

GMCVB E-MAIL MARKETING

Reach your target market with our results-oriented multimedia publishing program



The GMCVB's informative, engaging Miami travel e-newsletter is delivered monthly to recipients who request it. Readers receive up-to-date, useful news and information about the area, and the opt-in results in high open rates for advertisers.

BENEFITS OF THE GMCVB E-NEWSLETTER INCLUDE:

- 90,000 subscribers
- 20,000 locals
- Timely, relevant content
- Highly interested opt-in audience
- High open rates
- Fully managed program

E-MAIL MARKETING IS HIGHLY COST EFFECTIVE:

- 77% of consumers prefer to receive permission-based marketing communications through e-mail
- E-mail marketing spend grows 10% year over year
- 54% of businesses rated e-mail as the top online promotion to drive quality site traffic
- For every \$1 spent, \$44.25 is the average return on email marketing investment

BOOK NOW FOR LIMITED TIME OFFER

- \$850 per newsletter
- Save 10% on two: \$1,500 total
- Save 20% on three: \$2,100 total

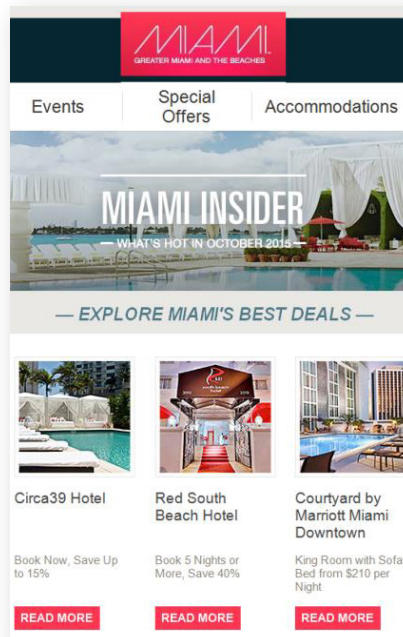
MAXIMUM OF 2 ADS PER NEWSLETTER

- Delivered: 1st Tuesday each month
- Materials due 7 days prior to date

BANNER AD SIZE AND REQUIREMENTS

- Advertisers are responsible for creative assets
- 545 pixels (wide) x 75 pixels (high)
- Animations should run no longer than 15 seconds and repeat no more than 3 times total
- Banner links to your site
- Advertiser to supply click-through URLs
- Monthly reports will be provided by sales representative

Source: Exact Target; DMA Interactive



PAYMENTS

Make checks payable to:

HCP Media
3511 NW 91 Avenue, Miami, FL 33172

INQUIRIES AND SPACE RESERVATIONS

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AD MATERIALS SHOULD BE SENT TO

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