



ST.PETE
CLEARWATER
FLORIDA



Visit St. Pete/Clearwater

2023 COOPERATIVE ADVERTISING PROGRAM

PROGRAM OPPORTUNITIES OVERVIEW

DIGITAL ADVERTISING ON VisitStPeteClearwater.com	VSPC Consumer Email	VSPC Dedicated Email	LIMITED TIME VISIT FLORIDA / VSPC Co-Op Programmatic Display Ads	LIMITED TIME Tripadvisor Native Ads
Contact: Andy Roberts (Direct) 941.342.2429 andy.roberts@milespartnership.com	Program Dates: January through December 2023	Program Dates: January through December 2023	Program Dates: June 2023	Program Dates: February, May, July 2023
Program Dates: Ongoing	Rate: Featured Partner \$995 Sponsored Content \$650	Rate: \$3,250	Rate: \$3,750	Rate: \$2,500
Impression/Rate: 25,000 / \$600 50,000 / \$1,100 125,000 / \$2,500 200,000 / \$3,600 350,000 / \$5,600			100% VSPC MATCH 66% VISIT FLORIDA MATCH	100% VSPC MATCH
DIGITAL ADVERTISING ON Facebook.com/VisitStPeteClearwater	LIMITED TIME Expedia Display Ad	2024 Visit Florida*	Meetings Co-Op*	
Contact: Jimmy Fashner to purchase Jimmy@VisitSPC.com	Program Dates: April, May, August 2023	Program Dates: 2024 - Publishes TBD	Program Dates: March through October 2023	
Program Dates: As needed & mutually agreed upon	Rate: \$2,500	Rate: \$950	Rate: Varies*	
Rate: Up to \$1,000 match	100% VSPC MATCH	*2024 Visit Florida Official Vacation Guide	*See pages 14 - 17	

HOW TO PARTICIPATE

Beginning Friday, Nov. 21:

Go to VisitSPC.com/CoOp to download the new 2023 Cooperative Advertising Program media kit, and for more information for Submission Day.

Tuesday, Dec. 6:

Join VSPC for an official webinar to learn all about the new 2023 Co-Op products, as well as details for how to submit selections for Submission Days on Wednesday, Dec. 7 and Thursday, Dec. 8.

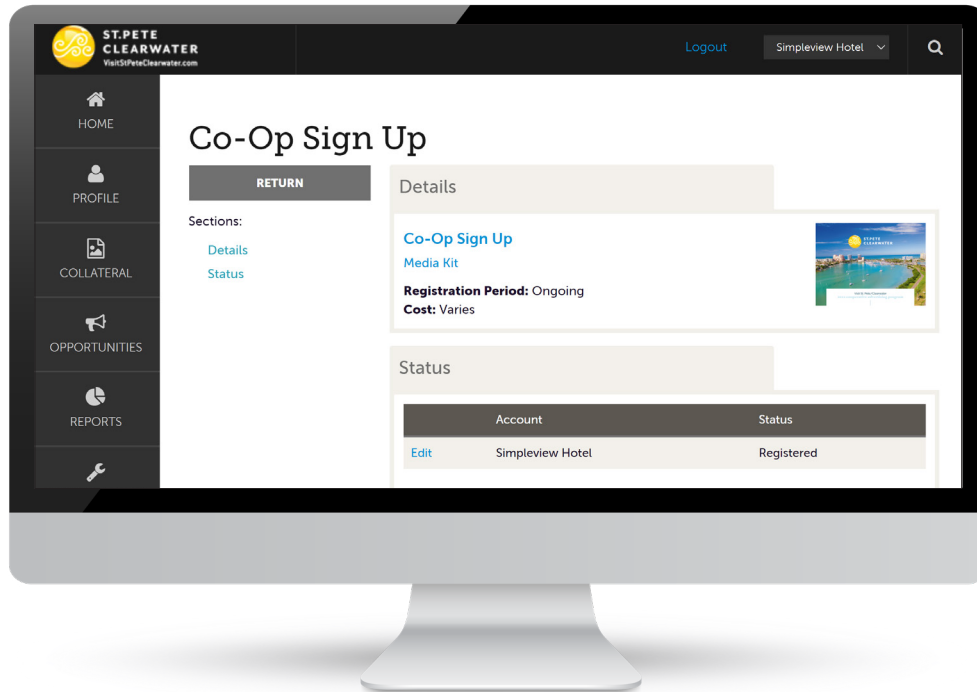
**Webinar details to come.*

Wednesday, Dec. 7 - Thursday, Dec. 8:

Log-in to Simpleview to access the Marketplace. Once logged in, click on the **Co-Op Sign Up Learn More** button. Click **Register** and then click **Invoice Me**. Then select what products you are interested in for 2023. These selections will be added to your cart and then click **Submit**. All submission must be made by Thursday, December 8 at 11:59pm EST.

NOTE You will be able to update and change your submissions in the Simpleview Marketplace anytime between 9am EST Wednesday, December 7 and 11:59pm EST Thursday, December 8, 2022. Be aware that starting at 12:00am EST on Friday, December 9, 2022 you will not be able to make any changes to your submissions.

Please only submit for those programs in which you are interested. Once a partner is accepted to a program and an invoice has been issued, cancellations will not be permitted.



Thursday, Dec. 15:

VSPC staff will notify partner that they can log-in to Simpleview to learn which Co-Op programs they secured, download their invoice (which serves as the contract agreement), and learn about other opportunities that may still be available to purchase.

Thursday, Dec. 22:

Deadline for partners to advise of any changes to their invoice.

Monday, Jan. 23:

Payment for Co-Op programs is due by Monday, January 23, 2023. 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. 2023 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 between Wednesday, December 7 - Thursday, December 8, 2022. 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 December 7-8, 2022.
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 December 15, 2022, Partners will be able to log-in to Simpleview to find out which programs they have received. At that time Partners can download their invoice, which serves as the agreement, and learn of other opportunities that may still be available for purchase. Partners will have until December 22, 2022 to request any changes to their invoice.
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

77%

are planning or
considering travel to the
St. Pete/Clearwater area

58%

of website visitors actually
travel to the destination

ORIGIN MARKETS* TOP 10 STATES

- | | |
|--------------|--------------------|
| 1 - Florida | 6 - Pennsylvania |
| 2 - New York | 7 - Ohio |
| 3 - Georgia | 8 - Virginia |
| 4 - Illinois | 9 - Carolinas |
| 5 - Texas | 10 - Massachusetts |

*Based on website visitation

DESTINATION ANALYSTS' BRAND PERCEPTION STUDY

94%

influence rate*

79%

reported enjoying
our advertising

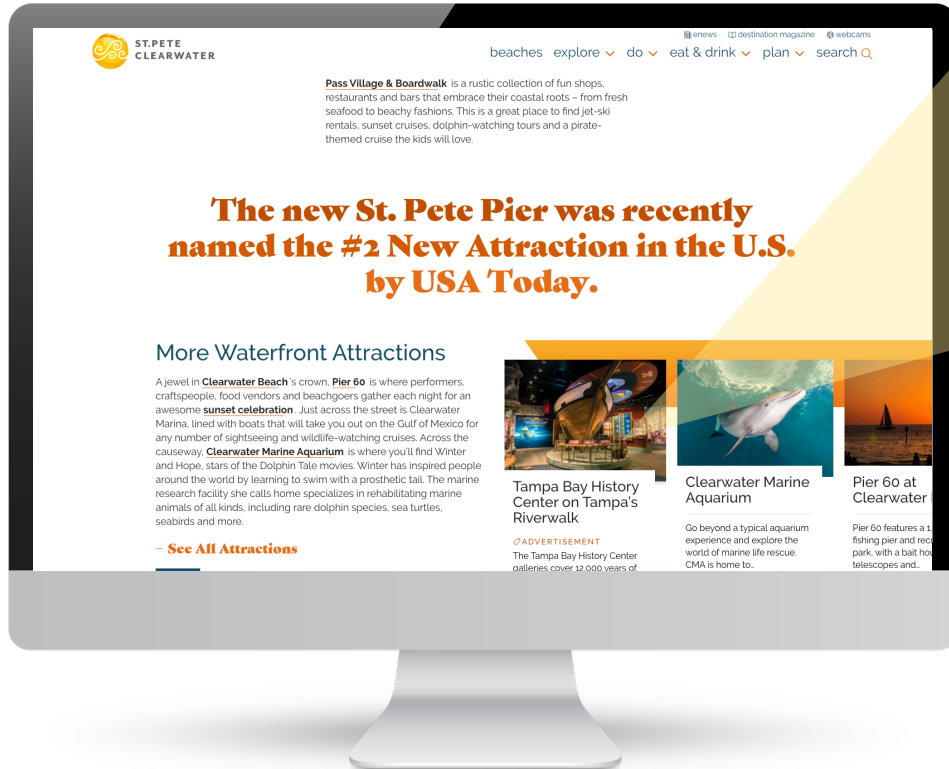
59%

more likely to visit after
seeing our advertising

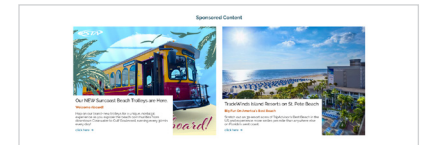
*Percent of St. Pete/Clearwater visitors reported
being influenced after seeing our advertising.

DIGITAL ADS ON VISITSTPETECLEARWATER.COM

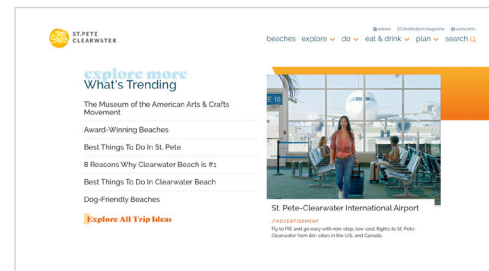
Digital ads allow you to increase awareness and drive bookings. Our guaranteed impression-over-timeframe model allows you to control your exposure. Plus, get **FREE** advertising in our online rewards program. Digital ads are creatively formatted and designed to match the look and feel of the website.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



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

2023 | Jan Feb Mar Apr May Jun
Jul Aug Sep Oct Nov Dec

MARKETS AVERAGE DISTRIBUTION

National 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	1.92%

FEATURED PARTNER

TradeWinds Island Resorts




\$ave Some Clams

TradeWinds is shelling out savings when you stay 3+ nights on the soft white sands of award-winning St. Pete Beach. Book now and score a \$75 promo card to use on dining, resort activities and more!

[START SAVING](#)

SPONSORED CONTENT

Sheraton Sand Key Resort



Experience Our Island at Sheraton Sand Key Resort!

Experience the quieter side of Clearwater Beach at Sheraton Sand Key Resort, a family-friendly, beachfront hotel with award-winning dining and 13 acres of private, sandy white beach.


[BOOK NOW!](#)

Click here to view this message in a browser window. 18/05/22

ST.PETE CLEARWATER FLORIDA

BEACHES OUTDOORS ARTS

VACATION ON THE CHEAP?




It's Way More Fun Than It Sounds

When you want to have a great time, but not spend a lot of vacation cash, we've got you covered. Check out these free and inexpensive (and super-fun!) things to do in St. Pete/Clearwater.

[FRUGAL FUN](#)

FEATURED PARTNER

TradeWinds Island Resorts




\$ave Some Clams

TradeWinds is shelling out savings when you stay 3+ nights on the soft white sands of award-winning St. Pete Beach. Book now and score a \$75 promo card to use on dining, resort activities and more!

[START SAVING](#)

~~~~~




**7 Great Ways to Beat the Heat**

Traveling with kids this summer or fall? From water parks to aquariums to old-fashioned arcades, we've rounded up some awesome ways to beat the heat on your Florida vacation.

[CHILL OUT](#)

SPONSORED CONTENT

**Sheraton Sand Key Resort**



**Experience Our Island at Sheraton Sand Key Resort!**

Experience the quieter side of Clearwater Beach at Sheraton Sand Key Resort, a family-friendly, beachfront hotel with award-winning dining and 13 acres of private, sandy white beach.

[BOOK NOW!](#)



## VSPC DEDICATED EMAIL

### CO-OP OPPORTUNITY

100% SOV Email

### 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

2023 | Jan Feb Mar Apr May Jun  
Jul Aug Sep Oct Nov Dec

### MARKETS AVERAGE DISTRIBUTION

National 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        | 10,000 |
| Open Rate    | 5%     |
| Total Clicks | 2,500  |
| Total CTR    | 1.25%  |

## 2023 COOPERATIVE ADVERTISING PROGRAM

**ST.PETE  
CLEARWATER  
FLORIDA**

ESCAPE DINE CELEBRATE

**TradeWinds Island Resorts**



**Save Some Clams at the Largest Beachfront Playground**

TradeWinds is shelling out savings on St. Pete Beach! Save BIG on our best available rate and dig up a \$75 promotions card to use on dining, resort activities, spa treatments and more.

[View Offers and Save](#)





# VISIT FLORIDA / VSPC CO-OP PROGRAMMATIC ADS

## CO-OP OPPORTUNITY

Display Banner Ads

## OPPORTUNITY OVERVIEW

Target a highly qualified, low-funnel audience with banner display ads reaching travelers across the web, including retargeting VISIT FLORIDA's website visitors and look alike. To sweeten the deal, VSPC will provide a 100% match to each participating partner, plus an additional 66% match from VISIT FLORIDA!

**Don't miss this limited-time opportunity, there are only 5 spots available!**

## HOW TO PARTICIPATE

In partnership with VISIT FLORIDA, the VSPC will be actively running media for the entire month of June 2023. Advertisements are available to showcase the partner within a VSPC branded display banner ad.

## TIME PERIOD

|      |     |     |     |     |     |     |
|------|-----|-----|-----|-----|-----|-----|
| 2023 | Jan | Feb | Mar | Apr | May | Jun |
|      | Jul | Aug | Sep | Oct | Nov | Dec |

## MARKETS

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

## ESTIMATED DISTRIBUTION

1,250,000 impressions

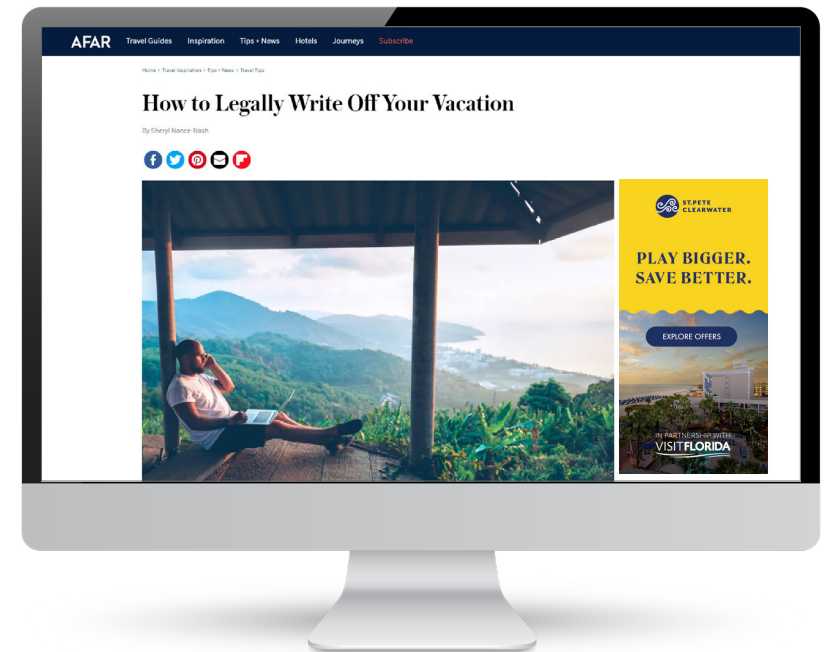
## COST

\$3,750

## PARTNERS RECEIVE

Display banner ads must meet VISIT FLORIDA provided specs and designed by VSPC using partner supplied materials with a direct link to the partner website.

**100% MATCH**



*Sample creative. Actual creative may vary.*

# TRIPADVISOR NATIVE ADS

## CO-OP OPPORTUNITY

Native Boost Ads

## OPPORTUNITY OVERVIEW

Reach traveler and researchers on Tripadvisor.com with native boost ads. These native ads match the look and feel of organic Tripadvisor content, which generates higher engagement from users. To make things better, VSPC will do a 100% match to each participating partner. It is almost like you are getting a BOGO!

**Don't miss this limited-time opportunity, there are only 6 spots available!**

## HOW TO PARTICIPATE

Visit St. Pete/Clearwater will be actively running media with Tripadvisor throughout 2023. VSPC partners are able to showcase their business within Tripadvisor's templated native design.

## TIME PERIOD

2023 | Jan Feb Mar Apr May Jun  
Jul Aug Sep Oct Nov Dec

## MARKETS

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

## ESTIMATED DISTRIBUTION

294,118 impressions

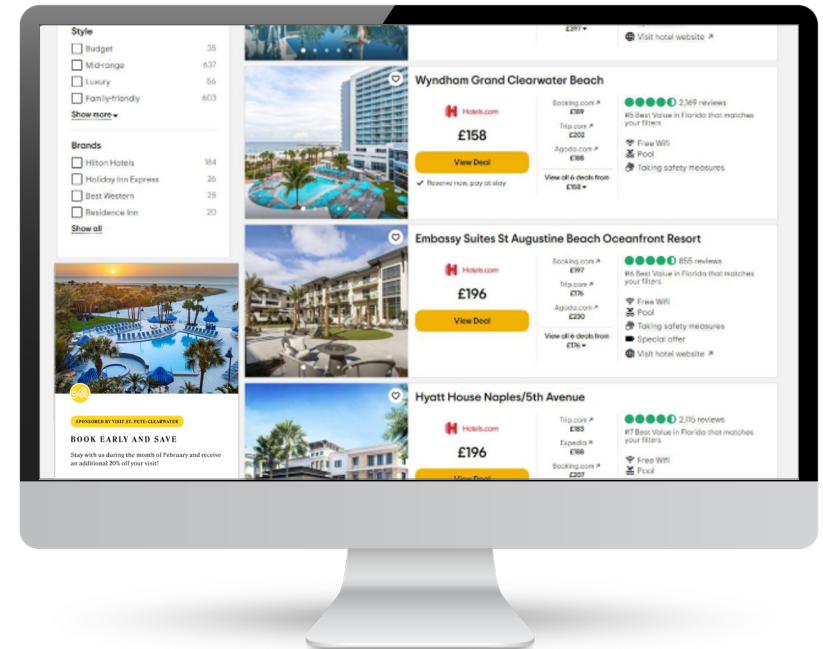
## COST

\$2,500

## PARTNERS RECEIVE

Native Boost ads to be created within a pre-defined Tripadvisor template with partner supplied image, name, headline, and description.

100% MATCH



*Sample creative. Actual creative may vary.*





## EXPEDIA DISPLAY AD

### CO-OP OPPORTUNITY

Display Banner Ad

### OPPORTUNITY OVERVIEW

Reach qualified in-market travelers directly on Expedia.com with a 160x600 display banner, which is the most premium and best-performing ad slot on Expedia's Hotel Results, Flight Results, and Hotel Infosite/Details pages. For all participating partners, VSPC will provide a 100% match. It is like doubling your buy at no additional cost to you!

**Don't miss this limited-time opportunity, there are only 6 spots available!**

### HOW TO PARTICIPATE

Visit St. Pete/Clearwater will be actively running media with Expedia throughout 2023. Partners can showcase their business within a VSPC branded display banner ad.

### TIME PERIOD

2023 | Jan Feb Mar Apr May Jun  
Jul Aug Sep Oct Nov Dec

### MARKETS

US shoppers for Clearwater, Clearwater Beach, St. Petersburg, as well as shoppers for PIE and TPA.

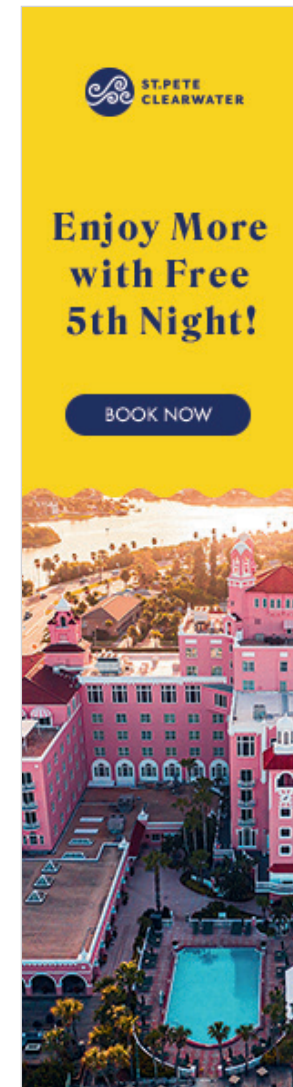
### COST

\$2,500

### PARTNERS RECEIVE

160x600 display banner ad Expedia specs and designed by VSPC using partner supplied materials with a direct link to the partner website.

**100% MATCH**



*Sample creative. Actual creative may vary.*

# 2024 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 2024 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

2024 Annual (Publishes TBD)

## MARKETS AVERAGE DISTRIBUTION

National 250,000 Print Circulation

## COST

\$950

## 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](mailto:Jimmy@VisitSPC.com) for availability.

### TIME PERIOD

As needed and mutually agreed upon

### MARKETS AVERAGE DISTRIBUTION

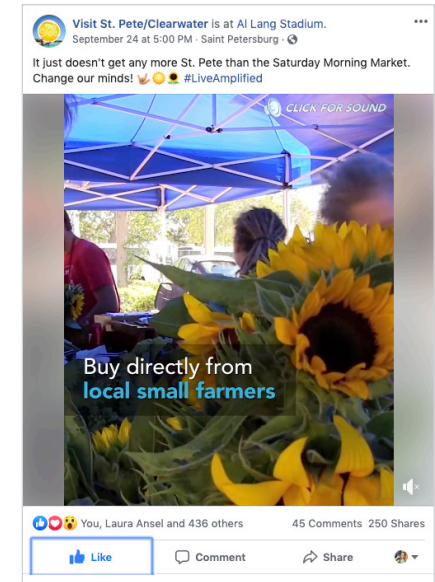
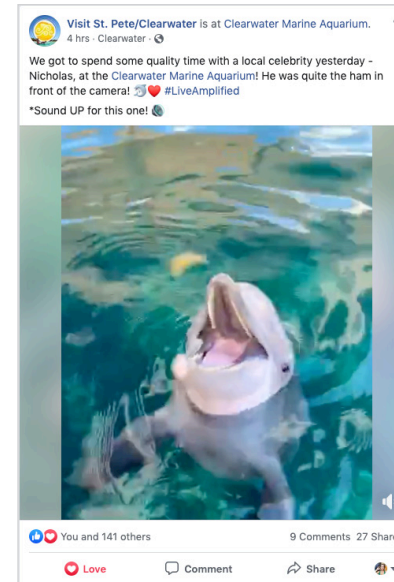
|        |                                                                       |
|--------|-----------------------------------------------------------------------|
| Custom | 150,000 - 700,000 impressions<br>(dependent upon campaign and budget) |
|--------|-----------------------------------------------------------------------|

### 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 5 emails available for cooperative advertising opportunities. Each email will allow for a **single partner** to highlight important information about their property.

## TIME PERIOD

2023 | Jan Feb Mar Apr May Jun  
Jul Aug Sep Oct Nov Dec

## MARKETS AVERAGE DISTRIBUTION

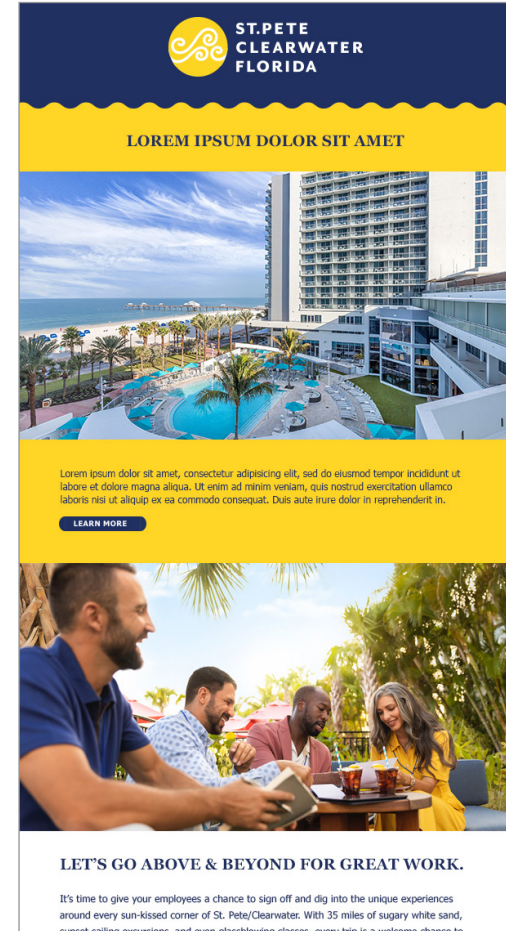
National 15,000

## COST

Featured Partner: \$1,500

## 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.



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FLORIDA

LOREM IPSUM DOLOR SIT AMET

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO ELUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. UT ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION ULLAMCO LABORIS RESI UT ALIQUIP EX EA COMMODU CONSEQUAT. DUIS AUTE IRURE DOLOR IN REPREHENDIT IN.

LEARN MORE

LET'S GO ABOVE & BEYOND FOR GREAT WORK.

It's time to give your employees a chance to sign off and dig into the unique experiences around every sun-kissed corner of St. Pete/Clearwater. With 35 miles of sugary white sand, sunset sailing excursions, and even glassblowing classes, every trio is a welcome chance to

Sample creative. Actual creative may vary.



# MEETINGS TODAY — DEDICATED EMAIL

## CO-OP OPPORTUNITY

M&C Custom Email

### OPPORTUNITY OVERVIEW

These dedicated emails are delivered by Meetings Today to meeting planners and executives (with a heavy focus on corporate planners) providing an opportunity to highlight what is new and inspiring in St. Pete/Clearwater.

### HOW TO PARTICIPATE

There will be 3 emails available for cooperative advertising opportunities. Each email will allow for a **single partner** to highlight important information about their property.

### TIME PERIOD

2023 | Jan Feb Mar Apr May Jun  
Jul Aug Sep Oct Nov Dec

### MARKETS AVERAGE DISTRIBUTION


National 7,500

### COST


Featured Partner: \$1,000

### 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.


**ST.PETE  
CLEARWATER  
FLORIDA**

LOREM IPSUM DOLOR SIT AMET



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 ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in.

[LEARN MORE](#)



**LET'S GO ABOVE & BEYOND FOR GREAT WORK.**

It's time to give your employees a chance to sign off and dig into the unique experiences around every sun-kissed corner of St. Pete/Clearwater. With 35 miles of sugary white sand, sunset sailing excursions, and even glassblowing classes, every trip is a welcome chance to

*Sample creative. Actual creative may vary.*



# MEETINGS TODAY — FULL PAGE PRINT AD

## CO-OP OPPORTUNITY

M&C Full-page print ad

## OPPORTUNITY OVERVIEW

These full-page ads are included in Meetings Today magazine reaching meeting planners and executives (with a heavy focus on corporate planners) providing an opportunity to highlight what is new and inspiring in St. Pete/Clearwater.

## HOW TO PARTICIPATE

There will be 2 print ads available for cooperative advertising opportunities. Each ad will allow for two partners to highlight important information about their properties.

## TIME PERIOD

|      |     |     |     |     |     |     |
|------|-----|-----|-----|-----|-----|-----|
| 2023 | Jan | Feb | Mar | Apr | May | Jun |
|      | Jul | Aug | Sep | Oct | Nov | Dec |

## MARKETS AVERAGE DISTRIBUTION

|          |        |
|----------|--------|
| National | 69,375 |
|----------|--------|

## COST

Featured Partner: \$1,095

## PARTNERS RECEIVE

Property name in bold, image, up to 75 characters (with spaces) of copy and URL.



# FLORIDA SOCIETY OF ASSOCIATION EXECUTIONS (FSAE) — DEDICATED EMAIL AND PRINT ADVERTORIAL BUNDLE

## CO-OP OPPORTUNITY

M&C Custom Email and Print Advertorial Bundle

## OPPORTUNITY OVERVIEW

This is a package offering dedicated emails and print advertorials that 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 3 emails paired with 3 print advertorials available for cooperative advertising opportunities. Each email/advertorial bundle will allow for a **single partner** to highlight important information about their property.

## TIME PERIOD

|      |                                                                        |
|------|------------------------------------------------------------------------|
| 2023 | May/June: Source Magazine Print advertorial + April 24 email           |
|      | July/August: Source Magazine Print advertorial + June 26 email         |
|      | September/October: Source Magazine Print advertorial + August 29 email |

## MARKETS AVERAGE DISTRIBUTION

|         |                          |
|---------|--------------------------|
| Florida | 1,000 email subscribers  |
|         | 1,000 print distribution |

## COST

Featured Partner: \$625

## PARTNERS RECEIVE

**Email:** 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.

**Print Advertorial:** 150 words + image,



*Sample creative. Actual creative may vary.*



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