



Digital and Print Advertising Opportunities

2021 - 2022

DIGITAL ADVERTISING ON MIAMIANDMIAMIBEACH.COM

WEBSITE

MiamiandMiamiBeach.com Advertising

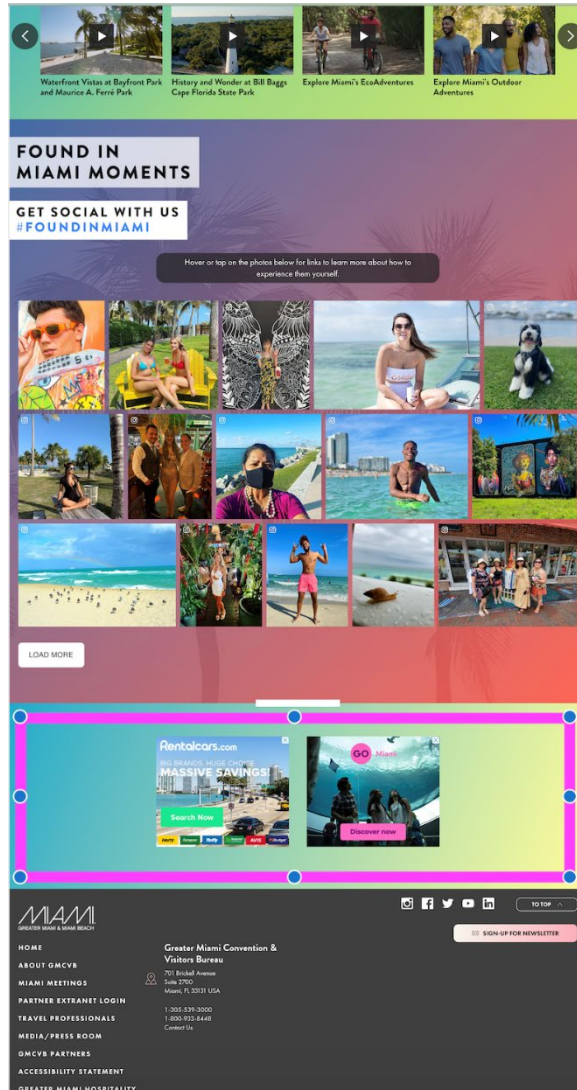
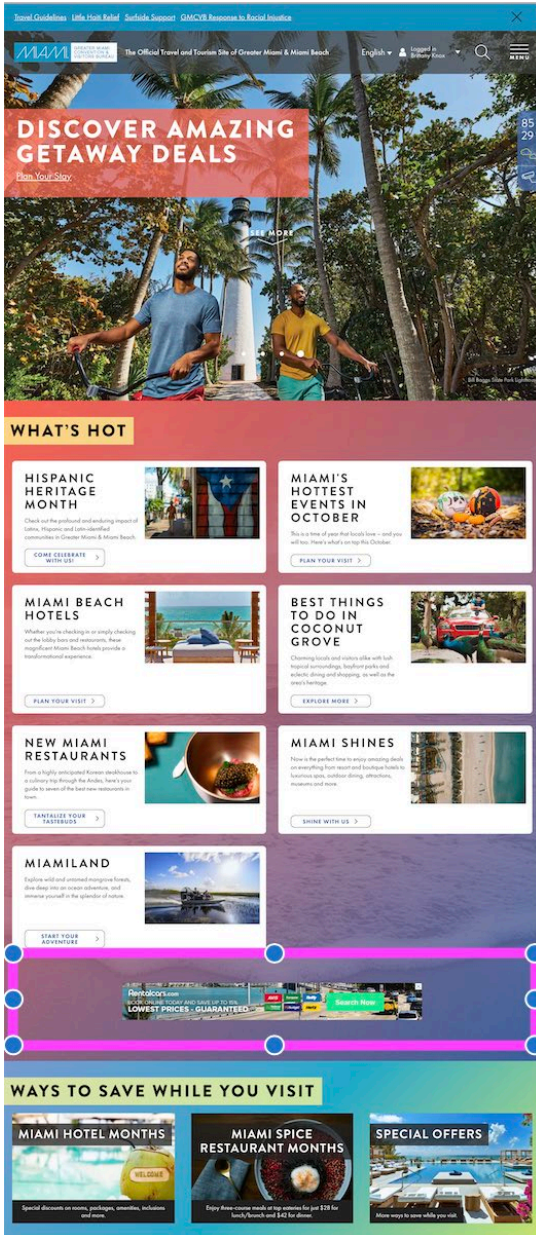
DESCRIPTION

Leaderboard Display Ad
728px (w) x 90px (h)

Medium Rectangle Display Ad
300px (w) x 250px (h)

ADVERTISING COST

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



Sample Partner Advertising Placement

For Digital Advertising Opportunities:
Ali Bibeau, GMCVB
305.539.3076 Ali@GMCVB.com

WEBSITE

MiamiandMiamiBeach.com Advertising

DESCRIPTION

Landing Page Feature:
Target your message by site content by promoting your business on category-specific landing pages: Hotels, Things to Do, What's Hot, Events sections and more.

ADVERTISING COST

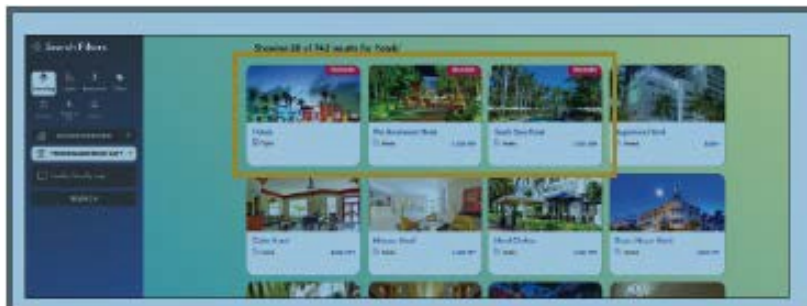
\$750 for 90 days
\$1,400 for 180 days



Featured Search Result:

MiamiandMiamiBeach.com is a trusted source for comprehensive business listings that visitors depend on to plan their trip. The featured search result business listing program gives you premium exposure on relevant category pages.

\$750 for 90 days
\$1,400 for 180 days



For Digital Advertising Opportunities:

Ali Bibeau, GMCVB

305.539.3076 Ali@GMCVB.com

WEBSITE

DESCRIPTION

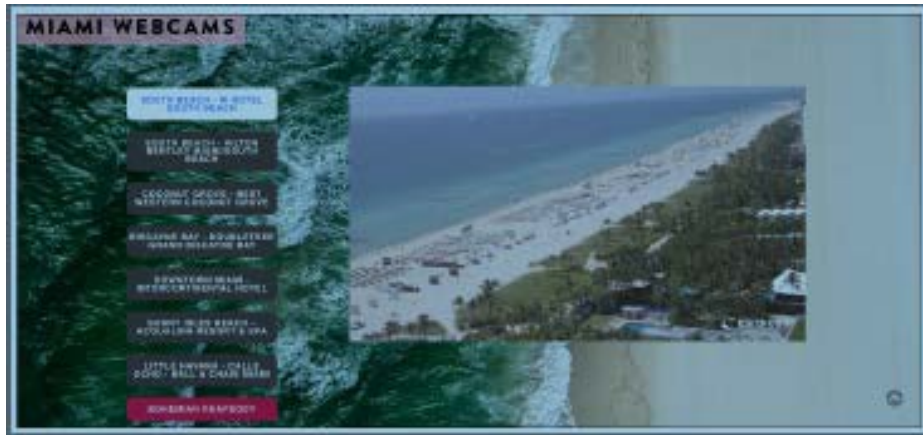
ADVERTISING COST

MiamiandMiamiBeach.com Advertising

Webcam Video Feature:
As one of the most highly trafficked spots on MiamiandMiamiBeach.com, the Miami Webcam section is an ideal position to promote your video.

\$1,500 for 30 days

\$5,000 for 180 days



Mid Article Ad:

Advertise your business in absolute context by aligning it with relevant content for an entire year. Mid-article ads are sold on an annual basis as an exclusive opportunity per article.

Custom rates available.



For Digital Advertising Opportunities:

Ali Bibeau, GMCVB

305.539.3076 Ali@GMCVB.com

PUBLICATION

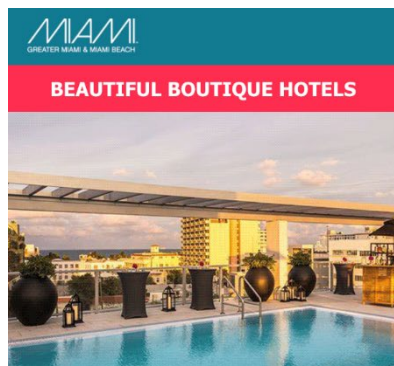
MIAMI INSIDER E-NEWSLETTER

DESCRIPTION

The *Miami Insider* consumer email is sent to 142,000+ prospective visitors monthly, highlighting what's hot in Greater Miami and the Beaches, including featured hotels, events, attractions, nightlife, shopping, special deals and more.

ADVERTISING COST

- Primary Sponsor: \$1,500
- Article Card: \$1,250
- Featured Hotel: \$1,000
- Hotel Card: \$750
- Featured Event/Attraction: \$750
- Event Card: \$500
- Banner ad: \$475



There's nothing quite like a late-summer or fall escape to a stylish Miami boutique hotel. You'll find amazing service, gorgeous architecture and sparkling pools at these Greater Miami hideaways.

[CHECK OUT BOUTIQUE HOTELS >](#)



Coolest September Events

Get fired up for football, pumped for Pride and ready for Reggaefest. It's all happening this month in Greater Miami.

[SEE WHAT'S HAPPENING >](#)



Truly Tempting Offers

With Miami Spice and Miami Hotel Months happening all month long, it's the perfect time to visit.

[FIND DEALS >](#)



Key Biscayne & Virginia Key

Whether your perfect beach day involves solitude, activity or local flavor, we've got great options for you.

[PLAN YOUR BEACH DAY >](#)

[FIND MORE FUN THINGS TO DO >](#)



BEYOND VAN GOGH EXHIBIT

Beyond Van Gogh Miami, an Immersive Experience www.vangoghmiami.com

Beyond Van Gogh: Immerse yourself in Van Gogh's artwork like you've never seen it before. Currently open at the Ice Palace Studios for a limited time.

[Purchase Tickets >](#)

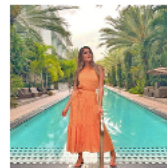


MIAMI MARRIOTT BISCAYNE BAY

Up to 25% Off, 50% Off Parking + More

Book our Staycation package and surround yourself with bay views in this perfect downtown Miami location.

[See Details >](#)

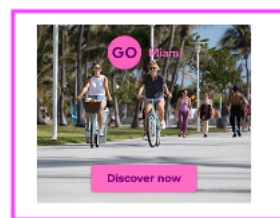


#OnlyAtTheNational can you enjoy incredible adults-only accommodations during #MiamiHotelMonths with 30% savings. Book your stay at the @nationalhotelmiami beach through the link in our bio!

[@anyoliabregg](#)



Celebrate #NationalBlackBusinessMonth & sample the diverse culinary traditions of Historic Overtown at @roosterovertown! Enjoy Chef @marcuscooks' inaugural #MiamiSpice menu, including "Chicken-Fried" Green Tomatoes, "Yassa Ribeye Steak, & the Viking of the Keys.



THINGS TO DO HOTELS EVENTS
PLAN YOUR TRIP SPECIAL OFFERS

MIAMI
GREATER MIAMI & MIAMI BEACH

f i t p y

701 Brickell Avenue, Suite 2700
Miami, FL 33131 USA

For Miami Insider Placement Opportunities:

Ali Bibeau, GMCVB

305.539.3076 Ali@GMCVB.com

PUBLICATION

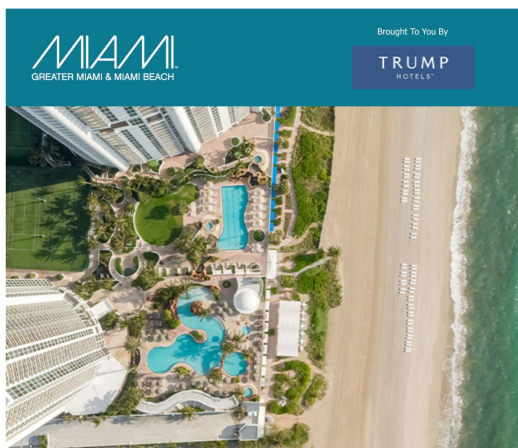
DESCRIPTION

ADVERTISING COST

SPONSORED EMAIL

Reach Greater Miami and Miami Beach 142,000+ prospective audience of opt-in subscribers with a **100% Share of Voice** Sponsored Email. The email will focus solely on YOUR business, destination or event, driving all clicks to your website. The sponsored email is sent to the Greater Miami and the Beaches' subscriber database in a branded template featuring a single message, allowing you to tailor your approach.

- Sponsor: \$5,500 (*sold quarterly*)

[Subscribe](#)
[Past Issues](#)
[Translate ▼](#)
[RSS](#)
[View this email in your browser.](#)


Save More on More... Plus a \$50 Resort Credit

At Trump International Beach Resort, savings extend from your guest room to the air-conditioned cabanas and beyond.

[BOOK NOW >](#)

THINGS TO DO HOTELS EVENTS
PLAN YOUR TRIP SPECIAL OFFERS

MIAMI
GREATER MIAMI & MIAMI BEACH



701 Brickell Avenue, Suite 2700
Miami, FL 33131 USA

You are subscribed as <Email Address>. [Click here](#) to unsubscribe.

View our [Terms & Conditions & Privacy Policy](#)

Copyright © 2021 Greater Miami Convention & Visitors Bureau. All rights reserved.

For Sponsored Email Opportunities:

Ali Bibeau, GMCVB

305.539.3076 Ali@GMCVB.com

Partner of the Week and Newsletter Sponsorship:
Ali Bibeau, GMCVB
305.539.3076 Ali@GMCVB.com

TRAVEL TRADE SALES EVENTS

EVENT

DATE & DESCRIPTION



March 6-7, 2021
Los Angeles, CA

Travel & Adventure Shows are the largest consumer travel shows in the U.S.

Past attendance: 25K

PARTICIPATION COST: \$500



ITB
BERLIN

The World's
Leading
Travel Trade
Show®

March 9-12, 2021
Virtual

ITB Berlin is the world's largest tourism trade fair. The companies represented at the fair include hotels, tourist boards, tour operators, system providers, airlines and car rental companies.

PARTICIPATION COST: \$2,000



March 13-14, 2021
Washington, DC

Travel & Adventure Shows are the largest consumer travel shows in the U.S. The GMCVB will coordinate a Sales Blitz prior to the show.

Past attendance: 15K

PARTICIPATION COST: \$500

For all Travel Trade Opportunities:
TravelTrade@GMCVB.com
305.539.3091

TRAVEL TRADE SALES EVENTS

EVENT



DATE & DESCRIPTION

March 27-28, 2021
San Francisco, CA

Travel & Adventure Shows are the largest consumer travel shows in the U.S. The GMCVB will coordinate a Sales Blitz prior to the show.

Past attendance: 10K

PARTICIPATION COST: \$500



April 10-11, 2021
Dallas, TX

Travel & Adventure Shows are the largest consumer travel shows in the U.S. The GMCVB will coordinate a Sales Blitz prior to the show.

Past attendance: 12K

PARTICIPATION COST: \$500

For all Travel Trade Opportunities:
TravelTrade@GMCVB.com
305.539.3091

TRAVEL TRADE SALES EVENTS

EVENT

DATE & DESCRIPTION



April 17-18, 2021
Chicago, IL

Travel & Adventure Shows are the largest consumer travel shows in the U.S. The GMCVB will coordinate a Sales Blitz prior to the show.

Past attendance: 18K

PARTICIPATION COST: \$500



April 24-25, 2021
Atlanta, GA

Travel & Adventure Shows are the largest consumer travel shows in the U.S. The GMCVB will coordinate a Sales Blitz prior to the show.

Past attendance: 18K

PARTICIPATION COST: \$500



June 23-25, 2021
Sao Paulo, Brazil

An annual business-to-business exhibition for travel industry professionals. Suppliers of travel and tourism products showcase the latest developments in the travel industry.

PARTICIPATION COST: \$2,000

TRAVEL TRADE SALES EVENTS

EVENT

DATE & DESCRIPTION



July 27-31, 2021
Hollywood, FL

The largest and only official conference of the cruise industry, Cruise360 brings together travel professionals, cruise line representatives, ports and destinations.

PARTICIPATION COST: \$1,000



September 18-22, 2021
Las Vegas, NV

IPW is the travel industry's premier international marketplace and the largest generator of travel to the U.S. Participation includes shared appointments with the GMCVB Sales team.

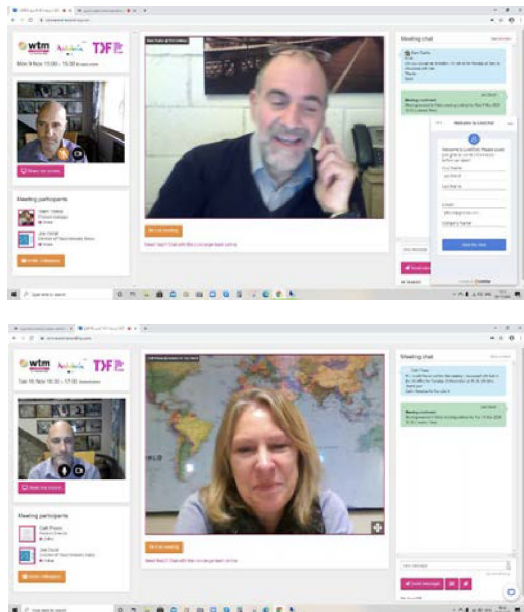
Past attendance: 5K
PARTICIPATION COST: \$4,000

For all Travel Trade Opportunities:
TravelTrade@GMCVB.com
305.539.3091

TRAVEL TRADE SALES EVENTS

EVENT

Virtual Sales Missions



DATE & DESCRIPTION

The GMCVB is planning a series of virtual sales missions throughout the following markets to keep Miami top of mind with clients:

- United States
- Canada & Mexico
- Argentina, Brazil, Colombia
- UK, Germany, France, Spain

These Sales Missions will include one-on-one meetings with key clients. These are in development and dates will be firming up during December 2020.

PARTICIPATION COST: RANGING FROM \$250 TO \$1,000

In-person Sales Missions & Sales Blitzes



The GMCVB is planning a series of in-person sales missions and sales blitzes throughout the following markets:

- Northeast, Midwest and California
- Florida
- Canada and Mexico
- Argentina, Brazil, Colombia
- Caribbean

These Sales Missions will include one-on-one meetings with key clients. These are in development and dates will be firming up during December 2020.

PARTICIPATION COST: RANGING FROM \$500 TO \$2,000

For all Travel Trade Opportunities:

TravelTrade@GMCVB.com

305.539.3091

MIAMI TEMPTATIONS PROGRAMS

| FY 2020/2021 PROGRAMMING | MONTHS | TARGET MARKET | PARTNERS - WHO CAN PARTICIPATE? | WHAT'S THE ASK? |
|---------------------------------------|--------------------|------------------|---|--|
| Miami Entertainment Months | October - November | Local tri-county | <ul style="list-style-type: none"> Theater/auditorium venues Dance/music venues Ticketed events Entertainment venues in heritage neighborhoods | Special offers from entertainment venue partners |
| Miami Arts, Culture & Heritage Months | December - January | Local tri-county | <ul style="list-style-type: none"> Art galleries Museums Arts/culture/historical attractions Heritage museums/art galleries/attractions Miami-Dade County parks Restaurants Hotel partners that are pairing with an artist for viewing or have a hotel package with a local art venue | Special offers from arts, culture and heritage partners; Hotel+artist exhibition matchmaking |
| Miami Health & Wellness Months | February - March | Local tri-county | <ul style="list-style-type: none"> Medical/day/hotel spas Yoga/dance/acupuncture studios Urgent care/minute clinics Hospital networks Fitness centers/cycling/health clubs Outdoor recreational facilities Restaurants Beauty/nail salons Dermatology offices Hotels that have hotel packages related to wellness offerings | Special offers from health and wellness related partners |
| Miami Attraction & Museum Months | April - May | Local tri-county | <ul style="list-style-type: none"> Attractions Museums Outdoor recreational facilities | Special offers from attraction/museum partners (BOGO, membership deals, discounts) |
| Miami Hotel Months | June - September | Local tri-county | <ul style="list-style-type: none"> Accommodations | Special offers from hotel partners such as summer getaways, staycation deals, long-term stays. |
| Miami Spa Months | July - August | Local tri-county | <ul style="list-style-type: none"> Hotel spas Medical spas Day spas | Special treatment menu offerings of \$109, \$139 w/ optional \$199 |
| Miami Spice Restaurant Months | August - September | Local tri-county | <ul style="list-style-type: none"> Restaurants | Special prix fixe menus at \$25 brunch/lunch & \$39 dinner |

For all Miami Temptations Opportunities:
Temptations@GMCVB.COM