

## BUDGET TRAVEL "DEAL ALERT" EMAIL Program

Greater Fort Lauderdale will purchase three exclusive "Deals Alerts" emails. GFL will have 100% SOV, reaching a qualified travel audience in the Eastern States.

### Demographics

- Propensity to Purchase online - Ranked #1 in competitive set
- Take Family Travel Vacations (201 Index) Ranked #1 in competitive set
- Plan to Take or Will take Family trip (199 Index) Ranked #1 in competitive set

**Distribution:** 325,000 opt-in Deals Alerts subscribers (East of the Mississippi)

### Email Blast Date:

April 18, 2017

July 12, 2017

August 15, 2017

September 13, 2017

Deal lives on the website for an additional 30 days

**Min #s of partners:** 3

**Max #s of partners:** 6

**Net Cost:** \$1,800 (Package cost)

**Value:** \$5,500

**2016 Results:** 7.81%. CTR

**Space & Payment Due:** June 12, 2017 to Starmark International.

### Materials Deadlines:

March 20, 2017

July 15, 2017

August 13 2017

**Specs:** There are 3 unique emails. 3 sets of assets need to be provided by the above dates. Up to 25 words of copy, offer ("from \$XX Rate" is recommended), click thru URL, tracking code, 1 horizontal image (high res), logo.

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

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