

## TRIP ADVISOR Banner Ads

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.

Destination advertisers typically see extremely high click through rates and impressive conversion figures, such as Greater Fort Lauderdale in their most recent TripAdvisor partnership.

**Total impressions:** 2,913,935

**Timing:** June – July 2017

**Partners will be included in:**

- Shared banner rotation, 300x250 160x600, 300x600,
- Exclusive 1 month sponsorship on all Florida destination tourism overview pages 300 x 250 fixed position

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

**Value:** \$10,000

**Space, Material and Payment deadline:** March 15, 2017

**Visit [gflcvb.starmark.com](http://gflcvb.starmark.com) to reserve space, access invoice, and upload your materials.**

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

**To upload your materials, please visit [gflcvb.starmark.com](http://gflcvb.starmark.com), find this program and follow directions to upload materials.**

**Billing will go through Starmark Intl.**