

## **MADDEN MEDIA SPRING/SUMMER ONLINE PROGRAM USAToday.com, Time Inc. Network, Cox Media Network Sites**

**USATODAY.COM**, an award-winning news and information Web site, updated 24 hours per day, seven days per week. Each month, millions of unique monthly visitors access USATODAYS.com's News, Money, Sports, Life, Technology, Weather and Travel sections. **Time Inc** Access Network Utilizing sites throughout the Women's Channel- (Real Simple, Southern Living, InStyle Weddings, Instyle, Coastal Living, Health, and more) and their Luxury Channel - (Food and Wine, Golf, Departures, Coastal Living, Travel and Leisure, Southern Accents, and more). Demographically reaching A35-54, \$100K income. **Cox Cross Media** is the largest platform of local media sites in the country. Deep Market Penetration: Leading Broadcast, Radio and Newspaper Sites in the top 100 markets. Select local market TV station sites - New York, Boston, Philadelphia.

Greater Fort Lauderdale will create expandable and non-expandable ad units ALL with video; the expandable units will feature the partners on separate tabs with the linking URLs; the non-expanding will feature Greater Ft. Lauderdale and will link to the VacationFun.com specially created "GFL Landing Page." On this page, all the partners from the program will also be featured with photos, copy and URLs.

**Total Impressions:** 6,500,000 (Geo-targeted to top feeder markets: New York, Philadelphia, Boston, Chicago, Washington DC/Baltimore)

**Timing:** March-April 2010

**Net Rate:** **\$5,000**

**Value:** \$16,250

**Added Value:** All partners will be included in a unique, specially designed "Greater Ft. Lauderdale Landing Page." As added value, GFL will place an ad on the home page of Vacationfun.com in rotation with other programs. Banner creative will drive traffic to this special page. Partners will be on this landing page with photo(s), copy and their own link to their individual sites. This landing page will also have links to GFL Facebook and Twitter pages. We will be able to report all clicks throughout this page to any exit URL.

### **Space and Materials**

**Deadline:** January 15, 2010

**Reserve Space:** Alexandra Owen, Madden Media, 941-966-8979, aowen@maddenmedia.com

### **Send ad materials to:**

Lisa Craig, Starmark  
1815 Griffin Road #300, Dania Beach, FL 33004  
lcraig@starmark.com, 954-874-9014, F: 954-874-9011  
Up to 8 words of copy (Max) Offer (From Rate is recommended)  
Click-thru URL is needed, 1 horizontal image (high res) No logo -- just property name.