



Greater Miami Convention & Visitors Bureau (GMCVB) partners may join the GMCVB’s co-op, digital and publications advertising programs. Participating partners will reach a large, qualified audience efficiently with their marketing messages. Check the Partner Opportunities page on the MiamiandBeaches.com website for the most up-to-date program details.

Visitor Marketing Opportunities

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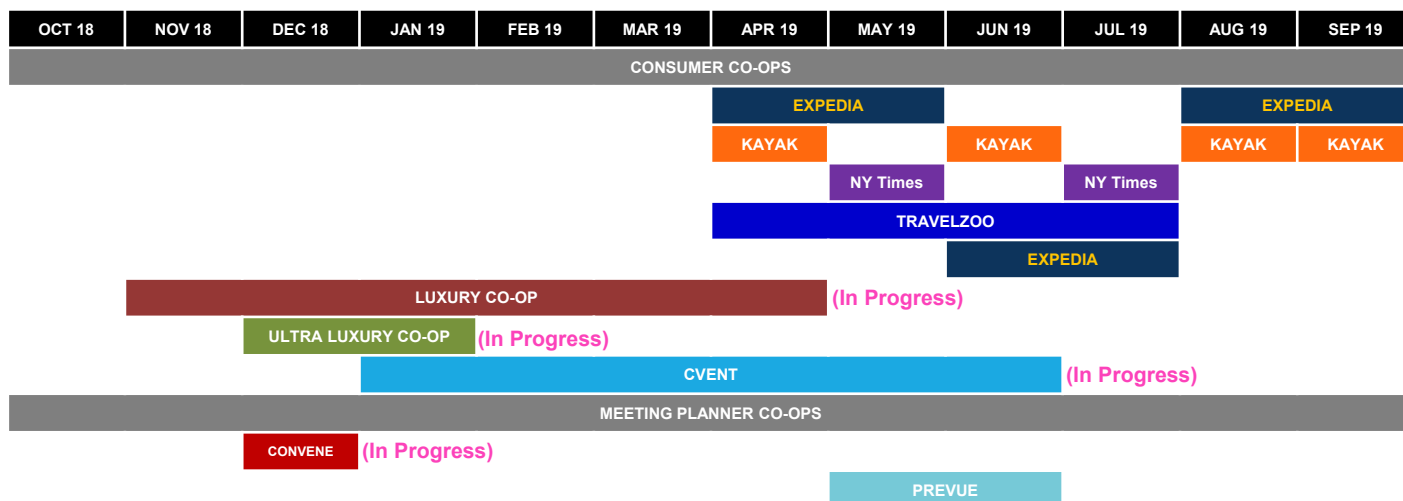
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Co-Op Advertising Calendar



Co-op programs are flexible in terms of timing, costs and target markets. Partner input is welcome. The implementation of co-op programs is contingent on securing member participation. Space in each program is limited, and is available on a first-come, first-serve basis.



GREATER MIAMI
CONVENTION &
VISITORS BUREAU

GMCVB VISITORS GUIDE

Publication

GREATER MIAMI & THE BEACHES VISITORS GUIDE

Description

The *GMCVB Visitors Guide* is an efficient, highly targeted vehicle for reaching visitors while they're in the process of deciding where to shop, dine and sightsee.

Quantity Printed: 52,000

Readership: 2,675,786

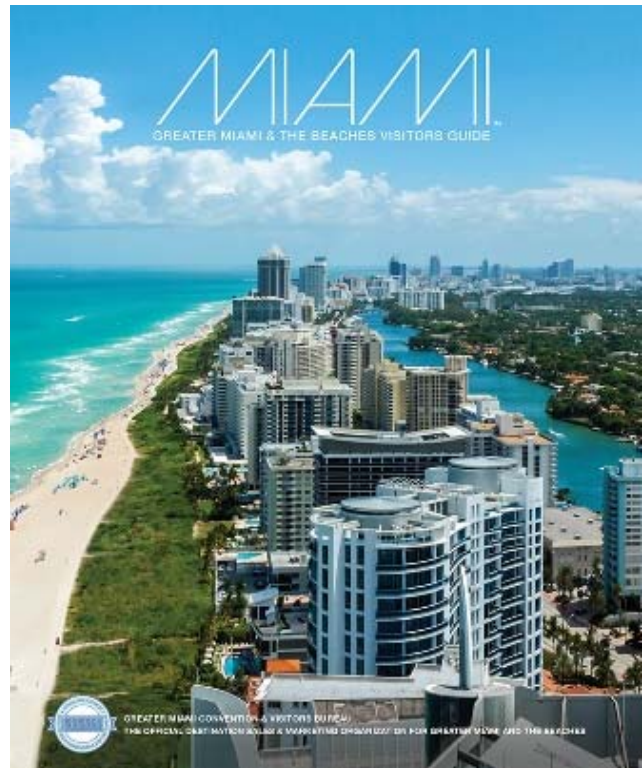
Distribution: In-room guide at 224 participating hotels and more than 40,000 hotel rooms. Digital Version Available.

Publication Date: Annually (December)

Advertising Cost

Inside Front Cover Spread:	\$21,425
Spread:	\$25,340
Full Page:	\$12,875
Half Page:	\$9,785
1/3 Page:	\$7,725
1/4 Page:	\$5,665
1/6 Page:	\$3,600

Chris Bennett
Regional Sales Director
HCP Media
3511 NW 91 Avenue, Miami, FL 33172
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Publication

**GREATER MIAMI
& THE BEACHES
VACATION
PLANNER**

Description

Visitors request a copy of the *GMCVB Vacation Planner* by calling the toll-free number listed in the GMCVB’s multimillion dollar ad campaign, or by visiting its popular website, MiamiandBeaches.com. This publication includes an accommodations section. Your ad is also published in *Guía de Vacaciones*, a Spanish-language version available in digital format.

Quantity Printed: 15,000
Readership: 86,400
Distribution: Mailed to prospective visitors upon request. Digital Version Available.

Publication Date:
 Annually (December)

Advertising Cost

Inside Front Cover Spread:	\$21,425
Spread:	\$25,340
Full Page:	\$12,875
Half Page:	\$9,785
1/3 Page:	\$7,725
1/4 Page:	\$5,665
1/6 Page:	\$3,600

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Publication

**GREATER MIAMI
& THE
BEACHES
TRAVEL
PLANNER**

Description

The *GMCVB Travel Planner* is the travel professional's go-to guide for planning a client's trip. It covers arts, culture, dining, shopping, sports, attractions and more.

Quantity Printed: 10,000

Readership: 66,000

Distribution: Travel and tourism tradeshows and educational workshops worldwide, and at familiarization (FAM) trips throughout Greater Miami and the Beaches.

Digital Version Available.

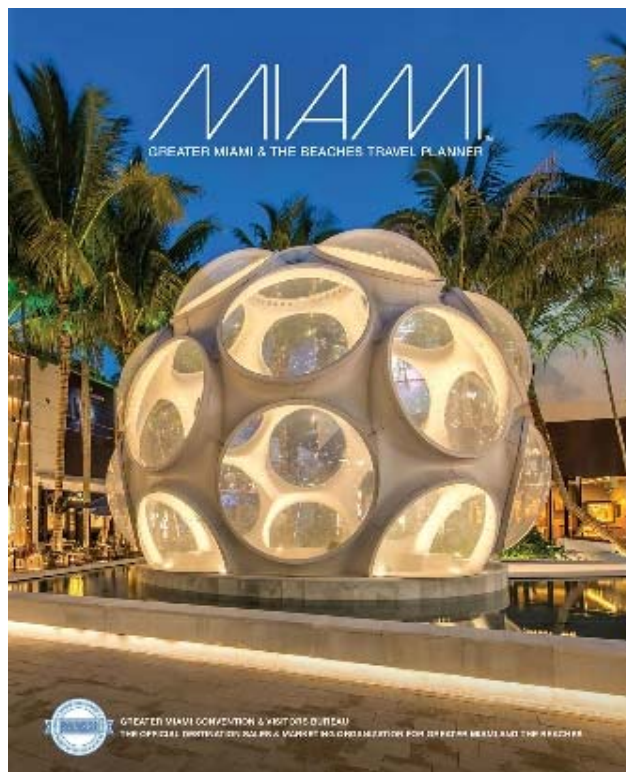
Publication Date:

Annually (December)

Advertising Cost

Inside Front Cover Spread:	\$21,425
Spread:	\$25,340
Full Page:	\$12,875
Half Page:	\$9,785
1/3 Page:	\$7,725
1/4 Page:	\$5,665
1/6 Page:	\$3,600

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Publication

GREATER MIAMI & THE BEACHES POCKET GUIDE

Description

The *GMCVB Pocket Guide* is a convenient softcover, pocketbook-sized version of the *Visitors Guide* that reaches more than 250,000 travelers to Miami. The guide is packed with vital information for visitors: arts, activities, shopping, dining, sporting events, spa treatments and transportation. The *Pocket Guide* offers advertisers an efficient, highly targeted vehicle for reaching visitors while they are in the process of deciding where to spend their time and money.

Quantity Printed: 100,000

Readership: 250,000

Distribution: Miami International Airport information counters, 175 visitors centers and hotel lobbies. Also included in welcome kits for meeting attendees and convention delegates. Digital Version Available.

Publication Date: Annually (August)

Advertising Cost

Full Page:	\$10,815
Half Page:	\$6,490
Quarter Page:	\$3,780

PREMIUM POSITIONS

Back Cover:	\$12,980
Inside Back Cover:	\$11,895
Inside Front Cover spread:	\$24,875



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Publication

GREATER MIAMI & THE BEACHES FAMILY FUN GUIDE

Description

The *GMCVB Family Fun Guide* targets families and focuses on child-oriented activities and attractions throughout Greater Miami and the Beaches. The publication is an easy-to-use softcover guide, making it convenient for parents to take along and consult on the go.

Your ad in the *Family Fun Guide* will be seen by 64,400 readers looking to find fun things to do and to make memories with their kids.

Quantity Printed: 20,000

Readership: 64,400

Distribution: GMCVB visitor centers and kiosks, Convention Center and mailed to prospective visitors upon request. Digital Version Available.

Publication Date: Annually (June)

Also placed inside an edition of the Miami Herald for select zip codes.

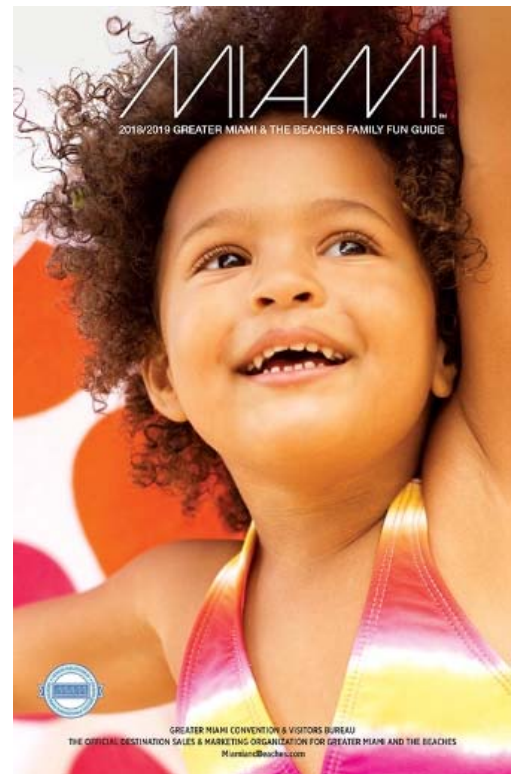
Advertising Cost

Full Page	\$10,300
<i>premium/Inside back cover</i>	
Full Page:	\$6,180
Half Page:	\$4,120
Quarter page	\$3,150

PREMIUM POSITIONS

Back Cover:	\$12,360
Inside Back Cover:	\$11,330
Inside Front Cover spread:	\$23,690

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Publication

GREATER MIAMI & THE BEACHES CITY SITES & MAP

Description

The *GMCVB City Sites & Map* is a 4" x 9" fold-out guide and map with attractions and shopping listings, produced in the following languages:

English
Spanish
Chinese
French
German
Hebrew
Italian
Portuguese
Russian

Quantity Printed: 115,000

Distribution: Miami International Airport information counters, select area hotels, Greater Miami Official Visitors Centers. Also distributed globally at tradeshows and included in welcome kits for meeting attendees and convention delegates.

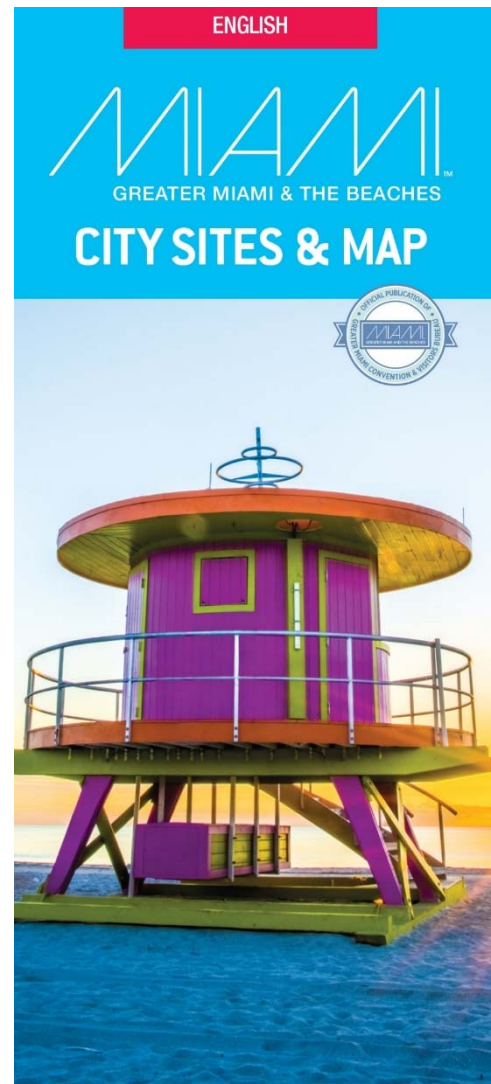
Digital Version Available

Publication Date: Annually

Advertising Cost

Back Cover: \$15,000
(all languages)

Note: Cost includes ad translations for all languages.



For all GMCVB Advertising Opportunities:
Madeleine Paredes, GMCVB
305/539-3066 • Madeleine@GMCVB.com

Publication

**GREATER MIAMI
& THE BEACHES
MULTICULTURAL
GUIDE**

Description

The GMCVB Multicultural Guide to Miami is a special GMCVB publication which strives to elevate the awareness of Miami’s diverse attractions, events, meeting venues, businesses and multicultural neighborhoods for cultural seekers and visitors in general.

Quantity Printed: 40,000

Distribution: Miami International Airport information counters and 175 visitors centers and hotels. Also distributed globally at tradeshows and included in welcome kits for meeting attendees and convention delegates.
Digital Version Available.

Publication Date: Annually

Advertising Cost

Full Page: \$5,000

PREMIUM POSITIONS

Back Cover: \$10,000
Inside Back Cover: \$7,500



For all GMCVB Advertising Opportunities:
Madeleine Paredes, GMCVB
305/539-3066 • Madeleine@GMCVB.com

Publication

LGBTQ GUIDE TO GREATER MIAMI & THE BEACHES

Description

The *GMCVB LGBTQ Guide* is a convenient softcover guide targeted at LGBTQ travelers. The guide is packed with vital information for visitors including hotels, arts, activities, shopping, dining and more.

Quantity Printed: 25,000

Distribution: LGBTQ travel and tourism tradeshows and educational workshops worldwide, and at familiarization (FAM) trips throughout Greater Miami and the Beaches.

Mailed to prospective visitors upon request.

Digital Version Available.

Publication Date: bi-annually

Advertising Cost

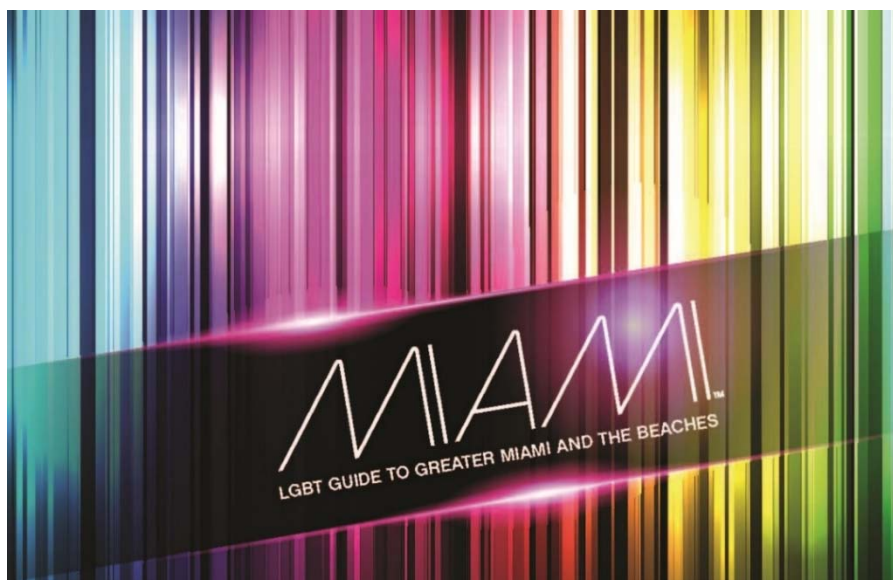
Full Page: \$5,000

PREMIUM POSITIONS

Back Cover: \$7,500

Opening Spread: \$10,000

Inside Back Cover: \$6,000



For all GMCVB Advertising Opportunities:

Madeleine Paredes, GMCVB

305/539-3066 • Madeleine@GMCVB.com

Campaign

Expedia Joint Marketing Co-ops
April – May

August –
September

Contact

Leah Garey
lgarey@expedia.com
850/510-0171

Description

New for 2019, the GMCVB will participate in two Citywide Expedia Co-ops. For reference, the 2018 Downtown Miami Expedia Co-op drove more than \$1.5M in revenue for Downtown hotel partners from April – June.

There are two investment levels for partners to sign up. Both tiers feature a logo/image, property description, and a link to the Expedia hotel info site, while Tier 1 also provides preferred page placement.

Geo-targeted to Chicago, New York, Philadelphia, Boston and Atlanta.

Please note: The benefit of the GMCVB/Expedia Program is that GMCVB and Expedia both provide matching funds, so you get a 3-to-1 match through the GMCVB program instead of just the 2-to-1 match buying through Expedia.

Commitment deadlines

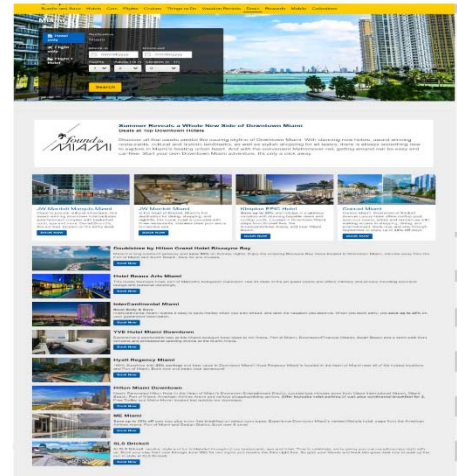
April-May: deadline passed
Aug-Sept: 6/10/2019

Sponsorship Cost

Investment Levels:

Tier 1 - \$7,500
Tier 2 - \$3,500

2018 Campaign Screenshots



For all GMCVB Advertising Opportunities:

Madeleine Paredes, GMCVB
305/539-3066 • Madeleine@GMCVB.com

Campaign

Travelzoo Featured Destination Program
April – July

Camille Lamb Guzman
clamb@travelzoo.com
305/615 2523

Description

Miami will participate in the Travelzoo Featured Destination Program, which drove more than \$830K in revenue in 2018.

All media support driving to the Miami Featured Destination Page funded by GMCVB.

Partners contribute by presenting your most aggressive offers to make Miami an unquestionable destination choice for users.

Partners selected based on offer value. Opportunity to update offers as they rotate. Deals are subject to approval by Travelzoo.

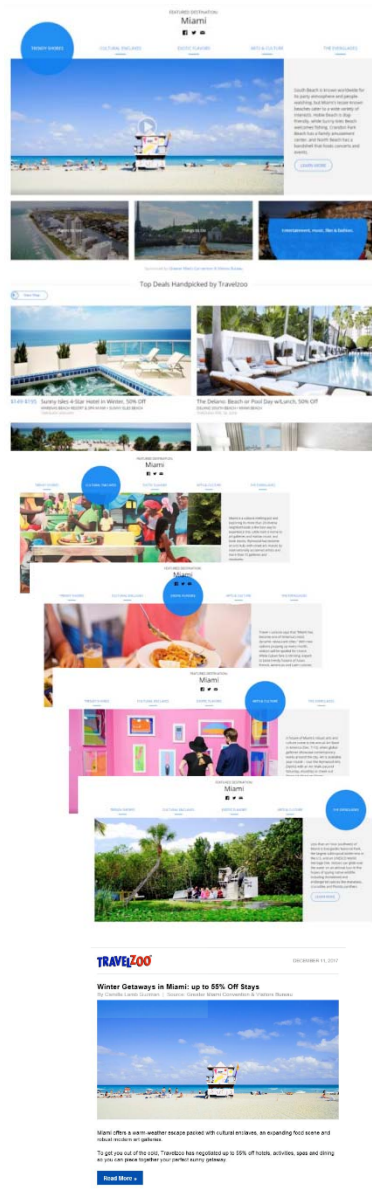
Geo-targeted to Chicago, New York, Philadelphia, Boston and Atlanta.

Commitment deadline: 3/21/2019

Sponsorship Cost

Free to partners, best offers selected by Travelzoo.

2018 Campaign Screenshots



For all GMCVB Advertising Opportunities:
Madeleine Paredes, GMCVB
305/539-3066 • Madeleine@GMCVB.com

Campaign

**Kayak –
E-Newsletter
Co-Op**
April

June

August

September

Contact

Alison Duggan
aduggan@kayak.com
206/617-6473

Description

Kayak, a leading online travel metasearch engine, will manage this exclusive co-op for GMCVB’s partners.

Kayak’s e-newsletters are distributed to their audience of young, educated, travel-minded subscribers seeking deals on fares and hotels.

The e-newsletters will be sponsored by GMCVB and can feature up to four partners per drop. Investment in the co-op includes logo/image and copy.

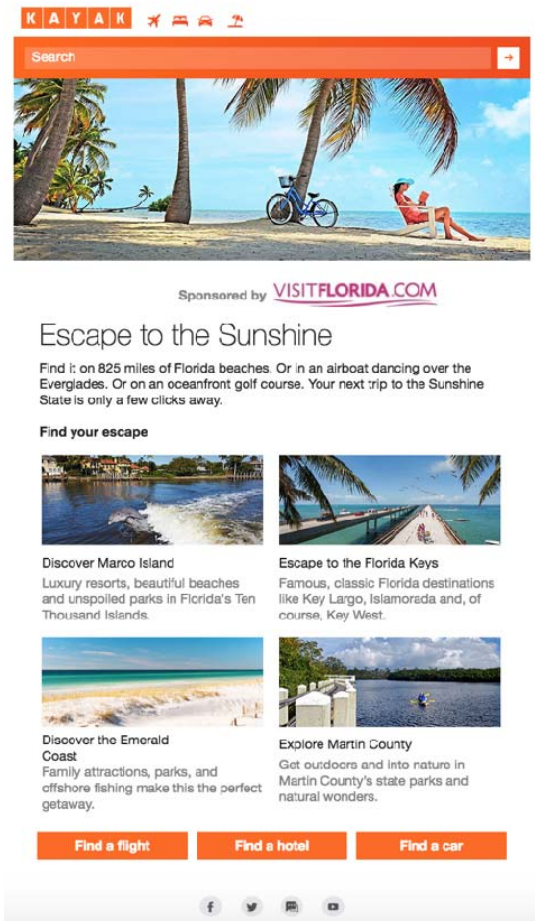
Geo-targeted to Chicago, New York, Philadelphia, Boston and Atlanta.

E-newsletter Edition	Commitment Deadline
April 10, 2019	3/13/2019
June 19, 2019	5/22/2019
Aug 7, 2019	7/10/2019
Sept 7, 2019	8/21/2019

Sponsorship Cost

Investment Level:

A maximum of four partners can sign up for each e-newsletter drop at \$3,500 per drop.



For all GMCVB Advertising Opportunities:

Madeleine Paredes, GMCVB
305/539-3066 • Madeleine@GMCVB.com

Campaign

**New York Times –
Great Getaways**
May

July

Contact

Daniel Pineda
daniel.pineda@nytimes.com
312/565-3304

Description

New York Times Great Getaway emails provide offer-based book now messaging and 100% share of voice from a trusted name, driving users to book.

Reach an affluent and opted-in audience that is interested in travel offers. E-mail drops will be offered in May and July, exact dates TBA.

Geo-targeted to Chicago, New York, Philadelphia, Boston and Atlanta.

E-newsletter Edition	Commitment Deadline
May 14, 2019	4/16/2019
July 24, 2019	6/26/2019

Sponsorship Cost

Investment Level:

A maximum of four partners can sign up for each newsletter drop at \$4,400 per drop.

2018 Campaign Screenshots

The screenshot shows an email header with 'The New York Times' and 'GREAT GETAWAYS'. Below is a banner for 'Found in Miami' with the text 'NOBODY DOES SUMMER LIKE MIAMI' and a 'LEARN MORE >' button. The main content area features two hotel offers:

- HOTEL CROYDON**: Nestled comfortably in the more serene locale of Mid-Beach is our classic, sophisticated mid-rise hotel. Made your way up to our rooftop sundock to capture breathtaking views of the turquoise horizon. Dine in our 24-hour restaurant and bar for delectable American cuisine. Includes a 'BOOK NOW >' button.
- OCEANSIDE HOTEL**: Remarkable oasis-boasting eye-catching modern suite designs. Enjoy nightly complimentary Happy Hour at our full-service restaurant and bar. Stroll across the street for fun-filled water activities such as windsurfing, surfing and more! Includes a 'BOOK NOW >' button.

This screenshot shows two hotel offers in a grid layout:

- METROPOLE SUITES SOUTH BEACH**: Soothe yourself from a long day in our private courtyard featuring relaxing chaise lounges under bright umbrellas and shady trees. Our chic one and two-bedroom suites are stylishly appointed with fully equipped Italian kitchens. An understated elegance with an intimate atmosphere. Includes a 'BOOK NOW >' button.
- TRADEWINDS APARTMENT HOTEL**: You've strayed off the beaten path and wandered upon this extended stay hideaway. Grab towels and chairs and head to the beach. When you're not splashing around, take the family to our world-famous Phillip and Patricia Frost Museum of Science to spark wonder and creativity. Includes a 'BOOK NOW >' button.

At the bottom of the email content, it says: 'SUMMER REVEALS A WHOLE NEW SIDE OF MIAMI. LEARN MORE AT FOUNDINMIAMI.COM'.

SIGN UP FOR MORE GREAT OFFERS FROM The New York Times

Travel Dispatch Newsletter
Every day, get travel tips, destination coverage, photos from all over the world and more. Sign up today >

Did you receive this email from a friend? Get Great Getaways delivered directly to your inbox. Don't forget to add nytimes@nytimes.com to your address book so you always get the latest deals.

For all GMCVB Advertising Opportunities:
Madeleine Paredes, GMCVB
305/539-3066 • Madeleine@GMCVB.com

Publication

**GREATER MIAMI &
THE BEACHES
MEETING
PLANNER**

Description

Conventions and meetings bring more than 1.5 million visitors to Greater Miami and the Beaches each year. The *GMCVB Meeting Planner* is designed specifically for the meeting, convention and incentive travel planners who send these visitors to our area. The *GMCVB Meeting Planner* is a helpful guide for corporate travel professionals, providing an overview of local hotels and resorts, plus business services, dining, nightlife, attractions, shopping and more.

Your ad in the *Meeting Planner* will be seen by 31,500 meeting and convention planners, who share their knowledge of our area with Miami convention and meeting attendees.

Quantity Printed: 5,000

Readership: 31,500

Distribution: Mailed to meeting and convention planners who are considering hosting events in Miami. Digital Version Available.

Publication Date:

Annually (March)

Advertising Cost

Full Page:	\$6,300
Half Page (vertical):	\$4,200
Half Page (horizontal):	\$4,200
Third Page (vertical):	\$3,150
Third Page (horizontal):	\$3,150
Third Page (square):	\$3,150

PREMIUM POSITIONS

Back Cover:	\$8,400
Opening Spread:	\$14,700
Inside Back Cover:	\$6,825
Advertorial	
Two-Page Spread:	\$7,875
Advertorial	
Four-Page Spread:	\$15,750

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Website

Description

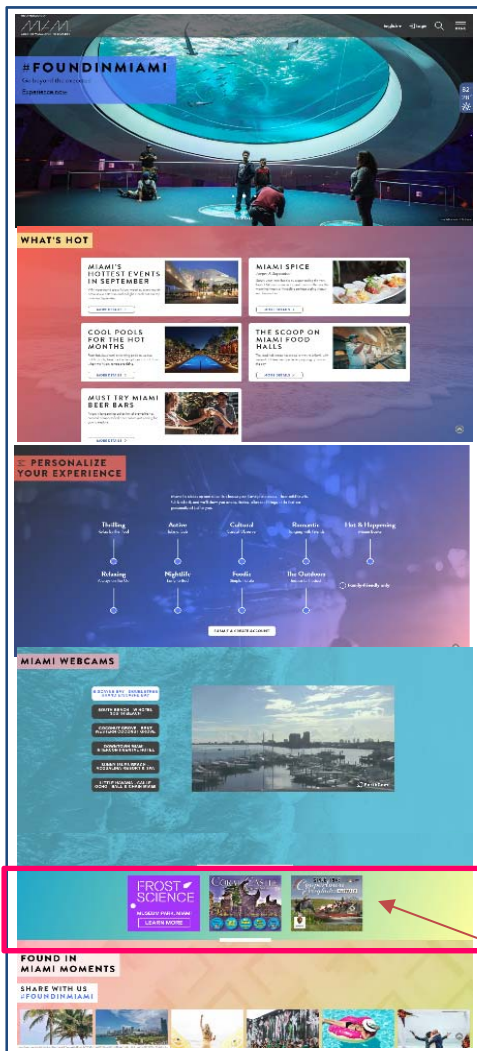
Advertising Rates

MIAMIAND
BEACHES.COM

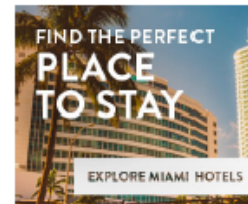
Digital advertising on
MiamiandBeaches.com

Impressions	CPM	Net Rate
50,000	\$14	\$700
150,000	\$12	\$1,800
250,000	\$10	\$2,500
500,000	\$8	\$4,000
1,000,000	\$6	\$6,000

*Non-partners, add 30% to net rates



VISUAL



Sample Partner
Advertising Placement

For all GMCVB Advertising Opportunities:
Madeleine Paredes, GMCVB
305/539-3066 • Madeleine@GMCVB.com

Digital Publication

MIAMI INSIDER
E-NEWSLETTER

Description

The Miami Insider consumer email is sent to thousands of subscribers monthly, highlighting what's hot in Greater Miami and the Beaches, including events, attractions, nightlife, shopping, special deals and more.

Advertising Rates

- Primary Sponsor \$2,000
- Article Card \$850
- Featured Event \$750
- Event Card \$500
- Featured Hotel \$2,500
- Hotel Card \$1,500
- 300x250 Banner ad \$475

Primary Sponsor



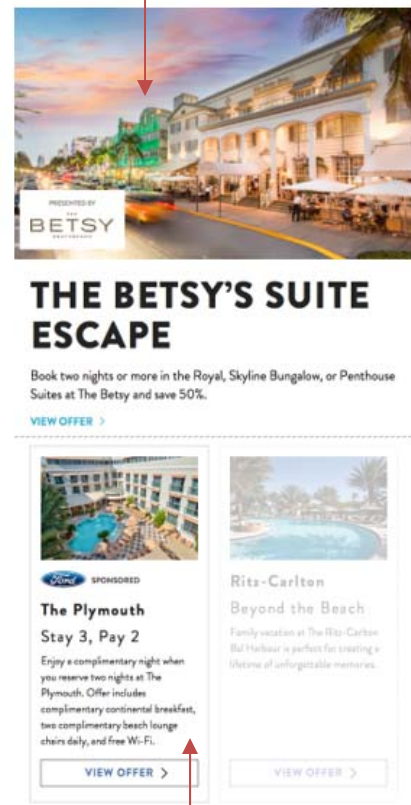
Article Card

Featured Event



Event Card

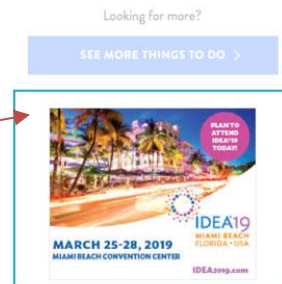
Featured Hotel



Hotel Card

For all GMCVB Advertising Opportunities:
Madeleine Paredes, GMCVB
305/539-3066 • Madeleine@GMCVB.com

Banner ad



Publication

What's Happening e-Newsletter

Description

The GMCVB Partner of the Week will be prominently featured in the *What's Happening* e-newsletter.

The GMCVB's *What's Happening This Week* newsletter provides the latest information on the GMCVB's sales and marketing efforts, initiatives and activities to promote Greater Miami and the Beaches worldwide for conventions, leisure and business travel. The e-newsletter includes a monthly calendar of events, infrastructure updates and news from our partners at Miami International Airport (MIA) and PortMiami, as well as information and news of interest to our GMCVB Partners and the Travel & Tourism Industry. The e-newsletter is distributed to more than 12,000 GMCVB Partners, Travel & Tourism Industry partners, civic and community leaders, media and more.

The Partner of the Week listing will include a short paragraph and link or call to action.

The GMCVB Partner of the Week package also includes one dedicated e-blast that is sent to more than 5,000 active contacts within the GMCVB Partner Database.

Specs: No more than 40% images-to-text ratio – meaning the total content of the e-mail must contain less than 40% images. Images should be less than 700px in width, and should be submitted as .jpg or .png files. Text should be worded to sound as if it is coming from the GMCVB.

Advertising Cost

\$500 per week

Limit one insertion per month per same partner.

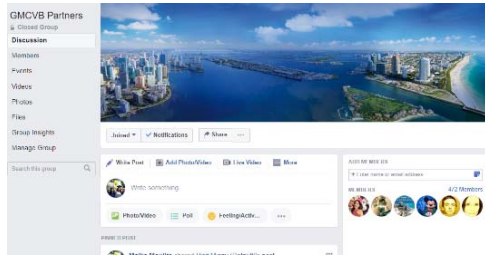


Dedicated Partner e-blast



Partner of the Week inquiries:
Ali Bibeau, GMCVB
305/539-3076 • Ali@GMCVB.com

GMCVB Partners on Facebook.com



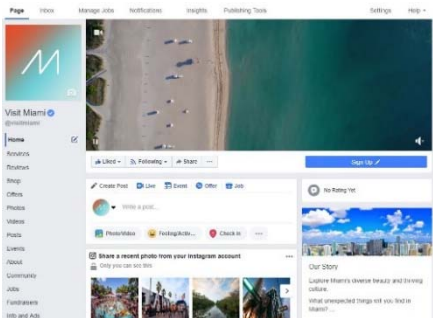
Join our partners-only GMCVB Group on Facebook. Interact with other partners, view photos and videos, and get the latest information on Bureau events. Go to [Facebook.com](https://www.facebook.com) and search for “GMCVB Partners.” Contact socialmedia@gmcbv.com for assistance.

Twitter.com/MiamiandBeaches



Upload your “Special Offer” via the GMCVB partner extranet for use on social media and Miami Insider eNews.

Facebook.com/VisitMiami



Join GMCVB social media pages:
[Twitter.com/MiamiandBeaches](https://twitter.com/MiamiandBeaches)
[Twitter.com/VisitMiamiLGBT](https://twitter.com/VisitMiamiLGBT)
[Facebook.com/VisitMiami](https://facebook.com/VisitMiami)
[Facebook.com/VisitMiamiLGBT](https://facebook.com/VisitMiamiLGBT)
 Instagram: [@MiamiandBeaches](https://www.instagram.com/MiamiandBeaches)
 Instagram: [@VisitMiamiLGBTQ](https://www.instagram.com/VisitMiamiLGBTQ)
[YouTube.com/MiamiandTheBeaches](https://www.youtube.com/MiamiandTheBeaches)

Use these hashtags in your posts, when appropriate:

- #FoundinMiami
- #GMCVBPartners
- #VisitMiami

Instagram.com/MiamiandBeaches



“Found In Miami” is an invitation to travelers to explore, to discover, and most of all, to dive deeper into the city. Participate in our “Found In Miami” campaign by submitting your most exciting and enticing brand images and experiences to FoundinMiami@gmcbv.com.

Spread your company name to thousands of consumers by interacting with the GMCVB across all of our social channels. Also, participate in our year-round campaigns and giveaways!

GMCVB is now offering custom/targeted social media marketing packages starting at \$2,000. For details, contact:

Social Media Inquiries

Maika Moulite, Social Media Manager
 305/539-4168 • Mmoulite@gmcbv.com

For all GMCVB Advertising Opportunities:

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 305/539-3066 • Madeleine@GMCVB.com