



# Frommers.com

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## About Frommers.com

With over 50 years of providing authoritative and innovative travel recommendations, Frommer's is firmly established as the **most trusted name in travel**. Frommers.com leverages top-notch content and brand recognition to create a comprehensive, dynamic, multimedia experience meeting every traveler's needs.

Inspires People to  
Travel

Gives the tools  
necessary to plan a  
memorable trip

Accompanies and  
advises people as they  
travel

Provides a forum for  
travelers to share  
experiences

Is a one stop shop for reaching your targeted travel audience via print, mobile, online, and downloadable content and products.

**Frommers.com is the ultimate source for up-to-date travel information for all ages and budgets.**

## Why Frommers.com?

### ALIGN YOUR BRAND WITH THE MOST TRUSTED NAME IN TRAVEL

- ◀ **POSITION**  
your message alongside award-winning expert editorial content
- ◀ **REACH**  
a targeted audience of active, affluent travelers with purchase power and influence
- ◀ **CONNECT**  
with customers engaged in the travel purchase process
- ◀ **ENGAGE**  
with travelers through multimedia placements with proven performance
- ◀ **MAXIMIZE**  
the impact of your advertising message by partnering with a multimedia brand
- ◀ **CREATE**  
customized advertising programs to fit your marketing goals

#### Some of our Advertisers include:



{Frommers.com}

## Demographics

### MONTHLY PAGE VIEWS:

12 MILLION+

### UNIQUE VISITORS:

2,500,000+ MONTHLY

### AVERAGE LENGTH OF VISIT:

7.40+ MINS

Source: Google Analytics

### SOCIAL MEDIA



20,000+ Likes



80,000+ followers

### THE FROMMER'S AUDIENCE

- ◀ 65% of travelers are ages 25-54
- ◀ 47% have a HHI of \$75k+
- ◀ 84% plan trips for 1+ people
- ◀ 83% will take 2 or more vacations in the next year
- ◀ 90% reported average leisure travel length of 5 or more days at a time
- ◀ 75% have an annual travel budget of \$2,500 or more

Source: Internal Survey, Doubleclick AdPlanner (March 2012)

## The Frommer's Traveler



**The Frommer's Traveler** explores the world in pursuit of culture and natural beauty. To fully appreciate the places and people she visits, she'll spend hours researching a destination before embarking on a trip. She maps out detailed itineraries and thrives off the anticipation and personalization of travel planning.

She pursues a place out of authentic curiosity. She visits Western Europe's landmarks and looks beyond the crowds and clichés to carve out an original experience.

She spots the fastest line at airport security, navigates a foreign subway like a local, and she's inevitably the first friend consulted for travel advice. From hiking America's National Parks to bargaining in Istanbul's souks to enjoying sushi at Tsukiji, the Frommer's Traveler forges her own path.



## Our Audience

### AESTHETES

They appreciate museums (214 index) and cultural/historical sites (254 index) so they're especially keen on travel to Europe (239 index)

They also enjoy the outdoors, and regularly take beach (30%), camping (18%) and national park (14%) trips

### AFFLUENTS

They prioritize travel and possess deep enough pockets to spend heavily and frequently to plan amazing trips

They're category leaders in heavy online travel spend, indexing at 357 for heavy spending in hospitality and 219 for airlines and 419 for vacation packages

## Our Audience

### LOYALISTS

58% actively participate in travel loyalty programs; Frommer's indexes highest in loyalty in the competitive category (162)

Hotel and Airline programs are particularly embraced by Frommer's Travelers, indexing at 177 and 162 respectively

### INFLUENCERS

They step up as travel influencers in their community; over 20% of our audience regularly advises others in travel planning

They're travel thought leaders, indexing at 186 versus TripAdvisor's 151 for providing frequent travel advice



# Advertising & Sponsorship Opportunities

Reach Frommers.com Travelers via:

- ◀ Display Advertising
- ◀ Destinations
- ◀ Slideshows
- ◀ Trip Ideas
- ◀ Community
- ◀ Blogs
- ◀ Rich Media Capabilities
- ◀ Homepage Morph
- ◀ Interstitials
- ◀ Pushdowns
- ◀ Custom Editorial Features
- ◀ Email Sponsorships

# Homepage

Achieve maximum exposure and surround contextually relevant content on the highest trafficked page of Frommers.com.

## Ad Specs:

- Display Units: 728x90, 160x600, 300x250
- Exclusivity available on a monthly basis, including road blocks (excluding carousel).
- Targeting options include geo-targeting and device category.

The screenshot shows the Frommers.com homepage layout. At the top is a red navigation bar with the 'Frommers' logo and a search bar. Below this is a large hero image of a mountain landscape. The main content area is divided into several sections:

- Arthur Frommer ONLINE**: A section featuring a photo of Arthur Frommer and a list of travel articles, including 'To La Dolce Vita: Airfares from the US to Italy Just \$438 in April and May' and 'You Only Live Once, But You Get to Serve Twice: The Low Down on Tennis Vacations from An Expert'.
- Get Inspired for Your Next Vacation with Frommers**: A section with a blue background and a 300x250 ad unit.
- Passportable**: A section with a red background and a 300x250 ad unit.
- Everything You Ever Needed to Know About Travel Insurance: When, What, How**: A section with a green background and a 300x250 ad unit.
- Our New Guides Are Here!**: A section with a red background and a 300x250 ad unit.
- Most Popular Slideshows**: A section with a blue background and a 300x250 ad unit.

On the right side of the page, there is a vertical blue sidebar with a 160x600 ad unit.

## Rich Media: Homepage Morph

Includes an unique experience with the homepage. A flash unit spawns from 728x90 unit on the homepage.

### Ad Specs:

- 1x freq cap auto expand a day per user.

**×**CLOSE

Interactive Digital Advertising. Advance.

**Frommers**

START EXPLORING

Photo Slideshows

Deals & News

Travel Troubleshooter: The Vikings are Real on This Riverboat

Frommer's 5 Deals: Nantucket, Thailand, St. Thomas, Egypt & Scotland

MORE Articles | Cruise News | Arthur's Blog | Editors' Blog

Frommers.com

# Destinations

Destination content from the best selling Frommer's Guides is the ideal place to create awareness of your brand in a contextually relevant environment.

## Ad Specs:

- Display Units: 728x90, 300x250, 160x600
- Exclusivity available on a monthly basis, including road blocks.
- Targeting options include geo-targeting and device category.
- Content targeting also available on a destination-by-destination basis.

The screenshot displays the Frommer's website interface. At the top, there's a red header with the 'Frommer's' logo and a blue bar with the text '728x90'. Below the header, a navigation bar includes links for Destinations, Hotels, Trip Ideas, Deals & News, Tips & Tools, Forums, Store, 100 Family Trips, and Radio. A search bar is also present. The main content area features a large image of a tropical beach with a pier and thatched-roof huts. Below this, there's a section titled 'Caribbean' with a blue background and the text '300x250'. To the right of this section, there's a list of 'The Best of Caribbean' recommendations, including 'Best Dining Bets', 'The Best Beaches', 'The Best Dive Sites', 'The Best Ec lodges & Wilderness Resorts', 'The Best Family Vacations', 'The Best Golf Courses', 'The Best Inns and Bed & Breakfasts', 'The Best Nightlife', 'The Best Places to Get Away from It All', 'The Best Romantic Hotels & Resorts', 'The Best Sailing', 'The Best Shopping', 'The Best Snorkeling', and 'The Best Tennis Facilities'. Below this list, there's a 'Complete Guide' section with links for 'Introduction' and 'Maps'. At the bottom, there's a 'COUNTRIES' section with a grid of country names and their corresponding hotel counts: Anguilla (400 hotels), Antigua (500 hotels), Aruba (500 hotels), Barbados (500 hotels), Bonaire (500 hotels), Cayman Islands (500 hotels), Cuba (500 hotels), Curacao (500 hotels), Dominican Republic (500 hotels), Grenada (500 hotels), Guadeloupe (500 hotels), Haiti (500 hotels), Jamaica (500 hotels), Martinique (500 hotels), Netherlands Antilles (500 hotels), Puerto Rico (500 hotels), Saba (500 hotels), St. Barts (500 hotels), St. Eustatius (500 hotels), St. Kitts and Nevis (500 hotels), St. Lucia (500 hotels), St. Maarten/St. Martin (500 hotels), St. Vincent and the Grenadines (500 hotels), and Trinidad and Tobago (500 hotels). On the right side of the page, there's a blue vertical bar with the text '160x600'.

## Trip Ideas

Engage travelers by interest or passion through integrated placements.

### Trip Ideas include:

- ◀ *Beach & Water Sports*
- ◀ *Cultural Immersion*
- ◀ *Cruise*
- ◀ *Outdoor & Adventure*
- ◀ *Winter Sport*
- ◀ *Disabled*
- ◀ *Family*
- ◀ *Honeymoon*
- ◀ *Women*
- ◀ *Food & Drink*
- ◀ *Arts & Culture*

### Ad Specs:

- ◀ Display Units: 728x90, 300x250, 160x600
- ◀ Exclusivity available on a monthly basis, including road blocks.
- ◀ Targeting options include geo-targeting and device category.

The screenshot displays the Frommers.com homepage with several ad units and content sections. At the top, a red navigation bar contains the site logo and a search bar. Below this, a large banner image of the Taj Mahal is visible. The main content area is divided into sections for 'Trip Ideas' and 'Related Articles'. The 'Trip Ideas' section features a grid of icons representing different travel categories. The 'Related Articles' section lists several travel deals and tips. Ad placements are indicated by blue boxes with dimensions: a 728x90 unit at the top right, a 300x250 unit on the left side, and a 160x600 unit on the right side.

**Frommers** 728x90

Destinations ▾ Hotels ▾ Trip Ideas ▾ Deals & News ▾ Tips & Tools ▾ Forums ▾ Store ▾ 100 Family Trips ▾ Radio

Search Flights powered by momondo Book Hotels powered by Booking.com

Home ▾ Trip Ideas

300x250

Search Hotels Booking.com

City, Region, Country, Hotel

Check-in 12 May 14

Check-out 13 May 14

Search

**Trip Ideas**

- Arts and Culture
- Cultural Immersion
- Family
- Gay & Lesbian
- National Park
- Road Trip
- Single
- Theme Park
- Women
- Beach & Water Sports
- Disabled
- Food and Drink
- Honeymoon
- Outdoor & Adventure
- Senior
- Student
- Winter Sport

**Related Articles**

5 Saving Strategies for Next Year's Family Vacation  
By Suzanne Rowan Kelleher, December 21, 2012

Now is the perfect time to start thinking about next year's family vacation. It might not be the most glamorous part of travel, but figuring out how to pay for it is vital. Develop a plan, stick to it -- and, as experts recommend -- involve your kids.

Frommer's Deal of the Week: Six Spring Nights in Paris from \$1,399 with Air  
By Carrie Hovaneck, December 14, 2012

Bring your bon appetit to this food lover's package to Paris, which saves you more than \$600 per person.

Family Travel: 10 Ways to Save on a Family Ski Trip  
By Suzanne Rowan Kelleher, November 8, 2012

Ski vacations are pricey by nature, but savvy parents never pay full price for a winter getaway. Once you learn how to spot a kid-friendly resort, you can use a few smart strategies to skin significant cost off your total spend.

Six Nights in the Azores from \$990 per person with Air  
By Carrie Hovaneck, October 26, 2012

Travel to Europe in less than five hours with this trip to the Azores, and save \$495.

Three Nights in Los Cabos, from \$739 with Air  
By Carrie Hovaneck, October 19, 2012

Escape cold and snowy January to warm and sunny Los Cabos and save \$278 per person.

See all articles »

160x600

## Slideshow

Reach an audience seeking inspiration as they explore Frommers.com photo galleries.

### Ad Specs:

- ❏ Display Units: 728x90, 300x250, 160x600, **300x600**, **300x1050**
- ❏ Exclusivity available on a monthly basis, including road blocks.
- ❏ Targeting options include geo-targeting and device category.

The screenshot displays the Frommers.com website interface. At the top, the 'Frommers' logo is on the left, and a blue bar on the right contains the text '728x90'. Below the logo is a navigation menu with links: Destinations, Hotels, Trip Ideas, Deals & News, Tips & Tools, Forums, Store, 100 Family Trips, and Radio. A search bar is located on the right side of the menu. The main header image shows a desert landscape with large rock formations. Below this, there are links for 'Search Flights' (powered by momondo) and 'Book Hotels' (powered by Booking.com). A social sharing bar includes buttons for Facebook, Twitter, Google+, and Email. The main content area features a slideshow titled 'The Very Best of the Yucatan Peninsula' with a photo of a beach in Cancun. Below the photo is a paragraph of text about Cancun and a link to 'Read the expanded feature.' At the bottom, there is a photo caption: 'Beach scene in Cancun. Photo by Mr. FredFrommers.com Community' and 'Photo by Frommers.com Community'. On the right side of the page, there are three blue boxes representing ad sizes: '300x250 (or 300x600 or 300x1050)', '300x250', and '160x600'. A link 'All Slideshows »' is also present.

## Deals & News

Frommers.com editors review the latest and greatest deals, report on breaking travel news, and share staff picks on top travel destinations.

### Deals and News types include:

- ◀ Airfare
- ◀ Cruise
- ◀ Hotels
- ◀ Packages
- ◀ Slideshows
- ◀ Packages

### Ad Specs:

- ◀ Display Units: 728x90, 300x250, 160x600
- ◀ Exclusivity available on a monthly basis, including road blocks.
- ◀ Targeting options include geo-targeting and device category.

The screenshot displays the Frommers.com homepage with several ad units and content sections. At the top, there's a navigation bar with links like Destinations, Hotels, Trip Ideas, Deals & News, Tips & Tools, Forums, Store, 100 Family Trips, and Radio. Below this is a large banner image of a colorful, ornate building facade. To the right of the banner is a search bar and a 'Sign In / Register / Forgot Password?' link. Below the banner, there are two search boxes: 'Search Flights powered by momondo' and 'Book Hotels powered by Booking.com'. The main content area is divided into two columns. The left column features a large blue ad unit labeled '300x250' and a 'Search Hotels' section with a 'Booking.com' logo. The right column features a large blue ad unit labeled '160x600' and a 'Deals & News' section with links to Airfare, Cruise, Other Discounts, Car, Bus, Rail, Hotels, and Package. Below this is a 'Related Articles' section with several article titles and dates. At the bottom right, there is a 'See all articles >' link.

## Tips & Tools

Position your brand alongside travel advice from the experts.

**The Frommers.com editorial team provides tips and advice on:**

- ❏ *Entry requirements and customs*
- ❏ *Health and travel insurance*
- ❏ *Interactive maps*
- ❏ *Packing tips*
- ❏ *Money and currency*
- ❏ *Photography*
- ❏ *Miscellaneous*

### Ad Specs:

- ❏ Display Units: 728x90, 300x250, 160x600
- ❏ Exclusivity available on a monthly basis, including road blocks.
- ❏ Targeting options include geo-targeting and device category.

The screenshot displays the Frommers.com website interface. At the top, a red header contains the 'Frommers' logo and a blue bar with the text '728x90'. Below the header, a navigation menu lists various categories like Destinations, Hotels, and Trip Ideas. The main content area features a large image of the Taj Mahal. A sidebar on the right, labeled '160x600', contains a 'Tips & Tools' section with links to 'Calendar of Events', 'Entry Requirements & Customs', 'Health and Travel Insurance', 'Maps', 'Miscellaneous', 'Money and Currency', 'Online Update', 'Packing Tips', and 'Photography'. Below this is a 'Related Articles' section with several travel-related headlines. A large blue box on the left side of the page is labeled '300x250'. At the bottom right, a link says 'See all articles »'.

## Forums

Engage the active Frommers.com community as they **share their travel experiences** through trip reviews, blogs, photos, and interactive message boards.

### Ad Specs:

- Display Units: 728x90, 300x250, 160x600
- Exclusivity available on a monthly basis, including road blocks.
- Targeting options include geo-targeting and device category.

The screenshot shows the Frommers.com website. The header includes the Frommers logo, a sign-in/register link, and a search bar. Below the header is a navigation menu with links to Destinations, Hotels, Trip Ideas, Deals & News, Tips & Tools, Forums, Store, 100 Family Trips, and Radio. A large banner image of the Sydney Opera House is displayed. Below the banner is a section for Forums, which includes a sidebar for categories (Asia, Australia & the South Pacific, Caribbean & the Atlantic, Central & South America, Europe, Middle East & Africa, North America, Canada, Mexico, United States) and a main area showing a list of discussions. The discussions are listed with their titles, post counts, view counts, and the time since the last post. A large blue rectangle on the right side of the page indicates a 160x600 ad unit.

Discussions	Posts	Views	Latest Post
Question: Need hotel with shuttle service to and from JFK	2	5	8 hours ago
Go See The Bridges of Madison County before it closes!	1	3	7 days ago
Interesting current exhibits at smaller museums	3	17	14 days ago
Nigerian-born Andrew Dosunmu's photo exhibition in NYC	2	4	14 days ago
Going to New York in May 2014	5	66	18 days ago
Looking to buy an investment property in Brooklyn NY!	6	50	34 days ago
Question: Where to park in NYC?	11	101	38 days ago
Question: Book NOW - or wait NYC hotel Jan 2-5, 2014	5	56	39 days ago
Family of Four hoping to go to NYC for spring break	18	191	40 days ago

# Frommers.com Blogs

Position your brand alongside our extremely popular blogs:

- ◀ *Arthur Frommer Blog*
- ◀ *Behind the Guides Blog*
- ◀ *Passportable Blog*

## Ad Specs:

- ◀ Display Units: 728x90, 300x250 and 160x600
- ◀ Exclusivity available on a monthly basis, including road blocks.
- ◀ Targeting options include geo-targeting and device category.

The screenshot displays the Frommers.com website interface. At the top, a red navigation bar contains the 'Frommers' logo and a search bar. Below this is a blue header with the text '728x90'. The main content area features a large image of Machu Picchu. Below the image, there's a section titled 'Arthur Frommer ONLINE' with a subtitle 'Comments, opinion, and advice from the founder of Frommer's Travel Guides'. The main content area lists several blog posts, each with a title, a brief excerpt, and a 'Read More >>' link. On the right side, there's a sidebar with sections for 'Posts', 'Recent Tags', 'Archives', and 'Blog Roll'. The 'Recent Tags' section lists various travel-related terms like 't-mobile', 'roaming', 'choice', 'global', 'simple', 't-mobile', 'phone', and 'mobile'. The 'Archives' section shows a list of months from June 2013 to April. The 'Blog Roll' section lists various travel-related websites and blogs.

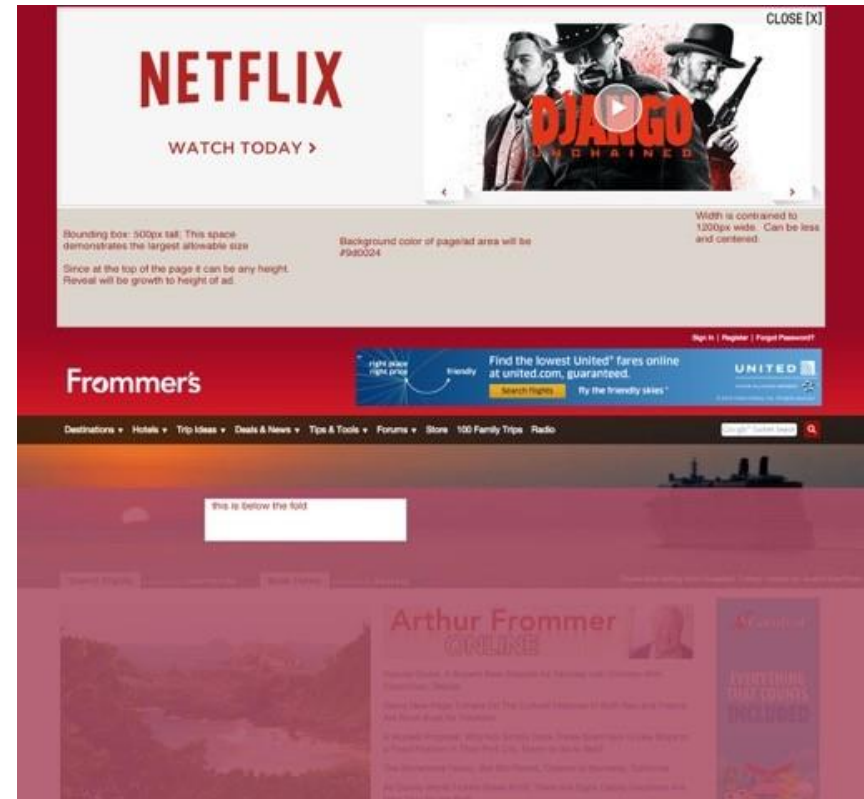
# Pushdown Sponsorship

An incredible brand recognition opportunity includes ownership on every site page under the site header.

The Pushdown Sponsorship generates high response rates and is an exclusive opportunity available monthly.

## Ad Specs:

- Initial size: 970 x 90
- Expansion size: 970 x 418
- Impressions: Between 3 and 5 million
- Click open/close

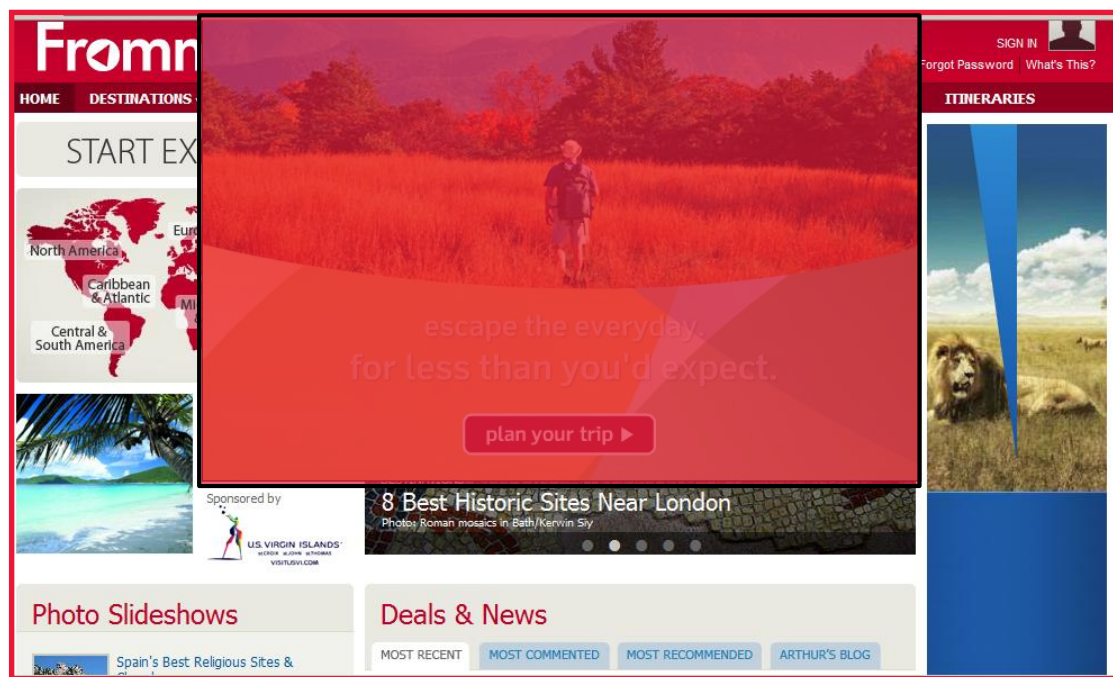


## Interstitial Sponsorship

Use this high impact interstitial to reach our users.

### Ad Specs:

- ❏ Exclusively available on a weekly or monthly basis.
- ❏ 1x per user/per day frequency cap.
- ❏ Include eye catching images, maps or calls to action to redirect users to your sites for booking.
- ❏ Average Click-through Rate: 1.91%
- ❏ Average Interaction Rate: 26.08%



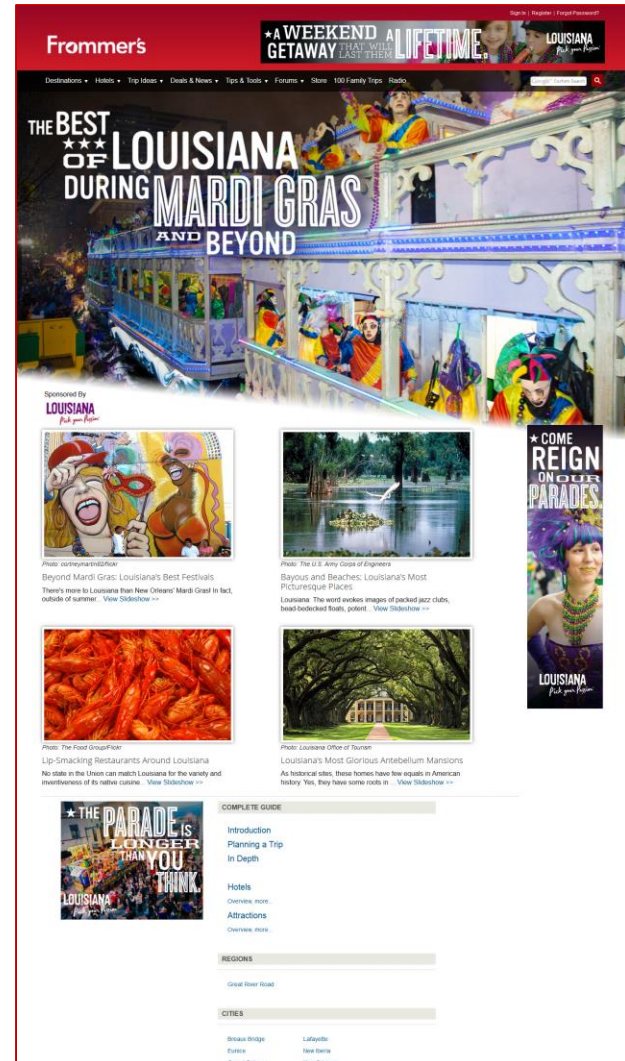
# Custom Content Hub Sponsorship

Blend your specific campaign goals with our editorial expertise to create a themed content feature. New topics can be created based on your preferences.

**Editorial Topic Examples:** 16 Top Spots for Food & Wine Lovers, 18 Adrenaline Adventures, 35 Places to Take Your Kids Before They Grow Up, Complete Guide to Vacation Rentals, 12 Places To Make a Difference, Unmissable Events and Festivals, 11 Places to See Before They Disappear, Places You've Never Heard Of, The Perfect Caribbean Island, Best Family Vacations

## Ad Specs:

- ❏ Display Units: 728x90, 300x250, 160x600 and 120x60 logo
- ❏ Homepage promotion
- ❏ 100% SOV of content pages
- ❏ Integrated entry points
- ❏ Sponsorship logo



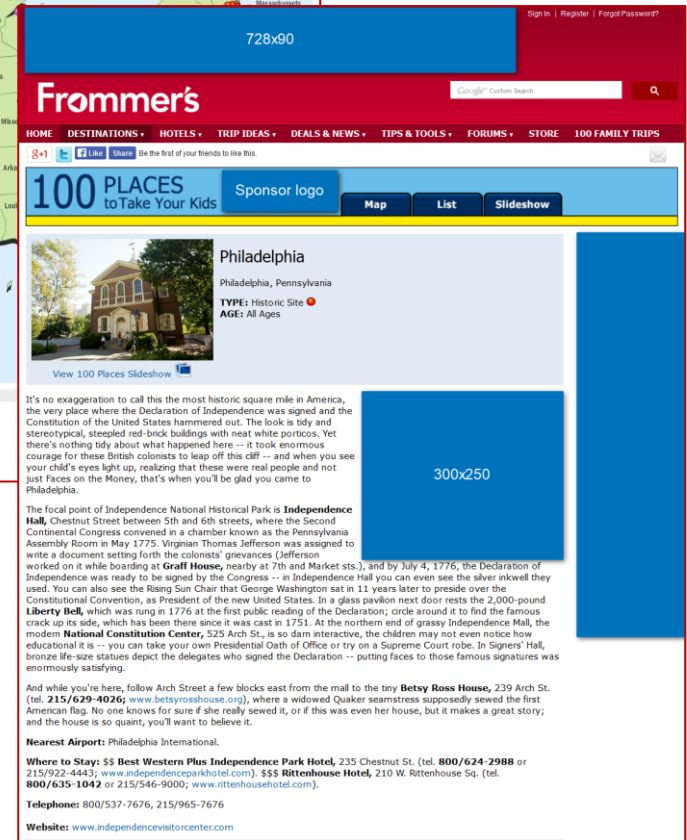
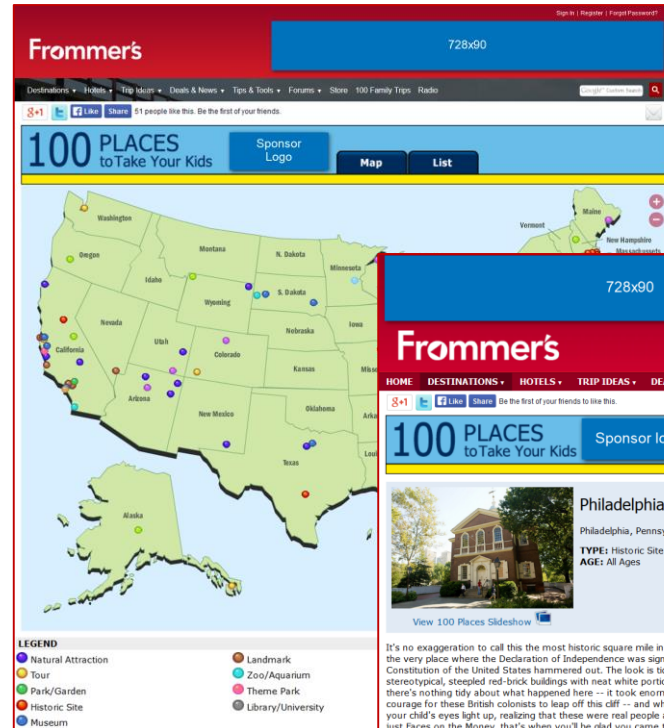
# Custom Feature Sponsorship

Frommer's can create a custom feature on a topic that complements an advertisers brand/campaign. Custom Features include custom content and functionality.

**Examples:** 100 Places to Take Your Kids, Frommers.com Trip Recommender

## Ad Specs:

- Display Units: 728x90, 300x250, 160x600 and 120x60 logo
- Homepage promotion
- 100% SOV of content pages
- Integrated entry points
- Sponsorship logo



**Philadelphia**  
Philadelphia, Pennsylvania  
**TYPE:** Historic Site  
**AGE:** All Ages

View 100 Places Slideshow

It's no exaggeration to call this the most historic square mile in America, the very place where the Declaration of Independence was signed and the Constitution of the United States hammered out. The look is tidy and stereotypical, steepled red-brick buildings with neat white porticos. Yet there's nothing tidy about what happened here -- it took enormous courage for these British colonists to leap off this cliff -- and when you see your child's eyes light up, realizing that these were real people and not just faces on the Money, that's when you'll be glad you came to Philadelphia.

The focal point of Independence National Historical Park is **Independence Hall**, Chestnut Street between 5th and 6th streets, where the Second Continental Congress convened in a chamber known as the Pennsylvania Assembly Room in May 1775. Virginian Thomas Jefferson was assigned to write a document setting forth the colonists' grievances (Jefferson worked on it while boarding at **Graff House**, nearby at 7th and Market sts.), and by July 4, 1776, the Declaration of Independence was ready to be signed by the Congress -- in Independence Hall you can even see the silver inkwell they used. You can also see the Rising Sun Chair that George Washington sat in 11 years later to preside over the Constitutional Convention, as President of the new United States. In a glass pavilion next door rests the 2,000-pound **Liberty Bell**, which was rung in 1776 at the first public reading of the Declaration; circle around it to find the famous crack up its side, which has been there since it was cast in 1751. At the northern end of grassy Independence Mall, the modern **National Constitution Center**, 525 Arch St., is so darn interactive, the children may not even notice how educational it is -- you can take your own Presidential Oath of Office or try on a Supreme Court robe. In Signers' Hall, bronze life-size statues depict the delegates who signed the Declaration -- putting faces to those famous signatures was enormously satisfying.

And while you're here, follow Arch Street a few blocks east from the mall to the tiny **Betsy Ross House**, 239 Arch St. (tel. 215/620-4026; [www.betsyrosshouse.org](http://www.betsyrosshouse.org)), where a widowed Quaker seamstress supposedly sewed the first American flag. No one knows for sure if she really sewed it, or if this was even her house, but it makes a great story; and the house is so quaint, you'll want to believe it.

**Nearest Airport:** Philadelphia International.

**Where to Stay:** \$5 **Best Western Plus Independence Park Hotel**, 235 Chestnut St. (tel. 800/624-2988 or 215/922-4443; [www.independencenparkhotel.com](http://www.independencenparkhotel.com)). \$\$\$ **Rittenhouse Hotel**, 210 W. Rittenhouse Sq. (tel. 800/635-1042 or 215/546-9000; [www.rittenhousehotel.com](http://www.rittenhousehotel.com)).

**Telephone:** 800/537-7676, 215/965-7676

**Website:** [www.independencyvisitorcenter.com](http://www.independencyvisitorcenter.com)

## Deals & News Email Sponsorship

Frommers.com editorial newsletter allows readers to be the first to find out about your latest and greatest travel deals and news.

Delivered to over **50,000 subscribers**, every other week.

### Ad Specs:

- ◀ Display Units: 160x600, 300x250
- ◀ Logo: 120x60
- ◀ Sponsor Text: 240 characters of text to introduce your company or product to the Frommers.com audience

View Online Forward to Friend

**Frommer's** Trusted name in travel for over 50 years

120x60 Logo

Sponsored By

Up to 240 chars of sponsor text

Sponsor text. logo to the left Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation.

**This Week in Travel**

160x600

34 Unforgettable Places to Take Your Kids

Exploring Manhattan's New One World Observatory

**Partner Deals**

Norwegian Cruise Line: Choose from four spectacular offers! Valued at up to \$1,600. Plus, friends & family sail free!

Destination DC: Parades, fireworks, BBQ and more: Celebrate July 4 in Washington DC!

40% Savings to Myrtle Beach: Take advantage of summer & map; save on a trip to Myrtle Beach!

300x250

**About Frommers**

Frommer's has been guiding people to the world's best adventures for 60 years. Listen to our weekly national radio show whenever you want at <http://www.frommers.com/podcast/>.

**Contact Us**

Frommer Media LLC  
44 West 62nd St.  
NY, NY 10023

**{Frommers.com}**

## Frommer's Delivers

Provides a unique opportunity to gain exposure through a dedicated standalone e-mail blast where you own the messaging.

Sent directly to travelers that have opted in to receive special offers from our sponsors.

Delivered to **50k+ opted in subscribers**

### Ad Specs:

- HTML: 590 pixel maximum
- Text: 70 characters per line (Line # unlimited).

You are receiving this email as part of your subscription to the Frommer's News. If you would like to stop receiving these emails [click here](#)

[View Desktop Version](#)

[Forward to a Friend](#)

# Frommer's

The most trusted name in travel since 1957

**Toronto escapes**

NEED WE SAY MORE?  
VISIT TORONTO

STAY 2 NIGHTS  
GET A 3<sup>RD</sup> NIGHT  
**FREE**  
PLUS GREAT PRICES FOR FLIGHTS TO TORONTO!

**BOOK NOW**

AIR CANADA **toronto** **ONTARIO**  
*Years to discover* Toronto Pearson



# Thank You!

Presented by: Jeff Schwartz

Phone: (212)545-8383

E-mail: [Jeff@MMGNY.com](mailto:Jeff@MMGNY.com)

## Frommers.com