

GREATER FORT LAUDERDALE SPOT RADIO CO-OP OPPORTUNITY

OVERVIEW: New. Partners now have the opportunity to reach an over 36 Million Household at a low cost by leveraging Greater Fort Lauderdale Spot Radio schedules in New York. Partner spots will either be tagged at the end or if they have a: 30 script will be included in the Greater Fort Lauderdale CVB's traffic rotation.

VALUE FOR YOUR BRAND

- Targeted to a qualified consumers to consider Fort Lauderdale as a vacation destination and to experience our attractions, restaurants and Beaches while staying in the beautiful hotels
- Make your message a powerful "call to action"
- Deeply discounted schedule to Partners by leveraging Greater Fort Lauderdale's buying power

Partner Packages offered:

Option 1: 10 Tagline on Hello Sunny: 30

Option 2: 30 spots that rotate with Hello Sunny

Market: New York DMA

Flights Dates: First Quarter 2016 (Exact date TBD)

Estimated Impressions: 3MM Per Partner

Net Cost: \$5,000 – \$10,000 per Partner based on the packages above.

Value: \$50,000

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%

Space Reservation Date: 11/16/2015

Material Due Dates: 12/14/2015

Specs: 10 Words for tagline and logo.