

## NEW YORK TIMES T MAGAZINE Program

The New York Times' award-winning T: Travel Magazine publishes quarterly and is delivered in a very prestigious and well-read package – the Sunday edition of The New York Times. The combination of spectacular imagery and enlightening editorial coverage is unparalleled. The November and March issues will feature a FLORIDA special advertising section and the May issue will feature a FAMILY TRAVEL special advertising section. This is a great opportunity to reach a very qualified audience of nearly 4 million NY Times readers – 71% more likely to have visited Florida in the past year vs. the general population.

The Greater Fort Lauderdale Convention & Visitors Bureau will purchase a Page 4c and are offering partners the ability to participate at a substantial discount.

**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:**

September 8, 2016

February 3, 2017

April 3, 2017

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

**Print Specifications:**

**Specs:** There are 2 unique ads. 2 sets of assets need to be provided by the above dates.

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

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