

Greater Miami Convention & Visitors Bureau Advertising Opportunities

GMCVB partners may join the Bureau's co-op, digital and publications advertising programs. Participating partners will reach a large, qualified audience efficiently with their marketing messages. Check the Partner Opportunities page on the MiamiandBeaches.com website for the most up-to-date program details.

2015-2016 Co-op Advertising Calendar

Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16	
CONSUMER CO-OPS									
AFAR MAGAZINE		NY TIMES	CHICAGO	MODERN LUXURY			ADVOCATE		
	BOUTIQUE HOTELS		TRAVELZOO						
MEETING PLANNER CO-OPS									
SUCCESSFUL MTGS		PCMA CONVENE							
	SMART MTGS								

Co-op programs are flexible in terms of timing, costs and target markets. Partner input is welcome. The implementation of co-op programs are contingent on securing member participation. Space in each program is limited, and is available on a first-come, first-serve basis.

Digital Advertising

Target visitors where they begin their vacation research – online. Advertise on the Miami and Beaches website or email newsletter.

Publications Advertising

Reach hundreds of thousands of visitors, travel trade professionals and meeting planners through advertising in the GMCVB's specialty publications.

General advertising inquiries:

Josie Llado, AVP, Advertising & Digital Marketing
305.530.4286 • jllado@gmcbv.com



Campaign	Description	Sponsorship Cost
CONSUMER PRINT CO-OP		
<p>AFAR Magazine Co-op Jan/Feb, 2016 Markets: National</p> <p><i>Contact:</i> Ms. Colleen Schoch Morell colleen@afar.com 561.350.5540 Direct</p>	<p>A glossy travel editorial publication that reaches affluent (median household income \$110k), forward-thinking early adopters who seeking rich and authentic cultural experiences while traveling. AFAR will produce a spread co-op with participants positioned within a Visit Florida section, along with a GMCVB ad and a page of Miami editorial. Co-op participants will also receive matching advertorial within Visit Florida section.</p> <p>Circulation: 225,000 Total Readership: 900,000 Space closing: 10/2 Ad Materials due: 10/9</p>	<p>Half Page plus editorial: \$5,508 Quarter Page Cost plus editorial: \$2,754</p>
<p>Chicago Magazine Print Co-op April, 2016 Markets: Chicago</p> <p><i>Contact:</i> Ms. Whitney Dick wddick@emmispublishing.com 954.493.7311 Direct</p>	<p>The leading upscale lifestyle and metropolitan information magazine in the city, read by affluent, well-traveled Chicagoans: \$168k average household income. Co-op section partners will receive advertorial inclusion (125 words + image) and 25,000 digital impressions (300x250, 320x50, 729x90, 600x100). Placement also includes a digital copy of the magazine.</p> <p>Circulation: 150,000 Total Readership: 700,000+ Space closing: 2/12 Ad Mat' ls due: 2/15</p>	<p>Full Page: \$4,164 Half Page: \$2,164</p>

Campaign	Description	Sponsorship Cost
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CONSUMER PRINT CO-OP

**The Advocate/Here
Media LGBT Print Co-op**
August/September, 2016,
Advocate Magazine
Markets: National

Contact:
Mr. Stuart Brockington
[Stuart.brockington@here
media.com](mailto:Stuart.brockington@heremedia.com)
212.209.5190 Direct
347-647-1976 Cell

The Travel issue of The Advocate will feature comprehensive travel content including emerging travel trends and must see destinations and offerings. The GMCVB Co-op program provides a fully integrated marketing opportunity to promote interest in Miami's LGBT diversity offerings and facilitate bookings to Miami. Co-op partners will receive print/tablet inclusion within The Advocate, content inclusion on Advocate.com, and over 500,000 value-add digital impressions via Here Media Run of Travel channel & network, Advocate.com & Out.com Run of Mobile, 2x social media postings on Facebook & 2x Tweets.

Full Page: \$6,500

Print Circulation: 100,000 Print
Total readership: 250,000
Space closing: 5/19
Ad Mat' ls due: 5/27

Campaign	Description	Sponsorship Cost
<p>Travel Zoo Digital Media Co-op April/May, 2016 Markets: Geo-targeted to Chicago, New York, Philadelphia, DC, Boston and Atlanta</p> <p>Contact: Mr. Seth Forman sforman@travelzoo.com 212.484.4939 Direct</p>	<p>TravelZoo is a travel specific site that users rely on for inspiration and recommendations. They inspire travel at the top of the sales funnel- the most effective stage to influence vacation decisions. We will target users while browsing on-site or destination email blasts and reach them across, display, video, tablet, mobile and social media. The GMCVB Co-op program will include multiple placements targeted to our major markets across the US, a dedicated email blast to over 10,000,000 opt-in travel only users as well as a home page and featured destination banner placements for the duration of the campaign.</p> <p>Total Reach: 27 Million members worldwide Assets due: One month prior to launch</p>	<p>\$3,000</p>

Campaign	Description	Sponsorship Cost
<p>Boutique Co-op April/May, 2016 Markets: Geo-targeted to Chicago, New York, Philadelphia, DC, Boston and Atlanta</p> <p>Contact: Josie Llado josie@gmcb.com 305.530-4286</p>	<p>Tactics for the 2016 Boutique Digital Media campaign include: Native, Programmatic, Display and Email.</p> <p>RadiumOne, a programmatic display partner, will be used to target in-market Boutique Hotel prospects. Sherman’s Travel, our Native advertising partner, will allow for custom content creation. TravelZoo will help drive traffic to partner sites.</p> <p>Total Email Deploys (TravelZoo): 10 Million</p> <p>Total Programmatic Impressions (RadiumOne): 2.3 Million</p> <p>Total Native Impressions (Sherman’s Travel): 4.7 Million</p> <p>Assets Due: One month prior to launch</p>	<p>Total: \$1,500 \$3,000</p>

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 305.530.4286 • jllado@gmcb.com



Campaign**PCMA *Convene***

March - June, 2016
(4-month program)
Market: National

Contact: Mary Lynn
Novelli, CMP
Office: 312.423.7212
Cell: 312.415.6451
MNovelli@pcma.org

Description

A unique 4-month package program offering print and digital integrated exposure to the PCMA community highlighted with a 12-page advertising insert in the *Convene* May issue, and a PCMA-built Miami microsite lead generator that will be live April through June. Microsite will include images and information on each participating partner with links to partners' websites. To help capture contact information/leads, the program will include a "call to action" in all advertising components to drive traffic to the microsite and incentivize meeting planners to complete a questionnaire that will qualify them to win a prize (e.g. weekend stay in Miami, tbd).

Participating co-op partners will receive:

***Convene* Print**

- March Florida Destination Section: ½ Pg 4C ad and matching ½ page editorial
- April: placement within a templated shared co-op full page ad
- May Miami Insert: ½ Pg 4C ad and ½ page matching editorial

Digital

- April, May, June: presence on the Miami microsite
- Anchor banner on one issue (tbd) of PCMA daily eNewsletter *News Junkie*
- April: Co-op ROS banner ad on *PCMAConvene.org* (magazine website)
- May: Co-op ROS banner ad on *pcma.org* (organization website)
- June: Co-op top leaderboard position on one issue of weekly eNewsletter *Convene@PCMA*

Sponsorship Cost

PACKAGE: \$7,000
per partner
(Limited to 6 Partners)

Print Circulation:
36,000

Total Program
Impressions: 228,000
+Microsite

Space closing: 12/15/15
Ad Mat'l due: 1/29/16

General advertising inquiries:

Josie Llado, AVP, Advertising & Digital Marketing
305.530.4286 • jllado@gmcbv.com

Campaign**Successful Meetings;
Meetings & Conventions**

January, 2016

Market: East of the
MississippiContact: Karen Rames
Ph 954-321-1097; Cell
954-683-7936Krames@ntmlc.com**Description**

A special advertising section in two of the meeting industry's top titles, in editions going to readers east of the Mississippi, targeting corporate meetings and incentive travel planners. The 12-page insert will include 2-3 pages of editorial designed to communicate Miami as a quality destination for conducting meetings/ conventions at attractive prices. Participating co-op partners will receive either Full Page or Half Page 4-Color placement, and will get BONUS over \$3,000 in online value added with 1 month Leader board placement each on Meetings-Conventions.com and Successful meetings.com

Print Circulation: 52,500 Print
Total Program Impressions: 165,000
Space closing: 10/30
Ad Mat' ls due: 11/6

Sponsorship Cost

Full Page: \$4,200
Half Page: \$2,400
Back Cover: \$4,400

General advertising inquiries:

Josie Llado, AVP, Advertising & Digital Marketing
305.530.4286 • jllado@gmcbv.com

Campaign**Description****Sponsorship Cost****Smart Meetings**

March, 2016 + Sept BONUS
Market: National

Contact: Art Hyman
561-603-2919
arthur@smartmeetings.com

A special advertising insert targeting corporate and association meetings planners nationwide. The 16-page insert will include a minimum 2-3 pages of editorial designed to communicate Miami as a quality destination for conducting meetings/conventions at attractive prices. Participating co-op partners will receive either Full Page or Half Page 4-Color placement, and will get BONUS over \$5,000 in value-added with 12 months of social media postings and a second section insert into Smart Meetings' Sept issue.

Print Circulation (2 issues): 88,000 Print
Total Program Impressions: 307,500
Space closing: 1/15
Ad Mat' ls due: 1/22

Full Page: \$4,000
Half Page: \$2,500
Inside Front or Back
Cover: \$4,400

General advertising inquiries:

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Publication

Description

Advertising Cost

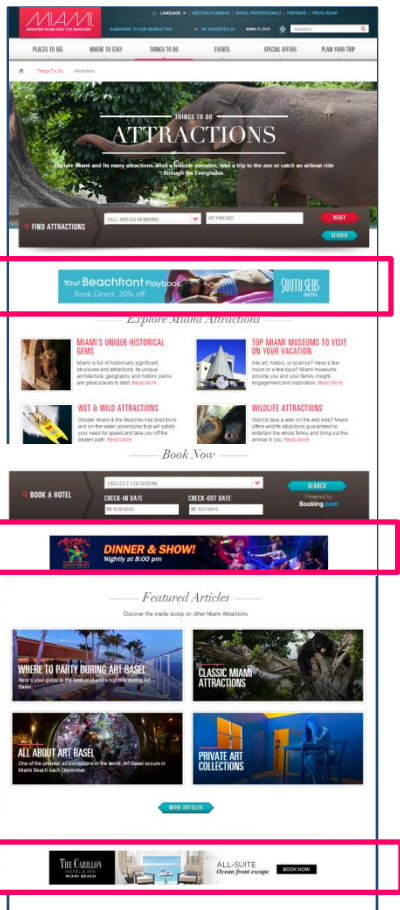
MIAMIANDBEACHES.COM
ADVERTISING

6.1 MM annual site visitors

NEW! Banner display advertising packages include desktop and mobile positions throughout the site

728 x 90 desktop
300 x 250 desktop & mobile
320 x 50 mobile
300 x 50 mobile

MONTHLY IMPRESSIONS (THOUSANDS)	6 MONTH	TOTAL	12 MONTH	TOTAL
30	\$ 13 CPM	\$2,340	\$ 12 CPM	\$4,320
50	\$ 12 CPM	\$3,600	\$ 11 CPM	\$6,600
75	\$ 11 CPM	\$4,950	\$ 10 CPM	\$9,000
125	\$ 10 CPM	\$7,500	\$ 9 CPM	\$13,500
250	\$ 9 CPM	\$13,500	\$ 8 CPM	\$24,000
500	\$ 8 CPM	\$24,000	\$ 7 CPM	\$42,000



Partner Advertising



Website Advertising inquiries :

Ewald Fuchs, HCP/Aboard Publishing
305.376.4954 • efuchs@hcpaboard.com

General advertising inquiries: Josie Llado, AVP, Advertising & Digital Marketing
305.530.4286 • jllado@gmcbv.com



Publication

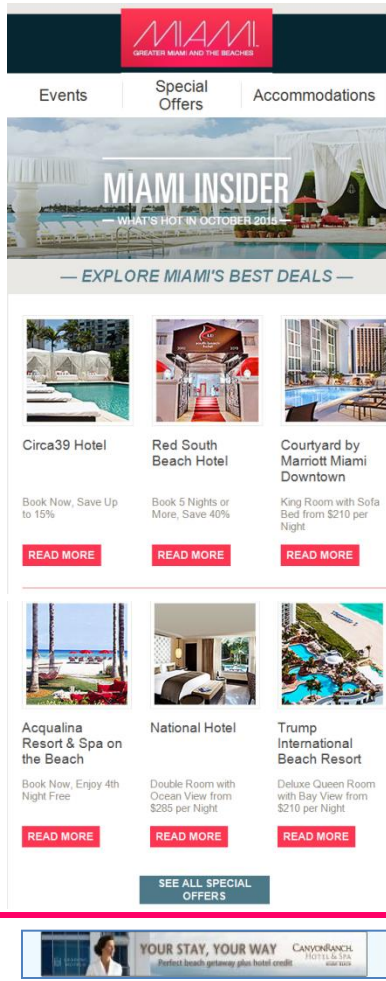
Description

Advertising Cost

**CONSUMER
NEWSLETTER**

The *Miami Insider* consumer email is sent to approximately 70,000 prospective visitors and almost 20,000 locals monthly. This communication highlights what's hot throughout Greater Miami and the Beaches, including events, attractions, nightlife, shopping, special deals and more.

\$850 per broadcast
Limit two partners per month



— EXPLORE MIAMI AND BEACHES —



Art Basel Miami Beach

The global art scene converges in Miami December 3-6 for **Art Basel Miami Beach**. Navigating Miami's Art Week can be daunting. First things first: find a hotel room. Scan the list of **satellite art fairs** and nick your favorites. Wear comfortable shoes and stay hydrated.



Miami Marathon & Half Marathon

Ahhh, Miami in the wintertime. Ocean views, low humidity and



The Holidays in Miami

Spending the holidays in Miami and Beaches offers a chance



Miami Beach Oceanfront Hotels

Planning a fall getaway? Lucky you! Miami's latest crop of new hotels is begging to be explored. These dazzling properties boast star chefs, bowling alleys, bungalow bars and of



Email newsletter inquiries :

Ewald Fuchs, HCP/Aboard Publishing
305.376.4954 • efuchs@hcpboard.com

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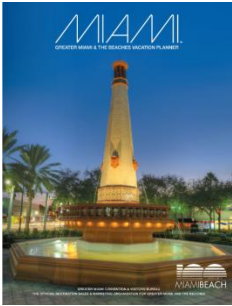


Publication

Description

Advertising Cost

**VISITORS GUIDE/
VACATION PLANNER/
TRAVEL PLANNER**



The *Visitors Guide* is distributed for a full year at Greater Miami and the Beaches' most popular hotels. Ads also appear on the City Video Guide (tourist kiosks) in participating hotels.

Distribution: 4 million overnight guests

The *Vacation Planner* is distributed over a full year to travelers requesting information about Greater Miami and the Beaches. Distribution: 25,000

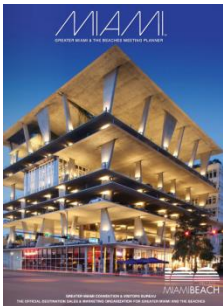
Includes all three publications for the price of one:

Full Page:	\$15,500
Half Page :	\$12,200
Half Page :	\$9,750
Quarter Page:	\$8,900
Sixth Page:	\$7,700



The *Travel Planner* is distributed over a full year as a comprehensive resource guide for travel trade professionals worldwide. Distribution: 15,000

MEETING PLANNER



The *Meeting Planner* is distributed over a full year and provides one-stop shopping for meeting, convention and trade show planners, with information on area facilities and services.

Readership: 31,500

Full Page:	\$6,000
Half Page (vertical):	\$4,000
Half Page (horizontal):	\$4,000
Third Page (vertical):	\$3,000
Third Page (horizontal):	\$3,000
Third Page (square):	\$3,000

PREMIUM POSITIONS:

Back Cover:	\$8,000
Opening Spread:	\$14,000
Inside Back Cover:	\$6,500
Advertorial Two-Page Spread:	\$7,500
Advertorial Four-Page Spread:	\$15,000

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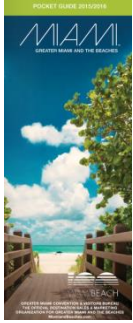


Publication

Description

Advertising Cost

POCKET GUIDE TO GREATER MIAMI AND THE BEACHES



Formatted to be smaller and easier to use, the *Pocket Guide* is packed with vital information for visitors: arts, activities, shopping, dining, sporting events, spa treatments and transportation. The *Pocket Guide*'s detailed maps will help visitors find your business. Distribution: 150,000

Full Page: \$10,500
 Half Page: \$6,300
 Quarter Page: \$3,675

PREMIUM POSITIONS

Back Cover: \$12,600
 Inside Front Cover: \$12,075
 Inside Back Cover: \$11,550

FAMILY FUN GUIDE



The *Family Fun Guide* provides information on activities for children including special programs at local hotels, attractions and family-friendly events.

Full Page Premium / Full Page Advertorial: \$10,000
 Full Page: \$5,000
 Quarter Page: \$2,500

Distribution: 25,000 copies, through GMCVB Visitor Centers and Kiosks, Convention Center, GMCVB Events and direct mailed to visitors upon request.

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