

INTERFUSE Official Visit Florida IN-STATE Insert & Digital Program

Newspaper insert targeting Florida residents, compiled of 16 to 20 four-color pages of Florida-exclusive content. Editorial will focus on family activities, theme parks, golf, boating and beaches throughout the state. GFLCVB will buy a page 4c and is offering hospitality partners a 1/12 PG 4c formatted ad at a substantial discount. Newspaper Insert Readers: Inserts will target zip codes areas with \$125K+ household income.

Markets: WALL STREET JOURNAL (FL editions), Ft. Lauderdale Sun-Sentinel, Miami Herald, Palm Beach Post, Ft. Myers News Press, Naples News, Tallahassee Democrat, Florida Times Union (Jacksonville), Orlando Sentinel, Tampa Tribune and ATLANTA JOURNAL CONSTITUTION.

Circulation: 500,000

Issue Dates:

April 17, 2017

June 5, 2017

Partner Benefits

- **Destination Leads:** Thousands of print and online leads
- **Online Banner Ad Network:** Each hotel, resort and attraction partner advertiser will receive 250,000 impressions in an online banner ad network to drive website traffic.

Max # of partners: 6

Unit Size: 1/6 PG 4c (formatted)

Net cost: \$2,500 per issue

Value: \$5,000 per issue

Deadline Space & Materials:

February 13, 2017

April 10, 2017

Specifications: Up to 25 words of copy, offer ("from \$XX rate is recommended), tracking code, click thru URL, 1 horizontal image (high res)

Reserve Space:

To upload your materials, please visit gflcvb.starmark.com, find this program and follow directions to upload materials.

Interfuse will collect all partner funds.