

BUDGET TRAVEL EXCLUSIVE "DEAL ALERT" EMAILS

Greater Fort Lauderdale will purchase two Exclusive "Deals Alerts" emails and is offering four partners participation at a very low cost. GFL will have 100% SOV, reaching a qualified travel audience in the Eastern States.

Demographics

- Propensity to Purchase online - Ranked #1 in competitive set
- Take Family Travel Vacations (201 Index) Ranked #1 in competitive set
- Plan to Take or Will take Family trip (199 Index) Ranked #1 in competitive set

Run Date: April 2012
May 2012
Deal lives on the website for an additional 30 days

Distribution: Sent to 325,000 opt-in Deals Alerts subscribers (Eastern Region)

Net Cost: \$1,500 (Package cost)

Value: \$4,000

Space and material: March 1, 2012

Specifications: Up to 25 words of copy, offer (From Rate is recommended), click thru- url is needed. One horizontal image (high res). No logo --just property name.

To reserve space please send your check and material to:

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Checks should be made payable to Starmark International.