

New York Times Great Getaways Travel Email

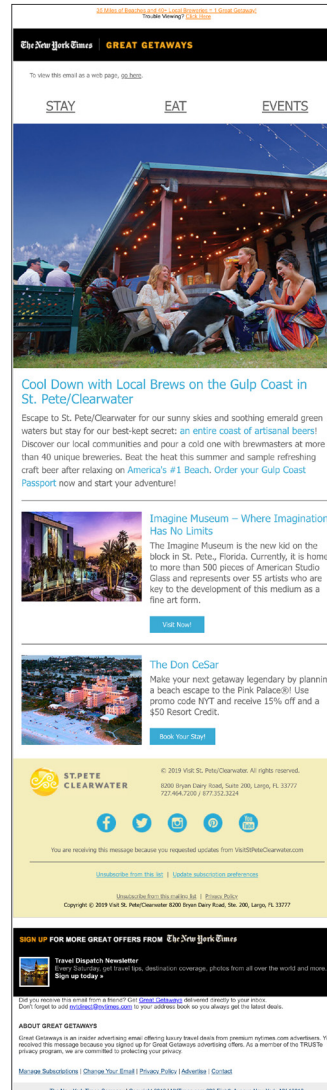
Opportunity Overview: *New York Times* Great Getaways is a dedicated email that spotlights the perfect escape, last-minute retreats, vacation packages and exclusive travel destinations, enabling advertisers to reach an affluent audience of subscribers. Great Getaways subscribers are engaged consumers, ready to book their next trip!

To Participate: Visit St. Pete/Clearwater will be featured exclusively in 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
Aug 2020 Sep 2020	National	164,000/email	\$800/email

Partners Receive:

Property name in bold, image, up to 50 characters (with spaces) for headline and 200 characters (with spaces) for body copy to feature a timely vacation offer/special travel deal, price point and URL with direct link to partner website.

The image shows a sample of a Great Getaways email. At the top, it says "STAY EAT EVENTS" with a "STAY" button. Below is a photo of people at an outdoor bar. The main headline is "Cool Down with Local Brews on the Gulf Coast in St. Pete/Clearwater". The body text describes local breweries and includes a "Passport now and start your adventure!" link. Below this are two more promotional cards: "Imagine Museum - Where Imagination Has No Limits" and "The Don CeSar". Each card has a "Visit Now" or "Book Your Stay" button. The footer includes the ST. PETE CLEARWATER logo, contact information, social media icons, and a "SIGN UP FOR MORE GREAT OFFERS FROM The New York Times" section.

Sample creative. Actual creative may vary.

Limited to four partner opportunities for each email.