

BOSTON.COM Traveler Email Program

Greater Fort Lauderdale is scheduled for four exclusive travel emails with the Boston Globe. The targeted email will be delivered to an audience specifically interested in travel destinations, deals and opportunities. **Each email broadcast will target different segments such as Family, Couples, Foodies, Millennials.**

Distribution: 57,000 (opt-in subscribers)

Email Blast Dates:

October 13, 2016 (FAMILY)

November 10, 2016 (Foodies)

January 24, 2017 (Millennial)

February 21, 2017 (Family / Couples)

Min #s of partners: 3

Max #s of partners: 6

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

Value: \$2,500 (package cost)

2016 Results: Average 2015 CTR 1.09% CTR

Space & material deadline:

September 22, 2016

October 20, 2016

December 20, 2016

January 24, 2017

Payment deadline: September 22, 2016 to Starmark International

Specs: There are 4 unique emails. 4 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 to reserve space, access invoice, and upload your materials.

Billing will go directly through Starmark International.