

Updated 2/26/21

Greater Fort Lauderdale CVB BID \$100K Co-op

Media Partner	CO-OP Details	Available Timing	Content	Audience Targeting	Estimated Impressions	Geographic Targeting	BID Investment Level
Worldredeye.com World Red Eye	Two Videos, Articles & Social Media Programs. Two (:60) videos and editorial articles that would be distributed on WRE website and through World Red Eye social media channels.	May and July	Videos to focus on: Best Places to Stay & Best Places to Dine on Fort Lauderdale Beach.	WRE website visitors & social media followers. WRE is a leading media platform with a strong, diverse audience	426,000	New York DMA, Chicago DMA, Boston DMA, Philadelphia DMA, Washington DC DMA and Atlanta DMA at 70% of the budget, plus Columbus OH, Cleveland OH, Cincinnati OH, Raleigh-Durham NC, Charlotte NC, Pittsburgh PA at 30% of the budget.	\$10,000
AFAR Digital	ROS Desktop & Mobile Web Banners (Geo-Targeted).	April	Fort Lauderdale Beach focused	Highly recognized travel brand that inspires and enables those who travel to have a more fulfilling travel experience	400,000		\$8,000
New York Times Great Getaways e-Newsletter	Two co-branded emails to NYT travel intenders.	April and August	Fort Lauderdale Beach focused	145,000 Estimated NYT Great Getaways Subscribers per deploy	290,000	145,000 Estimated NYT Great Getaways subscribers nationwide	\$10,000
Matador Network	Custom Hero Video, Article & Social Media Program. Long form video, plus cut downs lengths and editorial article, distributed on MatadorNetwork.com and through its social media channels.	May	Video to focus on: Fort Lauderdale Beach outdoor adventures. Could include paddle boarding, boating & other activities on the water and will include safety message.	Matador Network website visitors & 2M+ social media followers. Matador Network is a leading media platform that showcases the wonder of travel	7,200,000	TBD	\$22,000
Conde Nast Traveler	CNT "Walking Around In" Custom Video Package Including One (1) Long-Form Hero video distributed via YouTube Instream Including One (1) Dark Mixed Placement Video Social Post driving to the longform video on CNT O&O Geo-Targeting the Following Markets: FL, GA, SC, NC & TX. It would also include branded social media support throughout the CNT network, with cutdown versions. Production Lead Time: 6 weeks	July	Video to focus on either Las Olas or A1A (BID to pick one). Maximum of four to five stops in video.	CNT is a luxury and lifestyle travel brand with over 16M followers. CNTraveler.com, video.CNTraveler.com, CNT social channels	10,000,000		\$50,000
					18,316,000		\$100,000