

**DISCOVER
CO-OP 2016**

TOP DRIVE MARKETS

IN-STATE & SE MIAMI FT LAUDERDALE ORLANDO ATLANTA



Top Drive Markets

MIAMI, FT. LAUDERDALE & SE	ORLANDO	ATLANTA
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Capitalize on our top drive markets, and extend your reach into the Southeast with these exciting opportunities. Bustling Miami is a far cry from the tranquil beauty of The Palm Beaches. Fortunately, it's not a far drive and this local market has been a perennial winner for us. Ditto for Fort Lauderdale. You can also explore exciting print and online opportunities that stretch as far north as Atlanta and as far west as Naples. Local drive has always proven a top feeder, even in slower shoulder months.



MiamiHerald.com & Miami.com (CODE: MF1)

MiamiHerald.com is South Florida's leading news site for local and breaking news, sports, entertainment, business, weather and politics. Miami.com curates the Miami and South Florida entertainment delivering the best things to do, places to go and people to see for both locals and visitors alike.

- Audience:** 40% Male and 60% Female, HHI \$87,000
- Total Impressions:** 4,000,000
- Unit Size:** Cross platform banner ads
- Insertion Date:** May through August
- Coverage Area:** Primary: Miami DMA; Secondary: Domestic/International
- # of Partners:** Capped at 6
- Value:** \$45,000
- Partner Benefits:** Living, ROS, news, homepage & entertainment. Fixed sponsorship: Events, See & Do (300 x 250). Ads with in-unit video. Site & search retargeting.
- Partner Rate:** \$3,531 • **Non-Partner Rate:** \$4,406



SunSentinel.com (CODE: MF2)

SunSentinel.com is South Florida's go-to online source for local news and entertainment. SunSentinel.com can help you reach young, educated and affluent adults both at home and at work.

- Audience:** Adults 25-54, HHI \$ 60,000+
- Total Impressions:** TBD
- Unit Size:** Cross platform banner ads
- Insertion Date:** May through July
- Coverage Area:** Primary: Ft. Lauderdale DMA; Secondary: Domestic/International
- # of Partners:** Capped at 6
- Value:** \$ 60,000
- Partner Benefits:** Banner ads on homepage & ROS. Retargeting, video interstitials, ROS, :15 video pre-roll.
- Partner Rate:** \$4,512 • **Non-Partner Rate:** \$5,189



Visit Florida in-state campaign (Spring) (CODE: MF3)

Newspaper insert and digital banners (Interfuse Media)

Audience: Adults 35-54, HHI \$ 125,000+

Total Impressions: Insert 500,000, Banners 2,000,000

Unit Size: Full-page print & banner (programmatic) campaign

Insertion Date: Insert April 17, Banners April through June

Coverage Area: Florida and Atlanta – Major City/Suburb Markets

of Partners: Capped at 6

Value: \$ 35,000

Partner Benefits: Insert appears in Florida Times Union, Miami Herald, Palm Beach Post, Sun Sentinel, Naples Daily News, Tampa Tribune, Orlando Sentinel, Fort Myers News Press, Atlanta Journal & Wall Street Journal (Florida edition).

Partner Rate: \$2,997 • **Non-Partner Rate:** \$3,447



Visit Florida in-state campaign (Summer) (CODE: MF4)

Newspaper insert and digital banners (Interfuse Media)

Audience: Adults 35-54, HHI \$ 125,000+

Total Impressions: Insert 500,000, Banners 2,000,000

Unit Size: Full-page print & banner (programmatic) campaign

Insertion Date: Insert June 5, Banners June through August

Coverage Area: Florida and Atlanta – Major City/Suburb Markets

of Partners: Capped at 6

Value: \$ 35,000

Partner Benefits: Insert appears in Florida Times Union, Miami Herald, Palm Beach Post, Sun Sentinel, Naples Daily News, Tampa Tribune, Orlando Sentinel, Fort Myers News Press, Atlanta Journal & Wall Street Journal (Florida edition).

Partner Rate: \$2,997 • **Non-Partner Rate:** \$3,447

These in-state programs offer hidden values for Spring & Summer.

This program offers statewide coverage with 500,000 newspaper inserts and 2,000,000 web banners at a very affordable price. Inserts pull even stronger than newspaper ads because they are colorful, large-format and targeted. In addition to excellent statewide coverage, VisitFlorida has added Atlanta! And because of market spill in the media buy, there is limited in-county circulation in the Palm Beach Post for stay-cation spillover benefit!

Winter Deadline

Co-op Placements for Winter must be reserved by October 30, 2015.
Available on a first-come, first-served basis so please act promptly.

Order at DiscoverCoop.com or contact James Goll: 1-800-226-9988

NEW

ORLANDO



Introducing another first! Last year, we tested the waters in Orlando with our general market advertising and it pulled extremely well. So, we're offering some interesting co-op opportunities for 2016.

From online video and banner advertising to the Orlando Sentinel's Explore Florida Summer program, we're offering a multimedia showcase of the best travel opportunities in Florida.

Why not include yours?



OrlandoSentinel.com (CODE: OR1)

OrlandoSentinel.com is the market's go-to online source for news, entertainment and travel ideas.

Audience: Ages: Adults 25-54, HHI 95,000+

Total Impressions: 4,000,000

Unit Size: Cross platform banner ads

Insertion Date: April through July

Coverage Area: Primary: Orlando DMA; Secondary: Domestic/International

of Partners: Capped at 6

Value: \$ 70,000

Partner Benefits: Entertainment, travel, news & mobile app. 800 x 600 & 320 x 270 interstitials, responsive ads with in-unit video pre-roll :15 with 300 x 250.

Partner Rate: \$5,812 • **Non-Partner Rate:** \$6,683



Orlando Sentinel (CODE: OR2)

The Orlando Sentinel is Central Florida's Pulitzer Prize-winning daily newspaper, delivering news, entertainment and advertising every day.

Audience: Median Age in Central Florida is 41. HHI: \$45,000+

Circulation: Ad 258,000, Banners 500,000

Unit Size: 2c x 7" 4/c - May 29, June 12, June 26 and July. Explore FL Travel Magazine - May 15 plus advertorial. Banner ads plus online advertorial (May - Sept.)

Insertion Date: Full-page ad May 15. Advertorial May 17 through September. Banners May 15 through September. 2c x 7" print May 29, June 12 & 16, July 17

Coverage Area: Orlando DMA (Surrounding Counties)

of Partners: Capped at 2

Value: \$ 18,800

Partner Benefits: 1. Full-page ad to appear in Explore Florida Travel Magazine, 2. Advertorial coverage (includes cross platform edition), 3. OrlandoSentinel.com Travel Channel Advertorial content, 4. Banners, homepage, travel & entertainment, 5. Explore Florida banners.

Partner Rate: \$4,218 • **Non-Partner Rate:** \$4,850

NEW

ATLANTA



Atlanta

Welcome to another new co-op market. We've run our general market ads in Atlanta with great success, so, this year, we're bringing the Southeast's largest city into the co-op program. Metro Atlanta is one market that draws both driving and flying audiences. Its nearly 5.5 million residents have fresh memories of record winter storms and scorching summer days. We're targeting this audience with banner advertising, and incorporating engaging online video, which consistently generates high click-thru rates.



AJC.com :15 video (CODE: AT1)

The AJC.com site is a top 10 U.S. newspaper website, and the total digital portfolio has an audience of more than 18 million monthly visits. It's the No. 1 local news and information website in the Atlanta DMA.

Audience: Male 50%, Female 50%, Ages: 25 - 54, HHI \$100,000+

Total Impressions: 1,200,000

Unit Size: Web & mobile :15 video

Insertion Date: January through September

Coverage Area: Atlanta

of Partners: Capped at 4

Value: \$25,000

Partner Benefits: Homepage takeovers, web & mobile :15 pre-roll, behavioral and content targeting.

Partner Rate: \$3,041 • **Non-Partner Rate:** \$3,497



AJC.com banners (CODE: AT2)

The AJC.com site is a top 10 U.S. newspaper website, and the total digital portfolio has an audience of more than 18 million monthly visits. It's the No. 1 local news and information website in the Atlanta DMA.

Audience: Male 50%, Female 50%, Ages: 25 - 54, HHI \$100,000+

Total Impressions: 4,500,000 per quarter

Unit Size: Cross channel banners

Insertion Date: April through September

Coverage Area: Atlanta

of Partners: Capped at 5

Value: \$37,500 per quarter

Partner Benefits: ROS, behavioral and contextual targeting

Partner Rate: \$3,630 per quarter • **Non-Partner Rate:** \$4,175 per quarter