

## **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, 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

Visit [gflcvb.starmark.com](http://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**