

TORONTO STAR (Superior Small Lodging)

Visit Florida will run several full color bannered pages in the Saturday Travel Section.

Canadian Market Facts:

- 2.25 million Canadians have taken a leisure trip to Florida in the past three years
- The Saturday edition reaches 245,000 adults who've taken a leisure trip to Florida
- Canadians are the #1 international market for visitors to FL and 50% of those visitors come from Toronto

Package Includes:

- Greater Fort Lauderdale will receive 1 million impressions on the homepage of TheStar.com, Canada's largest news site with 5.6 million uniques
- Partners enjoy an 88% discount

Issue Date: Nov 12, 2011 VISIT FLORIDA (Sat. Travel Section)
Jan 14, 2012 VISIT FLORIDA (Sat. Travel Section)

Circulation: 546,819
Unit Size: 1/12 ad 4c Formatted

Net Cost: **\$750 Package cost**
Value: \$6,000 Package value

Space and material: **October 15, 2011**

Specifications: Property picture, logo, address, phone numbers, trackable URL and 25 words of copy (you MUST include an offer in your ad i.e Room nights starting from \$xx rate that will be featured for your property). 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 a Word document.

To reserve space, send check and ad materials to:

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Checks payable to Starmark International.