

Spot XChange –Desktop Pre-Roll Program - NEW

Spot XChange is the most transparent global platform for video inventory and the first to market with real time bidding. Any visitor to the GFLCVB website – sunny.org – will be retargeted with a partner video to drive them to the partner website. Custom site lists, SpotX will target travel, Sports, News and Finance sites to reach Fort Lauderdale's core audience.

SpotX will drive brand awareness for Fort Lauderdale with the following targeting:

- Geo-targeting
- Custom Segment targeting AD25-54 with HHI \$100K+
- People who have shown interest in travel
- Run of Network with demo targeting and re-targeting

Target Markets: New York, Chicago, Dallas and Florida (Tampa, Orlando, Miami-Ft. Lauderdale, WPB)

Impressions: 1,040,816, partners to receive 25% impressions

Timing: June to September 2017 (2 weeks per month)

Max # of partners: 4

2016 Results: 89% Video Completion Rate (CVR)

Net Rate: \$2,500

Value: \$6,800

Space & Material Deadline: April 3, 2017

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

Specs: 15 or: 30 video, Standard banners ads under 40k file size 300x250

Billing will go through Starmark International