

## Brand USA UK Program

### WTM LONDON TAXI OPPORTUNITY

The Greater Fort Lauderdale CVB will be participating in Brand USA's London Taxi Opportunity. This opportunity will offer amazing exposure for Greater Fort Lauderdale during the 2016 World Travel Market. Greater Fort Lauderdale CVB has secured 25 taxis superside wraps, interior seat tip advertising, video and receipts.

#### Opportunity Includes:

- Logo/offer on taxi receipts issued to all passengers
- Video Enhancement: • Within this opportunity 25 wrapped taxis will have video available. This add-on includes ability to play :15 or :30 spot in taxi cab television in conjunction with Greater Fort Lauderdale rotations. 4x per day, per cab.

**Impressions:** 10,000 taxis per month

**Timing:** October 26 - November 22, 2016

**Max # of partners:** 3

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

**Value:** \$7,500

**Space & Payment Deadlines:** September 15, 2016

**Material specifications:** TBD – to come

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

**Billing will go directly through Starmark International.**