

## YOUR TRAVEL INSIDER (Email/Advertorial Program)

YTI is a digital publishing company specializing in travel newsletters and database marketing. Your Travel Insider is a bi-weekly themed stand alone dedicated e-newsletter. YTI editors write content with direction from destinations. Greater Fort Lauderdale will buy three special edition advertorials and will offer four partners participation.

### Added Value (Participants will receive the following):

- Exposure via YTI facebook audience program, Special Offer listed on YTI deals page online and an "Insider Deal of the Day" Listing (via social Media). Fort Lauderdale will receive ROS Video ads on YTI.COM October 2016-June 2017. Each Newsletter will be published as an article on YourTravelinsider.com

### Demographics:

- Average Age: 46, Average HHI: \$110,000
- 85% are planning a trip in the next six months
- Geo-Targeted: Winter Markets include New York, Chicago, Boston, Philadelphia, Los Angeles, Dallas
- Geo-Targeted: Summer Markets include: New York, Chicago, Houston, San Antonio, Dallas, Tampa, Orlando, Ft. Myers, West Palm Beach, Miami-Ft. Lauderdale

**Distribution:** 500,000

### Dates:

October 12, 2016 - FL Beaches

January 16, 2017 - FL Beaches

May 4, 2017 - Family Travel

August 14, 2017 – Family, Foodie, Spa

**Min/Max # of partners:** 4

**Net Cost:** \$2,800 (Package cost)

**Value:** \$6,000

**2016 Results:** 1.32 avg CTR

**Space and payment deadline:** September 26, 2016

### Material deadline:

October 6, 2016

December 18, 2016

April 13, 2017

July 13, 2017

Visit [gflcvb.starmark.com](http://gflcvb.starmark.com) to reserve space, access invoice, and upload your materials. **Specifications:** Up to 25 words of copy, offer ("from \$XX rate is recommended), tracking URL, 1 horizontal image (high res)

**Payment will go directly through Starmark International**