



GFLCVB 2016/2017 Co-op Advertising Opportunities

July 20, 2016

greater
FORT LAUDERDALE
**HELLO
SUNNY**

Benefits

- New 2017 programs
 - International co-op
 - Television co-op
 - Radio co-op
 - Video production package
- Maximize dollars by spending less for more exposure
- Diverse programs reaching all segments
- Rates vary from \$650 to \$6,700
- All rates represent from 27% - 81% discounts
- Flexible by design in timing structure, costs and markets
- GFLCVB.STARMARK.COM



International Programs - United Kingdom



World Travel Market London Taxi Program

Video in 25 “Hello Sunny” Branded Taxis & Brand inclusion on Taxi Receipts

- **Dates:** Oct 26 - Feb 10, 2017 - exact timing dependent upon partners
- **Imp:** 10,000 passengers/month
- **Max Partners:** 4
- **Net Rate:** \$2,000/4-week period
- **Value:** \$7,500/4-week period
- **Savings:** 73%
- **Deadline:** Sept 15, 2016
- GFLCVB.STARMARK.COM



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America
.com

Essentially America insert within The Daily Telegraph

The Daily Telegraph

- **Dates:** Nov 2016 - “Traveling South”
- **Circ:** 100,000
- **Max Partners:** 3 share 1/6 formatted page
- **Net Rate:** \$1,000
- **Value:** \$3,000
- **Savings:** 67%
- **Deadline:** Sept 15, 2016
- GFLCVB.STARMARK.COM

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HELLO SUNNY

It's amazing what a little you and me time can do.
Sun your soul in Greater Fort Lauderdale
at sunny.org

Scan for a digital vacation playbook
or visit sunny.org/playbook

Broward 100 - Celebrating the Art of Community. Enjoy Broward County's Centennial, October 2014 - October 2015, with signature events and grand finale.
broward100.org

Enjoy your free copy of the Superior Small Lodgings guide. Cozy, high quality vacation alternatives with 50 rooms or less. Perfect for a quiet getaway.
800-22-SUNNY • sunny.org/sll

Recharge with daily breakfast for two and internet at this AAA Four Diamond resort located beachfront between Miami and Fort Lauderdale. Mention rate code PGBWFL.
3555 S. Ocean Dr., Hollywood
844-442-0745 • diplomaresort.com

@VisitLauderdale | #HELLOSUNNY For a free vacation planner call 800-22-SUNNY



Discover
America
.com

Ultratravel UK with The Daily Telegraph

- **Dates:** Nov 14, 2016
- **Circ:** 500,000
- **Min/Max Partners:** 4 share 1 formatted page
- **Net Rate:** \$1,875
- **Value:** \$6,250
- **Savings:** 70%
- **Deadline:** Oct 16, 2016
- **GFLCVB.STARMARK.COM**

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florida
HELLO SUNNY
sunny.org/uk

Goodbye cares. Hello carefree. Say hello to a sunny holiday in Greater Fort Lauderdale. Enter to win a beach holiday and book special packages now with British Airways at sunny.org/uk

Scan for a free digital magazine or visit sunny.org/playbook

SAWGRASS MILLS
SHOP MORE THAN 350 STORES AT SAWGRASS MILLS, FEATURING OVER 70 LUXURY OUTLET BRANDS SUCH AS BURBERRY, PRADA, GUCCI, MARC JACOBS, MICHAEL KORS, JIMMY CHOO, VERSACE AND TORY BURCH AT THE COLONNADE OUTLETS.
13301 W. Sunrise Boulevard, Sunrise
954-846-2350 • SawgrassMills.com

Hard Rock
HOLLYWOOD, FL
Experience South Florida's largest casino with luxury guest rooms and suites, award-winning restaurants, over 100 table games and 2,000 popular slots, a poker room, Rock Spa, and unique nightlife.
1 Seminole Way, Hollywood
866-502-7529 • SeminoleHardRockHollywood.com

@VisitLauderdale | #HELLOSUNNY
ba.com/fortlauderdale | BRITISH AIRWAYS



Discover
America
.com

International Programs - Germany



Discover America Insert - Germany

- **Dates:** Apr 2017 - May 2017 (Spring 2017)
- **Magazines:** Bunte, Focus, InStyle
- **Circ/Imp:** 600,000+ Google Campaign 2000+ engagements with partner content + Expedia Display Ad 3.9 Monthly unique visitors
- **Min/Max Partners:** 3 share 1 formatted page
- **Net Rate:** \$3,000
- **Value:** \$6,000
- **Savings:** 60%
- **Deadline:** Dec 2, 2016
- GFLCVB.STARMARK.COM

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HELLO SUNNY
Aufregende Urlaubserlebnisse erwarten Sie in der Region Fort Lauderdale. Planen Sie Ihre Auszeit vom Alltag unter sunny.org/deutsche

Hier erhalten Sie weitere Informationen.

SAWGRASS MILLS
Stürzt euch ins Shopping-Vergnügen in den Sawgrass Mills mit über 350 Läden und Outlets von Marken wie Diesel, Gant, Tommy Hilfger, Calvin Klein, Converse und über 70 Luxus-Outlet-Marken wie Burberry, Gucci, Marc Jacobs, Michael Kors, Kate Spade New York, Hugo Boss, Jimmy Choo, Versace und Tory Burch in den The Colonnade Outlets.
facebook.com/SawgrassMills
954-849-2350 • SawgrassMills.com

SUNNY
Ganz egal, ob ihr euch an einem ruhigen Ort entspannen möchtet oder ob ihr mit eurer Familie verreisen möchtet: Diese gemütlichen Unterkünfte mit 50 oder weniger Zimmern sorgen für ein entspanntes Ambiente. Genießt euren kostenlosen Superior Small Lodgings Guide.
800-22-SUNNY • sunny.org/fl

@VisitLauderdale | #HELLOSUNNY



Discover
America
.com

International Programs - Latin America



Discover America Insert - Brazil

- **Dates:** Apr 2017 - May 2017 (Spring 2017)
- **Magazines:** Estadao and Viagem
- **Circ/Imp:** 242,000+ Google 2000+ engagements with partner content + Expedia Display Ad 2.3M monthly unique visitors
- **Min/Max Partners:** 3 share 1 formatted page
- **Net Rate:** \$3,000
- **Value:** \$6,000
- **Savings:** 60%
- **Deadline:** Dec 4, 2016
- GFLCVB.STARMARK.COM

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HELLO SUNNY

Respire. Relaxe. Repita. Agora você está pronto para um dia ensolarado de compras, restaurantes e diversão em Greater Fort Lauderdale. Obtenha seu cartão de oferta 2-por-1 no sunny.org/portugues

SAWGRASS MILLS
LUXURY CENTER

Se você está procurando por uma escapada tranquila ou uma prolongada férias em família, essas propriedades acolhedoras todas com 50 ambientes ou menos sabem como ser privadas e pessoais. Desfrute do seu guia gratuito do Superior Small Lodgings.
800-22-SUNNY • sunny.org/isl

facebook.com/SawgrassMills
954-846-2350 • SawgrassMills.com

visitLauderdale | #HELLOSUNNY

sunny.org/portugues



Discover
America
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Essentially America - Latin America

- **Dates:** Apr 2017
- **Circ:** 50,000 - Mexico; 10,000 - Colombia
- **Min/Max Partners:** 3 share 1/6 formatted page
- **Net Rate:** \$750
- **Value:** \$1,500
- **Savings:** 50%
- **Deadline:** Feb 15, 2017
- GFLCVB.STARMARK.COM

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HELLO SUNNY

Compra hasta que embarques! Con el servicio Taxi de Agua a la mundialmente famoso Las Olas Boulevard y al Mall de lujo Galerías, es fácil alcanzar el glamour. Su escapada de compras comienza en sunny.org/español

Descartar para una revista digital gratuita

El hotel Hampton Inn by Hilton - Hallendale Beach-Aventura es tu mejor opción para estar en el centro de la acción. Disfruta de una ubicación ideal, cercado al Aeropuerto Internacional de Ft. Lauderdale y Puerto Everglades. A unos pasos de Aventura Mall, The Village al Gulfstream Park, Gulfstream Park & Casino, playas y más.

Ya sea que desees disfrutar de una escapada relajada o que busques un lugar donde pasar unas vacaciones en familia, estas acogedoras propiedades todas con 50 habitaciones o menos, saben que menos puede ser mejor. Revisa nuestra guía gratis de alojamiento en centros vacacionales pequeños Superior Small Lodgings Guide.

1000 S. Federal Highway | Hallendale Beach, FL
954-874-1111 • hamptoninnventura.com

800-22-SUNNY • sunny.org/fl

@VisitLauderdale | #HELLOSUNNY

sunny.org/español



Discover
America
.com

Brasilturis Journal Trade Magazine Ad

- **Dates:** Apr, May, June & July 2017
(Visit Florida Section)
- **Circ:** 15,000 (includes tour operators, travel agencies, executives at domestic & international airlines)
- **Min/Max Partners:** 3 share 1/6 formatted page
- **Net Rate:** \$1,000
- **Value:** \$2,500
- **Savings:** 60%
- **Deadline:** Feb 1, 2017
- GFLCVB.STARMARK.COM



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HELLO SUNNY

Respire. Relaxe. Repita. Agora você está pronto para um dia ensolarado de compras, restaurantes e diversão em Greater Fort Lauderdale. Obtenha seu cartão de oferta 2-por-1 no sunny.org/portugues

SAWGRASS MILLS
A SUPERIOR CENTER

Se você está procurando por uma escapada tranquila ou uma prolongada férias em família, essas propriedades aconchegantes, todas com 50 ambientes ou menos, sabem como ser privadas e pessoais. Desfrute do seu guia gratuito do Superior Small Lodgings.

facebook.com/SawgrassMills
954-846-2350 • SawgrassMills.com

800-22-SUNNY • sunny.org/ssl

VisitLauderdale | #HELLOSUNNY

sunny.org/portugues



Discover
America
.com

Brasil Travel News Consumer Magazine Ad

- **Dates:** Mar, Apr, May, June & July 2017
- **Circ:** 45,000
- **Min/Max Partners:** 3 share 1/6 formatted page
- **Net Rate:** \$1,000 (package cost)
- **Value:** \$2,500
- **Savings:** 60%
- **Deadline:** Jan 15, 2017
- GFLCVB.STARMARK.COM

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HELLO SUNNY

Respire. Relaxe. Repita. Agora você está pronto para um dia ensolarado de compras, restaurantes e diversão em Greater Fort Lauderdale. Obtenha seu cartão de oferta 2-por-1 no sunny.org/portugues

SAWGRASS MILLS
A SHOPPING CENTER

Se você está procurando por uma escapada tranquila ou uma prolongada férias em família essas propriedades aconchegantes, todas com 50 ambientes ou menos sabem como ser privadas e pessoais. Desfrute do seu guia gratuito do Superior Small Lodgings.

facebook.com/SawgrassMills
954-846-2350 • SawgrassMills.com

800-22-SJNNY • sunny.org/ssl

VisitLauderdale | #HELLOSUNNY

sunny.org/portugues



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America
.com

Ladevi Latin America Trade Magazine Ad

Distributed to 18 different Spanish-Speaking Countries

- **Dates:** Apr, May & June 2017
- Can Change out creative each issue if needed **Circ:** 10,000
- **Min/Max Partners:** 3 share 1/6 formatted page
- **Net Rate:** \$650
- **Value:** \$1,000
- **Savings:** 35%
- **Deadline:** Feb 1, 2017
- GFLCVB.STARMARK.COM



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HELLO SUNNY

Compre hasta que embarque! Con el servicio Taxi de Agua a la mundialmente famoso Las Olas Boulevard y al Mall de lujo Gallerie, es fácil alcanzar el glamour. Su escapada de compras comienza en sunny.org/espanol

Escanear para una revista digital gratuita

El hotel Hampton Inn by Hilton - Hallandale Beach-Aventura es tu mejor opción para estar en el centro de la acción. Disfruta de una ubicación ideal, cerca del Aeropuerto Internacional de Ft. Lauderdale y Puerto Everglades. A unos pasos de Aventura Mall, The Village at Gulfstream Park, Gulfstream Park & Casino, playas y más.

1000 S. Federal Highway | Hallandale Beach, FL
954-672-1111 • hamptoninnaventura.com

Ya sea que desees disfrutar de una escapada relajada o que busques un lugar donde pasar unas vacaciones en familia, estas acogedoras propiedades todas con 50 habitaciones o menos, saben que menos puede ser mejor. Revisa nuestra guía gratis de alojamiento en centros vacacionales pequeños Superior Small Lodging Guide.

800-22-SUNNY • sunny.org/si

@VisitLauderdale | #HELLOSUNNY

sunny.org/espanol



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America
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Mercado & Eventos Trade Magazine Ad

- **Dates:** Nov 2016 - June 2017 & Sept 2017 (9 issues)
- Can Change out creative each issue if needed **Circ:** 16,600 per issue
- **Min/Max Partners:** 3 share 1/6 formatted page
- **Net Rate:** \$2,000
- **Value:** \$3,000
- **Savings:** 33%
- **Deadline:** Oct 1, 2016
- GFLCVB.STARMARK.COM

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HELLO SUNNY

Faça compras até dizer chega. Com o serviço de Taxi Aquático, visita a avenida mundialmente famosa Las Olas Boulevard e o chiquêrrimo shopping Galleria Mall, assim ficará fácil vestir-se com estilo. A experiência começa em sunny.org/portuguese

Para mais informações, utilize o leitor de QR code do seu celular.

SAWGRASS MILLS

Sawgrass Mills oferece mais de 350 lojas e outlets, como Diesel, Michael Kors, Calvin Klein, Lacoste e 70 marcas de luxo no The Colonnade Outlets.

facebook.com/SawgrassMills
954-846-2350 • SawgrassMills.com

Se você está procurando por uma escapada tranquila ou uma prolongada férias em família, essas propriedades acolhedoras todas com 50 ambientes ou menos, sabem como ser privadas e pessoais. Desfrute do seu guia gratuito do Superior Small Lodgings.

800-23-SUNNY • sunny.org/sal

@VisitLauderdale | #HELLOSUNNY

USA Discover America.com



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America
.com

Qual Viagem Consumer Magazine Ad

- **Dates:** Dec 2016 - June 2017
- Can Change out creative each issue if needed
- **Circ:** 30,000
- **Min/Max Partners:** 3
- **Net Rate:** \$2,000 (package)
- **Value:** \$3,000
- **Savings:** 33%
- **Deadline:** Sept 28, 2016
- GFLCVB.STARMARK.COM

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HELLO SUNNY
Faça compras até dizer chega. Com o serviço de Taxi Aquático, visite a avenida mundialmente famosa Las Olas Boulevard e o chiquíssimo shopping Galleria Mall, assim ficará fácil vestir-se com estilo. A experiência começa em sunny.org/portugues

Para mais informações, utilize o leitor de QR code do seu celular.

Sawgrass Mills
SAWGRASS MILLS
OUTLET CENTER

Sawgrass Mills oferece mais de 350 lojas e outlets, como Diesel, Michael Kors, Calvin Klein, Lacoste e 70 marcas de luxo no The Colonnade Outlets.
facebook.com/SawgrassMills
954-846-2350 • SawgrassMills.com

Superior Small Lodging
Se você está procurando por uma escapada tranquila ou uma prolongada férias em família, essas propriedades aconchegantes todas com 50 ambientes ou menos, sabem como ser privativas e pessoais. Desfrute do seu guia gratuito do Superior Small Lodging.
800-22-SUNNY • sunny.org/ssl

@VisitLauderdale | #HELLOSUNNY
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DiscoverAmerica.com



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America
.com

Report Americas Trade Magazine Ad

- **Dates:** Feb - June 2017 (Visit Florida Sections)
- Can Change out creative each issue if needed
- **Circ:** 17,000
- **Min/Max Partners:** 3
- **Net Rate:** \$650 (package)
- **Value:** \$1,000
- **Savings:** 35%
- **Deadline:** Feb 1, 2017
- GFLCVB.STARMARK.COM

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florida

HELLO SUNNY

Faça compras até dizer chega. Com o serviço de Taxi Aquático, visite a avenida mundialmente famosa Las Olas Boulevard e o chiquêrrimo shopping Galleria Mall, assim ficará fácil vestir-se com estilo. A experiência começa em sunny.org/portugues

Para mais informações, utilize o leitor de QR code do seu celular.

Sawgrass Mills oferece mais de 350 lojas e outlets, como Diesel, Michael Kors, Calvin Klein, Lacoste e 70 marcas de luxo no The Colonnade Outlets.

facebook.com/SawgrassMills
954-846-2350 • SawgrassMills.com

Se você está procurando por uma escapada tranquila ou uma prolongada férias em família, essas propriedades aconchegantes todas com 50 ambientes ou menos, sabem como ser privativas e pessoais. Desfrute do seu guia gratuito do Superior Small Lodgings.

800-22-SUNNY • sunny.org/sal

@VisitLauderdale | #HELLOSUNNY

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America
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Boletín Turístico

- **Dates:** Feb & May 2017
- Can Change out creative each issue if needed
- **Circ:** 12,500
- **Min/Max Partners:** 3
- **Net Rate:** \$500 (package)
- **Value:** \$1,000
- **Savings:** 50%
- **Deadline:** December 14, 2016
GFLCVB.STARMARK.COM

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HELLO SUNNY

Compra hasta que embarques! Con el servicio Taxi de Agua a la mundialmente famoso Las Olas Boulevard y al Mall de Lujo Galleria, es fácil alcanzar el glamour. Su escapada de compras comienza en sunny.org/espanol

Escapadas para una semana digital gratuita

Sawgrass Mills

TravelTrade Simon.com
954-845-2250 • SawgrassMills.com

USA



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America
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Visit Florida Latin American Vacation Guide

- **Dates:** Jan 2017
- **Circ:** 30,000
- **Min/Max Partners:** 3
- **Net Rate:** \$1000
- **Value:** \$1,760
- **Deadline:** Dec 14, 2016
GFLCVB.STARMARK.COM

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florida
HELLO SUNNY

Desembarca en tu tienda predilecta con nuestro Water Taxi, un servicio de taxi acuático que te lleva hasta Las Olas Boulevard y Galleria Mall. Tu escapada a las tiendas comienza en sunny.org/espanol

Haz un escaneo para más información

OCEAN SKY

Ubicado en la playa de Fort Lauderdale, Ocean Sky Hotel and Resort brinda una atmósfera exclusiva y encantadora. Contamos con todos los servicios para que tus vacaciones en el sur de la Florida sean perfectas, como tiki bar, jacuzzi al aire libre, piscina climatizada, deportes acuáticos y restaurante al aire libre e interior.

4060 Galt Ocean Drive, Ft. Lauderdale, FL 33308
954-565-6611 • 800-678-9022 • OceanSkyResort.com

@VisitLauderdale | #HELLOSUNNY



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America
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**Domestic
Leisure 2016
Co-op
Programs**



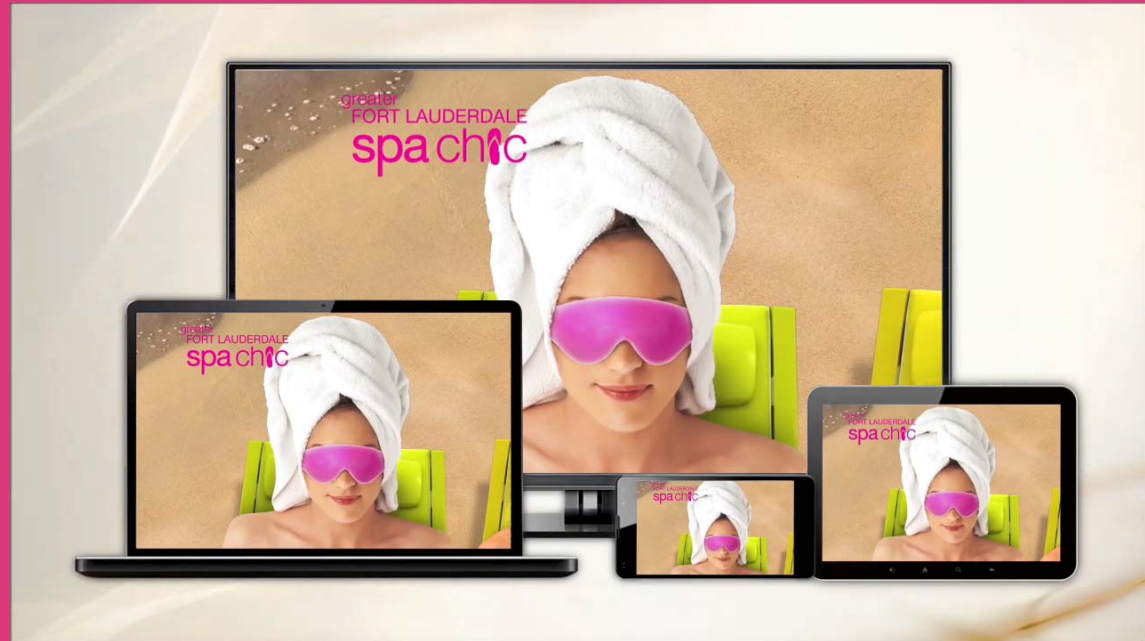
Fall / Winter Programs



ABC Watch - On Demand Television

NEW

- **Partner Impressions:** 330,500 (10-15% per Partner) Partner :15 video will be added into the rotation
- **Markets:** New York, Chicago, Boston, Dallas and Philadelphia
- **Demo:** AD25-54
- **Flight Dates:** November 2016, January-February 2017 (2 weeks per Month)
- **Min #s of partners: 2**
- **Max #s of partners: 4**
- **Net Cost:** \$3,000
- **Value:** \$8,500 (package cost)
- **2016 Results:** Average 2016 Completion Rate: 98%
- **Space & material deadline: September 8, 2016**
- **GFLCVB.STARMARK.COM**



Partner :15 video will be added into the rotation

Boston.com Traveler Emails

Package of 4

- **Email Blast Dates:**

1. October 13, 2016 (FAMILY)
2. November 10, 2016 (Foodies)
3. January 24, 2017 (Millennial)
4. February 21, 2017 (Family / Couples)

Distribution: 57,000 (opt in subscribers)

- **Min #s of partners: 3**

- **Max #s of partners: 6**

- **Net Cost:** \$1,500 (package cost)

- **Value:** \$2,500 (package cost)

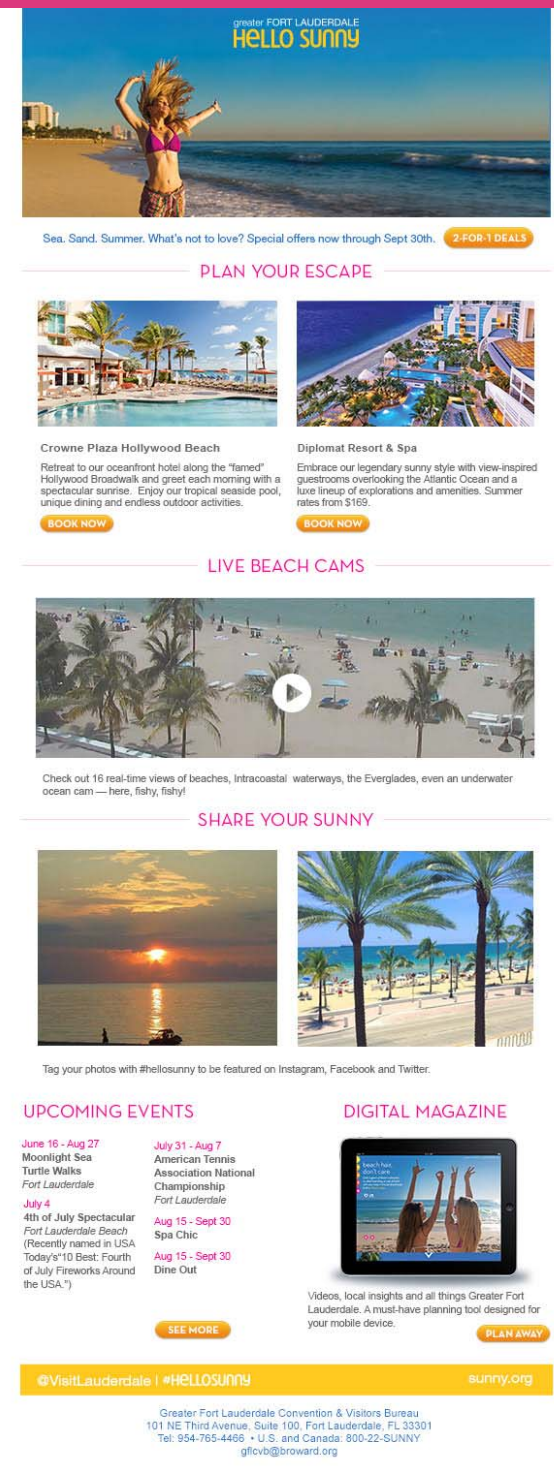
- **2016 Results:** Average 2015 CTR 1.09% CTR

- **Space & material deadline:**

1. September 22, 2016
2. October 20, 2016
3. December 20, 2016
4. January 24, 2017

Payment deadline: September 22, 2016 to Starmark International


- GFLCVB.STARMARK.COM



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Sea. Sand. Summer. What's not to love? Special offers now through Sept 30th. **2 FOR 1 DEALS**

PLAN YOUR ESCAPE



Crowne Plaza Hollywood Beach
Retreat to our oceanfront hotel along the "famed" Hollywood Boardwalk and greet each morning with a spectacular sunrise. Enjoy our tropical seaside pool, unique dining and endless outdoor activities.


BOOK NOW



Diplomat Resort & Spa
Embrace our legendary sunny style with view-inspired guestrooms overlooking the Atlantic Ocean and a luxe lineup of explorations and amenities. Summer rates from \$169.



BOOK NOW

LIVE BEACH CAMS



Check out 16 real-time views of beaches, Intracoastal waterways, the Everglades, even an underwater ocean cam — here, fishy, fishy!

SHARE YOUR SUNNY




Tag your photos with #hellosunny to be featured on Instagram, Facebook and Twitter.

UPCOMING EVENTS

June 16 - Aug 27 Moonlight Sea Turtle Walks Fort Lauderdale	July 31 - Aug 7 American Tennis Association National Championship Fort Lauderdale
July 4 4th of July Spectacular Fort Lauderdale Beach (Recently named in USA Today's "10 Best: Fourth of July Fireworks Around the USA.")	Aug 15 - Sept 30 Spa Chic Aug 15 - Sept 30 Dine Out

DIGITAL MAGAZINE



Videos, local insights and all things Greater Fort Lauderdale. A must-have planning tool designed for your mobile device.

SEE MORE **PLAN AWAY**

@VisitLauderdale | #HELLOSUNNY sunny.org

Greater Fort Lauderdale Convention & Visitors Bureau
101 NE Third Avenue, Suite 100, Fort Lauderdale, FL 33301
Tel: 954-765-4466 • U.S. and Canada: 800-22-SUNNY
gflcvb@broward.org


Chicago Ad Mail

Package of 3

- **Email Blast Dates:**
 1. November 15, 2016
 2. January 17, 2017
 3. March 13, 2017
- **Min #s of partners: 3**
- **Max #s of partners: 6**
- **Net Cost: \$2,000** (package cost)
- **Value: \$5,000** (package value)
- **Previous Results: 1.03% CTR**
- **Space & Material deadline:**
 1. October 18, 2016
 2. December 17, 2016
 3. February 12, 2017

Payment Due: October 18, 2016 to Starmark International


- GFLCVB.STARMARK.COM



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HELLO SUNNY


Sea, Sand, Summer. What's not to love? Special offers now through Sept 30th. **2 FOR 1 DEALS**

PLAN YOUR ESCAPE



Hollywood Beach Marriott
Have fun in the sun at our oceanfront boutique hotel featuring a tropical seaside pool and delicious dining. Enjoy direct access to the beach and the world famous Boardwalk. Rates from \$190.


BOOK NOW



Hyatt Regency Pier Sixty-Six
Two welcome drinks, \$25 Spa66 coupon and complimentary beach shuttle are just a few of the delights available to relax and enjoy for an unforgettable getaway experience.


BOOK NOW

LIVE BEACH CAMS




Check out 16 real-time views of beaches, intracoastal waterways, the Everglades, even an underwater ocean cam — here, fishy!

SHARE YOUR SUNNY



Photos: @ALAN & MAITZ@emmetz.com



Photos: @ALAN & MAITZ@emmetz.com


Tag your photos with #hellosunny to be featured on Instagram, Facebook, Pinterest and Twitter.

UPCOMING EVENTS

June 16 - Aug 27 Moonlight Sea Turtle Walks Fort Lauderdale	July 31 - Aug 7 American Tennis Association National Championship Fort Lauderdale
July 4 4th of July Spectacular Fort Lauderdale Beach (Recently named in USA Today's 10 Best: Fourth of July Fireworks Around the USA.™)	Aug 15 - Sept 30 Spa Chic \$50 Spa Treatments
	Aug 15 - Sept 30 Dine Out \$36 Three Course Dinners

SEE MORE

DIGITAL MAGAZINE



Videos, local insights and all things Greater Fort Lauderdale. A must-have planning tool designed for your mobile device.

PLAN AWAY

@VisitLauderdale | #HELLOSUNNY sunny.org

Greater Fort Lauderdale Convention & Visitors Bureau
101 NE Third Avenue, Suite 100, Fort Lauderdale, FL 33301
Tel: 954-765-4486 • U.S. and Canada: 800-22-SUNNY
gflcvb@broward.org

Food & Wine

(in conjunction with South Beach Food & Wine Festival's "Taste of Fort Lauderdale")

The Greater Fort Lauderdale Convention & Visitors Bureau will purchase a 1/2 page vertical advertisement. The advertisement will be positioned on a right-hand page, following by a consecutive right-hand 1/2 page consisting of 3 1/6 page formatted GFL partner ads at a substantial discount.

Circulation: 975,000 – National with 7.7 Million Readerships

Issue date: January 2017

Max # of partners: 3

Net Cost: \$4,000

Value: \$21,000

Space, payment & materials Deadline: October 26, 2016 to Starmark International

- GFLCVB.STARMARK.COM

For more information, please contact: MICHAEL FENKELL, DIGITAL DIRECTOR,
mfenkell@bluegroupmedia.com, 305.648.3338

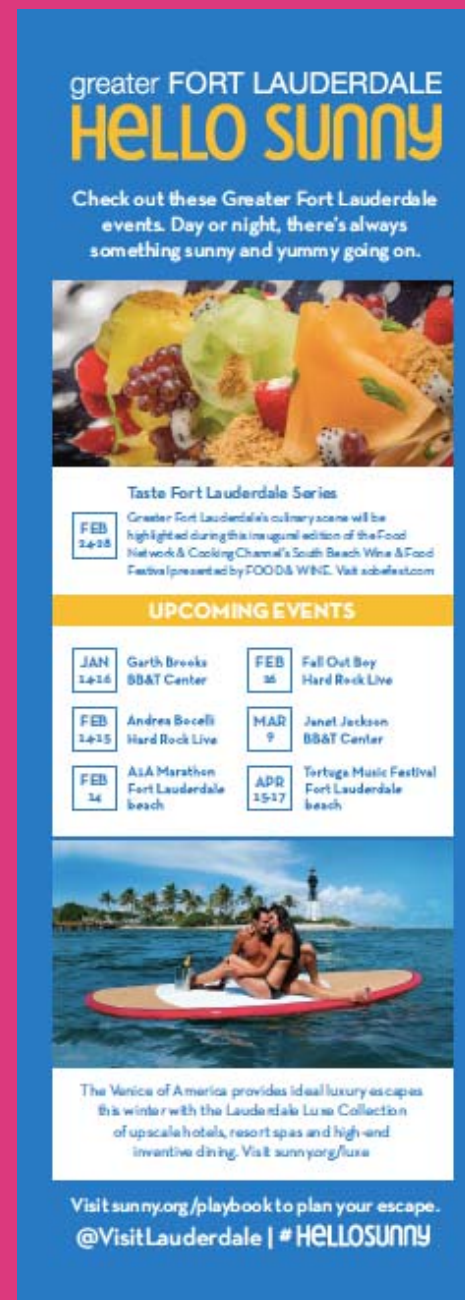


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HELLO SUNNY

Sunshine never tasted so good.
Enter to win a culinary escape
at sunny.org/win

Scan for a free digital magazine or visit sunny.org/playbook

@VisitLauderdale | #HELLOSUNNY



greater FORT LAUDERDALE
HELLO SUNNY

Check out these Greater Fort Lauderdale events. Day or night, there's always something sunny and yummy going on.

Taste Fort Lauderdale Series

FEB 24-28 Greater Fort Lauderdale's culinary scene will be highlighted during this inaugural edition of the Food Network & Cooking Channel's South Beach Wine & Food Festival presented by FOOD & WINE. Visit sbfest.com

UPCOMING EVENTS

JAN 14-24	Garth Brooks BB&T Center	FEB 26	Fall Out Boy Hard Rock Live
FEB 14-15	Andrea Bocelli Hard Rock Live	MAR 9	Janet Jackson BB&T Center
FEB 24	Asi Marathon Fort Lauderdale beach	APR 15-17	Turboga Music Festival Fort Lauderdale beach

The Venice of America provides ideal luxury escapes this winter with the Lauderdale Luxe Collection of upscale hotels, resort spas and high-end inventive dining. Visit sunny.org/luxe

Visit sunny.org/playbook to plan your escape.
@VisitLauderdale | #HELLOSUNNY

NEW

Travel & Leisure Food & Wine Departures Digital Campaign

Impressions: 350,000 per partners (10-15% SOV)

Targeted: Displayed across T&L, F&W and Departures across all platforms.

Market: NY DMA, Dallas, Chicago, Boston and Philadelphia

Flight Date: November 2016 – January 2017 (3 months)

Max # of partners: 3

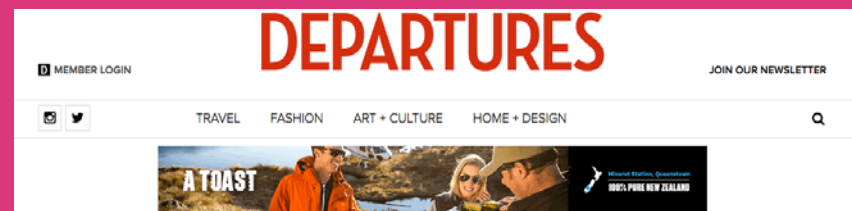
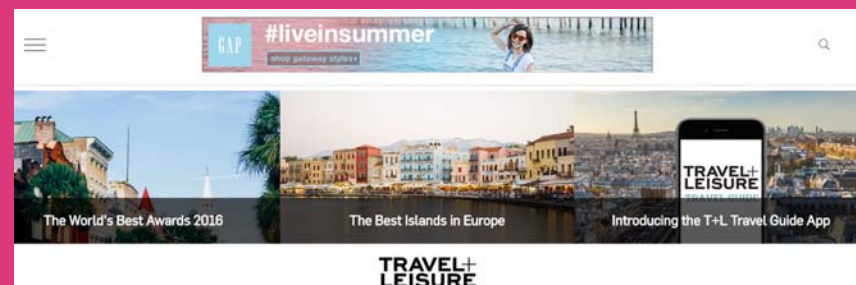
Net Cost: \$3,000

Value: \$7,500

Space, payment & materials Deadline:

October 3, 2016 to Starmark International

- GFLCVB.STARMARK.COM



NEW

Globe Magazine (Boston Globe)

Publication Dates:

November 13, 2016 Winter Travel

Circulation: 868,200

Min / Min #s of partners: 2

Net Cost: \$1,000

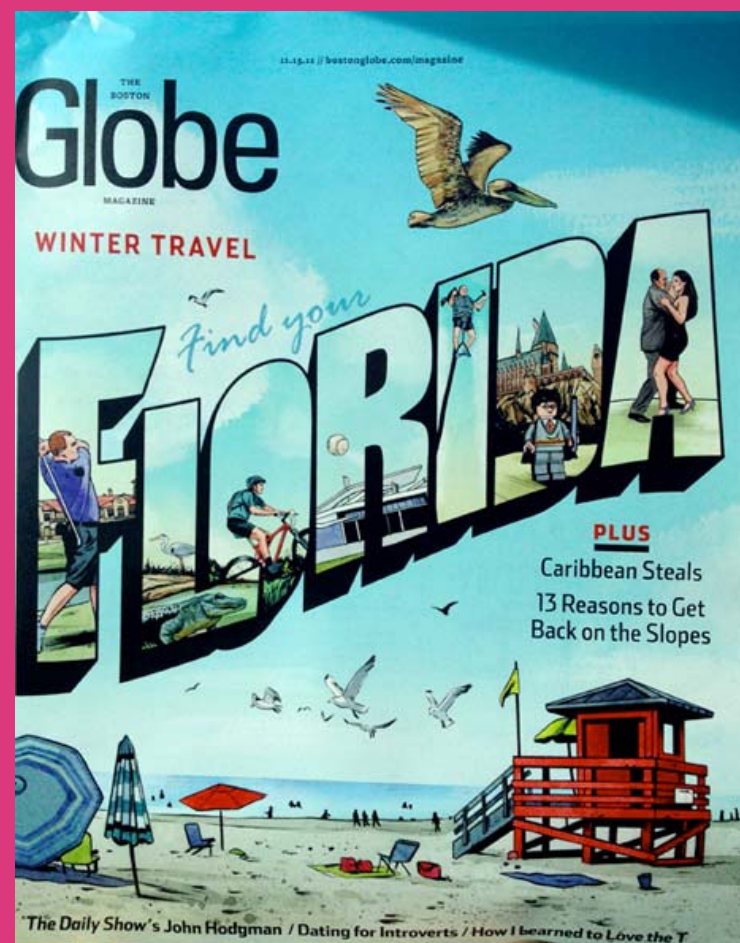
Value: \$2,500

Unit Size: 1/4 Page FC

Space & material deadline: October 7, 2016

Payment deadline: September 22, 2016 to
Starmark International

- GFLCVB.STARMARK.COM



Hulu On Demand Video Winter

NEW

Target Markets: New York, New Jersey, Chicago, Dallas, Boston and Philadelphia. Target can include Hispanic and multi-cultural.

Partner Impressions: 226,450, 15% SOV
Results: 100% completion rate

Timing: October 2016 – February 2017 (2 Weeks per month)

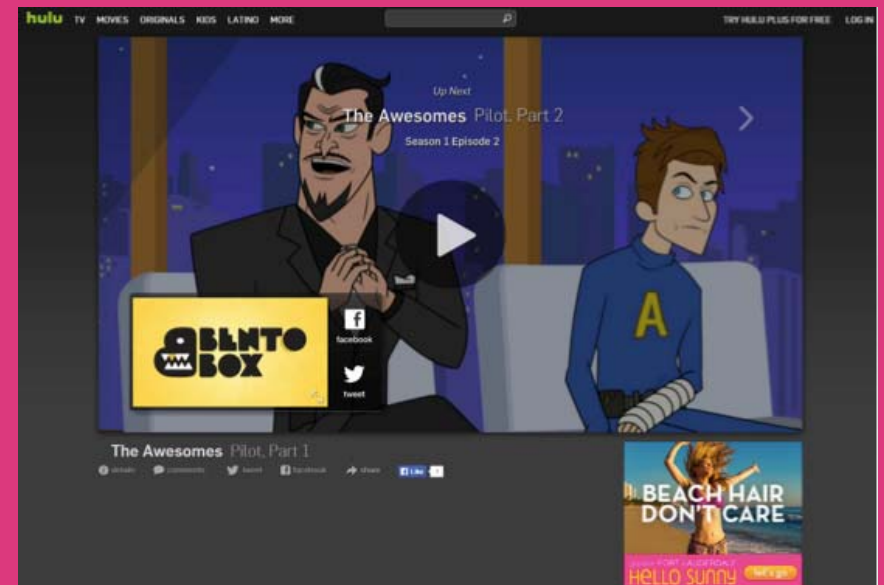
Max # of partners: 4

Net Rate: \$3,000

Value: \$7,500

Space & Material Deadline: September 9, 2016

- GFLCVB.STARMARK.COM



Partner :15 video will be added into the rotation

New York Times T Magazine

Circulation: 1,274,319 National Sunday

Issue dates:

November 15, 2016 – Winter Travel,
Florida Advertorial Section

March 2017 – Voyages, Florida
Advertorial Section

May 2017 – Summer Travel, Florida
Advertorial Section

Min/Max # of partners: 2

Unit Size: 1/4 page 4c formatted

Net Cost: \$6,000 per issue

Value: \$20,000.

Space, Payment & Materials Deadlines:

- GFLCVB.STARMARK.COM

September 8, 2016

February 3, 2017

April 3, 2017



This is a promotional advertisement for Greater Fort Lauderdale, Florida. The top half features a woman in a purple bikini and colorful shorts running on a sandy beach with her hair flying. The text 'greater FORT LAUDERDALE florida' is in the top right, followed by 'HELLO SUNNY' in large yellow letters and 'sunny.org/uk' below it. A QR code and a small image of a smartphone are also present. The bottom half of the ad is divided into two columns. The left column promotes 'SAUGRASS MILLS' with a photo of the mall entrance and text: 'Shop more than 320 stores at Sawgrass Mills, featuring over 20 luxury outlet brands such as Burberry, Prada, Cartier, Max Azria, Michael Kors, Jimmy Choo, Versace and Tory Burch at The Colonnade Outlets. 10000 W. Sunrise Boulevard, Sunrise. www.sawgrassmills.com'. The right column promotes 'Hard Rock Casino' with a photo of the casino building and text: 'Experience South Florida's largest casino with luxury guest rooms and suites, award-winning restaurants, over 100 table games and a new popular dice, a poker room, Back 50s, and unique nightlife. 1 Sawgrass Way, Hollywood. MyrtleAve.com - SawgrassMills.com'. The bottom of the ad features social media handles '@VisitLauderdale | #HELLOSUNNY' and the website 'ba.com/fortlauderdale | BRITISH AIRWAYS'.

NYTimes.com Great Getaways Emails

Distribution: 430,000 opt-in subscribers National

Target different audience each broadcast

Blast Dates:

1. November 2, 2016 - Foodies (SOBE)
2. January 17, 2017 - Millennials
3. February 9, 2017 - Couples
4. June 6, 2017 - Family, Multigeneration
5. July 28, 2017 - Vacation like a VIP

Min #s of partners: 3

Max #s of partners: 6

Net Cost: \$6,000 (package cost)

Value: \$15,800 (package value)

2016 Results: 0.21% CTR with a 9% open rate

Space & Materials Deadlines:

1. October 6, 2016
2. December 18, 2016
3. January 5, 2017
4. May 1, 2017
5. June 19, 2017

Payment Due: October 4, 2016 to Starmark International

• GFLCVB.STARMARK.COM

Package of 5

greater FORT LAUDERDALE
HELLO SUNNY

Sea. Sand. Summer. What's not to love? Special offers now through Sept 30th. **2-FOR-1 DEALS**

PLAN YOUR ESCAPE

Crowne Plaza Hollywood Beach
Retreat to our oceanfront hotel along the "famed" Hollywood Broadwalk and greet each morning with a spectacular sunrise. Enjoy our tropical seaside pool, unique dining and endless outdoor activities. **BOOK NOW**

Diplomat Resort & Spa
Embrace our legendary sunny style with view-inspired guestrooms overlooking the Atlantic Ocean and a luxe lineup of explorations and amenities. Summer rates from \$169. **BOOK NOW**

LIVE BEACH CAMS

Check out 16 real-time views of beaches, Intracoastal waterways, the Everglades, even an underwater ocean cam — here, fishy, fishy!

SHARE YOUR SUNNY

Tag your photos with #hellosunny to be featured on Instagram, Facebook and Twitter.

UPCOMING EVENTS

June 16 - Aug 27 Moonlight Sea Turtle Walks Fort Lauderdale	July 31 - Aug 7 American Tennis Association National Championship Fort Lauderdale
July 4 4th of July Spectacular Fort Lauderdale Beach (Recently named in USA Today's "10 Best: Fourth of July Fireworks Around the USA.")	Aug 15 - Sept 30 Spa Chic Aug 15 - Sept 30 Dine Out

DIGITAL MAGAZINE

Videos, local insights and all things Greater Fort Lauderdale. A must-have planning tool designed for your mobile device. **PLAN AWAY**

SEE MORE

@VisitLauderdale | #HELLOSUNNY sunny.org

Greater Fort Lauderdale Convention & Visitors Bureau
101 NE Third Avenue, Suite 100, Fort Lauderdale, FL 33301
Tel: 954-765-4468 • U.S. and Canada: 800-22-SUNNY
gflcvb@broward.org

2017 Official Visit Florida Vacation Guide/Magazine

Circulation: 600,000

Issue date: Mid-December 2016

Max # of partners: 6

Unit Size: 1/6 pg. 4c Formatted ad

Net Cost: \$2,721.25

Value: \$3,165

Results: GFLCVB has generated over a 1,000+ leads in previous years

Space & materials deadline:

September 15, 2016

- GFLCVB.STARMARK.COM

greater FORT LAUDERDALE
florida
HELLO SUNNY

Diga "Hello" a um dos melhores destinos do sul da Flórida. Greater Fort Lauderdale! Hotéis de preço acessível e baixa tarifa aérea com a Azul Linhas Aéreas ficando mais fácil do que nunca chegar até aqui, você pode aproveitar Fort Lauderdale de muitas maneiras diferentes - como excursões de compras em boutiques exclusivas e Sawgrass Mills. Planeje sua aventura no sunny.org/portugues

Escaneie para uma revista digital gratuita.

SAWGRASS MILLS
A Prime Outlet

Se você está procurando por mais de 350 lojas e outlets, como Diesel, Michael Kors, Calvin Klein, Tommy Hilf, Levi's Outlet e 70 marcas de luxo no The Colonnade e Outlets.

Facebook.com/SawgrassMills
954-846-2350 • SawgrassMills.com

Se você está procurando por uma escapada tranquila ou uma prolongada férias em família, as suas propriedades acomodantes todas com 50 ambientes ou menos sabem como ser privadas e pessoais. Desfrute do seu guia gratuito do Superior Small Lodgings.

800-22-SUNNY • sunny.org/pt

@VisitLauderdale | #HELLOSUNNY

sunny.org/portugues

Pandora Winter Program

Winter Program Targeting the Northeast/Midwest:

Winter Markets: New York, Boston, Chicago, Philadelphia and Dallas. Can target both Hispanic and General Market Audience.

Pandora is the #1 station in New York, Boston and Chicago.

Partner Impressions: 582,750 (15% SOV)

Timing: November–February 2017 (2 weeks per month)

Max # of partners: 4

Net Cost: \$3,500

Value: \$12,000

Past results: 91% Video completion and 0.55% CTR

Space & Materials Deadlines: October 10, 2016

Payment Due: October 10, 2016

- GFLCVB.STARMARK.COM



[Pandora Audio Demo](#)

[Pandora Video Demo](#)

Specs: Coop Partners to provide a :15 video and :30 copy, Pandora will produce the audio spot

Philly.com Travel Emails

Package of 3

Distribution: 65,000 (opt-in subscribers)

Blast Dates:

1. November 7, 2016 (General Philadelphia Market Audience)
2. January 30, 2017 (Millennial AD21-34)
3. 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:

1. October 21, 2016
2. December 16, 2016
3. February 17, 2017

Payment due: October 21, 2016 to Starmark International


- GFLCVB.STARMARK.COM
- **Kelly Bennett:** kbennett@philly.com
- **P:** 215.854.2432



Greater FORT LAUDERDALE
HELLO SUNNY


Sea. Sand. Summer. What's not to love? Special offers now through Sept 30th. **2-FOR-1 DEALS**

PLAN YOUR ESCAPE



Hollywood Beach Marriott
Have fun in the sun at our oceanfront boutique hotel featuring a tropical seaside pool and delicious dining. Enjoy direct access to the beach and the world famous Boardwalk. Rates from \$189.


BOOK NOW



Hyatt Regency Pier Sixty-Six
Two welcome drinks, \$25 Spa66 coupon and complimentary beach shuttle are just a few of the delights available to relax and enjoy for an unforgettable getaway experience.

BOOK NOW

LIVE BEACH CAMS



Check out 16 real-time views of beaches, intracoastal waterways, the Everglades, even an underwater ocean cam — here, fishy, fishy!

SHARE YOUR SUNNY





Photo: GALAN & MALTZ @galanmaltz.com **Pin It**



Pin It


Tag your photos with #hellosunny to be featured on Instagram, Facebook, Pinterest and Twitter.

UPCOMING EVENTS

June 18 - Aug 27 Moonlight Sea Turtle Walks Fort Lauderdale	July 31 - Aug 7 American Tennis Association National Championship Fort Lauderdale
July 4 4th of July Spectacular Fort Lauderdale Beach (Recently named in USA Today's "10 Best: Fourth of July Fireworks Around the USA.")	Aug 15 - Sept 30 Spa Chic \$99 Spa Treatments Dine Out \$36 Three Course Dinners

SEE MORE

DIGITAL MAGAZINE



Videos, local insights and all things Greater Fort Lauderdale. A must-have planning tool designed for your mobile device.

PLAN AWAY

@VisitFLauderdale | #HELLOSUNNY sunny.org

Greater Fort Lauderdale Convention & Visitors Bureau
101 NE Third Avenue, Suite 100, Fort Lauderdale, FL 33301
Tel: 954-765-4466 • U.S. and Canada: 800-22-SUNNY
gflcvb@broward.org

Spot XChange



NEW

Target Markets: New York, Chicago, Boston, Philadelphia, Dallas

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

Timing: November 2016- February 2017 (2 weeks per month)

Max # of partners: 4

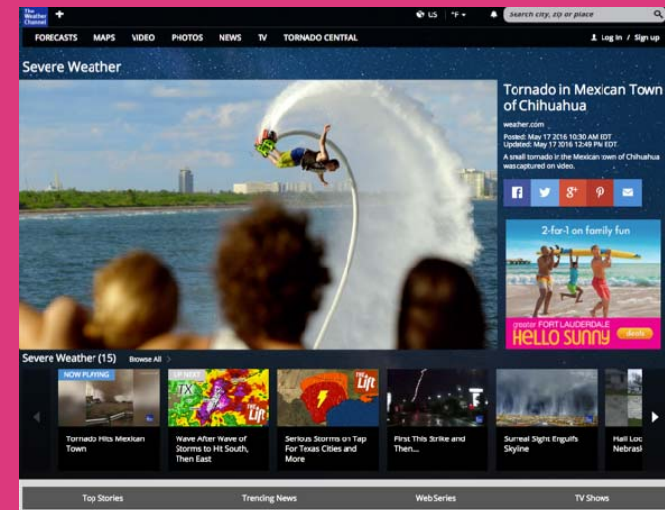
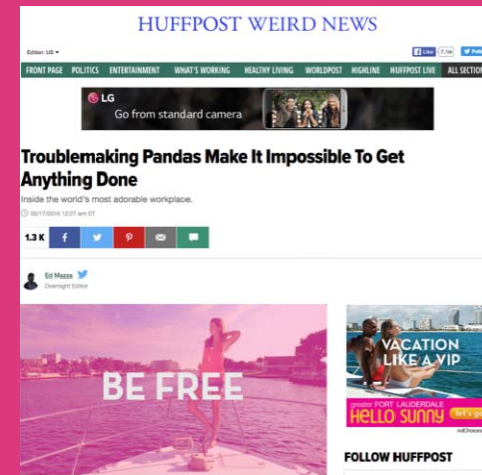
2016 Results: 89% Video Completion Rate (CVR)

Net Rate: \$2,500

Value: \$6,800

Space & Material Deadline: October 3, 2016

- GFLCVB.STARMARK.COM



Partner :15 video will be added into the rotation

Spotify On Demand Radio Winter

Launch Date: November 2016 – March 2017 (2 weeks per month)

Winter Program Targeting the Northeast/Midwest:

Winter Markets: New York, Boston, Chicago, Philadelphia and Dallas

Impressions: 351,853 (15% Share of Voice)

Max # of partners: 4

Net Cost: \$3,500

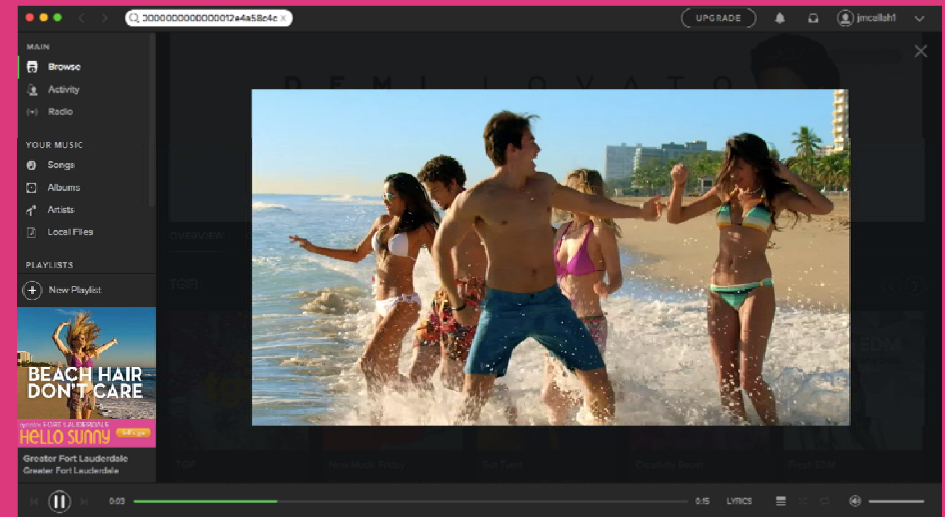
Value: \$12,000

Past results: 100% Video completion and 0.10% CTR

Space & Materials Deadlines: October 10, 2016

Payment Due: October 10, 2016

- GFLCVB.STARMARK.COM



Partner :15 video/spot will be added into the rotation

Travel & Leisure

The Greater Fort Lauderdale Convention & Visitors Bureau will purchase a 1/2 page vertical advertisement. The advertisement will be positioned on a right-hand page, following by a consecutive right-hand 1/2 page consisting of 3 1/6 page formatted GFL partner ads at a substantial discount.

Circulation: 975,000 - National with 6.6 Million Readerships

Issue date: December 2016– Florida Signature Editorial Unit

Min/Max # of partners: 3

Unit Size: 1/6 pg. formatted

Net Cost: \$4,000
Value: \$10,000

Partner Benefits:

- T+L Check-In Listing
- T+L EXPLORER: online and in-book Reader Service

Space & Materials Deadline: September 15, 2016 to Starmark International
GFLCVB.STARMARK.COM

greater FORT LAUDERDALE

HELLO SUNNY

Where else can you dine outside in December? Average year-round temps of 77° are simply delicious. Enter to win a winter beach escape at sunny.org/win

Scan for a free digital magazine or visit sunny.org/playbook

@VisitLauderdale | #HELLOSUNNY

greater FORT LAUDERDALE

HELLO SUNNY

Check out these Greater Fort Lauderdale events. Day or night, there's always something sunny going on.

DEC 12

Warm up to the sights and sounds of the world-famous Seminole Hard Rock Winterfest at Boat Parade, Dec 12th, when 100 vessels cruise down the Intracoastal Waterway lighting up the night sky. Visit winterfestparade.com for details.

DEC 31

NEW YEAR'S EVE

BILLY JOEL

DEC 31
 BB&T CENTER
 ON SALE NOW
 ticketmaster

Ring in the New Year with Billy Joel, December 31st New Year's Eve at BB&T Center. For Tickets, visit ticketmaster.com or call 1-800-745-3000

FEB 24

Greater Fort Lauderdale's culinary scene will be highlighted during the inaugural edition of the Taste Fort Lauderdale Series, Feb 24-28 at the Food Network & Cooking Channel South Beach Wine & Food Festival presented by FOOD & WINE. Visit sobefest.com

Visit sunny.org/playbook to plan your escape.
 @VisitLauderdale | #HELLOSUNNY

NEW

Triple Lift

Triple lift offers native advertising to reach the most qualified audience at scale across contextually relevant placements. Program provides the opportunity to build in social sharing functionality with analytics to track shares and social reach

Launch Date: November 2016 – March 2017 (2 weeks per month)

Impressions: 500,000 (15% Share of Voice)

Winter Program Targeting the Northeast/Midwest:

Winter Markets: New York, Boston, Chicago, Philadelphia and Dallas

Max # of partners: 4

Net Cost: \$3,500

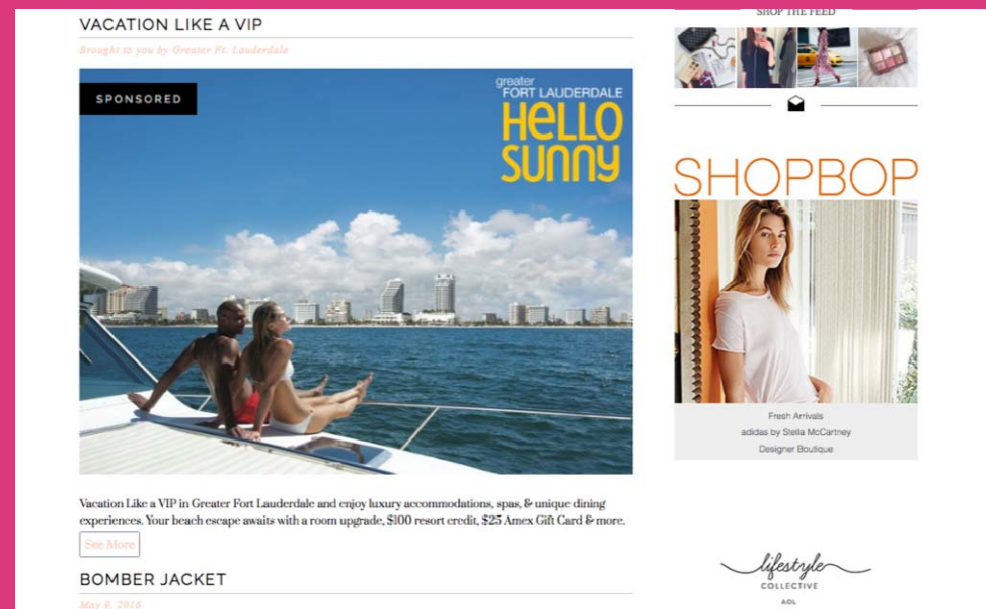
Value: \$7,500

2016 results: 0.17% CTR with a 2.64% Mouse Hover rate.

Space & Materials Deadlines: October 10, 2016

Payment Due: October 10, 2016

GFLCVB.STARMARK.COM

The logo for Triple Lift, featuring the word "triple" in a dark grey sans-serif font and "lift" in a bold orange sans-serif font, all on a white background.A screenshot of a native advertisement. The main ad is titled "VACATION LIKE A VIP" and is brought to you by Greater Ft. Lauderdale. It features a "SPONSORED" label and a "HELLO SUNNY" graphic. The image shows a couple on a boat with a city skyline in the background. Below the image is a "See More" button and a "BOMBER JACKET" section with a date of "May 8, 2016". To the right, there is a "SHOP THE FEED" section with a "SHOPBOP" banner and a "Fresh Arrivals" section featuring a woman in a white top, with text "addas by Stella McCartney Designer Boutique". At the bottom right is the "lifestyle COLLECTIVE AOL" logo.

Toronto Star Traveler Emails

Package of 3

Distribution: 60,000 (opt-in subscribers)

Email Blast Dates:

1. October 5, 2016 - Family
2. November 10, 2016 - Foodie
3. January 12, 2017 - Millennials

Min #s of partners: 3

Max #s of partners: 6

Net Cost: \$1,500 (package cost)

Value: \$3,450 (package cost)

2016 Results: 1.24% CTR with a 40% open rate

Space & Materials Deadlines:

1. September, 15, 2016
2. October 10, 2016
3. December 14, 2016

GFLCVB.STARMARK.COM

greater FORT LAUDERDALE
HELLO SUNNY

Sea. Sand. Summer. What's not to love? Special offers now through Sept 30th. **2-FOR-1 DEALS**

PLAN YOUR ESCAPE

Crowne Plaza Hollywood Beach
Retreat to our oceanfront hotel along the "famed" Hollywood Broadwalk and greet each morning with a spectacular sunrise. Enjoy our tropical seaside pool, unique dining and endless outdoor activities.
BOOK NOW

Diplomat Resort & Spa
Embrace our legendary sunny style with view-inspired guestrooms overlooking the Atlantic Ocean and a luxe lineup of explorations and amenities. Summer rates from \$169.
BOOK NOW

LIVE BEACH CAMS

Check out 16 real-time views of beaches, Intracoastal waterways, the Everglades, even an underwater ocean cam — here, fishy, fishy!

SHARE YOUR SUNNY

Tag your photos with #hellosunny to be featured on Instagram, Facebook and Twitter.

UPCOMING EVENTS

June 16 - Aug 27 Moonlight Sea Turtle Walks Fort Lauderdale	July 31 - Aug 7 American Tennis Association National Championship Fort Lauderdale
July 4 4th of July Spectacular Fort Lauderdale Beach (Recently named in USA Today's "10 Best: Fourth of July Fireworks Around the USA.")	Aug 15 - Sept 30 Spa Chic Aug 15 - Sept 30 Dine Out

SEE MORE

DIGITAL MAGAZINE

Videos, local insights and all things Greater Fort Lauderdale. A must-have planning tool designed for your mobile device.
PLAN AWAY

@VisitLauderdale | #HELLOSUNNY sunny.org

Greater Fort Lauderdale Convention & Visitors Bureau
101 NE Third Avenue, Suite 100, Fort Lauderdale, FL 33301
Tel: 954-765-4466 • U.S. and Canada: 800-22-SUNNY
gflcvb@broward.org

Your Travel Insider Email/Advertorial

Package of 4

Distribution: 500,000

Dates:

October 12, 2016 - FL Beaches

January 16, 2017 - FL Beaches

May 4, 2017 - Family Travel

August 14, 2017 – Family, Foodie, Spa

Min/Max # of partners: 4

Net Cost: \$2,800 (Package cost)

Value: \$6,000

2016 Results: 1.32 avg CTR

Space and payment deadline: September 26, 2016

Material deadline:




1. October 6, 2016
2. December 18, 2016
3. April 13, 2017
4. July 13, 2017


GFLCVB.STARMARK.COM

Erin McDonnell: erin@mcdonnellmedia.com


917-589-7533 cell

Think beach weather, a top selection of hotels and resorts, and many great attractions and value this winter. Your Travel Insider brings you the latest on why Greater Fort Lauderdale is the perfect destination for you and your family!


YTI YOUR TRAVEL INSIDER   
[View Online](#) | [forward](#) | [unsubscribe](#)



[Say Hello to Greater Fort Lauderdale](#)
With 23 miles of Blue Wave beaches, it's easy to sit or stroll for hours enjoying the breeze and watching the water as cruise ships, yachts and sailboats continuously skim the horizon. And with an average water temperature of 79 degrees, swimming is a year-round activity, along with snorkeling and an array of fun-filled water sports. Greater Fort Lauderdale is also the only place in the United States where you can go walk-in diving, with the closest reefs only 100 yards offshore. Dive into the possibilities with the digital Vacation Playbook at gflcvb.com/VacBook.



[Beach Vacation Rentals](#)
Unwind with comfort, charm and value at top-rated cottages and apartments! Enjoy full kitchens, beach gear and all the comforts of home at your choice of five Superior Small Lodgings. Walk to the beach, shops, fishing pier and restaurants. Studios, 1/1s and 2/2s. Free wi-fi, parking. No resort fees. Small dogs inquire.
Reservations: (954) 283-1111
Website: www.drentthefbeach.com
Location: Greater Fort Lauderdale/Pompano Beach, FL



[A tropical sanctuary offering contemporary comfort](#)
Just steps from the beach, the Crowne Plaza Hollywood Florida is upscale, warm & stylish in appeal. Featuring 311 oversized rooms, all with full balconies and a large infinity pool overlooking the intracoastal waterway. Convenient to Fort Lauderdale and Miami Airports and cruise terminals.
www.crowneplazaofbeach.com
Crowne Plaza Hollywood Beach
4000 South Ocean Drive
Hollywood, FL 33019
954-454-4334

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Partners will receive exposure in special edition advertorials, Facebook audience program, offers listed on deals page and ROS video

Spring/Summer Programs



AAA Living South

- **Circulation:** 300,000 AAA households in Florida, Georgia (South)
- **Issue Date:** May/June 2017 - Visit Florida section
- **Max # of partners:** 6
- **Net Rate:** \$3,500
- **Value:** \$5,950
- **2016 Results:** 2,636 leads to date
- **Deadline:** Feb 13, 2017
- GFLCVB.STARMARK.COM
- meisman@aaasouth.com
- 813-289-5931

greater FORT LAUDERDALE
Hello Sunny
Goodbye plans. Hello possibilities. Enjoy special offers on hotels, attractions and restaurants. Save even more when you vacation like a vip at sunny.org/vip

Scan for a free digital magazine or visit sunny.org/playbook

<p>Tropical sanctuary offering contemporary comfort, upscale, warm and stylish in appeal. Featuring 311 oversized rooms, all with full bath suites, just steps from the beach. Rates from \$149.</p> <p>4100 South Ocean Drive, Hollywood 954-434-4334 - cph.hollywoodbeach.com</p>	<p>AAA Member's Enjoy - 9% off our Best Available Rate OR a Family Fun Package which includes - Breakfast for four - Premium Wi-Fi - 9% off your stay</p> <p>3535 South Ocean Drive, Hollywood 855-609-2911 - DiplomatResort.com</p>	<p>Spacious air conditioned Resort offering elegant fully equipped accommodations, three distinct dining options, European spa treatment and conferencing facilities with close proximity to local attractions.</p> <p>909 N. Fort Lauderdale Beach Blvd Fort Lauderdale • 954-414-2222 fortlauderdalebeachresort.hilton.com</p>
<p>Family friendly activities, resort style amenities, the pool oasis and minutes to the beach. Rates starting from \$99.</p> <p>Complimentary Wi-Fi. Offer Code: AAA5UM</p> <p>2501 S.E. 18th Street, Fort Lauderdale 954-525-6666 - p166.hyatt.com</p>	<p>Gateway to South Florida and spend time relaxing at our beachfront resort. Enjoy seaside dining, spa treatment, private beach with endless activities and a tropical pool at our 4 Diamond Resort.</p> <p>9030 Holiday Dr., Fort Lauderdale 954-575-4400 - HarborBeachMarriott.com</p>	<p>Whether you're looking for a quiet escape or an extended family getaway, these cozy properties - all with 50 rooms or less - know how to do it small. Enjoy your free Super Small Lodging Guide.</p> <p>800-22-SUNNY - sunny.org/ul</p>

@VisitLauderdale | #HELLOSUNNY For a free vacation planner call 800-22-SUNNY

Bridal Guide

Print & Digital

- **Circulation:** 134,376
(Nationally to 100% total circulation)
- **Issue Date:** March/April 2017 within the Honeymoon & Destination Wedding Guide

Digital Components:

- Inclusion in VISIT FLORIDA Co-op slide show (1 full page/slide per Partner including photo, caption and link) optimized for mobile - 4 months
- Travel Resources link on bridalguid.com - 2 months
- VISIT FLORIDA Co-op Slideshow featured in Bridal Guide's Travel Concierge
- VISIT FLORIDA Co-op Slideshow promoted in Newsletter sent to 50k opt-in recipients
- Social Media Promotions. Promotions of VISIT FLORIDA Co-op Slideshow on Bridal Guide's Facebook & Twitter pages

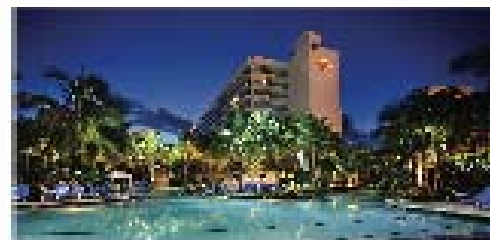
• **Min Partners:** 2 ; **Max Partners:** 3

• **Net Cost:** \$3,125

• **Value:** \$8,443

• **Deadline:** Nov 4, 2016

GFLCVB.STARMARK.COM



CROWNE PLAZA HOLLYWOOD BEACH

A tropical sanctuary offering contemporary comfort, upscale, warm and stylish in appeal. The ideal location for ceremonies and receptions.

4000 South Ocean Drive
Hollywood, FL 33019
954-454-4334 • cphollywoodbeach.com



Ready to exchange WOWs?

Our Ambassador of Bliss can answer your questions and help with your destination planning needs.

Simply email AmbassadorOTBliss@broward.org or visit sunny.org/weddings.

@VisitLauderdale | #HELLOSUNNY

For a free vacation playbook call 800-23-SUNNY

Budget Travel “Deal Alert” Email

Package of 4

- **Email Blast Dates:** April 18, 2017
July 12, 2017
Aug 15, 2017
Sept 13, 2017
- **Dist:** 325,000 (opt-in subscribers East of the Mississippi)
- Each email broadcast can have a different target audience.
- **Min Partners: 3; Max Partners: 6**
- **Net Rate:** \$1,800 (package cost)
- **Value:** \$5,500
- **Savings:** 67%
- **2016 CTR:** 7.81%
- **Deadline:** March 20, 2017
June 12, 2016
July 15, 2016
Aug 13, 2016
GFLCVB.STARMARK.COM



Sea. Sand. Summer. What's not to love? Special offers now through Sept 30th. [2 FOR 1 DEALS](#)

PLAN YOUR ESCAPE



Hollywood Beach Marriott

Have fun in the sun at our oceanfront boutique hotel featuring a tropical seaside pool and delicious dining. Enjoy direct access to the beach and the world famous Broadwalk. Rates from \$180.

[BOOK NOW](#)



Hyatt Regency Pier Sixty-Six

Two welcome drinks, \$25 Spa66 coupon and complimentary beach shuttle are just a few of the delights available to relax and enjoy for an unforgettable getaway experience.

[BOOK NOW](#)

LIVE BEACH CAMS



Check out 16 real-time views of beaches, intracoastal waterways, the Everglades, even an underwater ocean cam — here, fishy, fishy!

SHARE YOUR SUNNY



Tag your photos with #hellosunny to be featured on Instagram, Facebook, Pinterest and Twitter.

UPCOMING EVENTS

June 16 - Aug 27
Moonlight Sea
Turtle Walks
Fort Lauderdale

July 4
4th of July Spectacular
Fort Lauderdale Beach
(Recently named in USA
Today's 10 Best: Fourth
of July Fireworks Around
the USA.™)

July 31 - Aug 7
American Tennis
Association National
Championship
Fort Lauderdale

Aug 15 - Sept 30
Spa Chic
\$99 Spa Treatments
Aug 15 - Sept 30
Dine Out
\$36 Three Course Dinners

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DIGITAL MAGAZINE



Videos, local insights and all things Greater Fort Lauderdale. A must-have planning tool designed for your mobile device.

[PLAN AWAY](#)

[@VisitFLauderdale](#) | [#HELLOSUNNY](#)

sunny.org

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Tel: 954-765-4466 • U.S. and Canada: 800-22-SUNNY
gflcvb@broward.org

NEW

Hulu On Demand Video Summer

Target Markets: New York, New Jersey, Chicago, Dallas, Florida drive markets, Miami-Ft. Lauderdale. Target can include Hispanic and multi-cultural.

Partner Impressions: 226,450, 15% SOV

Results: 100% completion rate

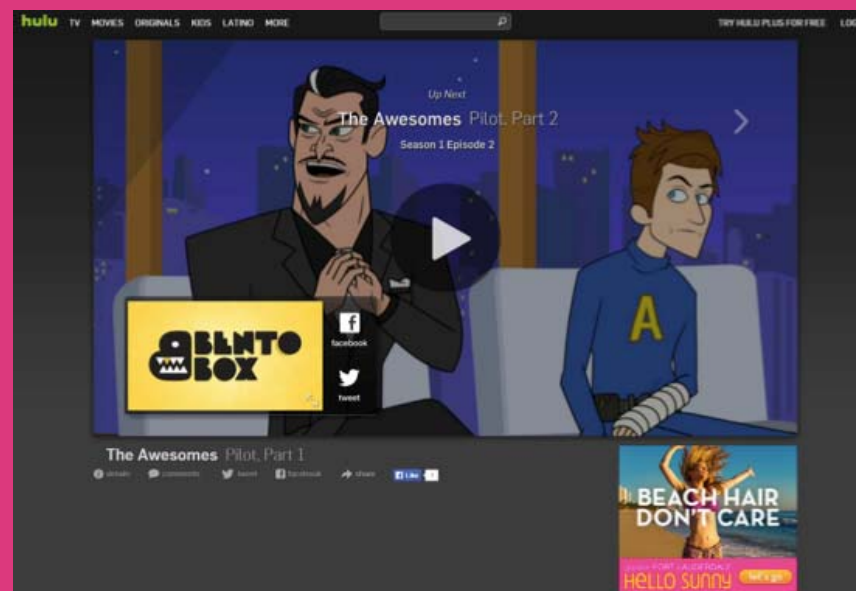
Timing: June - September 2017 (2 Weeks per month)

Max # of partners: 4

Net Rate: \$3,000

Value: \$7,500

- **Deadline:** April 10, 2017
GFLCVB.STARMARK.COM



Partner :15 video will be added into the rotation

Interfuse Visit Florida In-State Insert & Digital

Markets: Wall Street Journal (FL editions), Fort Lauderdale Sun Sentinel, Miami Herald, Palm Beach Post, Ft Myers News Press, Naples News, Tallahassee Democrat, Florida Times Union (Jacksonville), Orlando Sentinel, Tampa Tribune, Atlanta Journal Constitution

Issue Dates:

April 17, 2017

June 5, 2017

Circ/Imp: 500,000/250,000 per partners

Digital: Geo-target Summer markets

Size: 6 partners share 1/6 formatted page

Net Rate: \$2,500

Value: \$5,000

Savings: 50%

Deadline: Feb 13, 2017

April 10, 2017

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 <p>Discover the Florida Everglades on a thrilling airboat adventure! Special adventures include Exhibits with a Panther and Hold a Gator Experience! Try lunch at The Gator Grill, Nighttime, Group & Private Tours Available.</p> <p>1006 North US HWY 27, Weston 888-424-7262 • SeeTheGlades.com</p>	 <p>Whether you're looking for a quiet escape or an extended family getaway, these cozy properties - all with 50 rooms or less - know how to do it small. Enjoy your free Superior Small Lodgings Guide.</p> <p>800-22-SUNNY • sunny.org/ssl</p>	<p><u>Upcoming Events</u></p> <p>May 1 - September 30 Summer 2-for-1</p> <p>Enjoy 2-for-1 summer offers on attractions from the beaches to the Everglades.</p> <p>May 7-8 Fort Lauderdale Air Show</p> <p>The U.S. Air Force Thunderbirds will be joined by the Canadian Air Force Snowbirds and the Braiting Jet Team from France in a grand international aviation spectacle over the surf and sand of Fort Lauderdale beach.</p>

@VisitLauderdale | #HELLOSUNNY
For a free vacation planner call 800-22-SUNNY

Pandora Summer Program

- **Summer Program Targeting the Northeast/Midwest:**
- Winter Markets: New York, Chicago, Dallas, Florida Drive markets, Miami-Ft. Lauderdale. Can target both Hispanic and General Market Audience.
- Pandora is the #1 station in New York, Boston and Chicago.
- **Partner Impressions: 582,750 (15% SOV)**
- **Timing:** June - September 2017 (2 weeks per month)
- **Net Rate:** \$3,500
- **Value:** \$12,000
- **Savings:** 70%
- **2016 Results:** 0.55% CTR, 91% Video Completions
- **Deadline: October 10, 2016**
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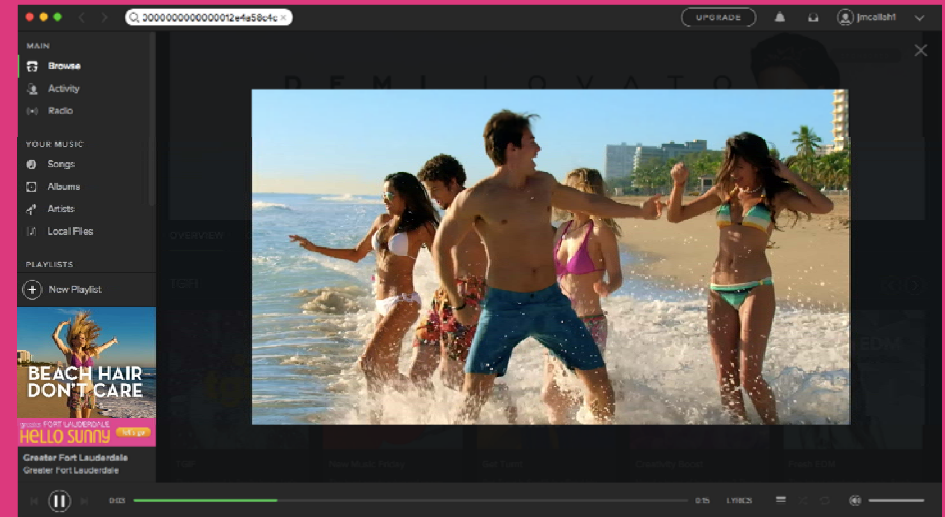
[Pandora Audio Demo](#)

[Pandora Video Demo](#)

Specs: Coop Partners to provide a :15 video and :30 copy, Pandora will produce the audio spot

Spotify On Demand Radio-Summer

- **Launch Date:** June - September 2017 (2 weeks per month)
- **Winter Program Targeting the Northeast/Midwest:**
- Winter Markets: New York, Boston, Chicago, Philadelphia and Dallas
- **Impressions:** 351,853 (15% Share of Voice)
- **Max # of partners:** 4
- **Net Cost:** \$3,500
- **Value:** \$12,000
- **Savings:** 70%
- **2016 Results:** 0.10% CTR, 100% Video Completions
- **Deadline:** April 10, 2017
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Partner :15 video/spot will be added into the rotation

Spot XChange

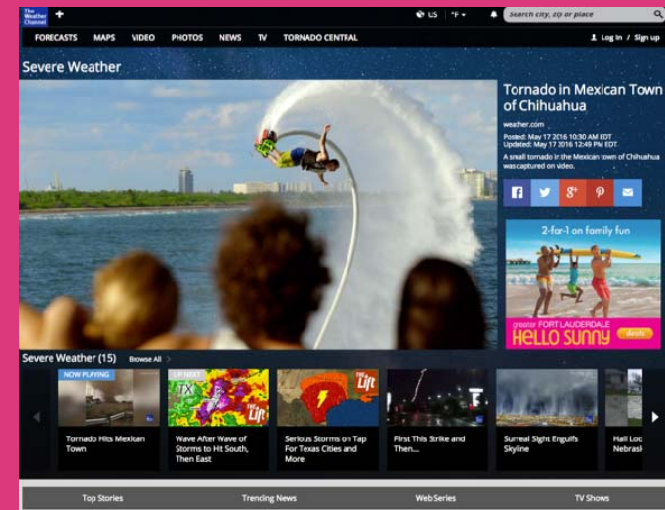
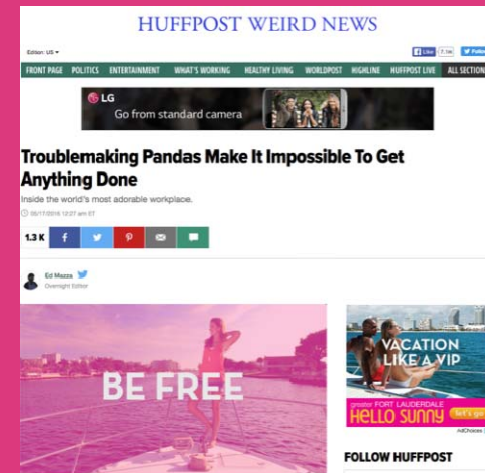
SPOTX

NEW

- **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 - 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

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Partner :15 video will be added into the rotation

TravelZoo Digital Program

- GFL will purchase one Featured Destination program and is offering 8-10 hotel partners participation at a special incentive rate for a single Top 20 newsletter to 1.5MM subscribers with the hotel offer featured. A Travelzoo sales person will work with the hotel partners directly to reserve space and submit the offer. (The special rate is only available to coop partners if GFL purchases a Featured Destination page.)
- **Distribution:**
 - Coop Partners access the Travelzoo Top 20
 - 1.5MM opt-in subscribers—US
 - Website placement for 1 week in Florida Hotels Section
 - 2,500 guaranteed additional clicks to the deal
 - Website placement for 1+ week on Fort Lauderdale Destination page
- 1,500,000 Impressions and 55,000 Click Throughs in 2015 .36% CTR
- **Dates:** April-July 2017
- **Net Cost:** \$6,700
- **Value:** \$10,000

Space: & material: 2 week prior to launch
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The screenshot displays the TravelZoo website interface. At the top, the TravelZoo logo is visible alongside navigation links for 'Like', 'Get Mobile', 'Sign In / Sign Up', and 'About Us'. A search bar is located in the top right corner. The main content area features a 'Featured Destination: Greater Fort Lauderdale' section with a large image of a beach and a 'Sun-Kissed Sand' promotional box. Below this, there are several other sections: 'Sunny Summer Savings' with a 'More >' link, 'Top Deals Handpicked by Travelzoo' with two deal cards and a 'More >' link, 'Festivals & Events' with a 'More >' link, and 'Free Vacation Guide' with a 'More >' link. The page also includes social media sharing options and a 'Like' button.

Trip Advisor Shared Banner Rotation

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 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)

Space, Material and Payment deadline:
March 15, 2017

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vid 2-for-1 deals beach cam pix more info

Courtyard Marriott Hotels view pix

Lauderdale-By-The-Sea view pix

Sonesta Fort Lauderdale Beach view pix

Superior Small Lodgings view pix

Radio 2016 Co-op Programs



Radio Program

- **Market:** New York DMA, Long Island, New Jersey
- **Flights Dates:** First Quarter 2017 (Mid-January-February 2017)
- **Estimated Impressions:** 3MM Per Partner
- **Net Cost:** \$5,000 – \$10,000 per Partner based on the customized packages above.
- **Value:** \$50,000
- **Potential 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%
- **Contact:** kgindlesperger@starmark.com



Partner Packages offered:
Option 1: 10 Tagline on Hello Sunny: 30
Option 2: 30 spots that rotate with Hello Sunny

TV/Video 2016 Co-Op Programs



Television Program

- **Market:** Boston, Chicago, and New York
 - **Flights Dates:** First Quarter 2017 (Exact date TBD)
 - **Estimated Impressions:** 3MM Per Partner
 - **Net Cost:** \$10K-15,000 per Partner, customized packages per partner.
 - **Value:** \$20K-\$25,000 per partner
 - **Program Samples:** Today Show, Good Morning America, Jeopardy, Ellen, Jimmy Fallon, CBS This Morning, CBS Sunday Morning, The View, The Talk, Wheel of Fortune, Entertainment Tonight, Prime where available
 - Available package Per Market: Partners will receive either a :05 tagline, snipe or a % of their
 - :15 spot rotated into the schedule
 - **Space Reservation Date: 11/15/2016**
- Contact: kgindlesperger@starmark.com

