

GREATER FORT LAUDERDALE SPOT TELEVISION CO-OP OPPORTUNITY

OVERVIEW: New. Partners now have the opportunity to reach an over 30 Million Household at a low cost by leveraging Greater Fort Lauderdale Spot Television schedules on the affiliates in Boston, Chicago and Philadelphia. Partner spots will either be tagged at the end or if they have a stand-alone: 15 will be included in the Greater Fort Lauderdale CVB's traffic rotation.

VALUE FOR YOUR BRAND

- Target and Entice qualified consumers to visit your hotel, attraction, etc.
- Inspire viewers with the "sight, sound and motion" elements of a television commercial, delivering the Greater Fort Lauderdale message
- Make your message a powerful "call to action"
- Deeply discounted schedule to Partners by leveraging Greater Fort Lauderdale CVB's buying power

Partner Packages offered:

Option 1 :05 Tagline on Hello Sunny: 30

Option 2: 15 spots that rotate with Hello Sunny

Option 3: Logo Added to: 15 Hello Sunny spots

Market: Boston, Chicago, and New York

Flights Dates: First Quarter 2017 (Exact date TBD)

Estimated Impressions: 3MM Per Partner

Net Cost: \$10-15K per Partner, customized packages per partner

Value: \$20-\$25K per partner

Program Samples: Today Show, Good Morning America, Jeopardy, Ellen, Jimmy Fallon, CBS This Morning, CBS Sunday Morning, The View, The Talk, Wheel of Fortune, Entertainment Tonight

Available package Per Market:

Partners will receive either a :05 tagline, snipe or a % of their :15 spots rotated into the schedule.

Space Reservation Date: November 15, 2016

Material Due Dates: December 10, 2016

Specs: 10 Words for tagline and logo.