

native product offering

2016

incorporate your advertising/content seamlessly into **metro**, in print and online, and capture the **metro** audience with greater effectiveness.

digital native article

- A **metro** contributor will write a customized article about what you want to feature.
 - Maximum of 600 words and 5 photos.
 - A permanent link to the client's page.
- The article will be marketed as a premium position on the home page for one day (a minimum of 30k impressions).
- Thereafter it will be promoted as a fixed position on the city-specific site (Boston, New York or Philadelphia) or relevant subsection site (for example: education, health or fashion) for another two days for a minimum of 25k more impressions.
- The article will continue to live on the site forever and be searchable.

print native article

- A **metro** contributor will write a half-page article for print.
 - Max. of 600 words and 1 high-res photo.

16 RETAIL

METROUS
TUESDAY, JANUARY 19, 2016

New website puts fresh spin on holiday shopping

Presented by: Reveli

With the holiday season right around the corner, many of us have already begun making our shopping lists. The average American spends over \$800 each year on holiday gifts alone, according to the National Retail Federation. What's more is that 80 percent of shoppers plan on using credit cards to cover at least some of these purchases. Unfortunately, this usually leaves shoppers slammed with high interest rates. In fact, the average credit card company charges consumers a 15-percent APR. Rates are even higher for folks with less-than-perfect credit scores. Considering that most U.S. families carry over \$7,000 in credit card debt, those high interest rates add up fast.

Enter Reveli, a new website that's putting a fresh spin on the way we tackle holiday shopping. The site allows consumers to shop at stores they love most while making flexible payments without interest (aka interest-free). Not everyone has a platinum credit card or a 750 Fico score. Reveli allows its members to enjoy work-class benefits and the opportunity to avoid paying more when they shop at their favorite retailers.

New members can instantly enjoy these benefits, and the best part is that there are no credit checks. Ready to knock out your holiday shopping? Click here to get started.

Reveli touts some other noteworthy perks. Members enjoy access to a full-service travel agency. This includes up to 20 percent off the best available rates at tons of exclusive hotels, condos and villas. Reveli even throws in 10 percent cash back when you complete a trip booked through their agency.

In addition to travel benefits, members also get access to discounted movie tickets, \$5.50 tickets, anyone? Since dinner and a movie go hand in hand, food perks are part of the deal as well. Members are treated to a monthly \$25 Restaurant.com gift certificate just for being enrolled.

"We wanted to level the playing field for consumers," says Corey Cohen, Reveli's president and co-founder. "Not everyone has a platinum credit card or a 750 Fico score. Reveli allows its members to enjoy work-class benefits and the opportunity to avoid paying interest when they shop at their favorite retailers."

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	NYC	BOS/PHL
digital	\$2,500	
print (1/2 page)	\$2,000	\$1,500
digital + print	\$3,500	\$3,000

please allow 10 business days lead time for print, and 8 for digital.

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30 TRAVEL

THURSDAY, OCTOBER 6, 2016




One special island

It's easy to see why Aruba is the Caribbean island visitors keep returning to, year after year.

According to the Aruba Tourism Authority, half of all visitors who come to the island for a vacation will return — often multiple times. There must be a reason why Aruba is deemed to be the most revisited destination in the Caribbean. There are beautiful beaches and lots of sunshine, but that's nothing unique. What makes Aruba, the self-described "one happy island," so enticing?

Easy to get to
Colonized by the Dutch in 1638, Aruba is positioned in the southern Caribbean about 17 miles north of Venezuela. It is only 19.6 miles long and 6 miles at its widest point. Getting around is easy, with both public transit and taxis available. Turquoise waters beckon

from white sand beaches, and most Arubans speak English and Spanish in addition to their native Papiamentu and Dutch.

Tropical without the humidity
Aruba's got sunshine in abundance, and the temperature generally lazes between the mid-70s and the mid-80s. The island lies just outside the Atlantic's main hurricane corridor and is typically hit less by tropical storms, though if you're looking to avoid winter's high prices, it's a great time to visit if you're looking to avoid winter's high prices.

Fall hotel deals include the beachfront Hyatt Regency Aruba's Sunshine on Sale, which gives a fifth night free on a five-

night stay (through Dec. 18, rates from \$259, aruba.regency.com). The Hilton Aruba Caribbean Resort and Casino reopens this fall after a massive renovation, and offers a daily \$50 resort credit as a welcome back (rates from \$249, www3.hilton.com).

Water sports lovers, take note: Aruba boasts gusting trade winds, which lowers humidity through spring and summer, and helps create some of the best windsurfing conditions on the planet. No wonder that Women's Freestyle Champion at

Aruba's highest peaks, with breathtaking views over scrubland and desert, the coastline and sea. Unique cultural and historical sites include ancient indigenous drawings inside the Guadirikiri, Fontein and Huliba caves. Don't miss the conchi, or natural pool.

The spirit of the island
It's the Caribbean, which means rum. Specifically Palamera Rum, the local brew, which you will possibly drink more of than you should, and you will want a party. Visitors this year are in luck: The five-year Aruba Fashion Week takes place Dec. 1-5 and will highlight Caribbean fashion during shows, talks, a trade fair and, of course, several parties. Ongoing festivities include the Bombini Festival. Bombini means "welcome" in Papiamentu, the Creole language

spoken on Aruba. This week's folk festival includes music and dancing in downtown Oranjestad, the capital city, in the outdoor courtyard of Fort Zoutman, Aruba's oldest building (every Tuesday, 6:30-9:30 p.m.).

The Caribbean Festival takes place in the San Nicola's district and includes an Aruban feast, an outdoor market and entertainers. The main street becomes a pedestrian-only mall filled with colorful booths selling food, handicrafts and souvenirs. Look for locally produced goods and support Aruba's artists, craftsmen and the island's economy (every Thursday, 6-10 p.m.), packages including transportation are sold at most hotels.

The biggest party of the year is the Grand Parade (Feb. 26, 2017), which is part of the monthlong winter carnival in February. The procession of impressive floats, glittering costumes and dancing winds its way around Oranjestad beginning at noon through late into the night. Host a Palamera Rum or two and join in.

For more information on Aruba, visit aruba.com.

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- Social media support

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Why Aruba is the Caribbean island visitors keep returning to

LINDA LABAN

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