

Boston.com/ Boston Globe Traveler Email

Opportunity Overview: *Boston Globe* Traveler is a daily email distributed by the *Boston Globe* to subscribers who have opted-in to receive travel information. Emails are delivered Monday through Friday with a maximum of one email per day.

To Participate: Visit St. Pete/Clearwater will be featured exclusively in six custom emails deployed to this targeted travel database in 2020. Cooperative advertising opportunities for VSPC partners are available within each email for partners to feature their timely travel deals!

Time Period	Markets	Estimated Distribution	Cost
Jan 2020 Feb 2020 Mar 2020 Sep 2020 Oct 2020 Nov 2020	National (primarily Boston DMA)	49,000/email	\$300/email

Partners Receive:


Property name in bold, image, up to 15 words of copy to feature a timely vacation offer/special travel deal, price point and URL with direct link to partner website.



boston.com | Boston Traveler


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STAY EAT EVENTS



Find Your Place in the Sun


Gulf breezes, sandy beaches and brilliant sunsets await you at these exclusive hotels. Whether you're looking for a romantic retreat or a family vacation, you'll find luxury and relaxation at these beachfront resorts. Book early and save up to 30% at each of the resorts below.




Opal Sands Beach Resort

Stay on the beach and save up to 20%, plus enjoy free - breakfast for two daily!

Let's go!

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Sample creative.
Actual creative
may vary.

Limited to four partner
opportunities for each email.