

NY TIMES.COM - GREAT GETAWAYS EMAILS

NYTimes.com is the number #1 newspaper site reaching an audience of 22 million.

Travel Audience:

- 8.9 million users took an airline trip within the last 3 months
- 12 million users have traveled for a vacation within the last 3 months
- 2.5 million are likely to take a Florida vacation

Greater Fort Lauderdale will purchase three exclusive Great Getaways emails and is offering four partners participation at a very low cost. Great Getaways is delivered weekly to an affluent audience and provides an inside look at exclusive luxury travel destinations, deals and opportunities

Issue Date: November 9, 2009
February 3, 2010
March 2, 2010

Distribution: Sent to 410,000 opt-in subscribers

Net Cost: **\$2,500 (includes 3 emails)**

Value: \$8,650

Space and material: Oct 25, 2009

Send ad materials to: Lisa Craig, Starmark
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Checks should be made payable to Starmark