

UNDERTONE

All ads will appear 100% Above-the-fold on premium sites. Complete reporting will measure by each campaign. Pictela's rich media transforms a standard display ad into an interactive opportunity. HD images and video assets in one engaging, shareable ad unit. This will enable the viewer to interact with the ad as well as to click-through to the site and make a booking.

Winter Program:

Undertone Network (Travelocity, Travel Channel, Golf Channel, Expedia, National Geographic, HomeAway, AOL Travel)

Markets: NY, Chicago, Boston, Philadelphia and DC.

Timing: December – February 2012

Impressions: 7,000,000

Net Rate: **\$3,500 (maximum 8 partners)**

Value: \$15,000

Deadline: **November 1, 2011**

Spring/Summer Program:

Family sites: ABC Family, Good Housekeeping, TV Guide, Web MD, Parenthood.com, Baby Corner, BabyCenter.com

Markets: Florida, NY, Atlanta, DC

Timing: May-July 2012

Impressions: 7,000,000

Net Rate: **\$3,500 per partner (maximum 8 partners)**

Value: \$15,000

Deadline: **March 1, 2012**

Reserve space, send check and ad materials to:

Vanessa Serrano, Project Manager

Starmark International

210 S. Andrews Avenue

Fort Lauderdale, FL 33301

954.874.9000

vserrano@starmark.com

Specifications:

Property picture, logo, address, phone numbers, trackable URL and 25 words of copy. 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.

Checks should be made payable to Starmark International.