

TORONTO STAR

The Toronto Star is Canada's largest daily newspaper, with the largest readership in the country. It is published seven days a week in the Greater Toronto Area. Visit Florida will run a theme four-color bannered page in the Saturday Travel Section. Greater Fort Lauderdale will buy a ½ page, 4c ad in each section and are offering hotel partners participation at a 95% discount.

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

Package Includes:

- Greater Fort Lauderdale will receive 1 million impressions on the star.com via text link with description & image on thestar.com homepage (Canada's largest website with over 5.6 million unique visitors-per-month)
- Partners enjoy a 90% discount

Issue Date: October 17, 2009 (VISIT FLORIDA)
November 14, 2009 (VISIT FLORIDA)

Circulation: 608,000 (Saturday)

Unit Size: 3"x3" Formatted Ad

Net Cost: **\$950/two issues**

Value: \$9,000/two issues

Space and material: Sept 15, 2009

Send ad materials to: Lisa Craig, Starmark
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