



**ST.PETE  
CLEARWATER**

**Creative**

**Pinellas**



**Visit St. Pete/Clearwater and Creative Pinellas**

**2023 ARTS & CULTURE CO-OP ADVERTISING PROGRAM**

# PROGRAM OUTLINE

Visit St. Pete/Clearwater and Creative Pinellas have created a new co-op program available for members of the arts community to promote their art activities, events, and venues. This program will drive tourists (while they are here) and residents to attend museums, theatres, dance performances, arts fairs, concerts etc. This will also support the strong arts and culture message that Visit St. Pete/Clearwater and Creative Pinellas are sending externally, reinforcing the believability and credibility that St. Pete/Clearwater is an arts and cultural destination.

Per feedback from arts organizations in a survey issued late last year, Visit St. Pete/Clearwater and their agencies are offering a range of media opportunities at multiple price points for all members of the arts community to participate in. Participating arts organizations will receive a 50/50 match on the advertising from Visit St. Pete/Clearwater in partnership with Creative Pinellas, doubling the value and impact of the advertising spend.

The creative and messaging will include partner images and messages with a strong call-to-action within the Visit St. Pete/Clearwater arts & culture template.

# WHY SHOULD I PARTICIPATE?



## Reduced advertising costs

You are able to place your message in media channels that may not otherwise be affordable or may require a high minimum/cost-of entry in which to advertise.



## Integrated efficiency

With reduced costs, you have the opportunity to purchase placements in different channels increasing audience recall of your message. Integrated campaigns are more successful when audiences are exposed to multiple media channels.



## Extended reach

By only paying 50% of the cost, you can reach more people than your budget alone would allow.



## Creative support

Through Visit St. Pete/Clearwater, you are able to have your message designed by their advertising agency, BVK.



## Increased awareness

Through our branded design, there is consistency in promoting arts and culture throughout the destination as a single campaign.



## Ease to market

No expensive creative development required. Visit St. Pete/Clearwater & BVK will do the heavy lifting of managing the media buy, getting specs, trafficking and ensuring that everything runs as planned.

# HOW TO PARTICIPATE

## **Beginning Thursday, May 4**

Go to [VisitSPC.com/ArtsCoOp](https://www.visitvancouver.com/ArtsCoOp) to download the new 2023 Arts Cooperative Advertising Program media kit and for information on how to participate.

## **Wednesday, May 10 @ 11 a.m.**

Join VSPC for an official webinar to learn all about the new 2023 Arts Co-Op products, as well as details for how to submit selections by the deadlines.

## **Deadlines**

Submit your request to participate.

## **Thursday, May 18**

Car rental hang tag, Carvertise and digital web ads

## **Friday, May 26**

Print, radio, digital billboards, and airport signage

Please submit your request via this link:

<https://form.jotform.com/231107071571143>

Email any questions to: [arts@bvk.com](mailto:arts@bvk.com)

### **NOTE**

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.

# TIMELINES

## Car rental hang tag, Carvertise and digital ads

### **Deadline – Thursday, May 18:**

Submit your request to participate in either of these programs.

### **Friday, May 19:**

A Program Manager will notify partner of programs you have been accepted to participate, **request assets** and send an invoice.

### **Tuesday, May 23:**

Deadline for partners to advise of any changes to their invoice. **Assets due.**

### **Thursday, May 25**

Creative sent to partners for review/approval.

### **Tuesday, May 30**

Partner provides approval or feedback on any necessary updates needed.

### **Thursday, Jun 1**

Final creative approval

### **Monday, July 3:**

Payment for Arts Co-Op programs is due by Monday, July 3. 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.

## Print, radio, digital billboards, and airport graphics

### **Deadline – Thursday, May 26:**

Submit your request to participate in either of these programs.

### **Thursday, June 1:**

A Program Manager will notify partner of programs you have been accepted to participate, request assets and send an invoice.

### **Tuesday, June 6**

Deadline for partners to advise of any changes to their invoice. **Assets due (for initial July placements).** Timelines for future placements will be communicated via email.

### **Monday, June 12**

Creative sent to partners for review/approval.

### **Wednesday, June 14**

Partner provides approval or feedback on any necessary updates needed.

### **Friday, June 16**

Final creative approval

### **Monday, July 3:**

Payment for Arts Co-Op programs is due by Monday, July 3. 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. Due to limited inventory, program managers will do their best to share opportunities with everyone who signs up.
3. The Co-Op programs are primarily designed for members of the arts community who actively engage with tourists. Should any space remain in a particular program, other travel industry members can participate. So, we encourage all interested organizations to submit Co-Op requests. Final approval of all placements will be made by Visit St. Pete/Clearwater and Creative Pinellas..
4. Each organization may request participation in MULTIPLE programs.
5. Programs are limited to a select number of participants.
6. All partner costs listed are net costs and are 50% of the total media cost.
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. Participants will be notified by email of the programs they have selected and sent an invoice which serves as the agreement. Partners will have until their noted due date to request any changes to their invoice.
10. A program manager will contact participants 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 participant-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.

Early Submission  
Deadline for July digital:  
Thursday, May 18

## 2023 ARTS COOPERATIVE ADVERTISING PROGRAM

# DIGITAL

### CO-OP OPPORTUNITY

Programmatically targeted web banners

### OPPORTUNITY OVERVIEW

Digital web banner ads strategically displayed to travelers while they are in the Tampa Bay metro region as well as travelers with confirmed upcoming trips to Pinellas County. Our programmatic approach will allow for efficient reach to the most relevant users by targeting them across all device types and contextual placements, while optimizing towards clicks to ensure maximum engagement with partner messaging.

### PARTICIPANTS RECEIVE

These banners will run for a 4-week placement. You may purchase multiple placements.

### TIME PERIOD

July 3 – Sept 24  
4-week flight

### AVERAGE DISTRIBUTION

416,000 impressions

### LOCATIONS

Tampa/St. Pete/Clearwater metro region

### PER PARTICIPANT COST

\$1,250 (*Full retail value: \$2,500*)



300x250

### PARTICIPANTS PROVIDE

- 1 image, 72 dpi, JPG
- 5 words max. including event dates, location etc.
- CTA: Eg. "Learn More", "Buy Tickets", etc.
- Company name or logo
- Click-thru link to partners website



# TAMPA INTERNATIONAL AIRPORT DIGITAL SCREENS

## CO-OP OPPORTUNITY

A package of 41 static digital screens in Tampa International Airport

## OPPORTUNITY OVERVIEW

A package of :10 second dedicated ad placements will run in rotation with other non-affiliated ads on prominent digital screens. This package includes 32 baggage deck monitors, 7 baggage claim video wall images and 2 car rental center monitors. This package provides premium exposure to visitors and residents arriving in to the airport.

## PARTICIPANTS RECEIVE

All 42 displays are available as a package for a 2-week flight. You may purchase multiple flights.

## TIME PERIOD

July 3 – Sept 24  
Monday – Sunday  
2-week flight

## AVERAGE DISTRIBUTION

267,000 impressions

## LOCATIONS

32 baggage claim deck units  
7 baggage claim video wall units  
2 car rental center units

## PER PARTICIPANT COST

\$2,871 (*Full retail value: \$5,742*)

## PARTICIPANTS PROVIDE

Participants will receive prominent messaging and will be asked to provide:

- 1 hi-res image, preferably horizontal
- Organization/event name to promote
- <10 words including event dates, location, CTA, etc.



# TAMPA AIRPORT DIGITAL SIGNAGE



Baggage claim deck



Baggage claim  
video wall

Car rental center

# ST. PETE-CLEARWATER AIRPORT DIGITAL SCREENS

## CO-OP OPPORTUNITY

Digital monitors in the baggage claim area of St. Pete-Clearwater International Airport.

## OPPORTUNITY OVERVIEW

Dedicated static ads will run in rotation of other non-affiliated ads on 4 prominent digital displays in the baggage claim area of airport. These ads provide great exposure to visitors and residents arriving in to St. Pete-Clearwater International Airport.

## PARTICIPANTS RECEIVE

Each participant will receive one :07 second static ad that will run on 4 displays for a 2-week flight. You may purchase multiple flights.

## TIME PERIOD

July 3 – Sept 24  
Monday – Sunday  
2-week flight

## AVERAGE DISTRIBUTION

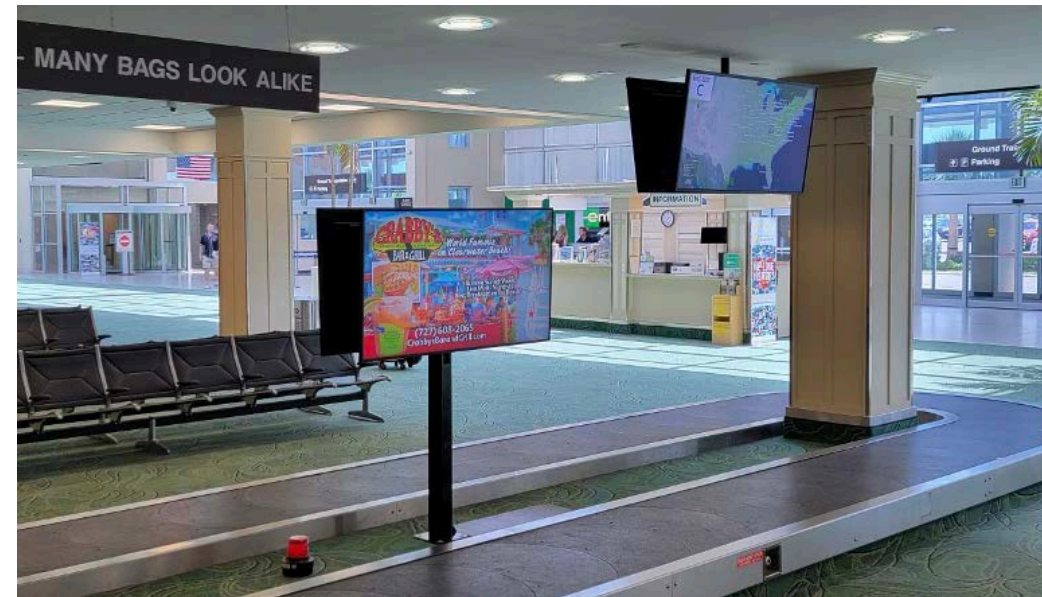
234,000 impressions

## LOCATIONS

4 digital baggage claim monitors

## PER PARTICIPANT COST

\$370 (Full retail value: \$740)



## PARTICIPANTS PROVIDE

Participants will receive prominent messaging and will be asked to provide:

- 1 hi-res image, preferably horizontal
- Organization/event name to promote
- <10 words including event dates, location, CTA, etc.

Early Submission  
Deadline:  
Thursday, May 18

2023 ARTS COOPERATIVE ADVERTISING PROGRAM

# CAR RENTAL HANG TAGS

## CO-OP OPPORTUNITY

Highly-targeted exposure to visitors renting cars at Tampa and St. Pete-Clearwater International airports

## OPPORTUNITY OVERVIEW

Hang tags will be distributed in rental cars in the Tampa and St. Pete-Clearwater International airports. This highly visible, in-car placement provides a great opportunity to use a QR code to drive visitors to your website for more information or ticket offers/sales.

## PARTICIPANTS RECEIVE

Each participant will receive one side of the two-sided tag for their dedicated message for 12-weeks from July 3 through September 24.

## TIME PERIOD

July 3 – Sept 24  
12-week flight

## LOCATIONS

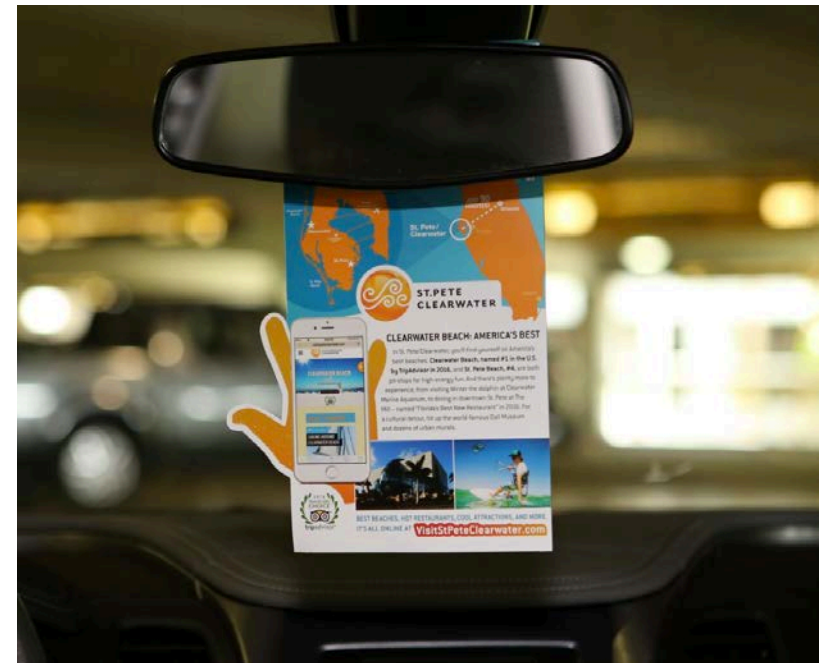
TPA & PIE

## AVERAGE DISTRIBUTION

30,240

## PER PARTICIPANT COST

\$5,216 (*Full retail value: \$10,432*)



## PARTICIPANTS PROVIDE

Participants will receive prominent messaging and will be asked to provide:

- 2-3 hi-res images
- Headline or Event name: ~25 characters with spaces
- Copy including events dates, location, CTA, etc.: ~200 characters with spaces

Email [arts@bvk.com](mailto:arts@bvk.com) with questions.

Early Submission  
Deadline:  
Thursday, May 18

2023 ARTS COOPERATIVE ADVERTISING PROGRAM

# CARVERTISE

## CO-OP OPPORTUNITY

Dedicated message on one side of a ride share vehicle

## OPPORTUNITY OVERVIEW

Ten rideshare vehicles will travel throughout Pinellas and Hillsborough counties with two separate, dedicated advertiser's messages on each side of the vehicle. Advertiser A – driver's side, Advertiser B – passenger side. This offers significant exposure from neighborhoods to highly-trafficked events reaching residents and visitors.

## PARTICIPANTS RECEIVE

One side of 10 vehicles for a 12-week flight throughout Pinellas and Hillsborough Counties continuously promoting your brand from July 3 – September 24.

## TIME PERIOD

July 3 – Sept 24  
12-week flight

## AVERAGE DISTRIBUTION

2.8 million impressions

## LOCATIONS

Pinellas and Hillsborough  
Counties

## PER PARTICIPANT COST

\$6,458 (Full retail value: \$12,916)



## PARTICIPANTS PROVIDE

Participants will receive prominent messaging and will be asked to provide:

- 1 hi-res image, preferably horizontal
- Organization/event name to promote
- <10 words including event dates, location, CTA, etc.

Email [arts@bvk.com](mailto:arts@bvk.com) with questions.

# DIGITAL BILLBOARDS

## CO-OP OPPORTUNITY

Multiple high-profile placements of your brand message

## OPPORTUNITY OVERVIEW

Dedicated :08 second placements will run in rotation with other non-affiliated ads on digital billboards in 10 high-profile, highly-trafficked highways/roads in Pinellas and Hillsborough Counties reaching visitors and residents.

## PARTICIPANTS RECEIVE

Each placement will run for a 2-week flight on a network of 10 boards. You may purchase multiple flights.

## TIME PERIOD

July 3 – Sept 24  
Monday – Sunday  
2-week flights

## LOCATIONS

10 highly-trafficked billboards throughout Pinellas and Hillsborough Counties

## PER PARTICIPANT COST

\$3,551 (*Full retail value: \$7,102*)

## AVERAGE DISTRIBUTION

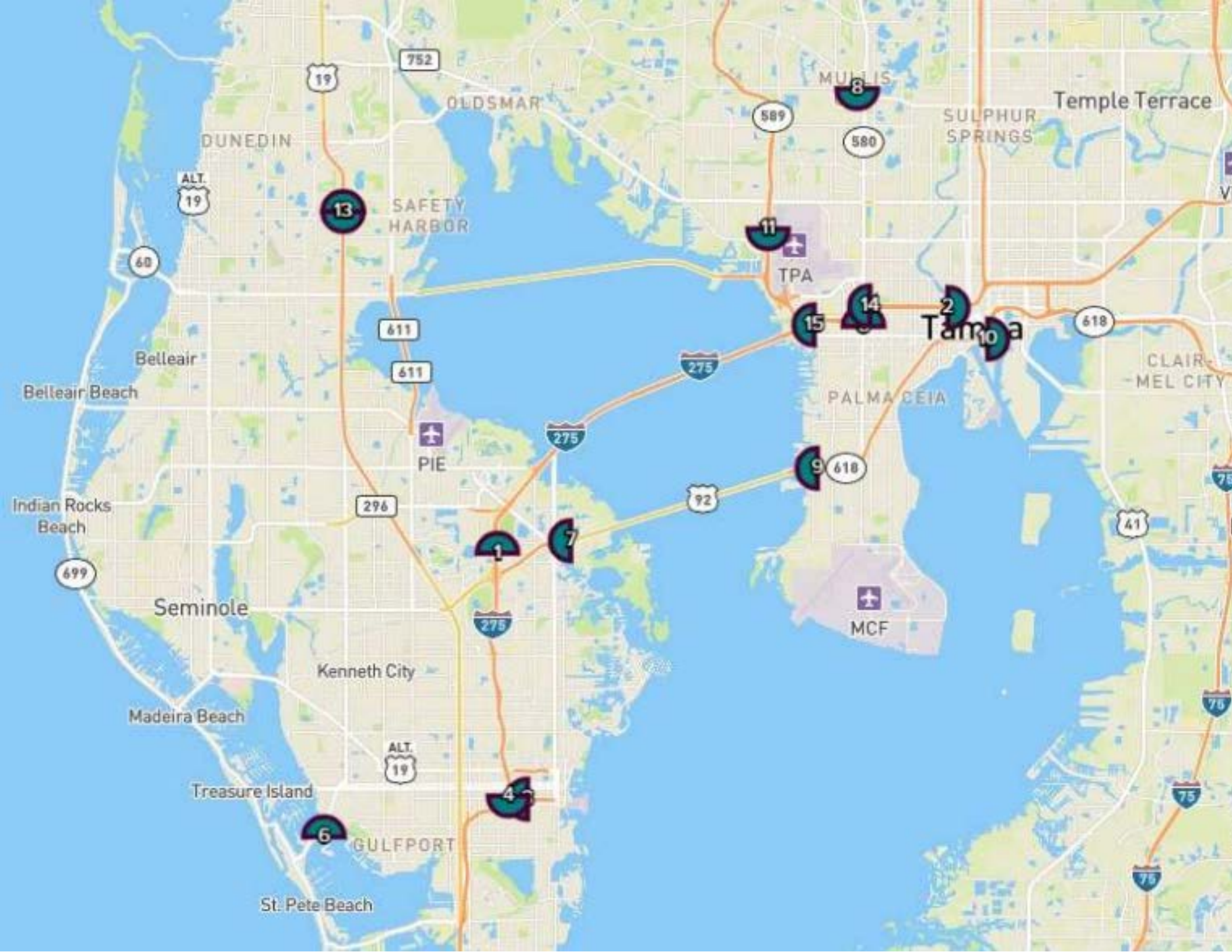
1.5 million impressions



## PARTICIPANTS PROVIDE

Participants will receive prominent messaging and will be asked to provide:

- 1 hi-res image, preferably horizontal
- Organization/event name to promote
- <10 words including event dates, location, CTA, etc.





# RADIO

## CO-OP OPPORTUNITY

Dedicated :15 messages to promote your business or event on Total Traffic & Weather Network (TTWN) spots on local radio stations

## OPPORTUNITY OVERVIEW

Dedicated :15 spots will run during traffic and weather breaks on 15 radio stations throughout the Tampa/St. Pete DMA with bonus spots running in Sarasota-Bradenton. These will be read by station talent, recorded and run across the network from 6 am – 7 pm Monday - Friday. This provides significant reach throughout our market and are ideal for promoting upcoming events.

## PARTICIPANTS RECEIVE

Each participant will receive 215 mentions for a 2-week flight across the network. You may purchase multiple flights.

## TIME PERIOD

July 3 – Sept 24  
Monday – Sunday  
2-week flight

## AVERAGE DISTRIBUTION

1.3 million impressions

## LOCATIONS

Tampa/St. Pete/Clearwater  
DMA

## PER PARTICIPANT COST

\$5,203  
(Full retail value: \$10,406)

*This report is sponsored by Visit Saint Pete Clearwater. Let's shine.*

*[Station Report]*

*Hear the waves this summer at The Sound—downtown Clearwater's all-new waterfront event venue in Coachman Park for live music, shows and more. Find the rhythm, check out the schedule of events and buy tickets at The Sound FLA dot com*

## PARTICIPANTS PROVIDE

Participants will receive :15 DJ read spot:

- Organization/event name to promote
- ~20 words including event dates, location, CTA, etc.

# PRINT

## CO-OP OPPORTUNITY

Weekly dedicated print ad to promote your business or event in the tbt\* alternative weekly newspaper

## OPPORTUNITY OVERVIEW

Full-page, four-color, dedicated print ads will run in premium placements (page 3) in the tbt\* alternative weekly newspaper. These are distributed on Wednesdays and available in racks and businesses all week for great exposure to visitors and residents looking for an event/something to do.

## PARTICIPANTS RECEIVE

Each participant will receive dedicated exposure in a single, full-page, ad that will run each week. You may purchase multiple placements.

## TIME PERIOD

July 5 – Sept 20  
Every Wednesday

## AVERAGE DISTRIBUTION

71,836 circulation/  
275,000 readership

## LOCATIONS

Tampa/St. Pete/Clearwater DMA

## PER PARTICIPANT COST

\$1,675 (*Full retail value: \$3,350*)



## PARTICIPANTS PROVIDE

Participants will receive one full-page, four-color print ad and provide:

- 1-2 hi-res images
- Headline or Event name: ~25 characters with spaces
- Copy including events dates, location, CTA, etc.: ~200 characters with spaces

# FAQs

## **WHAT DO I DO IF I DON'T HAVE A CREATIVE DESIGN PERSON TO CREATE ADVERTISING MATERIALS?**

Not to worry. We will design all placements for you. All we will need is copy and imagery. We will let you know the exact specifications (how many words, image size, etc) based on the placements you reserve.

## **MAY I PURCHASE MORE THAN ONE PROGRAM?**

Yes

## **MAY I PURCHASE MORE THAN ONE FLIGHT?**

Yes

## **WHO CAN I CONTACT IF I HAVE ANY QUESTIONS?**

Please email [arts@bvk.com](mailto:arts@bvk.com). We are happy to help.



**ST.PETE  
CLEARWATER**