

## **Hulu :15 video with companion banner program – Summer Program NEW**

Hulu is a premium streaming TV destination that offers hundreds of thousands of hours of the best of the best television programming and movies to subscribers with limited commercials or with no commercials. Since its launch in 2008, Hulu has been at the forefront of entertainment and technology and continues to redefine TV by connecting viewers with the stories they love.

- Cannot skip the ads
- Our advertisers only pay for 100% completion of their ads.
- Lighter ad load than TV – the pods are based on # of spots, not time
- Younger audience - Hulu's median age is 33
- Hulu leads the industry in Viewability
- Dynamic ad insertion – Hulu is a tech company that can dynamically ad serve in real time as well as target your ads to make those dollars work a little harder
- Organically runs across all platforms across 400million+ devices

### **Hulu 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, Dallas, Florida (Miami-Ft. Lauderdale, Tampa, Orlando, WPB)

**Impressions:** 226,450, (15% SOV)

**Results:** 100% completion rate

**Timing:** June – September 2017 (2 Weeks per month)

**Max # of partners:** 4

**Net Rate:** \$3,000

**Value:** \$7,500

**Space & Material Deadline:** April 10, 2017

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

**Specs:** 15 Video and Standard banners ads under 40k file size 300x250

**Billing will go through Starmark International**