

DIGITAL ADVERTISING ON MIAMIANDBEACHES.COM

WEBSITE

MiamiandBeaches.com Advertising

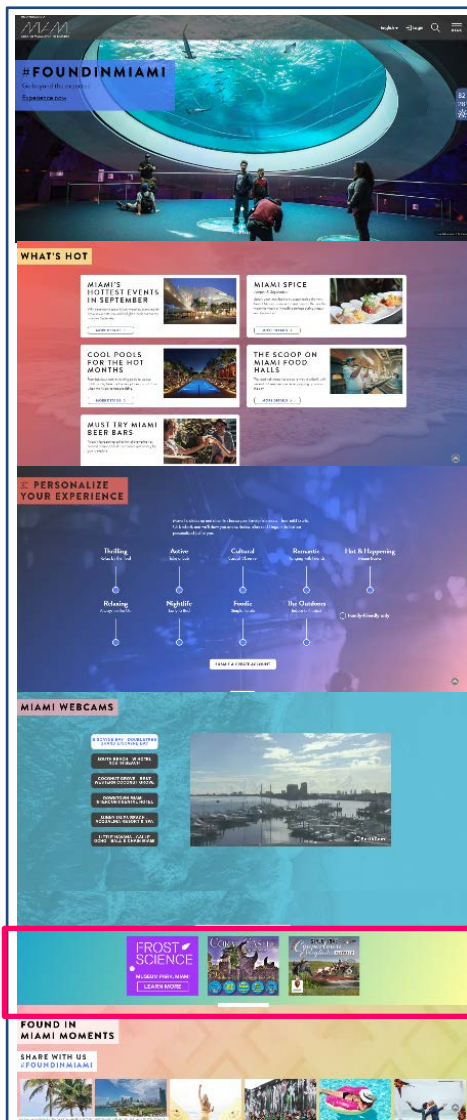
DESCRIPTION

Leaderboard Display Ad
728px (w) x 90px (h)

Medium Rectangle Display Ad
300px (w) x 250px (h)

ADVERTISING COST

Impressions	CPM	Net Rate
50,000	\$14	\$700
150,000	\$12	\$1,800
250,000	\$10	\$2,500
500,000	\$8	\$4,000



Sample Partner Advertising Placement

For Digital Advertising Opportunities:

Ali Bibeau, GMCVB

305.539.3076 Ali@GMCVB.com

DIGITAL ADVERTISING ON MIAMIANDBEACHES.COM

WEBSITE

MiamiandBeaches.com Advertising

DESCRIPTION

Landing Page Feature:
Target your message by site content by promoting your business on category-specific landing pages: Hotels, Things to Do, What's Hot, Events sections and more.

ADVERTISING COST

\$750 for 90 days
\$1,400 for 180 days



Featured Search Result:

MiamiandBeaches.com is a trusted source for comprehensive business listings that visitors depend on to plan their trip. The featured search result business listing program gives you premium exposure on relevant category pages.

\$750 for 90 days
\$1,400 for 180 days



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PUBLICATION

MIAMI INSIDER E-NEWSLETTER

DESCRIPTION

The *Miami Insider* consumer email is sent to 50,000 prospective visitors monthly, highlighting what's hot in Greater Miami and the Beaches, including featured hotels, events, attractions, nightlife, shopping, special deals and more.

ADVERTISING COST

- Primary Sponsor: \$1,500
- Article Card: \$1,250
- Featured Hotel: \$1,000
- Hotel Card: \$750
- Featured Event/Attraction: \$750
- Event Card: \$500
- Banner ad: \$475



Primary Sponsorship & Article Card



Featured Event & Event Card



Featured Hotel & Hotel Card

For Miami Insider Placement Opportunities:

Ali Bibeau, GMCVB

305.539.3076 Ali@GMCVB.com

GMCVB "PARTNER OF THE WEEK" OPPORTUNITY

PUBLICATION

DESCRIPTION

ADVERTISING COST

Dedicated Partner e-blast

The GMCVB Partner of the Week package includes one dedicated e-blast that is sent to approximately 5,000 active contacts within the GMCVB Partner Database.

\$500 per week

Limit one insertion per month per partner.

The Partner of the Week listing will include a short paragraph and link or call to action.

Specs: No more than 40% images-to-text ratio – meaning the total content of the e-mail must contain less than 40% images. Images should be less than 700px in width and should be submitted as .jpg or .png files.

Viewing this e-mail on a mobile device? [Click here](#) for our web version.

THE 27TH ANNUAL H.O.T. CHALLENGE GOLF TOURNAMENT
Friday, May 11, 2018 - Miami Beach Golf Club
11:00 AM Golf Starts, 12:30 PM Registration & Breakfast - 7 a.m.
Shotgun Start - 8 a.m.
Lunch, Silent Auction, Awards - Noon

HOW TO REGISTER
GMCVB PARTNERS
Register on the GMCVB Partner Extranet Marketplace!
Please [click here to log in](#), then click on the link to the event on the Home page.

GENERAL PUBLIC
Register using our sign up form! [Click here](#) to download.
OR CONTACT OUR EVENT COORDINATOR & VENUE SOURCE
701 Brickell Ave., Suite 2710, Miami, FL 33131 USA | 305.577.0100
www.hotchallenge.com

To make changes to your profile information, go to [My Profile](#)
If you would prefer not to receive e-mails from us, go to [My Profile](#)
Please send any comments about this email to [gmcvb@higherlogic.com](#)

HIGHER LOGIC

Partner of the Week

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www.hotchallenge.com

SCHEDULE
Friday, May 11, 2018
11:00 AM - 12:30 PM Registration & Breakfast
12:30 PM - 7:00 PM Shotgun Start
8:00 AM - 1:00 PM Golf
2:00 PM - 4:00 PM Lunch, Silent Auction, Awards

CONTACT
Event Coordinator: [Ali Bibeau](#)
Phone: 305.577.0100
Email: [alib@higherlogic.com](#)

Partner of the Week and Newsletter Sponsorship:
Ali Bibeau, GMCVB
305.539.3076 Ali@GMCVB.com

TRAVEL TRADE SALES EVENTS

EVENT

TRAVEL & ADVENTURE SHOW

DATE & DESCRIPTION

March 6-7, 2021
Los Angeles, CA

Travel & Adventure Shows are the largest consumer travel shows in the U.S.

Past attendance: 25K

PARTICIPATION COST: \$500



ITB
BERLIN

The World's
Leading
Travel Trade
Show®

March 9-12, 2021
Virtual

ITB Berlin is the world's largest tourism trade fair. The companies represented at the fair include hotels, tourist boards, tour operators, system providers, airlines and car rental companies.

PARTICIPATION COST: \$2,000

TRAVEL & ADVENTURE SHOW

March 13-14, 2021
Washington, DC

Travel & Adventure Shows are the largest consumer travel shows in the U.S. The GMCVB will coordinate a Sales Blitz prior to the show.

Past attendance: 15K

PARTICIPATION COST: \$500

For all Travel Trade Opportunities:

TravelTrade@GMCVB.com

305.539.3091

EVENT



DATE & DESCRIPTION

March 27-28, 2021
San Francisco, CA

Travel & Adventure Shows are the largest consumer travel shows in the U.S. The GMCVB will coordinate a Sales Blitz prior to the show.

Past attendance: 10K

PARTICIPATION COST: \$500



April 10-11, 2021
Dallas, TX

Travel & Adventure Shows are the largest consumer travel shows in the U.S. The GMCVB will coordinate a Sales Blitz prior to the show.

Past attendance: 12K

PARTICIPATION COST: \$500

EVENT

DATE & DESCRIPTION



April 17-18, 2021
Chicago, IL

Travel & Adventure Shows are the largest consumer travel shows in the U.S. The GMCVB will coordinate a Sales Blitz prior to the show.

Past attendance: 18K

PARTICIPATION COST: \$500



April 24-25, 2021
Atlanta, GA

Travel & Adventure Shows are the largest consumer travel shows in the U.S. The GMCVB will coordinate a Sales Blitz prior to the show.

Past attendance: 18K

PARTICIPATION COST: \$500



June 23-25, 2021
Sao Paulo, Brazil

An annual business-to-business exhibition for travel industry professionals. Suppliers of travel and tourism products showcase the latest developments in the travel industry.

PARTICIPATION COST: \$2,000

For all Travel Trade Opportunities:

TravelTrade@GMCVB.com

305.539.3091

TRAVEL TRADE SALES EVENTS

EVENT

DATE & DESCRIPTION



July 27-31, 2021
Hollywood, FL

The largest and only official conference of the cruise industry, Cruise360 brings together travel professionals, cruise line representatives, ports and destinations.

PARTICIPATION COST: \$1,000



September 18-22, 2021
Las Vegas, NV

IPW is the travel industry's premier international marketplace and the largest generator of travel to the U.S. Participation includes shared appointments with the GMCVB Sales team.

Past attendance: 5K

PARTICIPATION COST: \$4,000

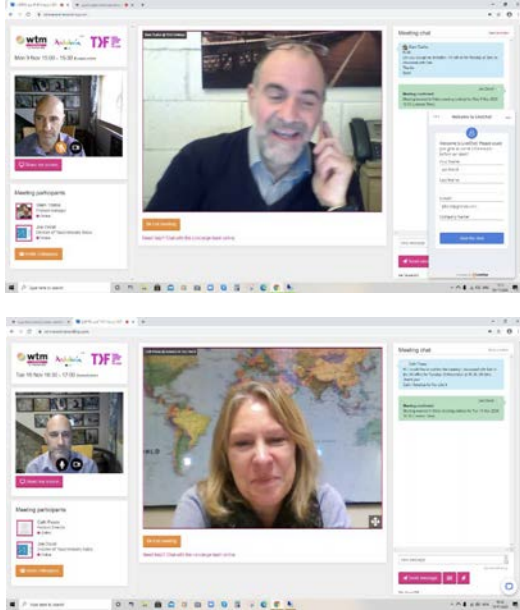
For all Travel Trade Opportunities:

TravelTrade@GMCVB.com

305.539.3091

EVENT

Virtual Sales Missions



DATE & DESCRIPTION

The GMCVB is planning a series of virtual sales missions throughout the following markets to keep Miami top of mind with clients:

- United States
- Canada & Mexico
- Argentina, Brazil, Colombia
- UK, Germany, France, Spain

These Sales Missions will include one-on-one meetings with key clients. These are in development and dates will be firming up during December 2020.

PARTICIPATION COST: RANGING FROM \$250 TO \$1,000

In-person Sales Missions & Sales Blitzes



The GMCVB is planning a series of in-person sales missions and sales blitzes throughout the following markets:

- Northeast, Midwest and California
- Florida
- Canada and Mexico
- Argentina, Brazil, Colombia
- Caribbean

These Sales Missions will include one-on-one meetings with key clients. These are in development and dates will be firming up during December 2020.

PARTICIPATION COST: RANGING FROM \$500 TO \$2,000

For all Travel Trade Opportunities:
TravelTrade@GMCVB.com
 305.539.3091

MIAMI TEMPTATIONS PROGRAMS

FY 2020/2021 PROGRAMMING	MONTHS	TARGET MARKET	PARTNERS - WHO CAN PARTICIPATE?	WHAT'S THE ASK?
Miami Entertainment Months	October - November	Local tri-county	<ul style="list-style-type: none"> Theater/auditorium venues Dance/music venues Ticketed events Entertainment venues in heritage neighborhoods 	Special offers from entertainment venue partners
Miami Arts, Culture & Heritage Months	December - January	Local tri-county	<ul style="list-style-type: none"> Art galleries Museums Arts/culture/historical attractions Heritage museums/art galleries/attractions Miami-Dade County parks Restaurants Hotel partners that are pairing with an artist for viewing or have a hotel package with a local art venue 	Special offers from arts, culture and heritage partners; Hotel+artist exhibition matchmaking
Miami Health & Wellness Months	February - March	Local tri-county	<ul style="list-style-type: none"> Medical/day/hotel spas Yoga/dance/acupuncture studios Urgent care/minute clinics Hospital networks Fitness centers/cycling/health clubs Outdoor recreational facilities Restaurants Beauty/nail salons Dermatology offices Hotels that have hotel packages related to wellness offerings 	Special offers from health and wellness related partners
Miami Attraction & Museum Months	April - May	Local tri-county	<ul style="list-style-type: none"> Attractions Museums Outdoor recreational facilities 	Special offers from attraction/museum partners (BOGO, membership deals, discounts)
Miami Hotel Months	June - September	Local tri-county	<ul style="list-style-type: none"> Accommodations 	Special offers from hotel partners such as summer getaways, staycation deals, long-term stays.
Miami Spa Months	July - August	Local tri-county	<ul style="list-style-type: none"> Hotel spas Medical spas Day spas 	Special treatment menu offerings of \$109, \$139 w/ optional \$199
Miami Spice Restaurant Months	August - September	Local tri-county	<ul style="list-style-type: none"> Restaurants 	Special prix fixe menus at \$25 brunch/lunch & \$39 dinner

**For all Miami Temptations Opportunities:
Temptations@GMCVB.COM**