

**BRAND USA INTERNATIONAL PROGRAM  
CO-OP OPPORTUNITIES**

**2016-2017 DISCOVER AMERICA PRINT INSERT – UNITED KINGDOM**

Brand USA's Official Multi-Channel Program provides you with an unbeatable 2-to-1 value compared to creating your own targeted international campaign. Digital, and print – all with Expedia as Brand USA's new 2017 Global Activation Partner – allows you to deliver your message to highly qualified, affluent consumers when, where and how they consume media. Generate real results with a strong call-to-action that takes consumers from inspired to desire to book.

The Greater Fort Lauderdale Convention & Visitors Bureau will purchase a Full Page 4c in the Discover America Insert and is offering (3 Partners) a 1/6 page at highly discounted rate.

Discover America Print Insert: 760,000+ print Impressions (*The Times, National Geographic Traveller, The Sunday Times, and The Guardian*)

**Timing:** January 2017 - February 2017

**Unit Size:** 1/6 page horizontal formatted

**Max # of partners:** 3

**Net Rate:** \$2,500

**Value:** \$4,500

**Space & Payment Deadlines:** September 10, 2016 to Starmark International

**Materials Deadline:** September 25, 2016

**Material specifications:**

Please send: property picture, logo, address, phone numbers, URL and 25 words of copy. All advertisers to provide images in 300 DPI, CMYK, TIF, EPS, or JPG files. All logos in EPS Vector file. Copy should be submitted in a Word document.

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

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