



ST.PETE
CLEARWATER

Visit St. Pete/Clearwater
2022 cooperative advertising program

Program Opportunities Overview

<p>DIGITAL ADVERTISING ON VisitStPeteClearwater.com</p> <p>Contact: Irish Carroll to purchase Office 941.342.2390 Cell 941.320.6447 Irish.Carroll@MilesPartnership.com</p> <p>Program Dates: Ongoing</p> <p>Impression/Rate: 25,000 / \$600 50,000 / \$1,100 125,000 / \$2,500 200,000 / \$3,600 350,000 / \$5,600</p>	<p>VSPC Consumer Email</p> <p>Program Dates: January through December 2022</p> <p>Rate: Featured Partner \$995 Sponsored Content \$650</p>	<p>VSPC Dedicated Email</p> <p>Program Dates: January through December 2022</p> <p>Rate: \$3,250</p>	<p>Programmatic Ads*</p> <p>Program Dates: As mutually agreed upon</p> <p>Rate: Tier 1: \$2,500 Tier 2: \$5,000</p> <p>*Display, Native or Instream Pre-Roll</p>	<p>Tripadvisor Display</p> <p>Program Dates: February, May and July 2022</p> <p>Rate: \$2,500</p>
<p>DIGITAL ADVERTISING ON Facebook.com/VisitStPeteClearwater</p> <p>Contact: Jimmy Fashner to purchase Jimmy@VisitSPC.com</p> <p>Program Dates: As needed & mutually agreed upon</p> <p>Rate: Up to \$1,000 match</p>	<p>Dunhill Travel Deals*</p> <p>Program Dates: January, February, March, May, July and August 2022</p> <p>Rate: \$625</p> <p>*Custom Email</p>	<p>AFAR Wanderlust Custom Email</p> <p>Program Dates: February, April and June 2022</p> <p>Rate: \$450</p>	<p>2023 Visit Florida*</p> <p>Program Dates: 2023 - Publishes 12/22</p> <p>Rate: \$950</p> <p>*2023 Visit Florida Official Vacation Guide</p>	<p>Meetings Co-Op*</p> <p>Program Dates: January - September 2022</p> <p>Rate: Varies*</p> <p>*See pages 15 & 16</p>

How to Participate

BEGINNING THURSDAY, OCT. 28:

Go to VisitSPC.com/CoOp to download the new 2022 Cooperative Advertising Program media kit, and for more information for Submission Day.

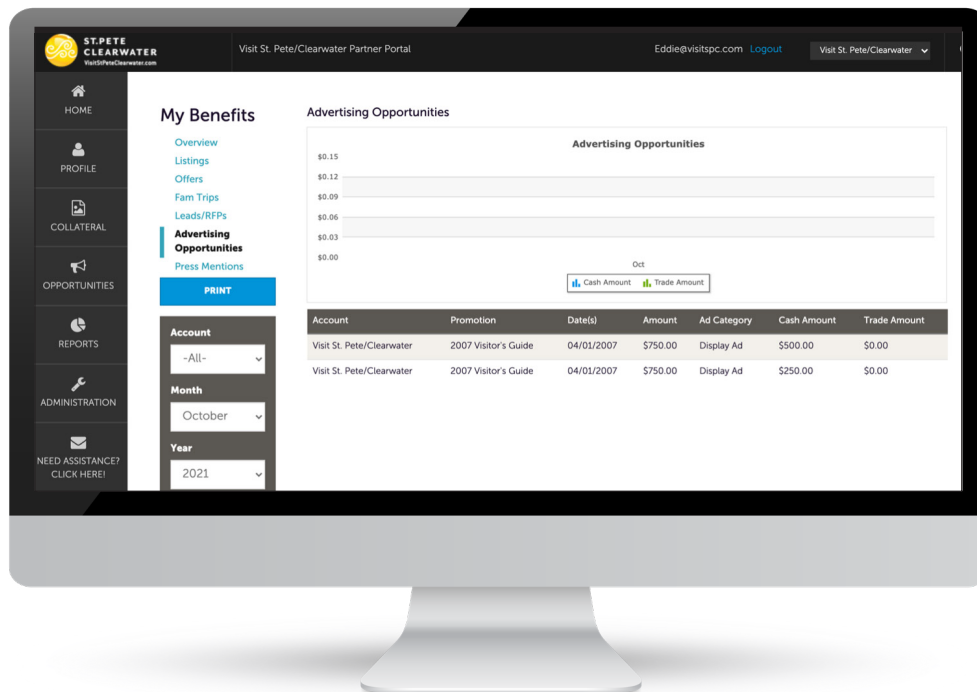
WEDNESDAY, NOV. 10:

Return to VisitSPC.com/CoOp and fill out the submission form between 9 a.m. and midnight. Enter your contact information and mark your selections. Click on the **SUBMIT** button at the bottom of the page. You will be directed to a submission confirmation page to ensure your submission was successfully sent.

Note

Once your form has been submitted, you will not be able to modify or change your selections. If you wish to make a change, you must fill the form out again. Staff will use your latest time-stamped submission, but be aware:

You will not be able to submit prior to Wednesday, November 10, 2021 at 9am or after 11:59pm EST. Please only submit for those programs in which you are interested. Once a partner is accepted to a program and has signed a contract, cancellations will not be permitted.



WEDNESDAY, NOV. 17: Staff will notify partner which Co-Op programs they secured. You will receive a contract for returned signature and payment, and you will be able to log-in to your Simpleview account to see what programs you secured.

- Log-in to Simpleview and enter your username and password.
- On the left-hand menu, click on Profile.
- Click on the "My Benefits" tab, then "Advertising Opportunities" to view what programs you secured.

FRIDAY, DEC. 10: Return signed contracts by Friday, December 10, 2021.

MONDAY, JAN. 31: Payment for Co-Op programs is due by Monday, January 31, 2022. If payment is not received by this date, the contract will be declared null and void and your space(s) will be filled by other partner requests.

Program Guidelines

- 1.** 2022 Co-Op programs are available on a first-come, first-served basis.
- 2.** Priority will be determined by the date/time in which VSPC receives submissions on Wednesday, November 10, 2021. Due to limited inventory, Visit St. Pete/Clearwater staff will do it's best to share opportunities with all partners who sign up.
- 3.** The Co-Op programs are primarily designed for collectors of the bed tax. Should any space remain in a particular program, other industry members can participate, so we encourage all interested partners to submit Co-Op requests on November 10, 2021.
- 4.** Each partner may request participation in MULTIPLE programs but can only reserve ONE ad unit per program.
- 5.** Programs are limited to a select number of participants.
- 6.** All partner costs listed are net costs.
- 7.** Implementation of some programs may be contingent upon Co-Op participation.
- 8.** Some program parameters may change. If a program in which you are participating changes, you will be notified to ensure the program still meets your needs.

9. After November 17, 2021, Partners will receive a copy of their contract and will be able to view their secured programs in Simpleview.

- Log-in to Simpleview and enter your username and password.
- On the left-hand menu, click on Profile.
- Click on the "My Benefits" tab, then "Advertising Opportunities" to view what programs you secured.

10. VSPC staff will contact partners with further instructions or information.

11. For any image supplied for Co-Op use, you grant VSPC a non-exclusive, perpetual worldwide license to use, reproduce, modify and publish the supplied image. You warrant and represent that you are the copyright holder to the image and that you have obtained all releases necessary to grant VSPC the rights described herein.

Note

Ad production is provided from partner-supplied materials.

VSPC will edit partner materials to meet the program specs as deemed necessary.

VSPC has the right to review and approve for use all partner images and copy supplied for program use

Benefits of Advertising on VisitStPeteClearwater.com

VisitStPeteClearwater.com reaches an engaged and active travel-planning audience.

**Connect with
an extremely
qualified audience!**

82%

OF WEBSITE USERS
ARE NON-RESIDENTS

58%

OF WEBSITE VISITORS
ACTUALLY TRAVEL TO
THE DESTINATION

26%

OF WEBSITE USERS ARE
POTENTIAL VISITORS
LOOKING FOR LODGING
INFORMATION

Origin Markets* Top 10 States

- | | |
|--------------|--------------------|
| 1 – Florida | 6 – Pennsylvania |
| 2 – Illinois | 7 – Indiana |
| 3 – Georgia | 8 – North Carolina |
| 4 – Ohio | 9 – Tennessee |
| 5 – New York | 10 – Texas |

*Based on website visitation

Destination Analysts' Brand Perception Study

90%

INFLUENCE RATE*

77%

REPORTED ENJOYING
OUR ADVERTISING

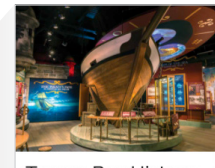
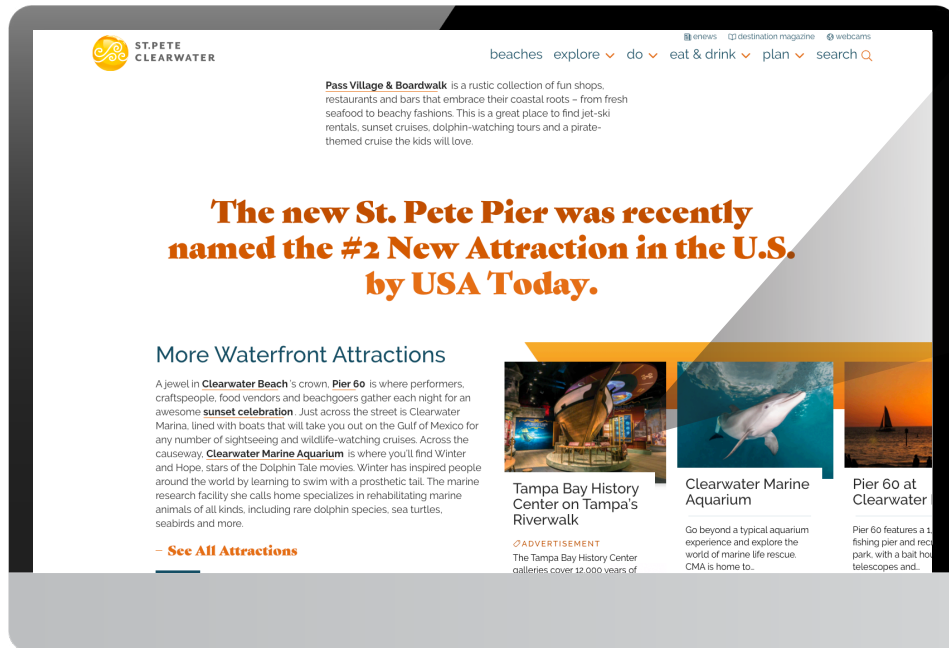
59%

MORE LIKELY TO VISIT
AFTER SEEING OUR
ADVERTISING

*Percent of St. Pete/Clearwater visitors reported being influenced after seeing our advertising.

Digital Ads on VisitStPeteClearwater.com

Digital ads allow you to increase awareness and drive bookings. Our guaranteed impression-over-timeframe model allows you to control your exposure. Plus, get **FREE** advertising in our online rewards program. Digital ads are creatively formatted and designed to match the look and feel of the website. You provide the photo and copy and then let us take care of the rest!



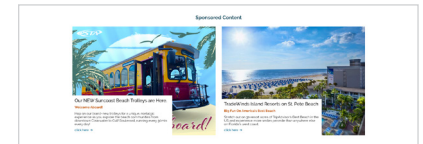
Tampa Bay History Center on Tampa's Riverwalk

ADVERTISEMENT

The Tampa Bay History Center galleries cover 12,000 years of Florida's history.

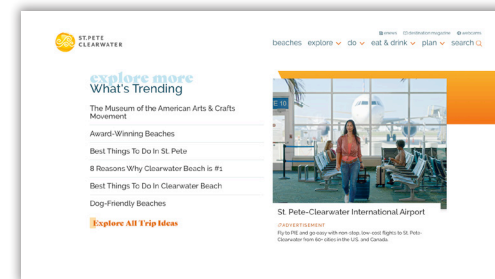
FEATURED LISTING

Drive conversions by promoting your listing to consumers in relevant categories and content.



FORMATTED BANNER AD

Formatted banner ad units are integrated into the content of the page to help drive high CTR.



RELATED CONTENT AD

Formatted ad displayed within Related Content feature on page to entice visitors to learn more.

RATES

All three ad units (Formatted Banner Ad, Featured Listing and Related Content Ad) are included as a package. Buy more impressions and save! You'll earn a lower CPM (Cost-Per-Thousand) at each discount tier. Impression amounts are available in between participation levels.

	Total Impressions*	Rate	CPM	Rewards Potential Impressions**
	25,000	\$600	\$24	25,000
	50,000	\$1,100	\$22	50,000
	125,000	\$2,500	\$20	125,000
	200,000	\$3,600	\$18	200,000
	350,000	\$5,600	\$16	350,000

*Impressions include all three ad units

** Not guaranteed

GET REWARDS

Display advertisers may receive an additional display ad campaign for free depending on their level of investment. This campaign will run for the same timeframe as your paid campaign, allowing you to increase your ROI (impressions are not guaranteed; partners can up-to-double your exposure).

VSPC Consumer Email

CO-OP OPPORTUNITY

Featured Partner & Sponsored Content

OPPORTUNITY OVERVIEW

The VSPC Consumer email is a dedicated email that highlights timely destination news, exclusive dining experiences and exciting upcoming events enabling advertisers to reach an affluent audience of subscribers.

HOW TO PARTICIPATE

Visit St. Pete/Clearwater will create 12 monthly consumer emails that will be deployed to this targeted travel database. Cooperative advertising opportunities for VSPC partners are available within each email for partners to feature their timely travel deals!

TIME PERIOD

2022 | Jan Feb Mar Apr May Jun
Jul Aug Sep Oct Nov Dec

MARKETS

National

AVERAGE DISTRIBUTION

200,000

COST

Featured Partner: \$995

Sponsored Content: \$650

PARTNERS RECEIVE

Property name in bold, image or basic animated .gif, 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.


Average (Per Email)

Opens	27,000
Open Rate	13%
Total Clicks	2,000
Total CTR	8%

2022 Cooperative Advertising Program

FEATURED PARTNER

Plaza Beach Resorts: A Collection of 3 Award-Winning Boutique Resorts



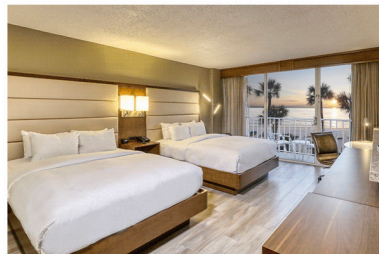
#1 Beach in America - Amazing Deals

Room rates have been reduced by 35%! To book **YOUR DREAM VACATION**, contact the resorts directly at 1-800-257-8998 and speak with the front desk. Plaza Beach Resorts, which has been family-owned and operated since 1988, has received the TripAdvisor Travelers' Choice Award for 2021. Come experience the fun at our Bayside and Beachside Resorts!

BOOK DIRECT & SAVE!

SPONSORED CONTENT

DoubleTree Beach Resort by Hilton



Your View of Paradise Awaits...

Relax on your own private balcony overlooking paradise at this award-winning beachfront resort on the Gulf of Mexico. Reserve your spot in the sand now and experience your dream beach getaway!


ESCAPE NOW!

Click here to view this message in a browser window. (1 Account CANNOT COPY)

ST. PETE CLEARWATER

BEACHES OUTDOORS CENTRAL AVE.

brilliant art



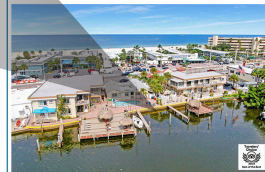
The Museum of the American Arts & Crafts Movement is Now Open!

The highly anticipated **Museum of the American Arts and Crafts Movement** has officially opened its doors. This unique 40,000+ square foot gallery space features stunning architecture and gorgeous pieces of handmade art. Located in St. Pete's beautiful downtown waterfront arts district, it is the only museum in the world dedicated exclusively to the American Arts and Crafts movement.

SEE BRILLIANT ART

FEATURED PARTNER

Plaza Beach Resorts: A Collection of 3 Award-Winning Boutique Resorts



#1 Beach in America - Amazing Deals

Room rates have been reduced by 35%! To book **YOUR DREAM VACATION**, contact the resorts directly at 1-800-257-8998 and speak with the front desk. Plaza Beach Resorts, which has been family-owned and operated since 1988, has received the TripAdvisor Travelers' Choice Award for 2021. Come experience the fun at our Bayside and Beachside Resorts!

BOOK DIRECT & SAVE!

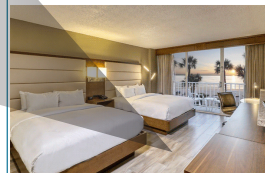
New Hotels and Fresh Renovations

There's plenty of excitement in the hotel scene here right now - make a plan for a fall getaway at one of these new or refreshed hotels and resorts!

FALL GETAWAY THIS WAY!

SPONSORED CONTENT

DoubleTree Beach Resort by Hilton



Your View of Paradise Awaits...

Relax on your own private balcony overlooking paradise at this award-winning beachfront resort on the Gulf of Mexico. Reserve your spot in the sand now and experience your dream beach getaway!

ESCAPE NOW!

SHINE

VSPC Dedicated Email

CO-OP OPPORTUNITY

Featured Partner Placement

OPPORTUNITY OVERVIEW

The VSPC Dedicated Email will enable you to reach our highly engaged database with a custom message.

- Drive all clicks to your site with a dedicated email.
- Use our Visit St. Pete/Clearwater branded template.
- Limited availability; first-come, first-served.

HOW TO PARTICIPATE

Visit St. Pete/Clearwater's Dedicated Email program will provide cooperative advertising opportunities for VSPC partners to feature their timely travel deals!

TIME PERIOD

2022 | Jan Feb Mar Apr May Jun
Jul Aug Sep Oct Nov Dec

MARKETS

National

AVERAGE DISTRIBUTION

200,000

COST

\$3,250

PARTNERS RECEIVE

Property name in bold, image or basic animated .gif, 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.

Average (Per Email)

Opens	28,000
Open Rate	14.5%
Total Clicks	2,500
Total CTR	9%

[Click here](#) to view this message in a browser window.

{{^Account.DATE(SHORT)}}



**ST.PETE
CLEARWATER**

STAY

PLAY

EAT

Postcard Inn on the Beach



Stay 2 nights, Get the 3rd night free!

One, two, free! Enjoy more time for fun and sun when you book two nights and get the third night free at [Postcard Inn on the Beach](#). Offer is not valid to be combined with any other promo, discount, or group rate. Blackout dates apply. Rates are subject to taxes and resort fees.

PLAY NOW!



**ST.PETE
CLEARWATER**



Programmatic Ads

CO-OP OPPORTUNITY

Display, Native or Instream Pre-Roll

OPPORTUNITY OVERVIEW

Target a highly qualified, low-funnel audience with low minimum entry through a highly efficient and customizable programmatic media package. Banner ads, native ads and/or instream pre-roll videos will target users across the web using unique audience data, including the following segments:

- VSPC Site Visitors
- VSPC Site Visitor Lookalikes, built via Dstillery custom audiences
- SPC searchers and intenders, identified via Adara Cortex

The campaign will be optimized toward landing page views to ensure maximum efficiencies on a meaningful user action (requires pixel placement on partner website).

HOW TO PARTICIPATE

Visit St. Pete/Clearwater will be actively running media with Basis throughout 2022. Cooperative advertising opportunities for VSPC partners are available to showcase the partner within a Visit St. Pete/Clearwater branded display ad, branded native ad, or partner supplied video.

TIME PERIOD

Core Package: 1-2 months anytime in 2022 (must be consecutive)

Premium Package: 3 months anytime in 2022 (must be consecutive)

MARKETS

States East of the Mississippi + Texas
(excluding Tampa DMA)

COST

Core Package: \$2,500

Premium Package: \$5,000

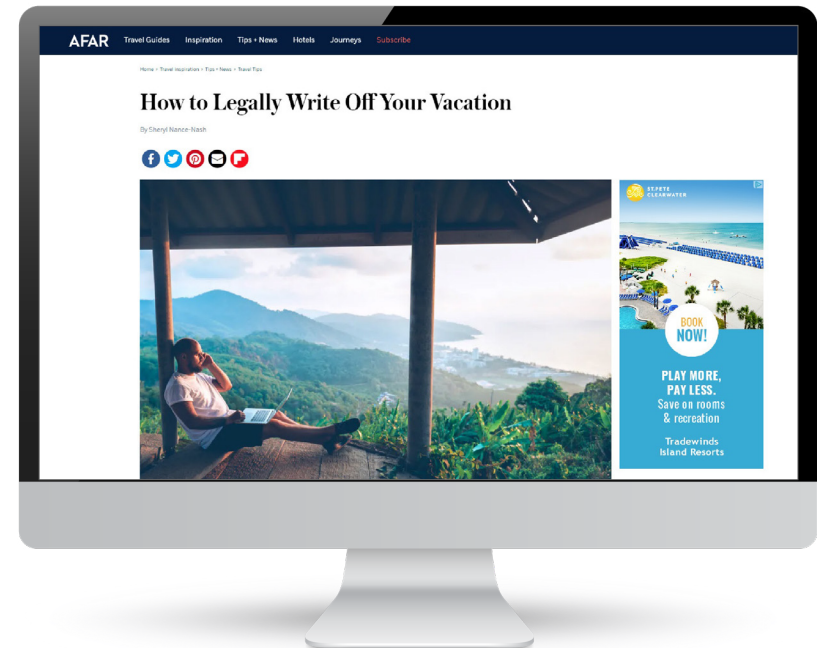
ESTIMATED DISTRIBUTION

Core Package:

- Display: 1,000,000 est. impressions
- Native: 833,333 est. impressions
- Video: 333,333 est. impressions

Premium Package:

- Display: 2,000,000 est. impressions
- Native: 1,666,667 est. impressions
- Video: 666,667 est. impressions



Sample creative. Actual creative may vary.

PARTNERS RECEIVE

Display banner ads designed by VSPC using partner supplied materials with a direct link to the partner website.

Native ads to be created with partner supplied copy, images, and direct link to partner website.

Video ads require partner supplied 15-second or 30-second video.

Tripadvisor

CO-OP OPPORTUNITY

Display

OPPORTUNITY OVERVIEW

Target a highly qualified, low-funnel audience with low minimum entry on the world's largest and foremost travel website. Leveraging Tripadvisor's first-party data, ads will target high-intent users whose location and interest align with VSPC targets, including Beach travelers, Arts & Culture travelers, and travelers who have view St. Pete/Clearwater content in the past 30 days.

HOW TO PARTICIPATE

Visit St. Pete/Clearwater will be actively running media with Tripadvisor throughout 2022. VSPC partners are available to showcase the partner within a Visit St. Pete/Clearwater branded display ad.

TIME PERIOD

2022 | Feb May Jul

MARKETS

States East of the Mississippi +
Texas (excluding Tampa DMA)

ESTIMATED DISTRIBUTION

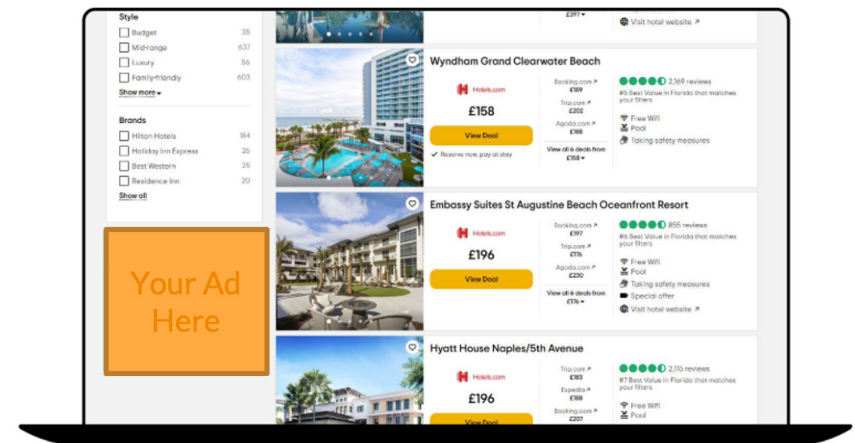
294,118 impressions

COST

\$2,500

PARTNERS RECEIVE

Display banner ads designed by VSPC using partner-supplied materials with a direct link to the partner website.



Dunhill Travel Deals

CO-OP OPPORTUNITY

Custom Email

OPPORTUNITY OVERVIEW

Reach a broad leisure travel audience and promote your timely travel deals under the banner of the VSPC brand at a low minimum entry. Dunhill Travel Deals emails will be sent to half a million opted-in travel enthusiasts in VSPC's target markets and feature 100% VSPC messaging. Dunhill's audience is high-value and aligned with VSPC's target:

- \$114K average household income
- 47 average age
- 2.8 average leisure trips per year
- 77% college educated
- 78% have a valid passport

In addition to the placement in VSPC's 100% SOV custom email, travel deals will simultaneously be hosted on DunhillTravelDeals.com for 5 days.

HOW TO PARTICIPATE

Visit St. Pete/Clearwater will execute 6 custom emails with Dunhill Travel throughout 2022. Cooperative advertising opportunities for VSPC partners are available to showcase the partner within a branded custom email.

TIME PERIOD

2022 | Jan Feb Mar
May Jul Aug

MARKETS

States East of the Mississippi + Texas
(excluding Tampa DMA).

COST

\$625

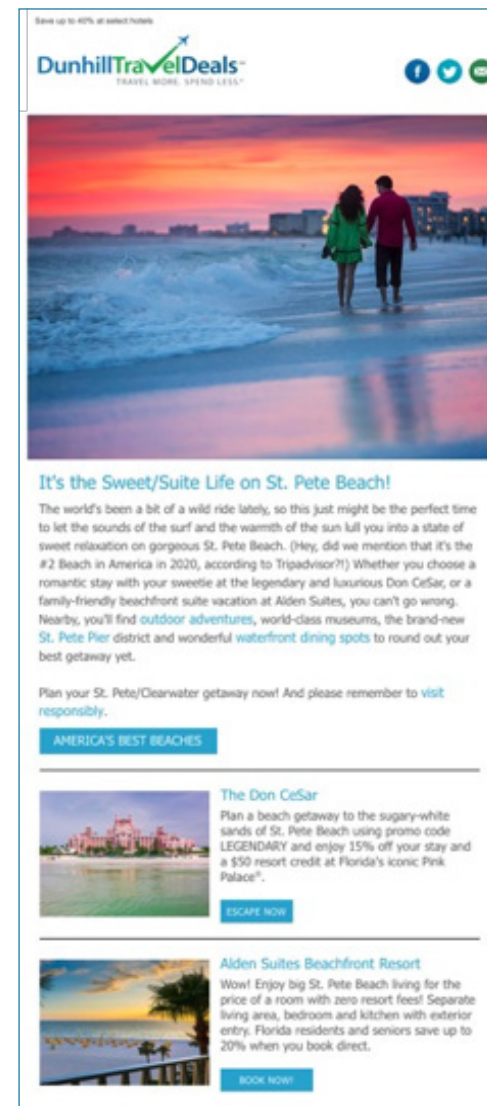
ESTIMATED DISTRIBUTION

500,000 email sends

PARTNERS RECEIVE

Photo & text copy within the body of VSPC email.

Maximum 4 partners will be featured per email.



Sample creative. Actual creative may vary.

AFAR Wanderlust

CO-OP OPPORTUNITY

Custom Email

OPPORTUNITY OVERVIEW

This exclusive email will deliver VSPC and participating partners' custom message to AFAR's most engaged and active audience. AFAR's audience are affluent and well-traveled:

- \$351K average household income
- 48 average age
- 13+ trips annually
- \$18K average amount spent on travel annually
- 95% have a valid passport

HOW TO PARTICIPATE

Visit St. Pete/Clearwater will execute 3 custom emails with AFAR throughout 2022. Cooperative advertising opportunities for VSPC partners are available to showcase the partner within a VSPC branded custom email.

TIME PERIOD

2022 | Feb Apr Jun

MARKETS

National

ESTIMATED DISTRIBUTION

5,000 email sends

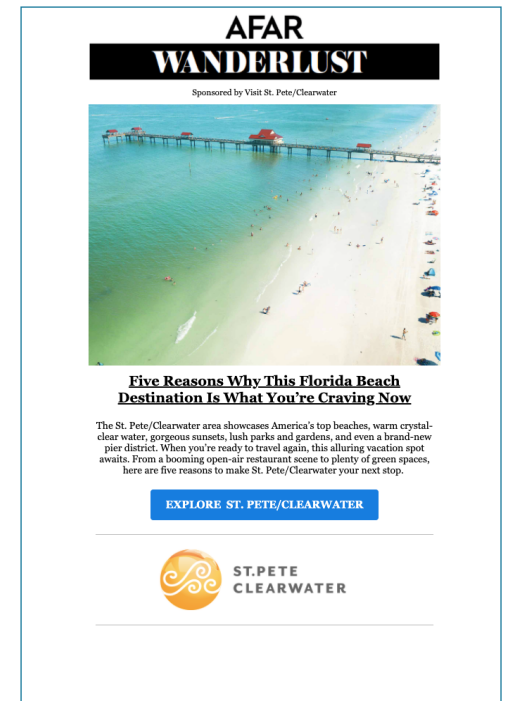
COST

\$450

PARTNERS RECEIVE

Photo & text copy within the body of VSPC email.

Maximum 4 partners will be featured per email.



Sample creative. Actual creative may vary.

2023 Visit Florida Official Vacation Guide

CO-OP OPPORTUNITY

Official Florida Vacation Guide - Print

OPPORTUNITY OVERVIEW

VISIT FLORIDA Official Florida Vacation Guide is a high-end lifestyle magazine format with short, engaging copy to inform and inspire the reader to visit Florida. The magazine emphasizes short features on what makes Florida special – the beaches, family activities, golf, and more. The magazine is sent in response to requests for information on a Florida vacation received by VISIT FLORIDA. The magazine is also available digitally through [VisitFlorida.com](https://www.visitflorida.com), giving readers more ways to engage with the magazine content.

HOW TO PARTICIPATE

A 2-page spread destination-branded advertisement will run in the 2023 issue. VSPC partners who participate in this program will have their materials integrated within the destination creative to form a cohesive brand message.

TIME PERIOD

2023 Annual (Publishes December, 2022)

MARKETS

National

AVERAGE DISTRIBUTION

250,000 Print Circulation

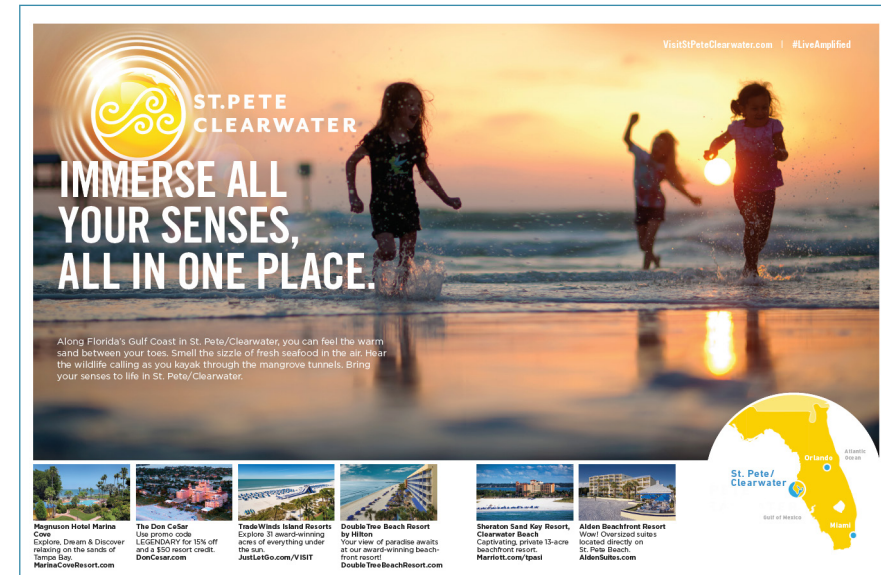
COST

\$950

CO-OP
AD SPACE

PARTNERS RECEIVE

Partners will be asked to supply an image, 60 characters of promotional copy and a URL which will be designed to fit within the overall brand creative.



Limited to six partner opportunities for full year of support.

Sample creative. Actual creative may vary.

Facebook

CO-OP OPPORTUNITY

Facebook Advertising

OPPORTUNITY OVERVIEW

Creating Facebook ads gives you the opportunity to share your story to a targeted audience using Facebook's geographic, demographic and interest-based targeting capabilities. Whether promoting a deal, event or general brand awareness, we'll work with you to deliver your message on social media to a highly qualified audience.

HOW TO PARTICIPATE

Visit St. Pete/Clearwater will work with a participating partner to create and deliver a social media campaign. VSPC will match up to \$1,000 for one campaign. This opportunity is available throughout the year and is first-come, first-served. The creative may vary and will be determined on a case-by-case basis. If interested, reach out to Jimmy@VisitSPC.com for availability.

DATES

As needed and mutually agreed upon

MARKETS

Custom

ESTIMATED DISTRIBUTION

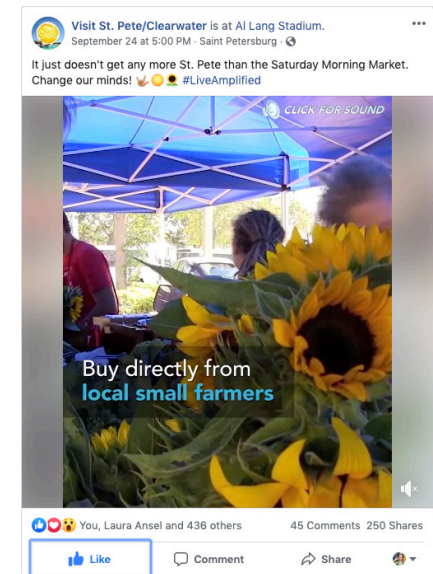
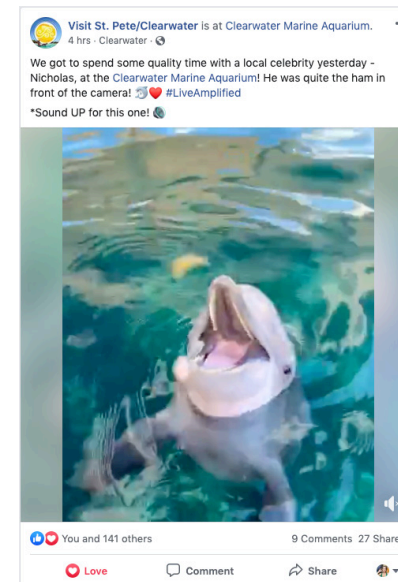
150,000 - 700,000 impressions
(dependent upon campaign and budget)

COST

Up to \$1,000 match

PARTNERS RECEIVE

Partners will be asked to supply an image or video, descriptive copy and a URL, which will be designed to fit within the overall brand creative.



Sample creative. Actual creative may vary.

Northstar - Meetings & Conventions/Successful Meetings Dedicated Email

CO-OP OPPORTUNITY

M&C Custom Email

OPPORTUNITY OVERVIEW

These dedicated emails are delivered by Northstar Travel Media to active and engaged meeting planners from a custom audience list specifically created for VSPC. These emails provide Visit St. Pete/Clearwater and their partners an opportunity to reach this highly targeted audience with inspiring and informative messaging.

HOW TO PARTICIPATE

There will be 6 emails available for cooperative advertising opportunities. Each email will allow for 2 partners to highlight important information about their property.

TIME PERIOD

2022	Jan 18	Mar 08	Apr 05
	Jun 14	Jul 19	Aug 09

MARKETS

National

AVERAGE DISTRIBUTION


20,000

COST

Featured Partner: \$535


PARTNERS RECEIVE

Property name in bold, image, up to 50 characters (with spaces) for headline and 200 characters (with spaces) for body copy and URL with direct link to partner website.



Plan for something enlightening.


Create an outdoor event to remember in St. Pete/Clearwater, Florida. Gather under the Janet Echelman Bending Arc at the new St. Pete Pier or explore our many outdoor venue options. No matter what you choose, our wide open spaces and warm, welcoming weather will make your next meeting unforgettable. For planner resources and to learn more go to MeetStPeteClearwater.com



The Don CeSar

Plan a beach getaway to the sugary-white sands of St. Pete Beach using promo code **LEGENDARY** and enjoy 15% off your stay and a \$50 resort credit at Florida's iconic Pink Palace®.


[ESCAPE NOW](#)



Alden Suites Beachfront Resort

Wow! Enjoy bit St. Pete Beach living for the price of a room with zero resort fees! Separate living area, bedroom and kitchen with exterior entry. Florida residents and seniors save up to 20% when you book direct.

[BOOK NOW](#)


**ST.PETE
CLEARWATER**

[PLAN YOUR MEETING](#)

Sample creative. Actual creative may vary.

Florida Society of Association Executions (FSAE) - Dedicated Email

CO-OP OPPORTUNITY

M&C Custom Email

OPPORTUNITY OVERVIEW

These dedicated emails are delivered by FSAE to association planners and executives within the state of Florida providing an opportunity to highlight what is new and inspiring in St. Pete/Clearwater.

HOW TO PARTICIPATE

There will be 4 emails available for cooperative advertising opportunities. Each email will allow for 2 partners to highlight important information about their property.

TIME PERIOD

2022	Feb 10	Mar 17
	Aug 25	Sep 29

MARKETS

Florida

AVERAGE DISTRIBUTION


4,200

COST

Featured Partner: \$175


PARTNERS RECEIVE

Property name in bold, image, up to 50 characters (with spaces) for headline and 200 characters (with spaces) for body copy and URL with direct link to partner website.




Plan for something enlightening.

Create an outdoor event to remember in St. Pete/Clearwater, Florida. Gather under the Janet Echelman Bending Arc at the new St. Pete Pier or explore our many outdoor venue options. No matter what you choose, our wide open spaces and warm, welcoming weather will make your next meeting unforgettable. For planner resources and to learn more go to MeetStPeteClearwater.com




The Don CeSar
Plan a beach getaway to the sugary-white sands of St. Pete Beach using promo code **LEGENDARY** and enjoy 15% off your stay and a \$50 resort credit at Florida's iconic Pink Palace®.

[ESCAPE NOW](#)



Alden Suites Beachfront Resort
Wow! Enjoy bit St. Pete Beach living for the price of a room with zero resort fees! Separate living area, bedroom and kitchen with exterior entry. Florida residents and seniors save up to 20% when you book direct.

[BOOK NOW](#)



**ST.PETE
CLEARWATER**

[PLAN YOUR MEETING](#)

Sample creative. Actual creative may vary.