

TORONTO STAR TRAVEL EMAIL Program

Greater Fort Lauderdale is scheduled for three exclusive emails with the The Star.com. The targeted email will be delivered to an audience specifically interested in travel destinations, deals and opportunities.

Distribution: 60,000 (opt-in subscribers)

Email Blast Dates:

1. October 5, 2016
2. November 10, 2016
3. January 12, 2017

Min #s of partners: 3

Max #s of partners: 6

Net Cost: \$1,500 (package cost)

Value: \$3,450 (package cost)

2016 Results: 1.24% CTR with a 40% open rate

Space & Materials Deadlines:

September, 15, 2016

October 10, 2016

December 14, 2016

Visit gflcvb.starmark.com to reserve space, access invoice, and upload your materials.

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.

Billing will go through Starmark International