

# Drive Visitors Planning A Florida Vacation To Your Web Site FREE To VISIT FLORIDA Partners!

## DRIVE TRAFFIC TO YOUR OWN WEB SITE

Get Your Promotional Offers Listed on both [www.VISITFLORIDA.com](http://www.VISITFLORIDA.com) & [www.FloridaVacationAuction.com](http://www.FloridaVacationAuction.com)

The FLORIDA VACATION AUCTION is a promotional web site featuring accommodation and attraction special offers throughout the state. In exchange for a promotional voucher for either two-nights accommodations or four attraction admission tickets (minimums), advertisers receive a **dedicated web page including:**

- ☀ Four photos and logo.
- ☀ **Headline and descriptive copy (200-250 words) featuring your promotional offer.**
- ☀ **Two "Buy Direct" links that take users directly to your booking engine or special offer landing page on your Web site.**
- ☀ **Two "More Info" links and a hot linked logo that takes users to your Web site.**
- ☀ **All advertiser listings on [www.FloridaVacationAuction.com](http://www.FloridaVacationAuction.com) are duplicated in the "Hot Deals" section of [www.VISITFLORIDA.com](http://www.VISITFLORIDA.com), presenting your message on two Web sites with an average monthly unique visitor audience of more than 900,000!**

## RECEIVE WEEKLY REPORTS ON:

- ☀ How many times your page was viewed.
- ☀ How many consumers clicked the "Buy Direct" links.
- ☀ How many clicked the "More Information" links and total refers to your site.
- ☀ How many forwarded your landing page listing to a friend.

These reports are provided via e-mail during each week of a listing (two weeks of "Upcoming Auctions", one week as "Active Auctions" and one week as "Recent Auctions").

## ADVERTISER BENEFITS

- ☀ **Measurable promotion of your property and Web site to thousands of affluent, experienced Internet shoppers.**
- ☀ **Gain new visitors without affiliate commissions or cost-per-click costs.**
- ☀ **Get new customers from both winning bidders and those who "Buy Direct".**
- ☀ **Gain additional exposure in our online and offline marketing, as we only sell the promotional offers of our advertisers.**
- ☀ **Gain additional exposure via VISIT FLORIDA, The States's Official Source for Travel Planning.**
- ☀ **Enhance your own search engine optimization as your listing with us will contribute to your "quality inbound links" score with search engines**

## CONSUMER BENEFITS

- ☀ Save up to 80% of the retail value.
- ☀ "Buy Direct" at your price, on your site, at any time during the four week listing.
- ☀ Search for vacation offers based on location, type of experience, activities or price/budget.
- ☀ View auction listings, special offers and take advantage of "Buy Direct" and "More Info" links without registering, which is only required to bid on auctions.
- ☀ Opt-in to receive e-Newsletter updates and in late 2006, RSS feeds featuring new offers and auctions.

## WHAT IS THE COST TO PARTICIPATE?

A promotions voucher for a minimum two-night stay or four admission tickets, much like any other promotional giveaway, earns your business a four-week listing. There is no listing fee for VISIT FLORIDA Partners and a nominal fee applies for non-Partners per the below schedule:

Listing Fee Schedule	VISIT FLORIDA Partner	Non-Partner
Per 4 week listing	FREE	\$250
Seven 4 week listings	FREE	\$875
Thirteen 4 week listings	FREE	\$1,000

## QUICK FACTS:

56% Female, 44% Male & 95% Domestic US

### Top 5 States:

1. Florida 2. Georgia 3. Massachusetts 4. Ohio 5. New York/Illinois (tie)

## HOW TO ADVERTISE YOUR WEB SITE

Simply open an account online by clicking on the advertiser information link or contact one of our team members to set up your account and landing page for you. We publish new listings every Sunday and can accept your information as late as the preceding Friday.

**Glenn Letch** ..... 239.333.4444, x 74  
Glenn.Letch@FloridaVacationAuction.com

**Tracy Hart** ..... x 73  
Tracy.Hart@FloridaVacationAuction.com

**Sal Dickinson** ..... x 10  
Sal.Dickinson@FloridaVacationAuction.com



# Dedicated Promotional Offer Landing Page

## 4 PHOTOS & UP TO 250 WORDS

Florida Vacation Auction | Bid on a Florida Vacation or Buy Direct - Bid, Win, Enjoy!

http://www.floridavacationauction.com/index.cfm/event-ViewAuction

New Visitor? / Register Here Members / Login Now

**FLORIDA Vacation AUCTION™**

Browse Auctions | How It Works | About Us | Refer A Friend | E-Newsletter

Florida Keys Family Pkg

Florida Vacation Auction Offers

**Plan Your Family Vacation to the Florida Keys and Hawk's Cay Resort**

4 days / 3 nights

**Buy Direct**  
Buy this offer direct only \$1,485.00

**Upcoming Auction**

You can not yet place bids on this auction.

**Auction Opens:** Jul 30, 2006  
**Auction Closes:** Aug 5, 2006  
**Starting Bid:** \$350.00

**Take Action**

WATCH THIS  
EMAIL THIS

**Live Assistance**

CHAT CLOSED  
LEAVE A MESSAGE

**Hawk's Cay Resort**  
The Heart of The Florida Keys  
www.hawkscay.com  
Hawks Cay  
61 Hawks Cay Boulevard  
Duck Key, Florida

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Proud Member of: VISITFLORIDA PARTNER Florida Association of

Two "Buy Direct" Links

VISITFLORIDA | Florida's Official Vacation Guide Including Florida Travel Information

http://www.visitflorida.com/

home | experiences | destinations | planning | hot deals

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Welcome to the State of Florida's Official Travel Planning Website.

Experiences: Two-Wheel Excursions, Underwater Adventure, special program Florida Vacation Auction

Florida is a cyclist's paradise, offering entry to some of the state's best-kept secrets. Our wonderful weather invites you to cycle year 'round, exploring breathtaking coastal vistas, lush natural areas and quaint small towns by two wheels. Check out this guide to the best paved and off-road trails Florida has to offer. View PDF

New! Florida Vacation Auction can help you save big on getaways within the Sunshine State. Just search the auctions, find a travel package and place your bid. You may snag your dream vacation at 80% off the sale price. More Information

VISITFLORIDA | Florida's Official Vacation Guide Including Florida Travel Information

http://www.visitflorida.com/

home | experiences | destinations | planning | hot deals

Tell us what you think

You are here: Home / Hot Deals / Florida Vacation Auction

**Florida Vacation Auction**

**Haunts of Daytona Beach**  
Are you a believer? Join us if you dare! Journey with us down the moonlit streets of Daytona Beach for an hour and a half long night of fright! This is the first ghost tour on the East coast of the United States to be owned & operated by a certified ghost hunter & more.  
Opening Bid: \$10  
Buy Direct for: \$22  
Retail Value: \$32

**Parrot Jungle Island offers 4 Free Passes**  
Primarily known for its parrots since 1936, Parrot Jungle Island has become home to 500 species of plants and 3,000 animals. From the amazing Liger Exhibit to Malaysian bear cats, Baby twin orangutans, lush tropical walk ways, and "Crococorus", the largest crocodile in... more.  
Winning Bid: \$35  
Buy Direct for: \$100  
Retail Value: \$100

**A Celebration of Love on Florida's Gulf Coast**  
Wedding Ceremony, Renewal of Marriage Vows or Commitment Ceremony for Runaway Couples who are nature lovers. Listen to the "music" of the birds, winds and surf as you exchange vows on beautiful Indian Rocks Beach. Your choice of Tuesday, Wednesday or Thursday celebration... more.  
Opening Bid: \$50  
Buy Direct for: \$175  
Retail Value: \$250

**Broadway Palm Dinner Theatre**  
On June 22nd, Southwest Florida comes alive with The Sound of Music and the story of Maria, the Captain, and the von Trapp family of Austria. Filled with Rodgers and Hammerstein classic songs including Do-Re-Mi, My Favorite Things, Climb Ev'ry Mountain, Sincere Gospel and... more.  
Winning Bid: \$40  
Buy Direct for: \$180  
Retail Value: \$180

**2-Night Captive Island Getaway**  
Active spirits who love water will fall head over heels at Tween Waters Inn. Find miles of secluded, pure Gulf beaches? where there are waves to be splashed, shells to be collected, castles to be built, fun to be had. An Olympic-size pool, hot tub and children's wading... more.  
Winning Bid: \$165  
Buy Direct for: \$300  
Retail Value: \$300

Two "More Info" Links

Hot Linked Logo