

2016-17 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.

DEC 16	JAN 17	FEB 17	MAR 17	APR 17	MAY 17	JUN 17	JUL 17	AUG 17	SEP 17	OCT 17	NOV 17	DEC 17
CONSUMER CO-OPS												
MIAMIANDBEACHES.COM RETARGETING (MADDEN MEDIA)												
MEETING PLANNER CO-OPS												

2016-17 Co-op Advertising

Miamiandbeaches.com Retargeting / Madden Media p. 2

Digital Advertising

Miamiandbeaches.com p. 3

Email Newsletter p. 4

Publications Advertising

Planners p. 5

Guides p. 6

General advertising inquiries

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



GREATER MIAMI
CONVENTION &
VISITORS BUREAU

Campaign Description Sponsorship Cost

Retargeting

Co-op

Available all year; length of campaign dependent on investment level

Contact

Danah Heye
dhey@maddenmedia.com
727-542-5462

Madden Media – a Premier Google Partner and one of the country's largest digital marketing partners for DMOs – will manage this exclusive co-op for GMCVB's partners.

Retargeting display banner ads focus on driving qualified traffic to participating partner sites. After visiting MiamiAndBeaches.com, consumers receive banner ads containing specific calls-to-action, encouraging them to return to partner site and complete a conversion activity. Partners benefit from this by showcasing 100% branded ads for their destinations to users that have already shown interest in visiting Miami.

GMCVB will match 1:1 up until a determined cap.

Assets due one month prior to launch.

Tiers \$500
\$1,000
\$3,000
\$5,000

	TIER 1	TIER 2	TIER 3	TIER 4
Partner Investment	\$500	\$1,000	\$3,000	\$5,000
GMCVB 1:1 Match	\$500	\$1,000	\$3,000	\$5,000
Total Media Budget for Partner Retargeting Banners	\$1,000	\$2,000	\$6,000	\$10,000
Estimated Impressions	145,000+	285,000+	850,000+	1,430,000+
Estimated Clicks	350+	675+	2,000+	3,500+

General advertising inquiries

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

Publication

Description

Advertising Cost

**MIAMIAND
BEACHES.COM**

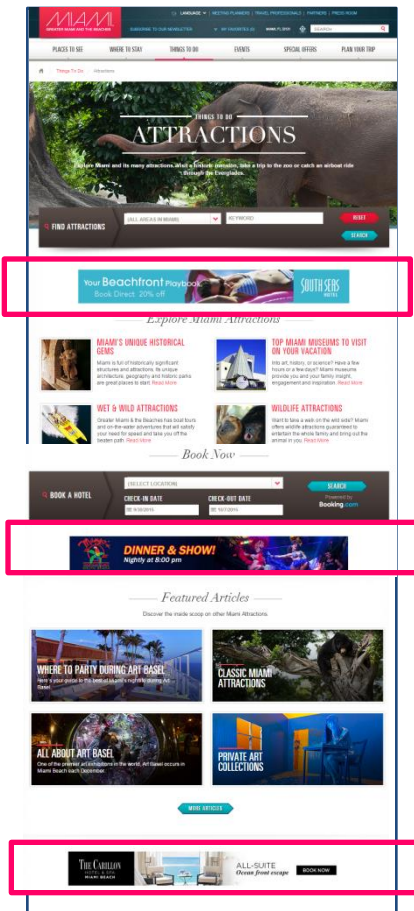
ADVERTISING

6.1 million unique visitors annually visit miamiandthebeaches.com

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
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



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



DIGITAL ADVERTISING EMAIL NEWSLETTER

Publication

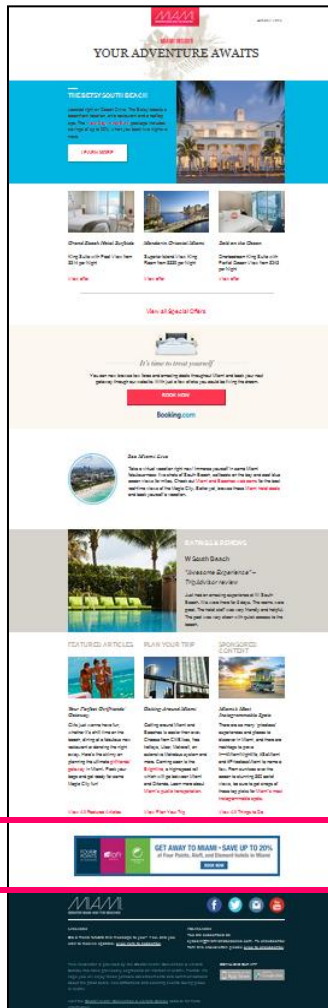
Description

Advertising Cost

CONSUMER E-Newsletter

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

\$850 per broadcast
Limit two partners per month



Email newsletter inquiries

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

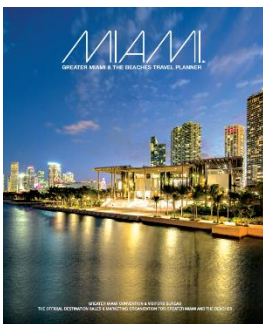
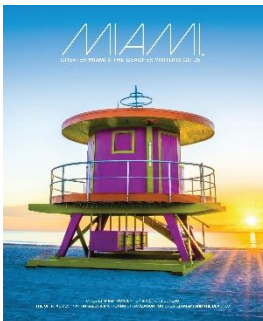
General advertising inquiries

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



Publication

VISITORS GUIDE/ VACATION PLANNER/ TRAVEL PLANNER



Description

VISITORS GUIDE

Our premier guide to Greater Miami and the Beaches, the GMCVB Visitors Guide is an efficient, highly targeted vehicle for reaching visitors while they're in the process of deciding where to shop, dine and sightsee.

Quantity Printed: 45,000
Readership: 2,675,786*
Distribution: In-room guide at 156 participating hotels over 38,000 hotel rooms.
Digital Version Available
Publication Date: Annually (December)

VACATION PLANNER

Visitors request a copy of the Vacation Planner by calling the toll-free number in the GMCVB's multimillion dollar ad campaign or by visiting its popular website, MiamiandBeaches.com. This publication features an accommodations section. Your ad is also published in Guía de Vacaciones, a Spanish-language version available in digital format.

Quantity Printed: 20,000
Readership: 86,400
Distribution: Mailed to prospective visitors upon request
Digital Version Available
Publication Date: Annually (December)

TRAVEL PLANNER

The Travel Planner is the travel professional's go-to guide for planning a client's trip. It covers the arts, culture, dining, shopping, sports, attractions and more.

Quantity Printed: 15,000
Readership: 66,000
Distribution: Travel and tourism trade shows and educational workshops worldwide, and at familiarization (FAM) trips throughout Greater Miami and the Beaches
Digital Version Available
Publication Date: Annually (December)

Advertising Cost

Includes all three publications for the price of one:

Full Page:	\$12,000
Half Page :	\$7,500
1/3 Page :	\$4,500
1/4 Page:	\$3,500
1/6 Page:	\$2,500

ExploreBoard Miami

Over 20 High-Traffic Locations

- Engaging visitor content 24/7
- High-quality images and videos
- Maps and directions
- Multilingual translations
- Around Here
- Text messaging
- Special offers
- Transparent results

Includes all three publications and ExploreBoard:

Full Page:	\$15,000
Half Page :	\$9,750
1/3 Page :	\$7,500
1/4 Page:	\$6,000
1/6 Page:	\$4,700

MEETING PLANNER

Conventions and meetings bring more than 1.5 million visitors to Greater Miami and the Beaches each year. The GMCVB Meeting Planner is designed specifically for the meeting, convention and incentive travel planners who send these visitors to our area. The Meeting Planner is a helpful guide for corporate travel professionals, providing an overview of local hotels and resorts, plus business services, dining, nightlife, attractions, shopping and more.

Your ad in the Meeting Planner will be seen by 31,500 meeting and convention planners, who share their knowledge of our area with Miami convention and meeting attendees.

Quantity Printed: 5,000
Readership: 31,500
Distribution: Mailed to meeting and convention planners who are considering hosting events in Miami
Publication Date: Annually (March)

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

Publications 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



**GREATER MIAMI
CONVENTION &
VISITORS BUREAU**

Publication

Description

Advertising Cost

POCKET GUIDE TO GREATER MIAMI AND THE BEACHES



The GMCVB Pocket Guide is a convenient softcover, pocketbook-sized version of the Visitors Guide that reaches more than 192,000 travelers to Miami. The guide is packed with vital information for visitors: arts, activities, shopping, dining, sporting events, spa treatments and transportation. The *Pocket Guide* offers advertisers an efficient, highly targeted vehicle for reaching visitors while they are in the process of deciding where to spend their time and money.

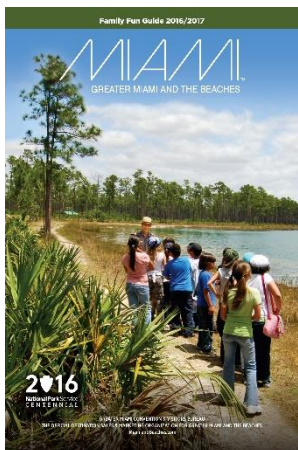
Full Page:	\$10,500
Half Page:	\$6,300
Quarter Page:	\$3,675

PREMIUM POSITIONS

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

Quantity Printed: 100,000
Readership: 225,000
Distribution: Miami International Airport information counters, 174 visitors centers and hotel lobbies. Also included in welcome kits to meeting attendees and convention delegates.
 Publication Date: Annually (August)

FAMILY FUN GUIDE



Description

Advertising Cost

The *Family Fun Guide* targets to families and focuses on child-oriented activities and attractions throughout Greater Miami and the Beaches. The publication is an easy to use, pocket-sized softcover guide, making it convenient for parents to take along and consults on the go.

Full Page :	\$10,000
premium/Inside back cover	
HalfPage:	\$6,000
Quarter Page:	\$4,000
Quarter page:	\$3,000

You ad in the *Family Fun Guide* will be seen by 64,400 readers who want to find fun things to do and make memories with their kids.

Quantity Printed: 20,000
Readership: 64,400
Distribution: GMCVB visitor centers and Kiosks, Convention Center and mailed to prospective visitors upon request.
 Publication Date: Annually (June)

Publications 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

