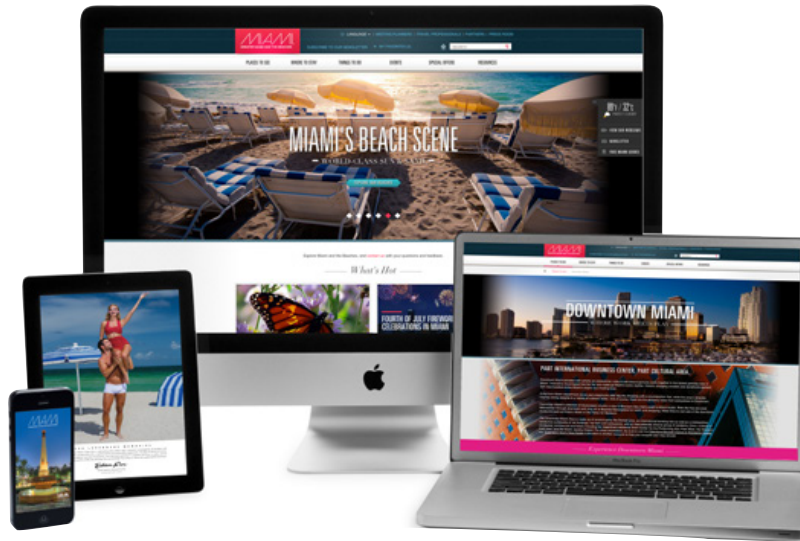


BOGO

www.miamiandbeaches.com

Our business is to help yours grow!



BUY ONE GET ONE SPECIAL PACKAGE

MONTHLY IMPRESSIONS (THOUSANDS)	6 MONTH	TOTAL	12 MONTH	TOTAL
50 > 100	\$12 CPM	\$3,600	\$11 CPM	\$6,600
75 > 150	\$11 CPM	\$4,950	\$10 CPM	\$9,000
125 > 250	\$10 CPM	\$7,500	\$9 CPM	\$13,500
250 > 500	\$9 CPM	\$13,500	\$8 CPM	\$24,000
500 > 1 million	\$8 CPM	\$24,000	\$7 CPM	\$42,000

28.6 million page views/year

74% new visitors

59% 25-34 age group

59% female

41% male

Online statistics * 2015

Get your share of billions of tourist dollars!



Nights Spent

14.6 million visitors spent at least one night in Miami with an average stay of 5.88 nights.



Dollars Spent

\$23.8 billion were spent by tourists on lodging, food, shopping, transportation and entertainment.



Purpose of Visit

Top reasons were leisure and vacation followed by business/convention travel.



Activities

Top Miami activities for tourists were the beaches, sightseeing, shopping and nightlife.



Unique Visitors

6.1 million unique visitors annually visit miamiandthebeaches.com

AD MATERIAL REQUIREMENTS

DIGITAL ADVERTISING SPECIFICATIONS:

We accept ad units in gif or jpeg in RGB format with a maximum file size of 60 KB. Please remember to provide a URL. Please do not use Flash. Ensure images and landing pages are optimized for mobile.

300 x 250
Desktop, Tablet
& Mobile

728 x 90
Desktop Leaderboard

320 x 50
Mobile

300 x 50
Mobile

INQUIRIES AND SPACE RESERVATIONS

Cristiana Glassford
Senior Business Developer Manager
T. 305.376.5252
F. 305.995.8048
E. cglassford@hcpaboard.com

Andrew Berman
Business Developer
T. 305.376.2581
F. 305.995.8048
E. aberman@hcpaboard.com

George Justo
Business Developer
T. 305.376.5283
F. 305.995.8048
E. gjusto@hcpaboard.com

Ben Vigil
Business Developer
T. 305.376.3191
F. 305.995.8048
E. bvigil@hcpaboard.com

PAYMENTS

Make checks payable to:
HCP/Aboard Publishing,
3511 NW 91 Ave,
Miami, FL 33172

AD MATERIALS SHOULD BE SENT TO

Elizabeth Rindone
Advertising Services Coordinator
T. 305.376.5203 • F. 305.995.8108
E. erindone@hcpaboard.com

