

## NYTIMES.COM – GREAT GETAWAYS EMAIL Winter and Summer Program

NYTimes.com is the number #1 newspaper site reaching an audience of 22 million.

- Delivered 3.7 million affluent users visited Florida in the past year
- Reaches 1.8 million affluent users who plan in the upcoming year to take a domestic trip or vacation
- Reaches 6.3 million affluent users who went to the beach while on a trip in the past year, 80 million unique users across platforms

Greater Fort Lauderdale CVB will purchase five exclusive Great Getaways emails and is offering four partners participation at a very low cost. Great Getaways is delivered weekly to an affluent audience and provides an inside look at exclusive luxury travel destinations, deals and opportunities.

**Distribution:** 430,000 opt-in subscribers National

### **Email Blast Dates:**

November 2, 2016

January 17, 2017

February 9, 2017

June 6, 2017

July 28, 2017

**Min #s of partners:** 3

**Max #s of partners:** 6

**Net Cost:** \$6,000 (package cost)

**Value:** \$15,800 (package value)

**2016 Results:** 0.21% CTR with a 9% open rate

### **Space & Materials Deadlines:**

October 6, 2016

December 18, 2016

January 5, 2017

May 1, 2017

June 19, 2017

**Payment Due:** October 4, 2016 to Starmark International

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

**Specs:** There are 5 unique emails. 5 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 directly through Starmark International**