

Opportunities on DiscoverPuertoRico.com

DiscoverPuertoRico.com is the premier online resource for Puerto Rico trip planning. Through co-op programs designed to fit your goals and budget, you will expand your reach and connect with a targeted audience who is interested in visiting Puerto Rico.

237K+
Average
Monthly
Pageviews

2.84M+
Annual
Pageviews

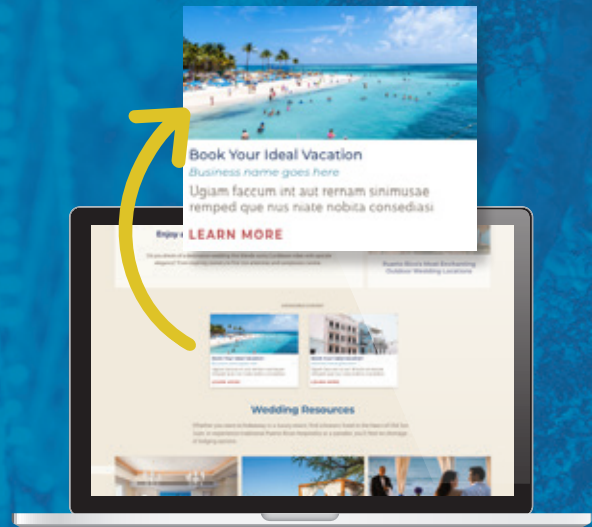
Native Display Advertising

PROGRAM INCLUDES:

- Full run of site
- Banner ad creation with image, business name, brief description and call to action.
- Link to your business listing on DiscoverPuertoRico.com or your site.

INVESTMENT:

3 Months	6 Months
\$2,500	\$5,000



Featured Listings

PROGRAM INCLUDES:

- Complete business listing, including: description, images, address, phone number, website, email, hours and amenities, tagged to region and category.
- Priority placement on listings page, including sorting by category and region, and featured flag.

INVESTMENT:*

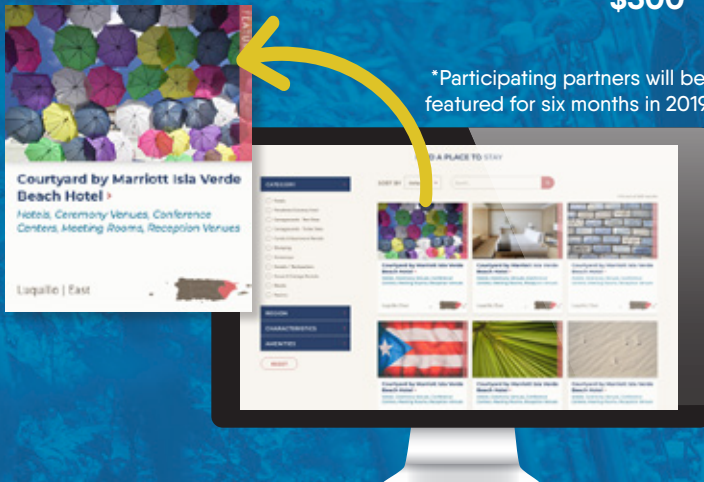
Resorts & Hotels:	\$750
Attractions & Experiences:	\$500

Lead Generation

PROGRAM INCLUDES:

- When website visitors sign up to receive information about the island, they can request to receive information about your business directly from you.
- Image, business name and brief description on subscription page.
- List of collected leads with direct contact information, including name, email and mailing address, on a weekly basis.

INVESTMENT: 6 Months
\$2,500



Video Content Creation

Work with our team of video experts to develop custom, quality content to be featured on your profile page on DiscoverPuertoRico.com, as well as to use across your own marketing channels. You'll get full rights to the video content in perpetuity and benefit from Discover Puerto Rico's overarching media strategy driving traffic to the site.

Video Content Development

PROGRAM INCLUDES*:

- Custom video content plan dedicated to telling your unique story.
- (1) Music-driven, storytelling-focused, high-res video, up to 90 seconds.
- (1) Full day on-location shoot, up to 10 hours, with 1 videographer.
- Drone equipment included; usage based on flight regulations at selected locations.
- Full rights to final video and b-roll in perpetuity.
- Video to be co-branded with Discover Puerto Rico.

INVESTMENT:
\$4,000

PROGRAM VALUE:
\$9,500

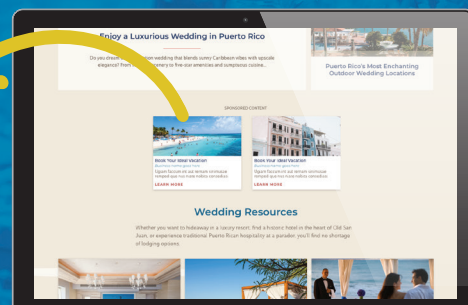


*Professional on-camera talent not included, but available as an add-on option. Our team can also work with talent sourced directly by your business, such as staff members or other locals selected at your discretion, at no additional cost.

Includes Native Display Advertising to Support Video Content Engagement

Partners participating in the video program receive added value exposure on DiscoverPuertoRico.com:

- Custom native display banners on DiscoverPuertoRico.com to drive visitors to your video content on your listing page or on your business site.
- Partners receive full run of site for three months.
- Includes banner ad creation with image, business name, brief description and call to action.



Add-On Options:

TALENT

- Professional hero on-screen talent.
- On-location for full shoot day, up to 10 hours.
- Your choice whether talent is on camera speaking or non-speaking.

INVESTMENT: **\$3,500**

SOCIAL CUT

- Final video recut for social distribution.
- (1) 30-second cut.
- (1) 15-second cut.
- 16:9 and 1x1 format of each.

INVESTMENT: **\$2,500**

Media Opportunities: Adara & Sojern

Discover Puerto Rico has developed a co-branded campaign with Adara and Sojern. Their online advertising solutions help grow visitation from high-value consumers and in-market travelers. For optimal results, Discover Puerto Rico will match each partner's contribution dollar for dollar.

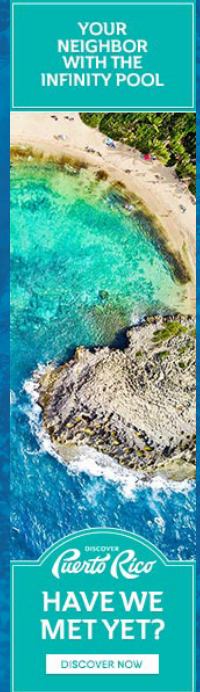
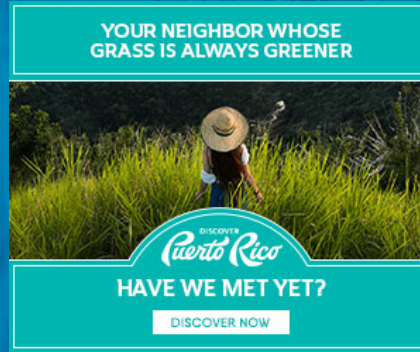
Display Banners & Native Ad Units

HIGHLIGHTS:

- Adara and Sojern combine real-time travel intent from the world's top travel partners (including airlines, hotels, OTAs, etc.)
- This traveler data is used to identify and reach people with intention to travel to Puerto Rico and/or the Caribbean, prioritizing those in core gateway markets and within identified demos
- With access to real-time first party search, booking and loyalty data from 100's of global travel suppliers, they target travelers who are actively planning their trip to Puerto Rico
- Adara and Sojern are the leaders in the fastest growing trend in marketing, Big Data. Based on this first-party data, we can place your ad in front of the right person at the right time markets and within identified demos

PACKAGE INCLUDES:

- Program will include monthly reporting as well as a full post-campaign recap
- Estimated 1.8 Million Impressions per month (depending on tier)



*CREATIVE SAMPLES INCLUDED FOR REFERENCE ONLY, FINAL CAMPAIGN COMPS/MOCK UPS TO COME



Partner Packages

PACKAGE	TACTIC	ESTIMATED MONTHLY IMPRESSIONS	PARTNER INVESTMENT PER MONTH**
Adara/Sojern	Display Banners & Native Ad Units	1.8 Million	\$5,000

**2 MONTH MINIMUM

Media Opportunities: MIQ

Discover Puerto Rico has developed a co-branded campaign to help partners reach their preferred targeted audience by persona. Discover Puerto Rico will match partner contribution dollar for dollar.

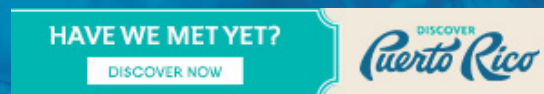
MIQ Targeted Display Banners

HIGHLIGHTS:

- Discover Puerto Rico’s extensive audience research revealed the top 5 interest personas of Puerto Rico’s visitors: **Culture Seeker, Beach Enthusiast, Luxury Travelers, Meeting Planner, LGBTQ Community**
- Predictive technology and advanced targeting will build look-a-like models and custom audience segments specifically for your desired persona targets, predicting users who are most likely to convert and retargeting those who have already shown interest
- MIQ aggregates and analyzes data from first-, second-, and third-party sources to build custom audiences that are likely to engage with your brand
- They pinpoint high-value consumers while minimizing waste and ensuring large reach across the target audience persona
- MIQ’s brand learnings from the Discover Puerto Rico’s 2019 learnings will accelerate the efficiency of your campaign

PACKAGE INCLUDES:

- Co-branded display banners* will be targeted to the persona that aligns with partner’s target audience
- Estimated 1.2 - 2.5 Million Impressions per month (depending on tier)
- Program will include monthly reporting as well as a full post-campaign recap.



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MIQ Partner Packages

PACKAGE	TACTIC	ESTIMATED MONTHLY IMPRESSIONS	PARTNER INVESTMENT PER MONTH**
MIQ Tier 1	Display Banners Targeted by Persona – Select 1	1.2 Million	\$2,500
MIQ Tier 2	Display Banners Targeted by Persona – Select 2	2.5 Million	\$5,000

**2 MONTH MINIMUM

FEATURED PERSONAS:

- Culture Seeker
- Beach Enthusiast
- Luxury Travelers
- Meeting Planner
- LGBTQ Community

Media Opportunities: New York Times Email

Reach high-end luxury travelers with the New York Times Great Getaways email. Discover Puerto Rico will match partner contribution dollar for dollar.

185k
Opt-In
Subscribers

17%
Average
Open Rate

New York Times Great Getaways Email

HIGHLIGHTS:

- 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 and active travelers, ready to book their next trip
- Discover Puerto Rico will be featured in a quarterly email, deployed to this targeted travel database, providing up to 4 advertising opportunities for partners within each email to feature their travel deals
- The New York Times has 1450 journalist in 150 countries, 2x more Pulitzers than any other publisher, #1 cited across the globe, and 250 articles every day

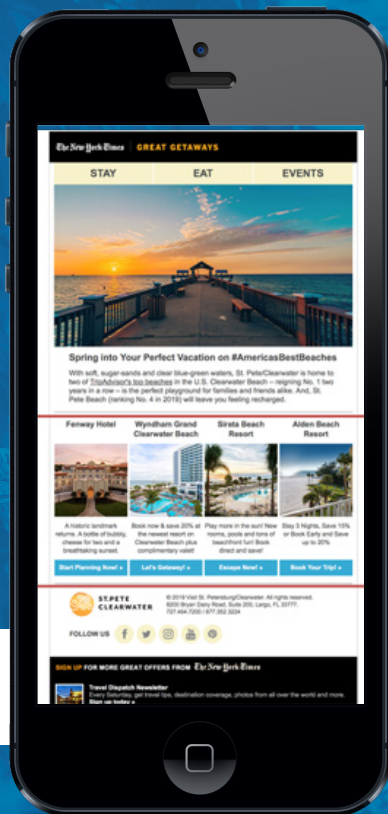
PACKAGE INCLUDES:

- Featured spot* as one of four partners included in dedicated Discover Puerto Rico Email to **185,000 opt-in subscribers**
- Overview report with open rate and click through rate will be provided in the final report

*CREATIVE EXAMPLE INCLUDED HERE FOR BRAND REFERENCE ONLY, FINAL CAMPAIGN COMPS/MOCK UPS TO COME

(Email subject to full participation of four partners per email)

PARTNER INVESTMENT PER EMAIL: \$1,125



The New York Times



Media Opportunities: Condé Nast Email

Condé Nast is a premier media company—producing the highest quality content for the world’s most influential audiences through world-renowned brands and a suite of enterprise products fueled by data and technology. Discover Puerto Rico will match partner contribution dollar for dollar.

51k
Opt-In
Subscribers

Condé Nast Traveler Email

HIGHLIGHTS:

- Reach Condé Nast Traveler’s travel-obsessed consumers in an intimate content consumption environment
- Discover Puerto Rico will be featured in 3 emails between July and December 2019, providing up to 4 advertising opportunities for partners to be featured within each email
- Dedicated email blast features high-impact imagery that impresses at first open, allowing Discover Puerto Rico and its partners to own 100% SOV of this opportunity
- Designed to encourage engagement with the brand and its partners through strong imagery and calls-to-action
- Delivered directly to the inbox of our engaged, discerning audience

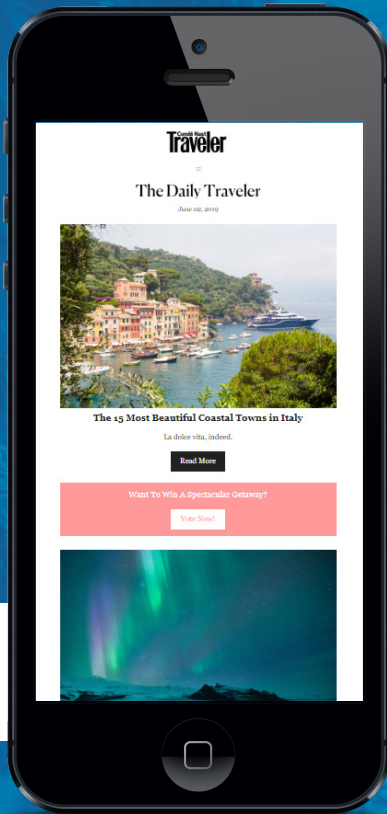
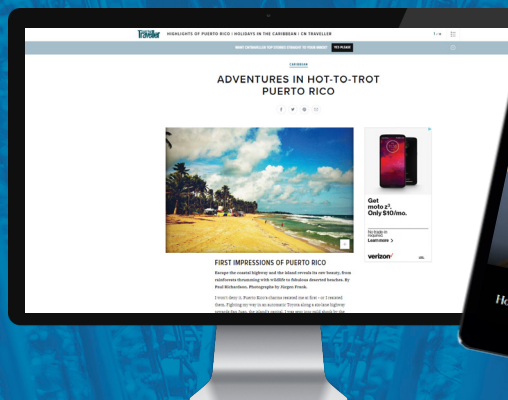
PACKAGE INCLUDES:

- Featured spot* as one of four partners included in dedicated Discover Puerto Rico Email to **51,000 opt-in subscribers**
- Overview report with open rate and click through rate will be provided in the final report

*CREATIVE EXAMPLE INCLUDED HERE FOR BRAND REFERENCE ONLY, FINAL CAMPAIGN COMPS/MOCK UPS TO COME

(Email subject to full participation of four partners per email)

PARTNER INVESTMENT PER EMAIL: \$850

Media Opportunities: Passport Magazine Email

PASSPORT is America's number one gay travel magazine and the number one source of unbiased travel writing about destinations and topics pertinent to the gay/lesbian traveler and their friends. This email program is designed to reach a targeted, sophisticated gay and lesbian audience interested in travel.

Passport Magazine Email

30%+
Average
Open Rate

HIGHLIGHTS:

- Passport Media focuses on inspiring travel specifically within the LGBTQ community
- A weekly e-mail is sent on Thursdays to **63,000 opt-in subscriber**
- Discover Puerto Rico will be featured in a quarterly email, providing up to 4 advertising opportunities for partners to be featured within each email
- Passport's mission is to guide, inspire, and encourage travelers to discover deeper, richer, and more fulfilling experiences at home and around the world through compelling story-telling online, in print, with video, and through live events
- The world's best inspirational and planning tool for the affluent, adventurous, and sophisticated traveler

PACKAGE INCLUDES:

- Featured spot* as one of four partners included in dedicated Discover Puerto Rico Email to **63,000 opt-in subscribers**
- Overview report with open rate and click through detail

PARTNER INVESTMENT PER EMAIL: \$450

(Email subject to full participation of 4 partners per email)

*CREATIVE EXAMPLE INCLUDED HERE FOR BRAND REFERENCE ONLY, FINAL CAMPAIGN COMPS/MOCK UPS TO COME



PASSPORT

TRAVEL • CULTURE • STYLE • ADVENTURE • ROMANCE!



Media Opportunities: Epro Direct Email

EproDirect is an email marketing agency that focuses exclusively on the meetings & convention segments of the hospitality industry. Discover Puerto Rico will match partner contribution dollar for dollar.

80k+
Opt-In
Subscribers

30%+
Open Rate

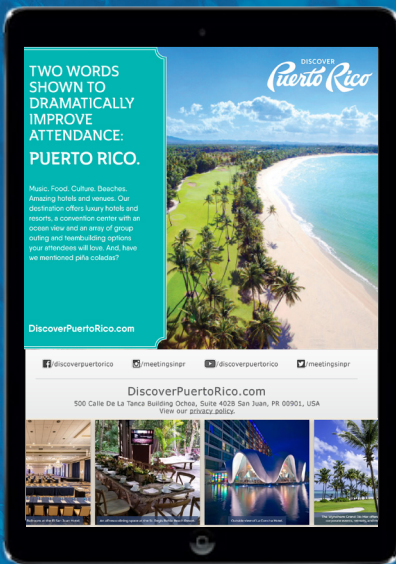
Epro Direct Email

HIGHLIGHTS:

- Unique database of over 80,000 opt-in meeting planners, including 26,341 planners in Discover Puerto Rico target geo markets
- Epro cleans their list daily and actively adds to their database with the consent of professionals working in the event and meeting planning industry, ensuring a high-quality and engaged audience
- Average email open rate is over 30%, well above industry average
- Discover Puerto Rico will be featured in a quarterly email to the planners within our target markets, providing up to 4 advertising opportunities for partners to be featured within each email
- Epro helps drive group business through effective integrated marketing strategies that inspire and engage meeting planners
- They have over 17 years of experience in promoting meetings of various sizes with various entertainment for a variety of destinations

PACKAGE INCLUDES:

- Program will include final reporting
- Featured spot* as one of four partners included in dedicated Discover Puerto Rico Email to **over 26K opt-in subscribers**
- Overview report with open rate and click through detail



*CREATIVE EXAMPLE INCLUDED HERE FOR BRAND REFERENCE ONLY, FINAL CAMPAIGN COMPS/MOCK UPS TO COME

PARTNER INVESTMENT PER EMAIL: \$550

(Email subject to full participation of 4 partners per email)

