

GROUP MEETINGS CO-OP

Maximize your advertising dollars by spending less for more exposure. The 2009-2010 Greater Fort Lauderdale Meetings co-op program is designed to extend the Greater Fort Lauderdale brand providing the hospitality partners the opportunity to leverage their advertising budgets.

PUBLICATION	CIRCULATION	DATES	EDITORIAL	SIZE (formatted)
Medical Meetings	40,000	Dec 2009	Florida	1/6 Pg 4c
Meetings and Conventions	70,095	June 2010 July 2010	Florida GFL	1/6 Pg 4c 1/6 Pg 4c
Successful Meetings	70,050	Feb 2010 May 2010	FL East Coast FL Mktplace	1/3 Pg 4c 1/6 Pg 4c
Associations Now (ASAE)	28,625	Mar 2010 May 2010	Florida Springtime	1/6 Pg 4c 1/6 Pg 4c
Convene (PCMA)	35,011	Mar 2010	Florida	1/6 Pg 4c
Meetings Florida	25,055	Apr 2010	Florida	1/6 Pg 4c
Pharma Meetings	19,000	Apr 2010	Meetings	1/6 Pg 4c

Value Added: Partners will be included in the CVB's online programs, which includes a total of six e-postcards with Meetings.net and Meetings and Conventions.

Total cost per partner: **\$10,000 (6 partners)**
Value: \$45,000

Space and material deadline: October 1, 2009
1st payment (50%) due Oct 1.
2nd payment (50%) due Jan 15.

Print Material Specifications: Property picture, logo, address, phone numbers, URL and 25 words of copy. All advertisers to provide images in 300 dpi, CMYK, TIF, EPS or JPG files. All logos in EPS vector file. Copy should be submitted in Word document.

Send ad materials and check to:

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