GREATER FORT LAUDERDALE CONVENTION & VISITORS BUREAU MEDIA BUDGET ALLOCATION

2016-2017 **BROADCAST**

					AS OF	9/28/2016								
		ост	2016 NOV	DEC	JAN	FEB	MAR	APRIL	2017 MAY	JUNE	JULY	AUG	SEPT	# weeks
						30 6 13 20 27								
	Impressions	SPOT MA	RKET WINTE	R TELEVI	SION									
SPOT MARKETS														5
NEW YORK	19,338,000													
CHICAGO	20,370,000													
BOSTON	16,374,000													
CHICAGO- CABLE	2,436,321													
BOSTON - CABLE	2,635,203													
BOSTON - CABLE	2,033,203													
VF: Taxi TV: New York 2000 cabs. Value:\$30,000.	0.540.000													40
Skyscraper unit on :05 Video BB	2,540,000													13
VF: Taxi TV: Philadelphia 700 cabs. Value:\$14,500. Skyscraper unit on :05 Video BB	1,097,600													13
VF: Taxi TV: Chicago 500 cabs. Value:\$15,500.														
Skyscraper unit on :05 Video BB	875,000													13
														4
NE MW TV (WINTER)			\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
	1		<u> </u>	POIMA	RKETSU	JMMER TE	LEVISIO	אכ	T			ı	<u> </u>	ı
SUMMER TV														
TAMPA/ST. PETERSBURG														4
ORLANDO											<u> </u>			4
SUMMER TELEVISION		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
TOTAL TELEVISION		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
	Impressions				LOCAL I	MARKET F	RADIO (S	SEPTEM	BER EVE	NT / DINE	OUT)			
MIAMI/FORT LAUDERDALE/WPB												Spa and	Dine Out	
Traffic Sponsorship	4,363,000													6
:30 Radio Campaign														
TOTAL LOCAL		\$0										\$0	\$0	
				Ol	JT OF ST	TATE RAD	10							
NEW YORK														6
:30 Radio Campaign	31,902,200													
							ı							
VF: Winter Weather/Traffic Sponsorship Radio:														
Chicago/M-F 100 Spots. Value:\$13,800	1,250,000													4
VF: Winter Weather/Traffic Sponsorship Radio:														
Philadelphia /M-F 100 Spots. Value:\$10,350	825,000													4
											 			
Total OUT OF STATE RADIO			1		1	1		<u>L</u>	1			1		

GREATER FORT LAUDERDALE CONVENTION & VISITORS BUREAU MEDIA BUDGET ALLOCATION 2016-2017

OUT OF HOME/GUERILLA MARKETING

Monday>	Impressions	OCT 3 10 17 24	NOV 31 7 14 21 28	DEC	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT
Monday>	Impressions	3 10 17 24	31 7 14 21 28	1									
				5 12 19 26	2 9 16 23	30 6 13 20 27	6 13 20 27	3 10 17 24	1 8 15 22 29	5 12 19 26	3 10 17 24	31 7 14 21 28	4 11 18 25
			OU'	T OF HO	ME/GUEI	RILLA MAR	KETING						
NEW YORK													
NEW YORK Clear Channel Spectacolor: Site #7 Broadway at													
49th. Cost: \$144,500 + \$13,065 Production	4,156,424					1/25-3/24							
OUT FRONT MEDIA: 1515 Broadway & West 44th				40/5 4/00	47.40.00		_						
St. & 45th St. (\$82,500 per month / \$165,000 TTL) Approved and Placed. Mat:11/21	9,533,872			12/5-1/29/	/17 48x38								
	, ,												
ABC Watch: ABC/ABC on Hulu. :15/:30 Video A21-													
34 - 2 WKS PER MONTH (NY, Chi, Bos, Philly, Dallas and Cleveland). 300x250, 300x60 (A21-34). Value	3,007,406												
\$80,000					ī								
Entercom Media Beach (Riptide Promotion) \$75K prebilled in 2016	1,660,628												
PLACED													_
TOTAL BBT FUND ALLOCATION (not included in the total)													
			OUT	OF HOM	IE/LOCA	L INSTATE	BOARDS	3					
	99,995												
`MASS MEDIA (FL/GA STATE LINE													
1 95 JUST SOUTH OF 200th													
SUN MEDIA													
EAST & WEST SIDE OF US1	6,000,000												<u> </u>
13 4 WEEK PERIODS	4,800,000												
OutFront Media - Miami - Ft. Lauderdale locations	16-week imp												
SawGrass Express Way 1 m Sunrise Blvd ES/FS. 39051C	5,335,488												
SR 826-800 FT. S/O NW 103 RD, ST. W/S F/N	8,648,108												
E/S I-95 100 FT. S/O Hallandale Beach F/S	8,075,152												
TOTAL OUT OF HOME	60,212,897												

MEDIA BUDGET ALLOCATION CONSUMER MAGAZINES

		ı	ı		-	AS OF 9/28/	/2016							
				2016						2017				
			ост	NOV	DEC	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUG	SEPT
CONSUMER MAGAZINES	Cir/Imp.													
TRAVEL & LEISURE		TOTAL			\$0									
Published: Monthly	975,000	CVB												
National circ 975,000		CO-OP												
1/2 pg 4c co-op ad are free					2 (1/2) CONSECUTIVE									
					Pgs (co-op)									
MAT: 9/28					FL GUIDE									
FOOD & WINE		TOTAL				\$0								
Published: Monthly	National	CVB												
,	975000	CO-OP												
1/2 pg 4c co-op - free	370000	00 0.				0 (4 (0)								
						2 (1/2) CONSECUTIVE								
Mat: 11/10						SOBE								
MH / New Times (Official Guide to the Food		TOTAL												
Network & Cooking Channel SOBE)		CVB			FPFC									
DISTRIBUTED: DEC 2016-FEB 2017	700,000													
					MAT: 10/15									
Gulfstream Media (Goldcoast, Palm Beach,														,
Jupiter, Stuart)		TOTAL												
Published: Monthly CIRC: 24,500	24,500	CVB CO-OP		1	1	FPFC		1						
O.N.O. 24,000	24,500	00-0P			İ		1	İ						
	<u></u>	<u> </u>	<u></u>		<u> </u>	MAT: 11/30		<u> </u>	<u></u>	<u> </u>				
NEW YORK TIMES T MAGAZINE		TOTAL												
Published: 4X/YEAR		CVB			I									
Circ. 1,182,772 Sunday Edition (National)	1,182,772			Pg 4c + Advertorial	1			Pg 4c + Advertorial		Pg 4c + Advertorial				
	1,102,772	CO-OP												
Vale: \$91,025 per issue				Florida	I			Voyages, FL Sec.		Summer travel: fl sec				
				15-Nov Mat: 9/8				20-Mar Mat: 2/26		22-May Mat: 4/5				
NEW YORK MAGAZINE		TOTAL		Mat: 9/6				Wat: 2/20		Iviat: 4/5				
Published: Weekly		CVB												
						Full Page Full								
circ 450,000	450,000	CO-OP				Color								
						25-Jan VF								
CHICAGO TRIBUNE MAGAZINE (Print & Digital)	†	TOTAL		-	-	••								-
Pub:Wkly.	762,000	CVB			İ									
ab. willy.		0,15					EDEO 4/0							
	300,000						FPFC+1/2 pg adv.							
							7-Feb							
444 00W0 PL 40F0		TOTAL					Mat: 1/15							
AAA GOING PLACES		IOIAL												
North: Chicago, Michigan & North IL. / South:FL, GA	1,470,000	CVB												
Published: Bi-Monthly	2,300,000	СО-ОР				North: FPFC				·-				
Circ: 1,470,000 / Circ: 2,300,000	,,					Mat: 11/18				SOUTH: Pag	ge 4c co-op			
2017 VISIT FLORIDA MAGAZINE		TOTAL								000111114	, o . o o o o p			
Published: Annually		CVB												
Circ. 600,000	600,000	CO-OP												
Partner:					Page 4c coop									
VIRTUOSO LIFE					· · · · · · · · · · · · · · · · · · ·		<u> </u>							
Published: Bi-Monthly	200,000			1	1	FPFC: When	e to Go Now	1						
· ·	200,000					FFFC: When	e to Go Now							
Sept/Oct: Bonus distribution at Virtuoso Travel week(Annual conference)					İ	Mat: 11/2016								
VIRTUOSO LIFE EN ESPANOL	80,000	TOTAL				,_010								
VIIX 10000 LIFE EN ESPANOL	00,000	I . J.AL	_	1-	I			1						
			_	je 4c	l			İ						
Mat: 8/17	-	!	Mat: 8/17 How	to Better Travel				 						
VIRTUOSO TRAVELER				II INSTEE	I			1						
Published: Bi-Monthly	175,000			NNER	1			1						
					1			1						
distribution at Virtuoso Travel week(Annual conference)			OCT/NOV	MAT: 8/19										
RIVERWALK MAGAZINE														
Published: Monthly				FPFC	FPFC	FPFC	FPFC	FPFC	FPFC	FPFC	FPFC	FPFC	FPFC	
Circ. 15,000	15,000	<u></u>	<u> </u>											
TRAVELHOST														
Published BI-Monthly			Page 4c	Page 4c	1/2 Page 4C	1/2 Page 4c	1/2 Page 4C	1/2 Page 4c			1/2 pg 4c	1/2 pg 4c	Page 4c	Page 4c
donared Di-Worldiny			1 age 40	age 40		_					1/2 pg 40	1/2 pg 40	rage 40	r age 40
L					Regional	Regional	Regional	Regional			D	D		
Circ. 50,000	50,000		Local	Local	Mat: 10/19						Regional	Regional	Local	Local
2017 PORT EVERGLADES CRUISE GUIDE				I	1			1						
Published: Annually	15,000		Page 4	I	1			1						
Circ. 15,000	<u></u>	L		L	<u></u>			<u></u>						
TRAVEL WEEKLY														
			Page 4c	I	1			1						
Published: WEEKLY. Travel weekly 38K, Travelage			+Adver.	I	1			1						
22K. Dist. CruiseWorld in Fort Lauderdale	60,000		Webinar	I	1			1						
webinar: 10/25, Caitlyn to Participate. Dist. 10.24			FLORIDA											
TOTAL CONSUMER MAGAZINES			0	0	0	0	0	0	0	0	0	0	0	0
								-						

GREATER FORT LAUDERDALE CONVENTION & VISITORS BUREAU MEDIA BUDGET ALLOCATION 2016-2017

ONLINE

					AS OF	9/28/2016								
			ОСТ	NOV	DEC	JAN	FEB	MAR	APRIL	2017 MAY	JUNE	JULY	AUG	SEPT
	IMPRESSIONS	COOP												
DIGITAL	IMPRESSIONS	PARTNERS	3 10 17 24	31 7 14 21 28	5 12 19 26	6 2 9 16 23	30 6 13 20 27	6 13 20 27	3 10 17 24	1 8 15 22 2	29 5 12 19 26	3 10 17 24 3	1 7 14 21 28	8 4 11 18 25
SPOTIFY: Desktop & Mobile. NY, Chi, Bos, Philly. Video and Audio (A21-34) - 2 WEEKS PER MONTH	2,345,686													
ABC Watch: ABC/ABC on Hulu. :15/:30 Video A21-34 - 2 WKS PER MONTH (NY, Chi, Bos, Philly, Dallas and Cleveland). 300x250, 300x60 (A21-34). Value \$80,000	3,007,406													
Hulu (Companion Banner & Video) NY, Chi, Bos, Philly, Dallas, Cleveland (A21-34) 2 WEEKS PER MONTH. Value \$50,000	1,509,669													
NY TIMES.COM Great Getaways Emails, National Impressions: 420,000 opt-in subscribers	42,000	TOTAL CVB CO-OP		7		17	9				6	\$0 \$0		
CHICAGO TRIBUNE AD Mails Impressions: 100,000 Ad MailS co-op	70,000	TOTAL CVB CO-OP		Со-ор				Со-ор			Co-op			
CHICAGO TRIBUNE Insterstitial (800x600)	2,175,000													
BOSTON.COM EMAILS		TOTAL					\$0							
Each email broadcast will target different segments such as Family, Couples, Foodies, Millennials.	57,000	CVB CO-OP	12	 10			\$0 — 21							
Partners: Boston.com / BostonGlobe.com Lifestyle, Homepage, News, Travel, Apps 300x250, 640x480. Desktop, Tablet, Mobile Mat: 11/2. NOV-DEC IMP: 1,216,500	1,216,500		12	10			4 21							
PHILLY.COM Target: Millennial, General Philadelphia Market, Families & Couples	65,000	TOTAL CVB												
		CO-OP		Co-op Mat: 10.	 21		Co-op Mat: 1/30	Co-op Mat: 3.27						
PANDORA :15 Audio / Video everywhere. AD25-64. Mobile display with standard banner (added value) Mobile Winter Imp: 3,800,000/per campaign	3,800,000	CVB CO-OP						-						
Market: New York, Boston, Chicago, Philadelpia summer: TX, FI, SC, NC	3,000,000													

GREATER FORT LAUDERDALE CONVENTION & VISITORS BUREAU MEDIA BUDGET ALLOCATION 2016-2017

ONLINE

						9/28/2016								
				2016					4.00.0	2017			4110	0555
	IMPRESSIONS	СООР	ОСТ	NOV	DEC	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT
CRUISE CRITIC	IMPRESSIONS	PARTNERS	3 10 17 24	31 7 14 21 28	5 12 19 26	2 9 16 23	30 6 13 20 27	6 13 20 27	3 10 17 24	1 8 15 22 29	5 12 19 26 3	10 17 24 31	7 14 21 28	4 11 18 25
Impressions: 429,952	429,952													
300x250 Ft. Lauderdale Ship Itineraries and Port page														
In banner Video														
Destination's Page														
SunSentinel.com, Southflorida.com Target: Spa Foodie Enthusiasts, ROC on Restaurant Channel, Video Insterstitials, Pre-roll ROS, Tribx (Programmatic Network / Advnced audience)ROC on News, Sports, Lifestyle and Travel - Targeting Foodies and Spa Enthusiasts Metric: CTR.	963,000													
Food & Wine														
Market: NY DMA, Dallas, Chicago, Orlando, Tampa, WPB, Miami-Ft. Lauderdale. Contextual against Food, News, Travel, Family, Home & Fashion. AD25-54 Pre-Roll Video, Dedicated Email, Targeted Display Media	1,250,000													
TripleLift														
Market: NY DMA, Dallas, Chicago, Orlando, Tampa, WPB, Miami-Ft. Lauderdale. Contextual against Food, News, Travel, Family, Home & Fashion. AD25-54 Native Display, Desktop, Tablet, GEO	1,666,667													
SpotXchange														
RON, DEMO Targeting AD25-54 W HHI \$100K+, Audience retargeting to travel intenders, Contextual targeting to travel, sports, news, finance sites & retargeting	1,040,816													
DEMO 25-54 \$75K+, \$50K+ :15 Pre-roll, banners.		CVB CO-OP												
Market: New York, Chicago, Dallas, Florida (Tampa, Orlando, Ft. Myers, So. Fla, WPB) KPI: CPCV														
TRIP ADVISOR	3,785,835	CVB												
FLA DMO Overview, Destination Content, US IPS, Miami & Miami Beach Destination Content, ROS		CO-OP												
BUDGET TRAVEL "DEAL ALERT" EMAILS Eastern Region (East of the Mississippi) EXCLUSIVE Email Sent to 325,000 opt in Deal Alert Subs.		Cost Dates CVB CO-OP												Co-o _l
TRAVELZOO (Hotel Coop Program)														
1.5MM opt-in subs. US. Ft. Lauderdale destination page. Cpc	1,500,000													
YOUR TRAVEL INSIDER Sent to 500,000 / co-op		CVB COOP	12			16				4			14	
Newsletter.			Family			Millennials				Beach			14 Family	
VIRTUOSO WEBINAR 2 1/2 Hour live & facilitated travel advisor training session Webinar will be recorded & made live for 6 months				30 Min Session			30 Min Sessions							
VIRTUOSO THEMED TRAVEL EMAIL GFL will be featured in 1 email. :15 flash presentation of 4 rotating images. CTA	70,000		TRIP OF A		TRIP OF A									
Logo, url, images VIRTUOSO ESCAPES EMAIL (LATIN AMERICA)														

GREATER FORT LAUDERDALE CONVENTION & VISITORS BUREAU MEDIA BUDGET ALLOCATION 2016-2017 ONLINE

				2016						2017				
			OCT	NOV	DEC	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT
	IMPRESSIONS	COOP PARTNERS	3 10 17 24	31 7 14 21	28 5 12 19 2	6 2 9 16 23	30 6 13 20 27	6 13 20 27	3 10 17 24	1 8 15 22 29	5 12 19 26 3	10 17 24 31	7 14 21 28	4 11 18 25
Deployed in 3 languages: Spanish, Portuguese, English. Last minute deals. Static push page, click through landing page that list offers														
				Mat: 11/14				Mat: 2/2017						
TRAVEL AGENT ACADEMY														
The Academy: ROC /Homepage (Approved)														
The Promotion: Travel AgentAcademy.com, TravelPulse.com, Travel Agency, 123 Email Marketing														
Blogger / Vlogger program														
SOCIAL MEDIA (\$1500 LC, \$2000 MILL, \$500 Hispanic, \$1000 LGBT)														
TOTAL ONLINE														

GREATER FORT LAUDERDALE CONVENTION & VISITORS BUREAU MEDIA BUDGET ALLOCATION

2016-2017

NEWSPAPER

AS OF 9/28/2016

					=								
			2016						2017				
		OCT	NOV	DEC	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT
		3 10 17 24	31 7 14 21 28	5 12 19 26	2 9 16 23	30 6 13 20 27	6 13 20 27	3 10 17 24	1 8 15 22	29 5 12 19 26	3 10 17 24	31 7 14 21	28 4 11 18 25
						NEWSPAPER							
INTERFUSE VF INSTATE INSERTS Circ. 500,000 15 Newspapers 8 million banner impressions	TOTAL CVB CO-OP							Pg 4c co-op Instate VF	Digital	Pg 4c co-op Instate	Digital		
TOTAL NEWSPAPER			-		-		\$	0	-	-	-	-	

Cancel October Insert, no partner participation

\$14,568.00

2016-2017

MEDIA BUDGET ALLOCATION

AS OF 9/28/2016

				AS	OF 9/28/20	10							
		2016			2017								
		ОСТ	NOV	DEC	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUG	SEPT
LGBTQ - ONLINE													
INSTINCT Mag.com													
8 rotating leaderboards - 150,000 impressions per month per month													
8rotating square banners - 150,000 impressions per month													
2 monthly e-Newsletters 2 stand alone blasts 2 Online article/blogs 1 online video /1 online contest ProudParenting.com (Gay Ad Network)													
LGBT Parentingn targeting (photo gallery, facebook, instagram promoted post, parenting websites). Geotarget: East Coast US Transgender Targeting: Trans Sites Lesbian Targeting: Lesbian Sites Unit: 300x250, 160x600, 300x600 banners Market: Geo Target East Coast US	550,000 50,000 100,000									6/15 - 7/31			
HERE MEDIA Advocate.com Homepage transgender section (728 x 90) (300 x 600) (Imp:560K) Pride.com ROS Southern Comfort +Pride Fort Lauderdale Promotion Run of video (:15 - :30) Run of Mobile Summer Imp: 1,576,187	500,000 60,000 1,576,188							Family & Parenting 4/11-5/6 525,396		Family & Parenting 6/13-7/8 525,396		Parenting	Family & Parenting 8/15-9/9 525,396
MAN ABOUT WORLD Custom design, 2FP within the guide, 1FP in Honeymoon Guide, 4FP in MAW Mag. 2 Ed. City Seen, etc. 10FPFC-March-Jan/Feb2016		FPFC	FPFC	FPFC	FPFC	FPFC	FPFC	FPFC	FPFC	FPFC	FPFC	FPFC	FPFC
Damron FPFC	10,000							FPFC MAT: 11/1					

2016-2017

MEDIA BUDGET ALLOCATION

AS OF 9/28/2016

				AS	OF 9/28/20 ⁻	16							
		2016			2017								
		ОСТ	NOV	DEC	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUG	SEPT
LGBT - PRINT													
AQUA GIRL													
Published: Annually									FPFC				
Circ.													
									Mat: 3/6	•			
Gay Parenting Magazine												•	
Bi-Monthly (\$1771 per issue)	5,000										FPFC		FPFC
July/Aug: Travel & Recreational / Summer Reading													
Sept/Oct: Private Schools Listing											Mat :6/10		Mat: 8/10
PASSPORT					_				_				
Published: Monthly					Page 4c		Page 4c		Page 4c				
							SWIMWARE ISSU		\\\ - - - 0				
Circ. 75,000 (Print Edition) (IO include cost for Video)					Mat: 11/6		COVER SHOT		Weddings & Honeymoon				
Circ. 75,000 (Finit Edition) (10 include cost for video)					Wat. 11/0		COVER SHOT	IN GFL	Honeymoon				
3 PASSPORT E-NEWSLETTER SPONSORSHIP (160x600,													
120x120 & 40-50 word text) Mat due 10 days prior						2/18/2016			5/12/2016			8/18/2016	
Branded Content: Press Release, Photos due 21th of prior													
month		Branded Con	tent Video (12	months)									
Material Due Dates: March: 1/5, May: 34													
CURVE - DIGITAL													
Dedicated "Avaisad the Course" Email court to 20 000								4/40		C/O	7/40		
Dedicated "Around the Curve" Email - sent to 38,000								4/13		6/8	7/13		
2nd Wed of each month it goes out, material 1 week prior	<u> </u>							Around		Around	Around		
Lesbian site								the		the	the		
								Curve		Curve	Curve		
MeetMeOnBoard.com													
Community Level Sponsorship: Banners (728x90, 300x250)											7/11/2016	8/18/2016	
FB Group 2 promotions per month, Home Page pop up (1wk)													
Exclusive Email blast	5600												
VISIT FLORIDA LGBT INSERT													
Annual Guide drive													
NY Village Voice, Philadelphia Weekly, Windy City Times,													
DC City Paper	200							D 4-					
Baltimore City Life, Charleston City Paper, Montrose Star (T	X),							Page 4c					
Bay Weekend (MA), Watermark (FL)								Space: 1/22					
HOT SPOTS FPFC + PREMIUM BOX + Mark's List Standard Package.													
FFFC + PREIVITUIVI DOA + IVIAIRS LIST STANDARD PACKAGE.				New Years Issue									
				ivew rears issue						6/2, 6/14,			
Circ: 52,500								4/6/2016			7/14/2016	8/11/2016	9/16, 9/30
3													, 3, 3, 3
SOUTH FLORIDA GAY NEWS													
Annual Guide to the Drive, Circ: 30,000		Digital											
Side Web Banner, Top Web Banner-12 Mos. Eblast 10 Mos					Back cover					Back cover			
300X250, 728X90. Eblast Posters 600x1000.													

2016-2017

MEDIA BUDGET ALLOCATION

AS OF 9/28/2016

				01 3/20/20	. •							
	2016			2017								
	ост	NOV	DEC	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUG	SEPT
INTERNATIONAL												
SPARTACUS TRAVELER (BUSA) Published: Quarterly (Signed contract for the year) Circ 20,000	Page 4c			Page 4c			Page 4c			Page 4c		
GAYTIMES.CO.UK (BUSA) Impressions: 200,000 Display Banners Social Media Video												
G-SCENE (BRIGHTON) (BUSA) CIRC. 30,000							PG 4C Mat:3/21				PG 4C Mat: 7/19	
GAY USA GUIDE (TOM ON TOUR) GERMANY (Busa) Circ: 60,000						PG 4C 1-Mar						
VIA G- Brazil (BUSA) 600 words of copy + 2 photos Circ: 20,000 / Pub Bi-Monthly / Honeymoon TOTAL LGBT					FPFC FEB/MARCH		FPFC APRIL/MAY I	SSUE				

GREATER FORT LAUDERDALE CONVENTION & VISITORS BUREAU MEDIA BUDGET ALLOCATION

2016-2017

OFME AS OF 9/28/2016

					AS OF 9	/28/2016							
9/29/16			2016						2017				
	Impressions /Circulation	OCT	NOV	DEC	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUG	SEPT
PRINT													
LE BOOK (NY, London, Paris)	5,500												
Published: Annually									Page 4c				
circ. 5,000 / Right Hand Read									Mat: 11/16				
LA 411	5,000												
Published: Annually					Page 4c								
Circ. 5,000 / Right hand Read													
NY 411	5,000												
Published: Annually											Page 4c		
Circ. 5,000											Mat: 3/31		
TOUR CONNECTION.													
Published: 2x/year								Florida Tab					Florida Tab
MAT: 2/12								Banner					Banner
LOCATIONS 2016													
Published: Annually		Back Cover							Back Cover				
Circ: 15,000.		24011 00101											
THE LOCATION GUIDE UK													
Published: Annually													1/2 PG 4C
Right Hand Read													1/21040
ROAD BOOK													
Published: Annually					Page 4c								
Right Hand Read / Value: \$3500					Mat: 12/10								
EII MMAKER (COTHAM ACREMENT)	20.000												
FILMMAKER (GOTHAM AGREEMENT)	32,000				WINTE	R ISSUE: 4X 1/4	LPG 4C	000000000		 10 (T.'')	Summ	er Issue: 4X 1/4	PG 4C
Published: Quarterly (\$3304x3=\$9912 TTL) circ. 32,000 / Right Hand Read					WINTE	Mat: 11/28	71040	SPRING ISS	UE: 4X 1/4 PG	4C (Tribecca)	Guillin	Mat: 6/13	1040
THE HOLLYWOOD REPORTER	73,000					Wat. 11/20			Mat: 3/31			Mat. 0/13	
Published: Daily	10,000				1/2 Page FC		1/2 Page FC						
					Sundance		FL						
Non-Profit: 12x rate VARIETY							mat: 2/24						
						0/0							2/0
Published: Weekly Mat: 1/26 & 7/1						3/8 pg Berlin							3/8 pg Toronto
PRODUCED BY CONFERENCE	8,800												
Published: Monthly								Pg 4c (Po:	st Awards)	Pg 4c (PGA Mat: 5/19	Conf issue)	Pg 4c (PGA Mat: 5/19	Conf issue)
SXSWORLD Magazine (2nd Issue for Music)	17,000							11101.0/10					
Published Annually (2017 GUIDE DUE 1/25) Distributed to attendants at the Music Fest.							1/2 FC Mat: 2/6						
POLLSTAR WEEKLY													
Published: weekly. Show 2/8-10. San Fran show						FPFC							
MAT: 2/1						Pollstar Level							
	<u> </u>			l .					l	<u> </u>	l .	l	

GREATER FORT LAUDERDALE CONVENTION & VISITORS BUREAU MEDIA BUDGET ALLOCATION 2016-2017

OFME

9/29/16			2016		AS OF 9/	20/2010			2017				
3/23/10	Impressions /Circulation	ОСТ	NOV	DEC	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUG	SEPT
	JOILCUIALION				ONL								<u> </u>
AFM BANNERS													
TheFilmCatalogue.com					728x900							AFM BANNER	
AFM 2016 (Prepayment 11/2-11/9 2016)											MA	T: 9/1 & PAYME	NT
TOURCONNECTIONS.COM													
Annual Program. 700x12 PX x 106 px.													
Impressions: N/A													
IMFCON.COM													
Film Festival Summit & IMFCON: 300X250, 728X90													
Placement lineup Live Weekly Newsletter: 468x60, 250x250													
POLLSTARPRO.COM (Professionals)													
728×90 - ROS						2/3-3/2							
Impressions: Report results after pgm.						MAT: 1/15							
POLLSTAR.COM (Consumers)						WAT. 1/13							
300x250 ROS						2/3-3/2							
Impressions: Report results after pgm.						MAT: 1/15							
P3 Update													
Vertical Rectangle - article Sponsorship						300x250			300x250		300x250		
No print or digital magazine in 2015. Added value includes a bonus banner (Date TBD)						Top 10 Filming Cities			Filming on coastlines		Filming at Tourist Location		
DGA.ORG (ingleDodd)													
300X250 BANNERS (News Page)								News sec.		News sec			
IMPRESSIONS: N/A													
LMGA.ORD (LOCATIONSMAGAZINEGUILD) (ingleDodd)													
300X250 BANNERS - HOMEPAGE													
IMPRESSIONS: N/A													
PGA.ORG (MoonTide)													
244x300 Banners													
IMPRESSIONS: N/A													
TOTAL FILM													

GREATER FORT LAUDERDALE CONVENTION & VISITORS BUREAU MEDIA BUDGET ALLOCATION 2016-2017 NICHE

					ī	AS OF 9/3	28/2016							1	1	ı
			2016						2017					TOTAL	TOTAL	TOTAL
		OCT	NOV	DEC	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUG	SEPT	NET	CVB	CO-OP
					WEDD	INGS & H	ONEYMO	DNS								
ScubaNation	TOTAL					\$0								\$0	\$0	
Fox Sports, Sun Sports, Florida Keys Radio Network. 2 Segments.	TOTAL													\$0	\$0	
Partners: Pompano, Deerfield Beach, FTL 78 AIRING MIN.	cvb														\$0	
	со-ор															\$0
SCUBA TOTAL								\$0						\$0	\$0	
BRIDAL GUIDE.COM														to.		
REAL WEDDINGS GALLERY 4 MONTH ON BRIDAL GUIDE.COM	TOTAL													\$0	* 0	
REAL WEDDINGS GALLERT 4 MONTH ON BRIDAL GOIDE.COM															\$0	\$0
	со-ор															φU
							VISIT FLORIDA									
BRIDAL GUIDE	TOTAL					\$ 0	TIGHT I LONIDA							\$0		
Published: Bi-monthly	CVB					· -									\$0	
CIRC: 167,000.	со-ор														, ,	\$0
	35 34															,
BRIDAL TOTAL						\$0								\$0	\$0	
RobbReport.com	TOTAL													\$0		
Rising Star Premium Package ROS	CVB							\$0							\$0	
Creative 970x250 Rich Media, 300x250. Reach 65,934 Imp per month	со-ор															\$0
	35 54						I	1	1	ı	1					
RobbReport.com	TOTAL													\$0		
Email Marketing	CVB				\$0										\$0	
Lifestyle Newsletter. Robb Report Lifestyle 300x250 4 Issues	со-ор															\$0
Imp: 52,147 (13,036 per month)																
Robb Report Magazine	TOTAL													\$0		
FPFC: La Dolce Vita & Spring Fashion - Italian Style. Includes Yachting Lifestyle (Timed with Miami Boat Show)	01/15				•											
Tachting Lifestyle (Timed with Miann Boat Show)	CVB				\$0										\$0	**
Circ: 54,660	co-op						Mat: 1/8/2017			Mat: 1/8/2017						\$0
AFAR Magazine	TOTAL						Wat: 1/8/2017			Mat: 1/8/2017				\$0		
Circ: 275,000	CVB													\$0	\$0	
Sit C. 273,000															\$0	\$0
Value\$ 37,710 per ad	со-ор															φυ
Departures Dispatch	TOTAL								1	1	1	1		\$0		1
Custum email, dedicated dispatch delivered to highly affluent																
audience of 50,000 + opt in subs. 100% SOV	CVB														\$0	
Wed dates TBD	со-ор							4/12/2017	5/17/2017	6/21/2017						
TOTAL LUX		\$0	\$0													
TOTAL NICHE		\$0	\$0													

MEDIA BUDGET ALLOCATION

MULTICULTURAL AS OF 9/28/2016

					AS OF 9)/28/2016						
		2016	•		1	1	1	2017	•	1	ı	ı
OPTON A W/ \$35K BUDGET	OCT	NOV	DEC	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUG	SEPT
			AFR	ICAN AME	RICAN CO	NSUMER	ı	1		1	1	
RADIO PROMOTIONS												
Philadelphia								ATA				
Washington DC												
Ralieigh, NC												
PATHFINDERS TRAVEL												
Published: Quarterly					Pg 4c			Pg 4c				
Circ: 100,000			l ,	' Vinter Issue: V		g Guide - Digita	Spring Vaca	tion Planning G	Guide - Digital			
Value: \$9200					ons Guide. Ma			ions Guide. Ma	_			
	<u> </u>		AFRICAN A			ESS/MEET						
Connect Faith (Previously Rejuvenate)												\$0
Connect Faith (Fleviously Rejuvenate)												Bonus for
	CONFERNEC											2015 missed
Circ.6,500 Published: 4x per year.	E ISSUE					VF Page 4e			CVBs Page 4c			ad Page 4C
rubiisiled. 4x per year.	Page 4c					Page 4c Mat: 2/17			Mat: 5/1			Mat: 7/1
RCMA ASPIRE	\$0			\$0								
Signed Agreement	Page 4c			Page 4c			Page 4c			Page 4c		
RCMA ASPIRE WEB												
									Eblast			
									16-Jun			
RCMA CONFERENCE												
SPONSORSHIP												
1 Complimentory 10 ' x 10' booth												
1 Complimentory registration 1/2 pg ad in conference program												
Pre-attendee List												
CVB logo												
Value: \$10,000												
BLACK MEETINGS AND TOURISM												
Published: bi- Monthly						Mar/April	2016 FPFC	MAY/JUN	IE Page 4c			SEPT
						2016 Florida	Aron Guido					
						2010 Florida	i Alea Guide					
Circ. 28,000						mat:	2/15	mat:	: 4/15			REUNIONS
HULU (Multicultural Genre)												
Imp: 931,677												
Promoting ATA												1
TOTAL AFRICAN AMERICAN	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
				US H	ISPANIC			1				
HULU.COM LATINO												
Markets: New York, Houston, San Antonio, Chicago and Dallas												
Imp: 1,056,763. Video & companion Banner across all												
platform						I	ı			ı	1	
TOTAL US HISPANIC TOTAL MULTICULTURAL			<u> </u>						<u> </u>		<u> </u>	1
TOTAL WULTICULTURAL												

MEDIA BUDGET ALLOCATION

INTERNATIONAL

STATEMATIONAL STATEMATIONA				2010		AS	OF 9/28/2016			2017				
STATES STATE STA		IMP	OCT		DEC	JAN	FFR	MAR	APR		JUN	JUI	AUG	SEP
BURN A BORNER Harpfarthin Quided 1977 27,000 0,000 of 10 0,000 o		11411		1107	520			III/AIX	ALIX	me i	0011	002	AGG	OL1
20 Hold Markets Argentina, Australia, Brazil, Canada, China, Chanda, France, Genmary, Prof. of Genmary	BUSA: Global Inspiration Guide 2017	575 000					LIGHATIONAL				I		I	
15 Languages Official travel guide	20 Intl Markets: Argentina, Australia, Brazil, Canada, China, Denmark, France, Germany, India, Mexico, Switzerland, UK.					Digital Ad. FPFC								
Value: 257-359 Separation		00,000,000												
BUSA SOURCE PROCRAM (Value: SINOM) (Value: SINOM) (Value: SINOM) (Value: SINOM) (Value: SINOM) (Value: SINOM) (Value: SINOM) (Value: SINOM) (Value: SINOM) (Value: SINOM) (Value: Value:	Value: \$27,350				s	Space: 7/29, Mat: 8/1	9							
COUNTRIES: Canada							CANADA							
BUSA PROGRAM The Policy of TA Business on the Policy of Ta Business on the	COUNTRIES: Canada Value: \$30,000 Display Traveler platform		10/1-12/31		CANADA									
Trip Advisor CA Baumars on the Pilotids and US Page of TA (10 x 000 / 726 x 0), 300 x 200 x 200 300 x 200		WARINI WEA	THER DESTINATI	UNS										
US and Florida Desiration contents	Trip Advisor CA Banners on the Florida and US Page of TA.	833,333												
Expedia Regionale, Plain Results, Packages, Hotelsinforder in Canada. 1,886,870 11/23-22/20/19 11/23-22/20/19 18,127	US and Florida Destination content													
BUSA: TRAVEL/WEK & TRAVEL/ROFESSIONAL (TRADE) CIRC. 18,127 18	Expedia Responsive, Flight Results, Packages, Hotelisinfosite	1,686,870		11/23-2/29/2016										
18,127 1		1		Dannero	<u> </u>									
BAXTER TRAVEL MEDIA (TRAVEL COURIER) (GUISA) 18,127	TRAVELPROFESSIONAL (TRADE)	18,127				SUN ESCAPES 7-Jan	FLORIDA HUDDLE 11-Feb	Family						
Page 4c co-op	(BUSA) CIRC. 18,127	18,127												
VISIT FLORIDA DISTRIBUTED THROUGH THE GLOBE & Mail 75,000 Page advertorial VISIT FLORIDA Winter Spring Mat:1111 BUSA: Canadian Traveller VF Guide Published: Annually Circ. 75,000/Digital: 130,000. Mat due: 1/6 2017 THE TRAVEL GUIDE TO FLORIDA (ca) Published: Annually Circ. 80,000 THE STAR.COM Opt-in Subscriber: 60,000 WONDERLUST EMAILS Co-op WONDERLUST EMAILS FRIOR SMITH RADIO SHOW :15 spot 3x per week. (11/2-3/19/2016) 17 Weeks							Mat: 2/1							
DIISTRIBUTED THROUGH THE GLOBE & Mail 75,000 Page advertorial VISIT FLORIDA Winter Spring Mat: 10/26 Page advertorial VISIT FLORIDA Winter Spring Mat: 1/11 Page 4C VF Circ. 75,000 Mat due: 1/6 VF Circ. 75,000 Mat: 1/2 page 4C VF Circ. 75,000 Mat: 1/2 page 4C VF Circ. 75,000 Mat: 1/2 page 4C VF Circ. 75,000 Mat: 1/2 page 4C VF Circ. 75,000 Mat: 1/2 page 4C VF Circ. 75,000 Mat: 1/2 page 4C VF Circ. 75,000 Mat: 1/2 page 4C VF Circ. 75,000 Mat: 1/2 page 4C VF Circ. 75,000 Mat: 1/2 page 4C VF Circ. 75,000 Mat: 1/2 page 4C VF Circ. 75,000 Mat: 1/2 page 4C	DREAMSCAPES	<u> </u>												\$0
BUSA: Canadian Traveller VF Guide Published: Annually 75,000 1/2 page 4C VF		75,000			Page advertorial VISIT FLORIDA		Page advertorial VISIT FLORIDA Winter Spring							FPFC - FALL ISSUE Non-VF Issue MAT: 9/1
2017 THE TRAVEL GUIDE TO FLORIDA (ca) 80,000 Back Cover Editorial	Published: Annually	75,000												
Opt-In Subscriber: 60,000 WONDERLUST EMAILS Co-op 60,000 EMAILS (10/26) EMAILS (12/2) Email 1/12 PRIOR SMITH RADIO SHOW :15 spot 3x per week. (11/2-3/19/2016) 17 Weeks	Published: Annually Circ. 80,000					Back Cover								
PRIOR SMITH RADIO SHOW :15 spot 3x per week. (11/2-3/19/2016) 17 Weeks	Opt-In Subscriber: 60,000	CVB Co-op	EMAILS (10/26)	EMAILS (12/2)		Email 1/12								
TOTAL CANADA \$0 \$0 \$0 \$0 \$0 \$0 \$0 \$0 \$0 \$0 \$0 \$0 \$0														
	TOTAL CANADA		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

2016-2017

MEDIA BUDGET ALLOCATION

INTERNATIONAL

	r				AS	OF 9/28/2016							
	IMP	ОСТ	2016 NOV	DEC	JAN	FEB	MAR	APR	2017 MAY	JUN	JUL	AUG	SEP
UK/IRELAND	IIVIF	001	NOV	DEC	JAN	FEB	IVIAIN	AFN	IVIAI	JUN	JUL	AUG	JEF
					T.		T	T	T	T	T		
BUSA WTM ACTIVATION - 20 Taxis with													
SuperSide / Taxis Full Livery.													
WITH :30 VIDEO			10/26 16 WEEKS										
Promo contest with taxi driver													
TIMING)													
, in the second													
MULTI-CHANNEL PROGRAM: UK		Page 4c co-op											
The Times, The Sunday Times, Traveller, The	760,000												
Guardian	,	Sept 2016 Launch											
6 Wk Digital Pgm (1000 clicks/.1125CTR),	750,000	content traffic											
Content Traffic Generation & Expedia Activation	700,000	generation											
·	300,000	_											
BUSA Match 300K imp	300,000	Mat: 6/24											
BUSA SOJERN PROGRAM													
COUNTRIES: UK	440=00:												
Smart Targeting-Retargeting	4,137,931				300 X 250, 160 X 60	0, 728 X 90, 300x600.							
Hotels in Florida. AV: Custom Campaign					1/4-3/	/4/2016							
Analytics value: \$30,000													
BUSA TRAVEL ZOO	Total					I		1					
1,500,000	CVB												
International SEM, Native Content Generation	COOD												
Partners:	соор												
BUSA PROGRAMS - TRIP ADVISOR UK													
Florida Destinations					160 x 600								
Miami, MB, FT Lauderdale & US destination content	310,435				728 x 90								
Banner on the US TA page	,				160 x 600, 300x250								
BUSA PROGRAMS -EXPEDIA UK					, , , , , , , , , , , , , , , , , , , ,								
Responsive ROS Search, vacation packages.					1/11-3	3/6/2016							
	1,090,683												
Targeted to travelers in the UK, Miami & Cali travelers intended in the UK, Vaca packages. Expedia UK brand portfolio	1,090,003												
BANNER: 992X265, 160X600, 300X250, 632X154													
Hills Balfour: UK Tour Operator													
BRITISH AIRWAYS													
Hills Balfour: UK Tour Operator													
VIRGIN HOLIDAYS													
Hills Balfour: UK Tour Operator								1					
OCEAN HOLIDAYS													
OCEAN HULIDATS													
Hills Balfour: UK Tour Operator	461,250												
LASTMINUTE COM	401,230										July 20 - Se	nt 10, 2016	
Microsite, Display, Integrated, CRM Social					1						July 20 - 36	pt 10, 2010	
Hills Balfour: UK Tour Operator	1,278,000				1								
Tropical Sky / American Sky	1,2.0,000												
Print & Digital, Eblast, Social. Content Marketing					1		Family Traveller	Direct Mail Campaign					
ULTRA - UK	TOTAL				İ		,						
Circ 500,000			FPFC		1								
	COOP												
	CVB		\$0		1								
			Mat:		1								
BUSA: ESSENTIALLY AMERICA													
UK/Brand USA	100,000		Page 4c		1								
London - Distributed in the Daily Telegraph					1								
CIRCULATION: 100,000			UK										
·			Daily Telegraph		1								
·	•	-		•	•	•	•	•	•	•	•	•	•

2016-2017

MEDIA BUDGET ALLOCATION

INTERNATIONAL

	1		2016		7.0	OF 9/28/2016			2017				
	IMP	ОСТ	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
GERMANY													<u> </u>
BUSA PROGRAM - MILES MEDIA Germany	Total												
Bunte, Focus, InStyle								Page 4c co-op					
(Outbrain)	600,000							\$0					
Expedia Activation	300,000							••					
Clicks 1000+	200,000												
Space / Mat: 12/2								Mat:					
BRAND USA SOJERN PROGRAM													
COUNTRIES: GERMANY													
300 X 250, 160 X 600, 728 X 90	4,137,931						3/1-4/31						
Impressions: 4,137,9310	4,137,331						3/1-4/31						
1 .													
REACHES PEOPLE SEARCHING FOR TRIPS TO WARM WEATHER DESTINATIONS													
BUSA PROGRAMS - GERMAN (TOUR													
OPERATORS)													
DERTOUR													
CANUSA.DE													
DERTOURISK													
MEIER'S WELT													
FAIRFLIGHT GERMANY								1					
Distribution of the Florida Catalog through			FPFC 2016										
fairflight, advertorial layout			program										
Explorer Fernreisen - Germany	30,000												
Target: B2C													
US AIRTOURS - Germany													
· ·													
BUSA CRD INTERNATIONAL - GERMANY													
Consumer Promotion													
Flyer, Raffle, Newsletter													
FTI GROUP - GERMANY													
B2C Online Marketing, travel Portal, Newsletter,													
google adwords													
BUSA PROGRAMS -EXPEDIA GERMANY													
Targeted to florida, Caribbean, Mexico travel													
intender in Germany as they search for travel													
Targeted to Florida travel intenders in Germany.	1,148,529												
Responsive. Value: \$18,665	, -,												
TOUR OPERATORS: SCANDINAVIAN													
HILLS BALFOUR: SCANDINAVIAN TOUR OPERA	TOR												
USA SPESIALISTEN								1					
			<u>[</u>					<u> </u>		<u></u>	<u> </u>		<u> </u>
HILLS BALFOUR: USA REISER													
			[1					
HILLS BALFOUR: MY PLANET			ĺ										
BUSA: EXPEDIA SWEDEN													
Value: \$10,667.Targeted to florida, Caribbean,													
Mexico travel intender in Sweden as they search	609,557												
for travel							3/1-4/3	0/2016					
Responsive. Targeted to travelers in Sweden.													
TOTAL UK/IRELAND/GERMANY/SCANDINAVIAN		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	-							-			-		

						2010-2017						
					MEDIA BU	DGET ALLO	CATION					
					INT	ERNATIONAL						
					AS	OF 9/28/2016						
			2016						2017			
	IMP	ОСТ	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG
LATIN AMERICA												
BUSA PROGRAMS - LATAM												
Trip Advisor	157,895							BUSA				
Florida Destination Content, US Destination Content. Brazil Ips	117,647							pril 1 - May 31, 201	16 			
Impressions: 275,542												
BUSA Brazil												
Expedia (Hotel.com)												
TARGETED: Florida travel intenders in Brazil as they explore travel. Users in Brazil as they explore travel	450,550							160X600				
Value: 8000												

	IMP	OCT	2016 NOV	DEC	JAN	FEB	MAR	APR	2017 MAY	JUN	JUL	AUG	SEP
LATIN AMERICA											332		
BUSA PROGRAMS - LATAM													
Trip Advisor	157,895							BUSA					
Florida Destination Content, US Destination Content. Brazil Ips	117,647							pril 1 - May 31, 201	6				
								ipin 1 may 01, 201	Ĭ				
Impressions: 275,542 BUSA Brazil											1		
Expedia (Hotel.com)													
TARGETED: Florida travel intenders in Brazil as they	450 550												
explore travel. Users in Brazil as they explore travel	450,550							160X600					
Value: 8000 BRASILTURIS JOURNAL													
Published Monthly							Jr page 4c co-op	Jr page 4c co-op	Jr page 4c co-op	Jr page 4c co-op			
RATE CARD: \$7650 per ad							VF	VF	VF	VF			
Circ 15,000							Editorial	Editorial	Editorial	Editorial			
BUSA: BRASIL TRAVEL NEWS (Consumer)													
Published Monthly Circ 55,000							Page 4c co-op VF - WTM	Page 4c co-op VF - WTM	Page 4c co-op VF	Page 4c co-op VF	Page 4c co-op VF		
BUSA LATAM ESSENTIALLY AMERICA							VF - WIIW	VF - VV I IVI	VF	VF	VF		
50,000 Spanish, 50,000 Portuguese							Page 4c						
							со-ор						
DUCA. VE LATIN AMERICA VACATION CHIEF	T C=::		ļ				Mat: 3/15						
BUSA: VF LATIN AMERICA VACATION GUIDE Published: Annually	TOTAL				FPFC								
Circ 30,000; Digital 80,000 impressions	CVB				\$0								
	COOP				-								
Digital													
BUSA: QUAL VIAGEM/SOFT TRAVEL : BRAZIL	TOTAL												
Published: Monthly (Buy 6, get 1 free)				FPFC co-op	FPFC co-op	FPFC co-op	FPFC co-op	FPFC co-op	FPFC co-op	FPFC co-op			
Circ: 30,000	CVB			\$0	\$0	\$0	\$0	\$0	\$0	\$0			
	COOP												
LADEW LATIN AMERICA	Tatal			Mat:									
LADEVI - LATIN AMERICA Published: Monthly, Circ10,000	Total							Jr page 4c co-op	Jr page 4c co-op	Jr page 4c co-op			
asioned monany, energiese	CVB							\$0	\$0	\$0			
	COOP												
								VF 4/6	VF 5/4	VF 6/1			
BUSA REPORT AMERICAS Published weekly						Da do oo oo	Pg 4c co-op	Do do oo oo	Pg 4c co-op	Da 40 00 00			
·						Pg 4c co-op	rg 40 00-op	Pg 4c co-op	Pg 40 00-0p	Pg 4c co-op			
Report America: Circ. 17,500. Report Colombia: Circ 4500						Report Colombia / Anato							
						Visit FL 2/23	Visit FLA	Visit FLA	Visit FLA	Visit FLA			
MERCADO & EVENTOS													
Published: Monthly			Pg 4c + pg adv	Pg 4c + pg adv	Pg 4c + pg adv	Pg 4c + pg adv	Pg 4c + pg adv	Pg 4c + pg adv	FPFC	FPFC			
abilition. Monthly			1 g 4c + pg auv	1 g 4c + pg auv	1 g 4c + pg auv	1 g 4c + pg auv	i g to t pg auv	1 g 4c + pg auv		1110			
			со-ор	со-ор	со-ор	со-ор	со-ор	3.29 issue	со-ор	со-ор			
Circ 16,600			Visit FLA	Visit FLA	Visit FLA	Visit FLA	Visit FLA	Visit FLA	Visit FLA	Visit FLA			
BUSA: BOLETIN TURISTICO - MEXICO	TOTAL												
Circulation: Mexico 8,500 per issue						Page 4c co-op	Page 4c co-op		Page 4c co-op				
Visit Florida program.	CVB					\$0	\$0		\$0				
	COOP					Mat: 1/25	\$0 Mat: 5/2		\$0 Mat: 5/2				
MUNDO TURISTICO						Mut. 1/20	Mat. 5/2		mat. 5/2			\$0	\$0
Published: Monthly						1 PG + 3 PG Adv				1 PG + 3 PG Adv		1 PG + 3 PG Adv	
CIRC: 5,000						ANATO				POW WOW		LACITA	ABAV
Carlos A. Mira / La Cita													
Banner in the newsletter. Oct 2015-Sept 2016													
Sunny Travel News (Argentina Newsletter)													
Banner in the newsletter. Feb 2015-Jan 2016													
150 px X 300 PX													
Team America - Receptive Tour Operator													
				ļ									
BLANCOTRAVEL													
Magazine Discover Florida	TOTAL												
	CVB						\$0						
	COOP												
							FPFC						
TOTAL LATIN AMERICA		\$0	\$0	\$0	\$0	\$0	MAT: 4/7 \$0	\$0	\$0	\$0	\$0	\$0	\$0
TO THE EATH AMERICA		φυ	φυ	φυ	φυ	φυ	Ψυ	φυ	Ψυ	ΨU	φυ	Ψυ	φυ

GROUP MEETINGS & CONVENTIONS

			2016	01 3/20/2					2017				
	Circulation / Impressions	ост	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
GENERAL BUSINESS PUBS													
FORBES.COM ROS Targeting .org domain names (DC DMA) Registration Targeting Corporate /Executive Impressions: 1,750,000	1,750,000				1/18-3/31								
WALL STREET JOURNAL Circ. 200,000 VENUES: Meeting (3/3 issue)	200,000						\$0 1/2 PAGE 4C CO- OP						
WSJ.COM Journal Perks Dedicated email blast targeted by Company Type, Title, and National	67,000				\$0 0 1/14/2017		\$0 0 3/10/2017						
Distribution: 67K opt Ins per email					co-op email		co-op email						
PCMA - CONVENE Published: 10x year Circulation: Dec: 39,000 Circulation: March 70,000	39,000 70,000			\$0 \$0 SPD 4C CO-OP			\$0 \$0 \$1,000						
Mailed to out specific list - 1000 6x				Annual meeting Preview MAT: 11/1			Florida SPD 4C CO-OP MAT: 2/1						
PCMA.ORG THIS WEEK @ PCMA to 13,500 10x per year	13,500												
PCMA E-Newsletters 150K impressions top leaderboard Month and date to run Material due:		300 x 250 banner 10/4/2016 This Week @PCMA MAT: 9/29	300 x 250 banner 11/8/2016 This Week @PCMA	300 x 250 banner 12/13/2016 This Week @PCMA	300 x 250 banner 1/3/2017 This Week @PCMA		300 x 250 banner 3/7/2017 This Week @PCMA	300 x 250 banner 4/11/2017 This Week @PCMA	300 x 250 banner 5/16/2017 This Week @PCMA	300 x 250 banner 6/20/2017 This Week @PCMA	300 x 250 banner 7/25/2017 This Week @PCMA	300 x 250 banner 8/29/2017 This Week @PCMA	
PCMA WEBSITE, HOMEPAGE TOP PUSHDOWN WITH OPTIONS													
What's NewWhat's Next 34K Imp	34,000				What's NewWhat's		Native adv.	Convene TV Featured					
Native Adv. 34K Imp Convene TV Featured Rundown 4,000 Imp Material Due:	4,000				next 1/17/2017 Mat:		3/28/2017 Mat: 5/18	rundown 4/27/2017 Mat: 5/18					
PCMA CHARGING STATIONS 4,000 attendees. Imp Charging station 12,000. Mobile App Imp: 13:	12,000				\$0 1 charging station								
Dates: 1/8-1/11/2017 Charging Station and Mobile App Banner Ad (Ok per CT 8/24/16)	135,000				Mobile App Banner ad								
PCMA VIP Digital Package PCMA.ORG Website	430,000		\$0			\$0 \$0	\$0 \$0		\$0 \$0	\$0 \$0			
PCMACONVENE.ORG	41,000		ROS Top Pushdown with Retargeting			TOP LEADERBOARD BANNER	ROS Medium Pushdown with Retargeting		ROS Medium Pushdown with Retargeting	TOP LEADERBOARD BANNER			
PCMA E-Newsletters NewsJunkie Daily PCMA E-Newsletters CONVENE@PCMA Weekly	22,000 80,000		PCMA.ORG			PCMA E- Newsletters 2x 2/8 & 2/29 Placeholders	PCMACONVENE. ORG		PCMA.ORG	Convene@PCM A Weekly 6/6 & 6/27 Placeholders			

GROUP MEETINGS & CONVENTIONS

			AS	OF 9/28/2	2016								
			2016						2017				
	Circulation / Impressions	ост	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
MEETINGS & CONVENTIONS		001	NOV	DEC	JAN	FEB	IVIAIN	AFN	IVIAI	3014	JUL	AUG	JLF
Published: Monthly						\$0				\$0			
Circulation: 50,000						\$0				\$0			
										Spread 4c co-op			
										El C			
						2PG Spread + FP				Fl. Supplement (Back cover for			
Fl. Supplement (Back cover for GFLCVB \$7500 + ADDL FPFC \$4000)						Adv.				GFLCVB)			
Material due date: MC MAG.COM						Visit Florida							
Eblast w/ link to video (30,000) Epostcards)					\$0							\$0	
					\$0							\$0	
*Video Gallery: Custom video landing page where all participants get equal # of supplied videos hosted on the page & 300x250					Native Content							DESTINATION	
banner.					(4 weeks)							OF	
Material due date:												THE Month	
NORTHSTAR MEETINGS GROUP EMAIL Successful Meetings, Meetings & Conventions, Meetings News,								1]	
Incentive						\$0	\$0						
Meetingnewsdaily e-newsletter. 75,000 subs daily. 1 week per moi	nth.					\$0	\$0						
160x600, 300x250, 600x100						Date: 2.13.17 Mat:	Date: 3.20.17 Mat:						
NS: Masterclass Video Education Series Sponsorship.						IVIAL.	IVIAL.						
Produced by the Northstar Meetings Group editorial team, this exciting education series features Industry experts and thought leaders filmed discussing best practices on		\$0											
today's vital industry topics and essential knowledge for meeting planners. A total of 40-60 minutes of video divided into learning chapters with online quizzes for		650k imp	12 Month Pgm. Logo on	platform homepage & to	opic chapter pages. • Lead	Generation- Sponsor rece	eives all opt-in, registered	leads. • 2-3 sponsor ques	tions included on registra	tion form (ie, type of mee	eting planned, how many/	/year, etc)	1
completion. Registration required for planners, and the leads delivered to sponsors. NORTHSTAR MEETINGS GROUP									\$0				
								\$0	\$0				
Pre-roll retargeting: 15 second pre-roll targeted to Northstar audience viewing video across the web (external video network including Utube). May 2017. \$8,750								.15 Video	Video Sponsorship				
net for 125,000 video impressions. Video Sponsorship: Exclusive monthly Homepage position within editorial video								:15 Video	Sponsorsnip				
module. Homepage overlay appears once user initiates sponsor video with sponsor branding. Also includes 1 email communication to our targeted database to promote													
video viewership. April 2017 on M&C website. Included in program. (Actual rate is \$5,000 net)													
SUCCESSFUL MEETINGS & MEETINGS & CONVENTIONS &													
INCENTIVES		FPFC + ADV.	Pg 4c										
IMEX Pre-show report sent with all Oct 3, SM, M&C & Incentive		IMEX SHOW Mat: 9/7	Webinar										
Oct 26, Incentive Webinar Sponsorship: The Return of Luxury Trave	el	(Placed)	10.26 (placed)										
SUCCESSFUL MEETINGS.com													
Meeting news Incentive enewsletter		\$0 \$0			\$0 \$0	\$0 \$0							\$0
Webinar Sponsorship:LGBT Friendly Event 3.22 2pm		Tip of the Day			Tip of the Day	ŞU							
5days per week. Tip of the day: 728x90, 300x250. 30K ups,		Exclusive			Exclusive								DESTINATION
150,000 weekly		Sponsor			Sponsor	Native Content	3.22.17 2pm						OF
		10.10.16			1.9.17	Friday(29 days)	WEBINAR						THE Month
						4 partners							
SUCCESSFUL MEETINGS Published Monthly					\$0		\$0	1]	\$0
Circulation: 60,000					\$0		\$0	1					,,,
					Coursed 4		Council de co	1					FPFC +
					Spread 4c co-op New &		Spread 4c co-op Florida East	1]	Advertorial Destination
					Renovate		Coast	1					Florida Event
INCENTIVE					Mat:		Mat:						
Published: Monthly]	\$0				
CIRC. 40,000]	\$0]	
]	2 nage chroad as	1 ± ED Advortorial]	
]		d + FP Advertorial]	
ADI									VF: 2017 Guide t	o Florida (Mat: 4/25)			
MPI one+ Published: Monthly						\$0	\$0	1		\$0]	
inserts: 35,000						\$0	\$0	1		\$0]	
Feb: Medical Meetings Supplement, World Medical Congress Bonu	s Dis.					SPD 4 C CO-OP Mat: 12/19	SPD 4 C CO-OP	1		FPFC + ADV.]	
March: FLA Supplement, June CVB Supplement	l l		l	l	I	Iviat: 12/19	Mat: 1/25	I	1	Mat: 4/25	l	1	l

GROUP MEETINGS & CONVENTIONS

			2016						2017				
			1										
	Circulation / Impressions	ОСТ	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
MPI.ORG News Brief													
16,000 opt in sub each, M, W, F (3X per week)								\$0		\$0			
728 X 90 TOP BANNER													
40% open rate								2-May-16		6-Jun-16			
								Mat: 3/14		Mat: 5/23			
MPI.ORG Pulse E-Newsletter						\$0	\$0						
						\$0	\$0						
						Comp Side							
728 X 90 TOP BANNER & 180x150 side banner (May)						Banner	Comp credit						
						20-Jun-16	20-Jun-16						
						Mat: 6/6	Mat: 6/6						
MEETINGS FOCUS													
Published: Monthly								\$0					
Meeting Focus South: 25,000 circ.								\$0					
								FPFC + ADV.					
								Florida Meeting					
Mat: 3/4								sup					
MEETINGSFOCUS.COM													
E-Blast Targeted at National planners that plan in South Florida					\$0		\$0			\$0			
Delivered to 5,000 names of planners who book Florida					\$0		\$0			\$0			
E-Newsletter reach 100,000 planners weekly, 75 words e-													
vertorial, url link and logo or desirable leaderboard					Enewsletter		Thu 3/3-Email			Enewsletter			
Mat: 1 week prior													
SMART MEETINGS													
Published: Monthly				\$0								\$0	
Circ: 50,000				\$0								\$0	
				2 page spread+									
Dec: Florida Supplement, August: Medical Pharma				Editorial'								2page spread	
				MAT: 2/29								Medical Pharma	
SMART MEETING EVENT													
1 Day Event: \$2600			Colorado	Dallas			TBD	TBD				TBD	
3 Day Event: \$5600													
PREVUE													
Published: Monthly					\$0				\$0				
Circ: 36,000					\$0				\$0				
						icial Coop & FLA			SPD 4C CO-OF	P. Luxury issue			
May ad due 4/11					VF. MAT: 12/9								
PREVUE - DIGITAL					1	1							
Dedicated email per partner					I	I							
Eblast and Prevue extra deploy to 30,000 opt in planners in NA.					I	I							
300X250 BANNERS								Partner email	Partner email	Partner email	Partner email	Partner email	Partner email
							Meetings	Healthcare					
MPI: EMEC (European Meetings & Events Conf) Webinar					ĺ	I	Outlook	Compliance	Intl. Meetings	Sustainability			
					ĺ	I							
					1	1	11am. Jessie	11a. Pat					
2016 emec edulab sessions					1	1	States. FTL	Schaumann. FLL		TBD			
2016 EMEC Master class					ĺ	I	3/8/2016	4/12/2016	5/10/2016	6/12/2016			
TOTAL CVB		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	•		•				•						

GROUP MEETINGS & CONVENTIONS

	П			OF 9/28/2	0.10								
			2016						2017				
	Circulation / Impressions	ост	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
BROWARD CONVENTION CENTER													
ASAE - ASSOCIATIONS NOW Published: Monthly Circulation: 22,500			Full Page F/C \$6, Chicago CVB SAC Credit, corpora prog	+ Advertorial 430 Office (2016 Fiscal te partnership	FPFC + Matching Adv. \$6,430 : DC Offic			FPFC \$0 XDP Media/Addl Issue	SPREAD 4C CO-Adv \$13	,782		FPFC + Matching Ad. \$8,918 ASAE annual meeting pgm.	
Material Closing			Mat:		Mat: 12/11			Mat: 1/23	mat: 4/10			Mat: 6/19	
ASAE website Leaderboard - 30,000 impressions eNewsletters on AN Daily News Video on asaecenter.org					Leaderboard		Leaderboard	ASAE Daily News	AssociationNow Upper Rectangle			ASAE Daily News	
Impressions: 15,000					ASAE web		ASAE web	4/4-4 wks,5/2- 5/9 (12 weeks)				8/4-9/8	
Bonus Value: 14,000					Jan-March 2017		APRIL-JUNE 2017	Friday edition	Meeting Content			Money& Bus Thurs	
Mat due: TRADESHOW NEWS NETWORK (TSNN)					Mat: 12/11		BONUS	Lower Rectangle				Leaderboard	
Exclusive enewsletters				eNewsletter				eNewsletter				eNewsletter	
Sent to: 50,000				Dedicated 12/1				Dedicated 4/21/2016				Dedicated 8/1/2016	
FSAE Published: bi-Monthy			Pg 4c Mtgs Planner		Pg 4c DMO'S AND CONVENTION CENTERS						Pg 4c Mtgs in SO. Fla		Pg 4c Meetings at
Sent to: 80,000 BIZ BASH			guide	2X FPFC	CENTERS						ivitgs in 50. Fla		Resorts & Spas
\$50,000 Inkind Live Florida Expo 2016 Name Sponsor \$10,000 Sponsorship barter cost. MPI one+				National Venue & Suppliers Guide Mat: 12/3		Page 4c		Page 4c Show Guide					
Published: Monthly inserts: 35,000 August: Convention Center Supplement. Dist. Incentive works & A	SAE											FPFC + Advertorial	
TRADESHOW EXECUTIVE Published: Monthly				Page 4c			Enewsletter	Page 4c				Mat: 6/27 Enewsletter	
Circ. 5,000 ENEWSLETTERS TO 4,000				Dis. EXPO			680x90 Mat: 2/24	Advertorial (mat:3/4) Who's Who				680x90	
10				2.0.2.									
USAE												Fold out	
Published: Weekly circ. 12,000				FPFC MPI Show Daily & IBTM Amer Onsite	Foldout BB PCMA Show Dailies.			FPFC ASAE Springtime Onsite		FPFC MPI Show Daily & IBTM Amer Onsite		billboard	
AV: 5X 400-500 word news releases including 4C photo & pdf of				6-Dec MAT: 11/25	10-Jan Mat: 12/4			6-Apr MAT: 3/4	1	14-Jun Mat: 6/3		9-Aug ASAE	
digital tag. Value \$1500ea. Online 24-7 USAENEWS.COM. Value TOTAL BCC		\$0.00	\$0.00			\$0.00	\$0.00		\$0.00		\$0.00		\$0.00
TOTAL CVB		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
TOTAL MEETINGS		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00