

PHILLY.COM – Travel Email Blast Program

Philly.com is the number #1 newspaper site reaching 3.8 Million monthly unique users. Each email broadcast will target specific audiences

Travel Audience: in the past 12 months, compared to other sites, Philly.com users are:

- 34% more likely to have used an airline for personal/vacation
- 36% more likely to have taken a domestic round trip flight
- 63% more likely to have stayed in an upscale hotel
- 62% more likely to have taken 3 or more personal/vacation trips

Greater Fort Lauderdale will purchase three exclusive Travel Emails and is offering four partners participation at a very low cost.

Distribution: 65,000 (opt-in subscribers)

Email Blast Dates:

November 7, 2016 (General Philadelphia Market Audience)

January 30, 2017 (Millennial AD21-34)

March 27, 2017 (AD25-54 with HHI \$100K, Family & Couples Professional)

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:

October 21, 2016

December 16, 2016

February 17, 2017

Payment due: October 21, 2016 to Starmark International

Visit gflcvb.starmark.com to reserve space, access invoice, and upload your materials.

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

Billing will go through Starmark International.