



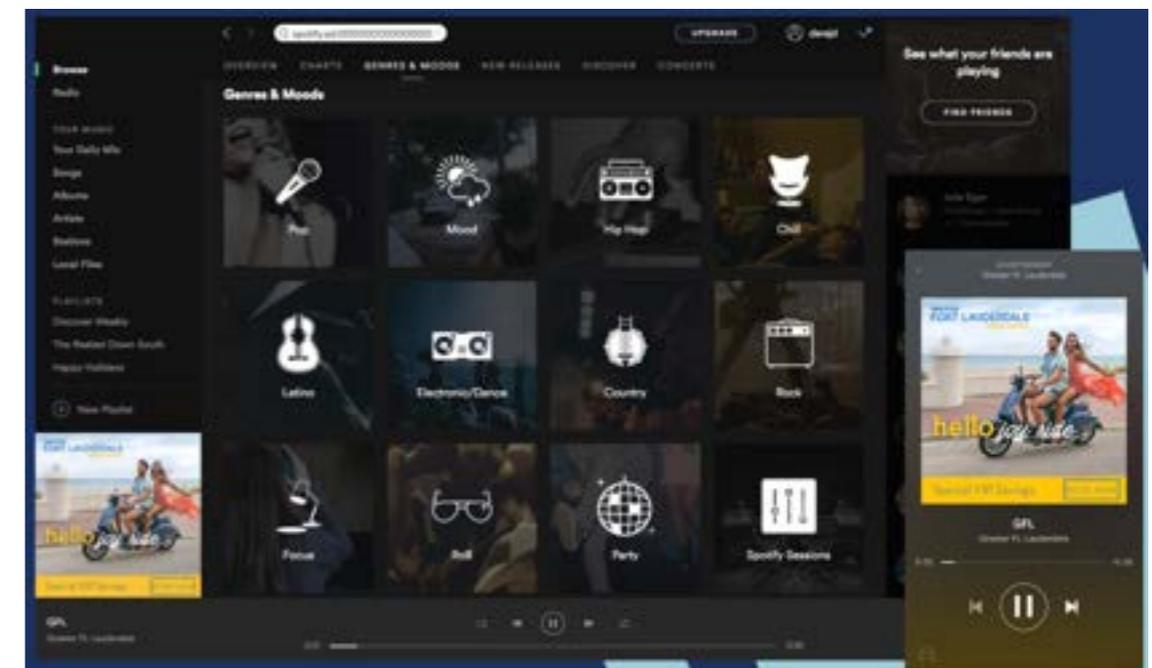
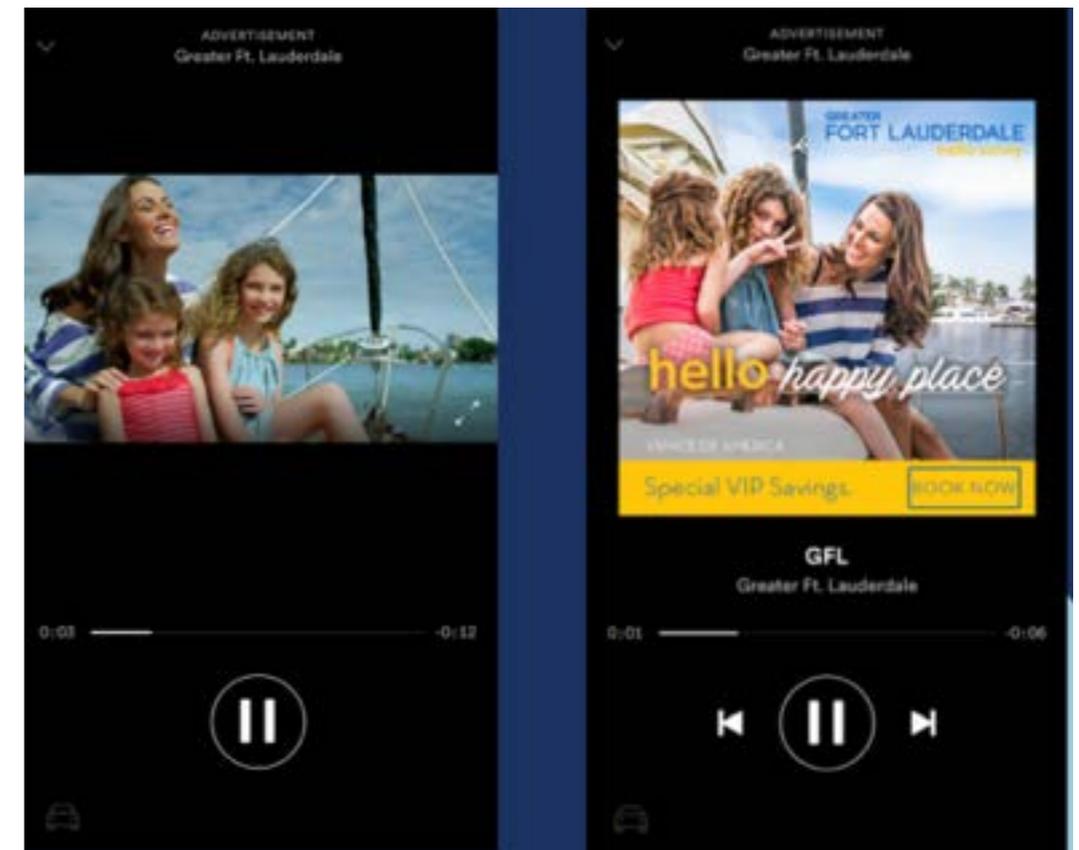
[Pandora Audio Demo](#)

[Pandora Video Demo](#)

**Specs: Coop Partners to provide a :15 video and :30 copy, Pandora will produce the audio spot**

## Spotify On Demand Radio-Summer

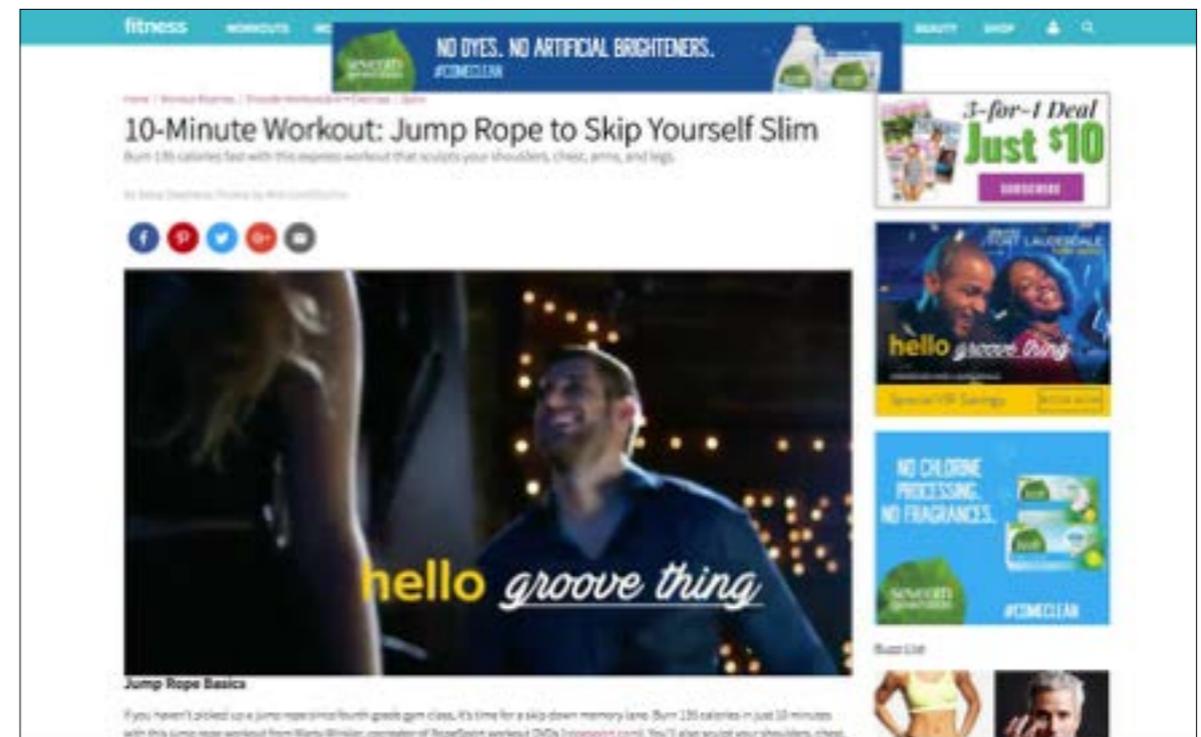
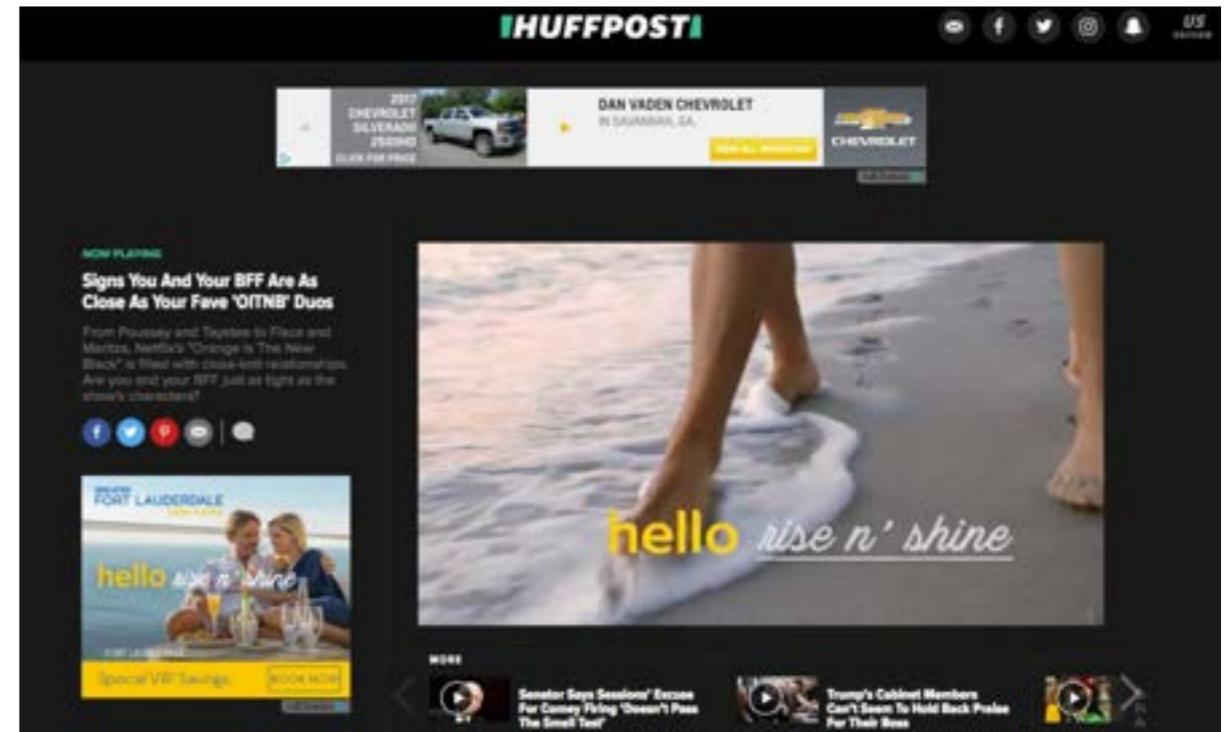
- **Target Markets:** New York DMA, New Jersey, Chicago, Dallas, Houston, Austin, Florida (Orlando, Tampa, Ft. Myers, WPB, Miami-Ft. Lauderdale)
- **Target audience:** Millennial and Hispanic
- **Flight date:** June - September 2018  
(2 weeks per month)
- **Impressions:** 15% Share of Voice
- **Max # of partners:** 4
- **Net Cost:** \$3,500
- **Value:** \$12,000
- **2017 Results:** 0.10% CTR, 100% Video Completions
- **Space and Material Deadline:** April 10, 2017
- **Payment Due:** April 10, 2018
- [GFLCVB.STARMARK.COM](http://GFLCVB.STARMARK.COM)



Partner :15 video/spot will be added into the rotation

## Spot XChange Summer Program

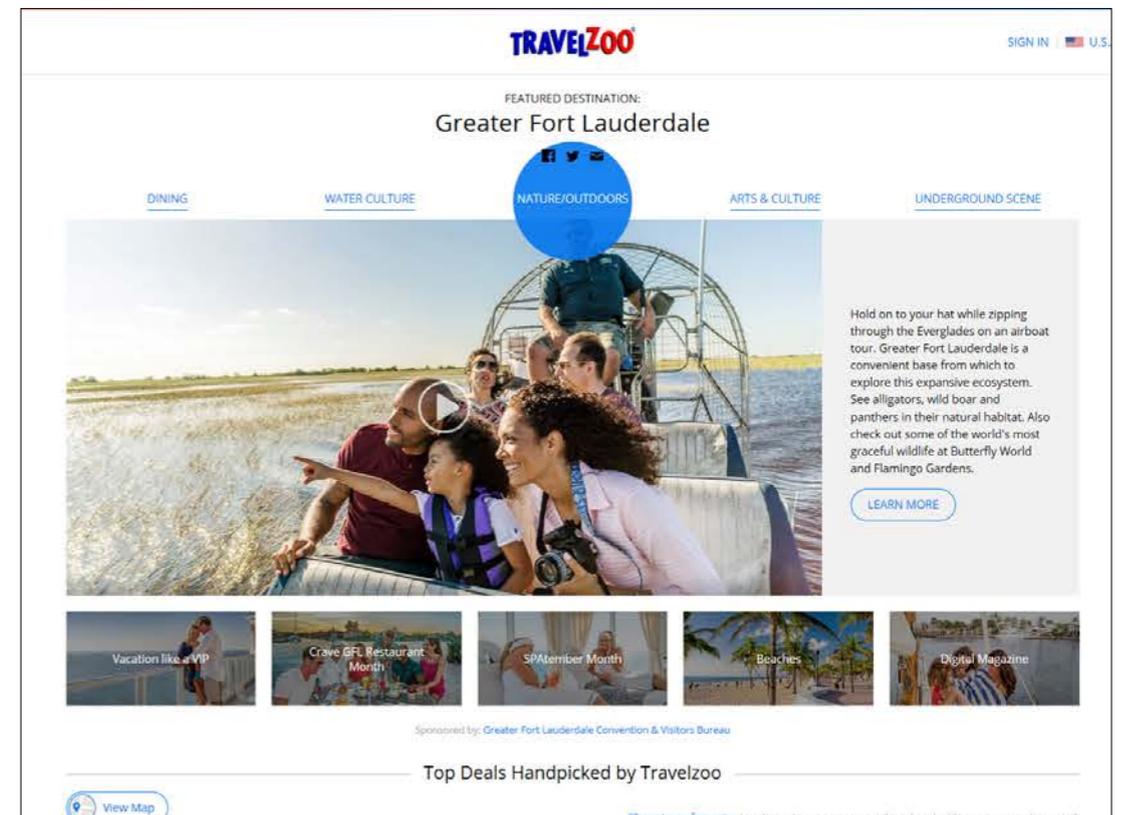
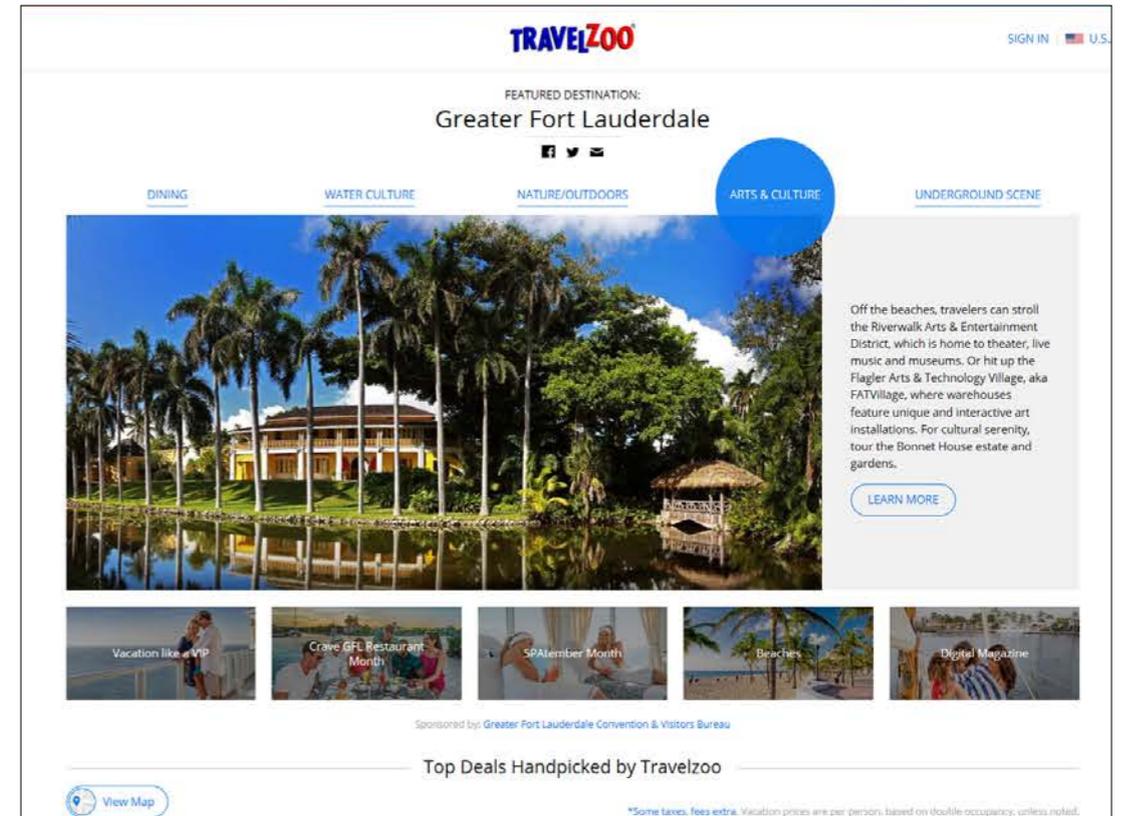
- **Target Markets:** New York DMA, New Jersey, Chicago, Dallas, Houston, Austin, Florida drive markets, Miami-Ft. Lauderdale. Target can include Hispanic and multi-cultural.
- **Impressions:** 15% SOV
- **Timing:** April - July (2 weeks per month)
- **Max # of partners:** 4
- **2017 Results:** 82% Video Completion Rate (CVR)
- **Net Rate:** \$2,500
- **Value:** \$6,800
- **Space & Material Deadline:** March 1, 2018
- **Payment Due:** March 1, 2018
- [GFLCVB.STARMARK.COM](http://GFLCVB.STARMARK.COM)



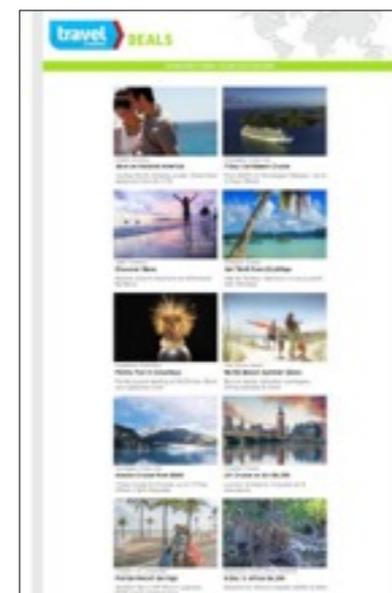
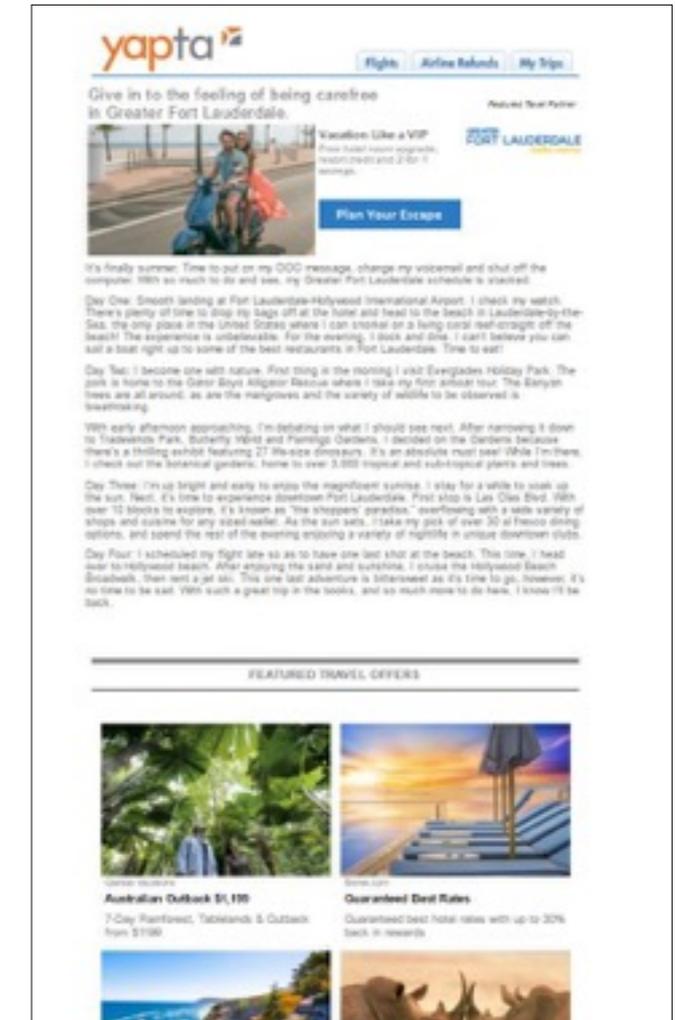
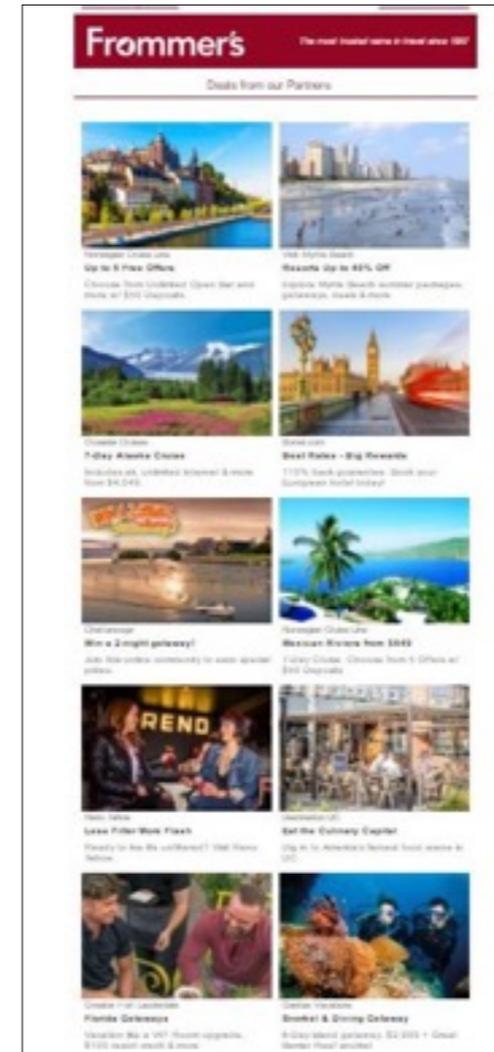
Partner :15 video/spot will be added into the rotation

## Travelzoo Summer Digital Program

- **Distribution:** Featured Destination Platform. Thumbnail links for sales inquiry or promotional opportunities. 5 Focus points, vibrant images, videos. Up to 10 travel deals
- 14 MM opt-in members—
- Traffic drivers across Travelzoo site linking member to the Fort Lauderdale page with partner offers
- Social Media post reinforcing message and driving to offers
- 27.5 Million Estimated Reach and 55,000 Clicks
- **Mid year results from May 4 - June 22 (Current campaign in progress):**  
Page Views: **32,815**  
Clicks to partner deals: **21,581**  
Clicks to DMO site: **3,170**  
Clicks to video: **1,411**  
Click-out rate from Featured Destination page: **75% Dates**
- **Flight Dates:** June - September 2018
- **Net Cost:** No cost to the partners. Need a CTA
- **Value:** \$10,000
- **Space: & material:** One month prior to launch
- **Annemarie Kropf:** [akropf@travelzoo.com](mailto:akropf@travelzoo.com); 212-484-4941
- [GFLCVB.STARMARK.COM](http://GFLCVB.STARMARK.COM)



- **Travel Spike:** Helps destination influence travel decisions prior to booking a trip. Travel platform reach from the moment they decide to book to when they book. Contextual Content ads delivered to 100% travel environment, premium travel sites, model based on CPC. Video Card engage users experience, travel intenders.
- **Launch Date:** June - September 2018
- **Impressions:** 15% Share of Voice
- **Travel Intenders:** US National
- **Video Card:** New York DMA, New Jersey, Chicago, Dallas, Houston, Austin, Florida drive markets, Miami-Ft. Lauderdale.
- **Max # of partners:** 4
- **Net Cost:** \$3,500
- **Value:** \$7,500
- **Mid Month CVB 2017 results:** Native emails 8.93% Open rate and 0.41% CTR
- **Space & Materials Deadlines:** April 12, 2018
- **Payment Due:** April 12, 2018
- [GFLCVB.STARMARK.COM](http://GFLCVB.STARMARK.COM)

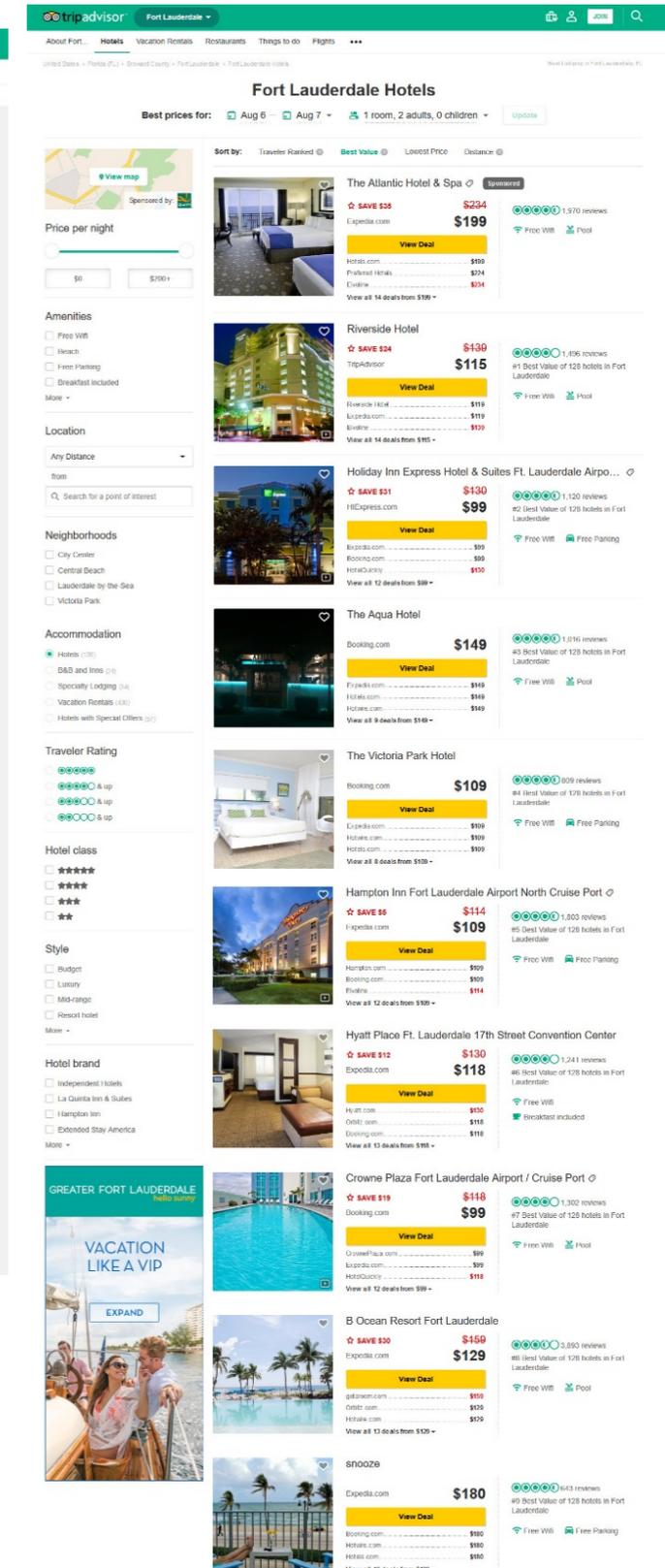
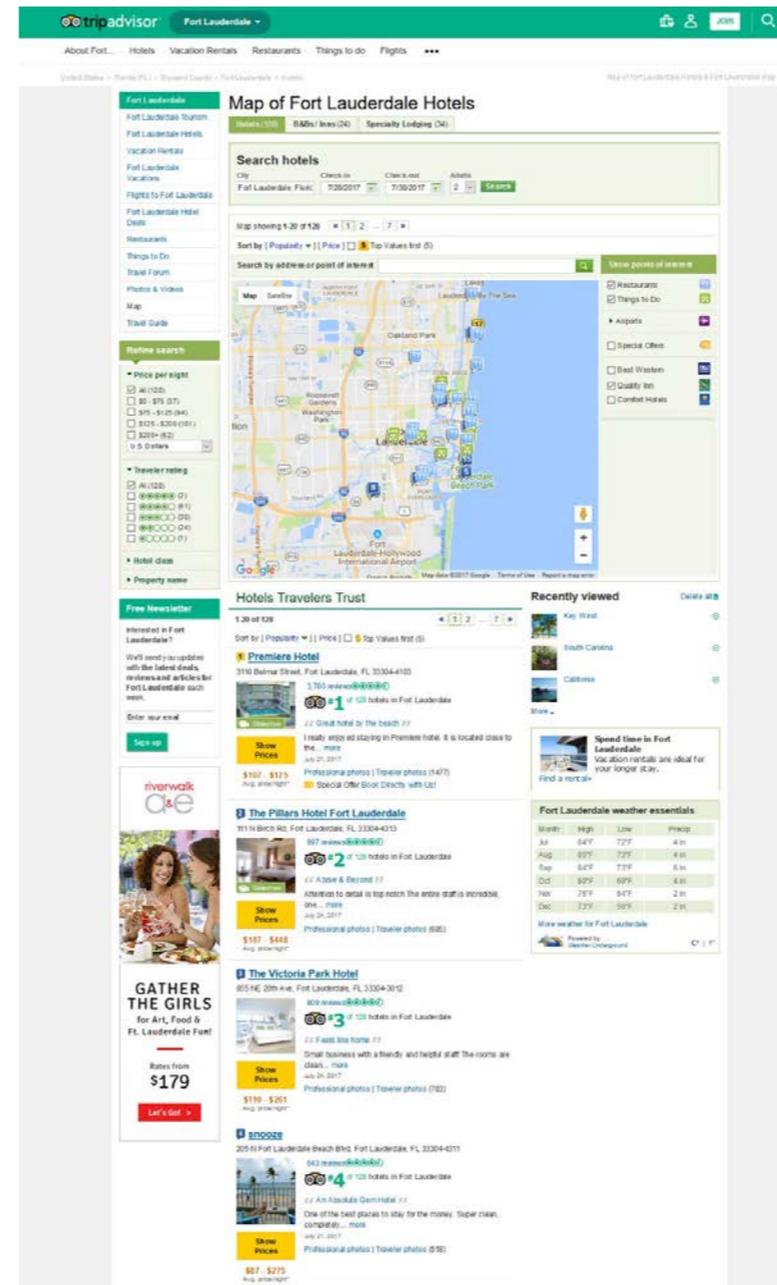


# Trip Advisor

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

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

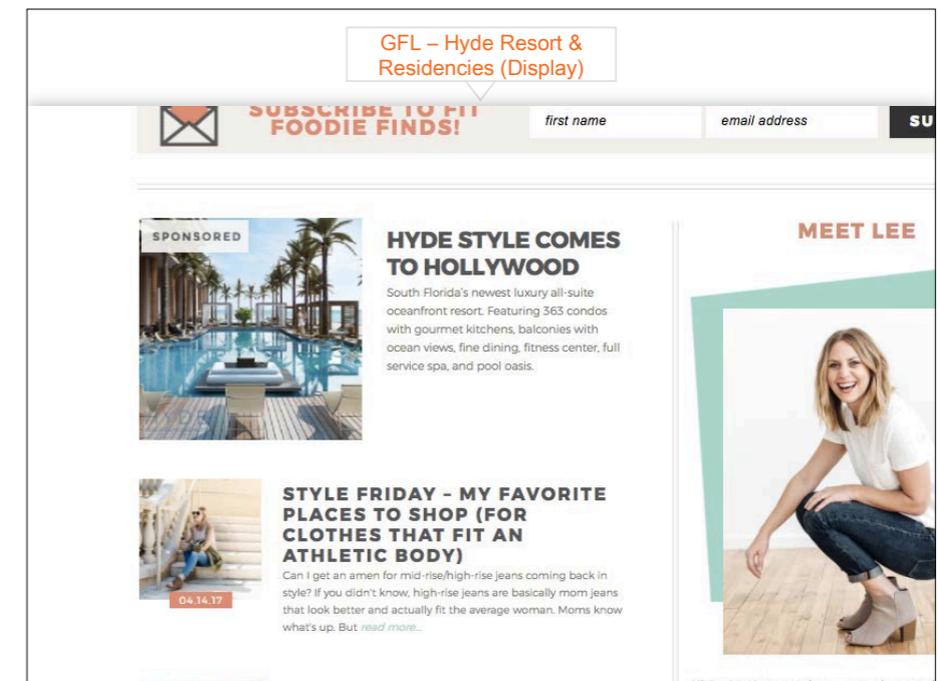
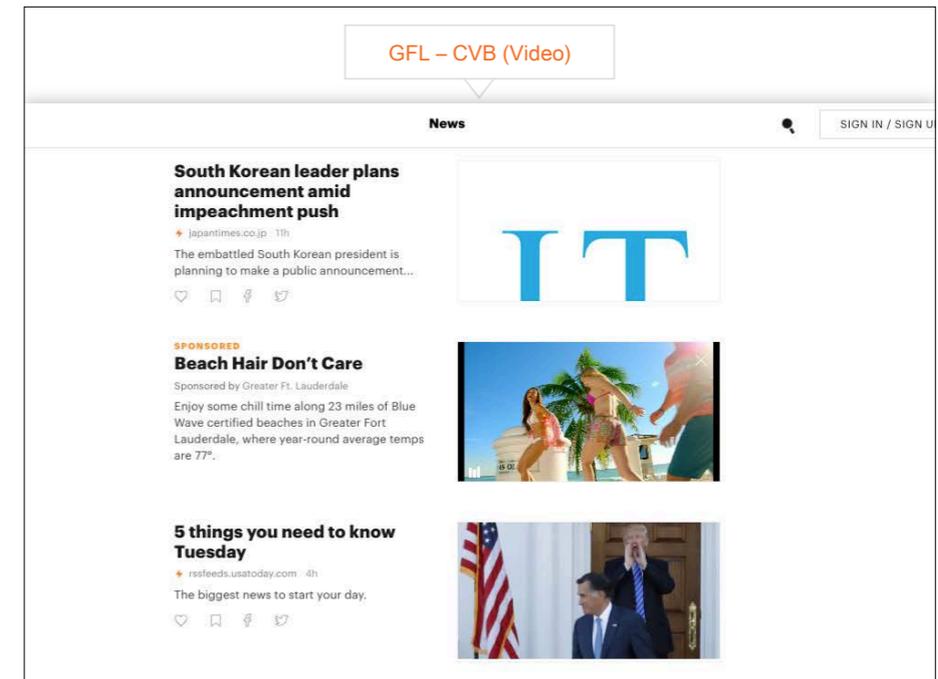
- **Total impressions:** 2,913,935 (15% SOV)
- **Timing:** June – August 2018
- **Partners included in:** Shared banner rotation, 300x250 160x600, 300x600. One time only set up for Expandable rich media unit.
- **Net Cost:** \$3,500
- **Value:** \$10,000
- **2017 Results:** 0.16% CTR, 3,058 Clicks.
- **Ads served through Sizmek:** 3rd party tracking to help manage campaign and ad trafficking.
- **Space, Material and Payment deadline:** March 15, 2018
- **Specifications:** Up to 25 words of copy, offer (“from \$XX rate is recommended), tracking code, click thru URL, 1 horizontal image (high res)
- **GFLCVB.STARMARK.COM**



## Triple Lift Summer Campaign

**Triple lift:** Deliver custom, high impact native placements that beautifully integrate your brand's visual content alongside relevant and compelling editorial content to drive awareness and consideration. Unique native offering will reach the most qualified audience at scale across contextually relevant placements with their own proprietary technology that will ensure your brand's creative assets will look beautiful on every site. Program provides the opportunity to build in social sharing functionality with analytics to track shares and social reach

- **Launch Date:** June - September 2018
- **Impressions:** 15% Share of Voice
- **Summer Markets:** New York DMA, New Jersey, Chicago, Dallas, Houston, Austin, Florida drive markets, Miami-Ft. Lauderdale.
- **# of partners:** 4
- **Net Cost:** \$3,500
- **Value:** \$7,500
- **CVB 2017 results:** 0.80% CTR with a 3.72% Mouseover rate, 25.7% video start rate and 21.9% VCR
- **Hyde Beach Resort:** 0.24% CTR, 3.65% Mouseover rate with only 1 creative.
- **Space & Materials Deadlines:** April 12, 2018
- **Payment Due:** April 12, 2018
- [GFLCVB.STARMARK.COM](http://GFLCVB.STARMARK.COM)



**Specs: Coop Partners to provide** Banner specs include: Native Ads: 800-1200 pixels wide images, More detailed specs will be provided at the time of commitment.

- **Market:** New York DMA, Long Island, New Jersey
- **Flights Dates:** First Quarter 2018 (Mid-January-February 2018)
- **Estimated Impressions:** 3MM Per Partner
- **Net Cost:** \$5,000 – \$10,000 per Partner based on the customized packages above.
- **Value:** \$50,000
- **Potential Station Selection:** WHTZ-FM, WWPR-FM, WLTW-FM, WFAN-FM, WWFS-FM, WCBS-FM, WKTU-FM
- **Daypart Distribution:** AM Drive 25%, Midday Drive 25%, PM Drive 25%,  
Evenings and Weekends 25%
- **Contact:** [sirani@starmark.com](mailto:sirani@starmark.com)



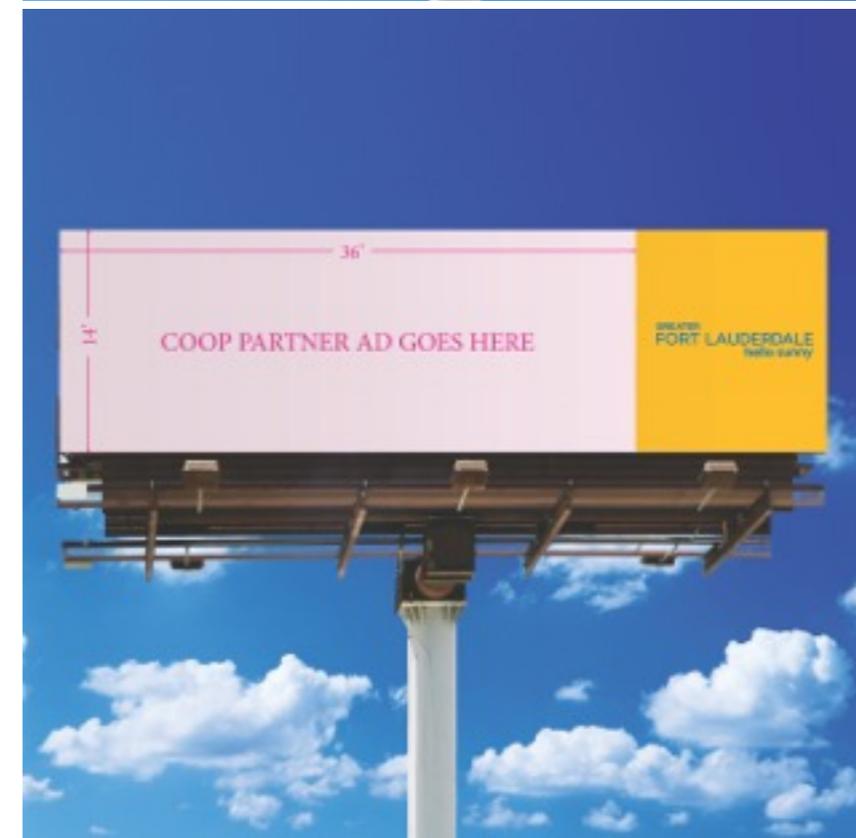
**PARTNER PACKAGES OFFERED:**

**Option 1: 10 Tagline on Hello Sunny: 30**

**Option 2: 30 spots that rotate with Hello Sunny**

## Sun Media Out of Home Program

- **Market:** Ft. Lauderdale. The board is located on the East side of US #1 (Federal Highway). Trivision board
- **Partner to receive:** 3/4 of space, CVB 1/4 Logo
- **Flight Date (Subject to availability) :** 4 Week period, October 2017 - September 2018
- **Estimated Impressions:** 1,020,000 per 4 week period
- **COOP Partners:** Choose one of two layouts. If Partner provides production ready artwork there are no creative / studio fees. Should partners require assistance with creative and studio fees, an estimate will be provided by Starmark to include all partner needs.
- **Media Net Cost:** \$1,000. The billboard vendor production cost is \$1500
- **Value:** \$8,500
- **Specs:** Horizontal (10.5'H X 48'W). Vertical (14'H X 36'W)
- CVB will need to approve all copy prior to placement.
- [GFLCVB.STARMARK.COM](http://GFLCVB.STARMARK.COM)



## Television Program

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- **Market:** Boston, Chicago, and New York
- **Flights Dates:** First Quarter 2018  
(Exact date TBD)
- **Estimated Impressions:** 3MM Per Partner
- **Net Cost:** \$10K-15,000 per Partner, customized packages per partner.
- **Value:** \$20K-\$25,000 per partner
- **Program Samples:** Today Show, Good Morning America, Jeopardy, Jimmy Fallon, CBS This Morning, CBS Sunday Morning, The View, Wheel of Fortune, Entertainment Tonight, Prime where available
- **Available package Per Market:** Partners will receive either a :05 tagline, snipe or a % of their :15 spot rotated into the schedule
- **Space Reservation Date:** 11/15/2017
- **Contact:** [Isotoaguilar@starmark.com](mailto:Isotoaguilar@starmark.com)



- A new national weekly ½ hour television series from Sinclair Broadcast Group produced right here in Florida
- Explore new travel destinations, cruises, resorts, hotels, theme parks and more 6 minute segments allow viewers to experience an in depth, on site tour and register for travel incentives.
- Viewers can explore more on the Visit360.com website
- Weekend clearance across 72% of the country (with addition of Tribune Broadcasting)
- Weekly sweepstakes (travel prizes) will be awarded through website registration
- Co-branded website allows viewers to explore more, directly with travel venues

**6 MINUTE SEGMENTS STARTING AT APPROXIMATELY \$150,000**

Thank You