

TRIP ADVISOR

TripAdvisor® is the world's largest travel site, enabling travelers to plan and have the perfect trip. TripAdvisor offers trusted advice from real travelers and a wide variety of travel choices and planning features. TripAdvisor is built with an exclusive focus on those looking to plan and research a trip. Destination advertisers typically see extremely high click through rates and impressive conversion figures.

Timing: May - July 2012
Total impressions: 3,000,000
Net Rate: **\$3,500**
Value: \$10,000

Partners will be included in:

- Shared banner rotation, 300x250, 160x600
- Exclusive 1 month sponsorship all Florida destination tourism overview pages: 300 x 250 fixed position

Space & Materials **March 15, 2012**

Specifications to be provided at the time of confirmation

Please send your check and materials to:

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TRIP ADVISOR - SUPERIOR SMALL LODGING

Greater Fort Lauderdale will run a 2 month SSL banner campaign on the South Florida pages. 60% of the impressions will run on the Ft. Lauderdale pages and 40% will run on South Florida pages to include Miami etc.

Timing: October – November 2012
Total impressions: 600,000 (75,000 bonus)
Net Cost: **\$0**
Value: **\$10,000**