



ST.PETE
CLEARWATER
FLORIDA



Visit St. Pete/Clearwater
2024 COOPERATIVE ADVERTISING PROGRAM



PROGRAM OPPORTUNITIES OVERVIEW

DIGITAL ADVERTISING ON

[VisitStPeteClearwater.com](https://www.visitstpeteclearwater.com)

Contact:

Andy Roberts | (Direct) 941.342.2429
andy.roberts@milespartnership.com

Program Dates:

Ongoing

Impression/Rate:

25,000 / \$600
50,000 / \$1,100
125,000 / \$2,500
200,000 / \$3,600
350,000 / \$5,600

VSPC Consumer Email

Program Dates:

January through
December 2024

Rate:

Featured Partner
\$1,300

Sponsored Content
\$650

Footer Image Collage
\$500

VSPC Dedicated Email

Program Dates:

January through
December 2024

Rate:

\$3,250

DIGITAL ADVERTISING ON

[Facebook.com/VisitStPeteClearwater](https://www.facebook.com/VisitStPeteClearwater)

Program Dates:

As needed & mutually agreed upon

Rate:

Up to \$1,000 match

VISIT FLORIDA / VSPC Co-Op Programmatic Display Ads

Program Dates:

February, August 2024

Rate:

\$3,750

100% VSPC MATCH
66% VISIT FLORIDA MATCH

Tripadvisor Native Ads

Program Dates:

May, July, August 2024

Rate:

\$2,500

100% VSPC MATCH

Expedia Display Ad

Program Dates:

February, April, June,
July, September 2024

Rate:

\$2,500

100% VSPC MATCH

2025 Visit Florida Official Vacation Guide

Program Dates:

Publishes December
2024

Rate:

\$1,200

WESH (NBC) Orlando Monthly Contest

Program Dates:

January - June 2024

Rate:

\$2,200 + 3 night stay



PROGRAM OPPORTUNITIES OVERVIEW (continued)

ALL 100% VSPC MATCH

MEETINGS & CONFERENCES

Northstar Emails	FSAE Print & Email Bundle	Meetings Today Print Ad	Meetings Today Email	PCMA Convene Magazine	RCMA Aspire Magazine
Program Dates: January, February, June, July and August 2024	Program Dates: May - August 2024	Program Dates: March - May 2024	Program Dates: June, August, September 2024	Program Dates: May/June and September/October 2024	Program Dates: Summer 2024
Rate: \$1,650	Rate: \$980	Rate: \$1,125	Rate: \$750	Rate: \$2,100	Rate: \$1,375

ARTS & ATTRACTIONS

Programmatic Display Ads	Digital Billboards	PIE Airport Digital Boards	TPA Airport Digital Boards	The Artisan Magazine Print Ad
Program Dates: Flexible (4-week campaign)	Program Dates: January - September 2024	Program Dates: January - September 2024	Program Dates: January - September 2024	Program Dates: March - December 2024
Rate: \$1,250	Rate: \$3,550	Rate: \$370	Rate: \$4,715	Rate: \$445



HOW TO PARTICIPATE

Beginning November 6:

Go to VisitSPC.com/CoOp to download the new 2024 Cooperative Advertising Program media kit, and for more information for Submission Day.

Thursday, November 16 at 2:00pm ET:

Join VSPC for an official webinar to learn all about the new 2024 Co-Op products, as well as details for how to submit selections for Submission Day on Thursday, Nov. 30, from 9:00am ET through 11:59pm ET.

Thursday, November 30, from 9:00am to 11:59pm ET:

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 which products you are interested in for 2024. These selections will be added to your cart and then click **Submit**. All submissions must be made by Thursday, November 30, at 11:59pm ET.

Friday, December 8:

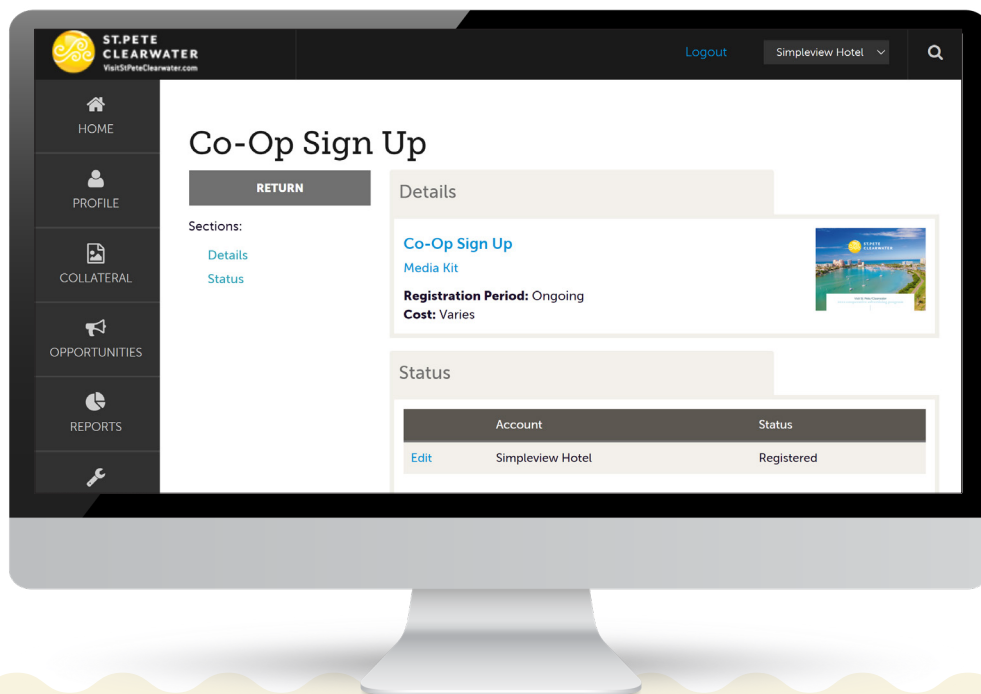
VSPC staff will notify partners that they can log in to Simpleview to learn which Co-Op programs they secured, download their invoice (which serves as the contract agreement), and learn about other opportunities that may still be available to purchase.

Friday, December 15:

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

Monday, January 29, 2024:

Payment for Co-Op programs is due by Monday, January 29, 2024. 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.



NOTE You will be able to update and change your submissions in the Simpleview Marketplace on Thursday, November 30, between 9:00am ET and 11:59pm ET. Be aware that starting at 12:00am ET on Friday, December 1, 2023, 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.



**ST.PETE
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FLORIDA**

2024 COOPERATIVE ADVERTISING PROGRAM

PROGRAM GUIDELINES

1. 2024 Co-Op programs are available on a first-come, first-served basis.
2. Priority will be determined by the order in which VSPC receives submissions on Thursday, November 30, 2023. Due to limited inventory, Visit St. Pete/ Clearwater staff will do its best to share opportunities with all partners who sign up.
3. The Co-Op programs are primarily designed for collectors of the bed tax. This year, several opportunities also exist for our arts and attractions partners. 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 30, 2023.
4. Each partner may request participation in MULTIPLE programs but staff will do its best to share opportunities with all partners who sign up.
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. Starting December 8, 2023, 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 15, 2023, 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 of the image and that you have obtained all releases necessary to grant VSPC the rights described herein.
12. VSPC's agencies will contact partners directly to provide specs and deadlines for partner-supplied materials. If they do not receive partner materials by due date, partner may be required to forfeit opportunity without refund.
13. In January, partners will receive a link to their specific Co-Op Report, which will be updated throughout the year outlining program success measurements.

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.



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2024 COOPERATIVE ADVERTISING PROGRAM

BENEFITS OF ADVERTISING ON VISITSTPETECLEARWATER.COM

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

CONNECT WITH AN EXTREMELY QUALIFIED AUDIENCE!

83%

of website users
are non-residents

70%

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

73%

of website visitors actually
travel to the destination

ORIGIN MARKETS* TOP 10 STATES

- | | |
|-------------|-------------------|
| 1. Florida | 6. Pennsylvania |
| 2. Georgia | 7. Michigan |
| 3. New York | 8. North Carolina |
| 4. Ohio | 9. Texas |
| 5. Virginia | 10. Illinois |



**Based on website visitation*

DESTINATION ANALYSTS' BRAND PERCEPTION STUDY

83%

Said ads were very
important to their
decision to visit

80%

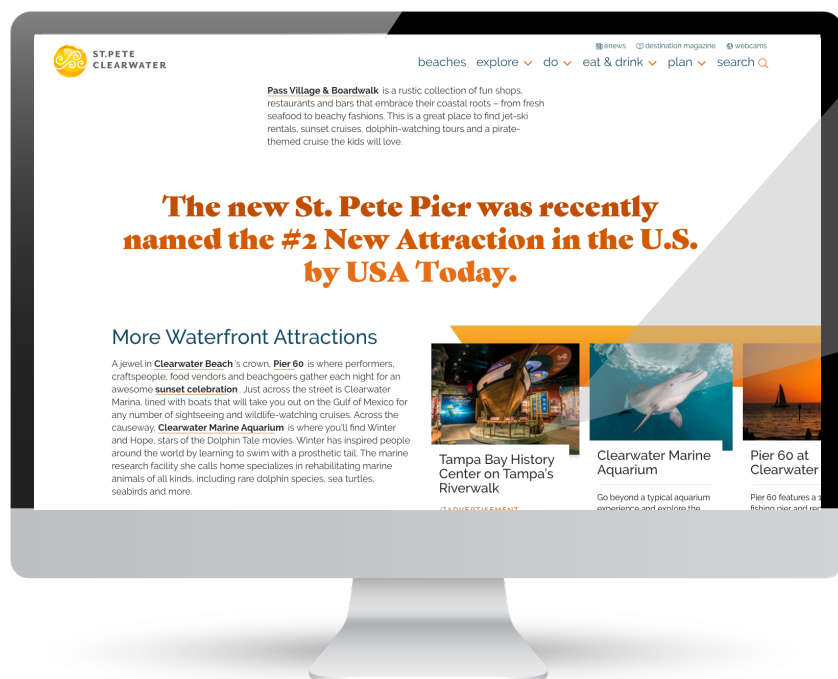
Reported enjoying
our advertising

70%

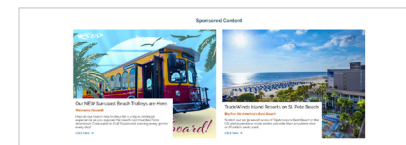
Said that ads impacted
their decision to visit

DIGITAL ADS ON VISITSTPETECLEARWATER.COM

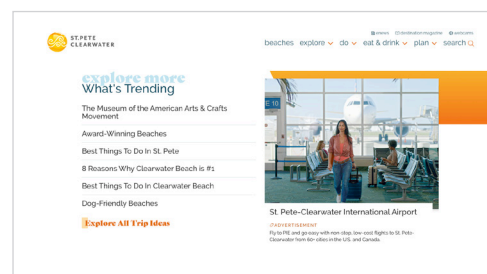
Digital ads allow you to increase awareness and drive bookings. Our guaranteed impression-over-time frame model allows you to control your exposure. Plus, get **FREE** advertising in our online rewards program. Digital ads are creatively formatted and designed to match the look and feel of the website. 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 time frame as your paid campaign, allowing you to increase your ROI (impressions are not guaranteed; partners can up-to-double your exposure).



ST.PETE
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FLORIDA

VSPC CONSUMER EMAIL

CO-OP OPPORTUNITY

Featured Partner

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

2024 | Jan Feb Mar Apr May Jun
Jul Aug Sep Oct Nov Dec

MARKETS AVERAGE DISTRIBUTION

National 200,000

COST

Featured Partner: \$1,300

PARTNERS RECEIVE

Property name in bold, image or basic animated .gif, headline and description 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	59,550
Open Rate	31.2%
Total Clicks	1,727
Total CTR	0.90%

2024 COOPERATIVE ADVERTISING PROGRAM

FEATURED PARTNER

Mint House St. Petersburg - Downtown




Experience a New Kind of Stay this Summer

Discover apartment-style accommodations with full kitchens, in-unit washers/dryers and private balconies in the heart of downtown St. Petersburg. Book now for an exclusive 15% discount on your stay.

[BOOK YOUR STAY](#)

Click here to view this message in a browser window.




BEACHES OUTDOORS ARTS

What's Trending This Month

In this month's travel newsletter, we bring you top recs from one of our favorite travel vloggers; highlight tiny and "proudly weird" Gulfport; and show you where to sip a great craft brew in the company of your dog. It's all brought to you by our sponsor, the incomparable Don CeSar.

Urban Thrills & Small-Town Charm




Tour St. Pete's Attractions and Hot Eateries

Follow food and travel vlogger **Giselle Chusan** as she tours **St. Pete**, staying in the coolest spots, exploring the hottest attractions and eating all the scrumptious food. Soak up the retro vibe at **The Birchwood**, sample artistically delicious fare at **Café Gala** at **The Dalí Museum** and meet the flamingos at **Sunken Gardens** – and that's just on the first day!

[WATCH NOW](#)

FEATURED PARTNER

Mint House St. Petersburg - Downtown



Experience a New Kind of Stay this Summer

Discover apartment-style accommodations with full kitchens, in-unit washers/dryers and private balconies in the heart of downtown St. Petersburg. Book now for an exclusive 15% discount on your stay.

[BOOK YOUR STAY](#)



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2024 COOPERATIVE ADVERTISING PROGRAM

VSPC CONSUMER EMAIL

CO-OP OPPORTUNITY

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

2024 | Jan Feb Mar Apr May Jun
Jul Aug Sep Oct Nov Dec

MARKETS AVERAGE DISTRIBUTION

National 200,000

COST

Sponsored Content: \$650


PARTNERS RECEIVE

Property name in bold, image, headline and description 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	59,550
Open Rate	31.2%
Total Clicks	1,727
Total CTR	0.90%

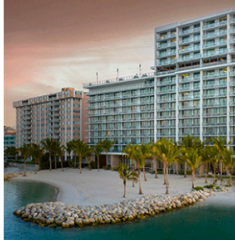
SPONSORED CONTENT

TradeWinds Island Resort


Dive into a Sea of Savings

Save 20% resort-wide for your entire crew when you dive into our Sea of Savings. Whether you are seeking thrills or a relaxing getaway, we'll pack your stay with limitless fun and savings!

[SAVE NOW](#)


JW Marriott Clearwater Beach


It's time for Family Vacation

Our boutique luxury resort is located on the exclusive southern end of Clearwater Beach boasting a full-service spa, exclusive beachfront, rooftop pool, Kid's Club, 3 restaurants, and more!

[BOOK NOW](#)

COMMUNITY SPOTLIGHT




Quirky Gulfport

Offbeat, inclusive, proudly weird – **Gulfport** is affectionately described in many ways. Shop for vintage goods at the Gulfport Beach Bazaar, take Latin dance lessons at the old-school Gulfport Casino and soak up the fun at fabulous festivals.

[ESCAPE TO GULFPORT](#)


SPONSORED CONTENT

TradeWinds Island Resort


Dive into a Sea of Savings

Save 20% resort-wide for your entire crew when you dive into our Sea of Savings. Whether you are seeking thrills or a relaxing getaway, we'll pack your stay with limitless fun and savings!

[SAVE NOW](#)

JW Marriott Clearwater Beach



It's time for Family Vacation

Our boutique luxury resort is located on the exclusive southern end of Clearwater Beach boasting a full-service spa, exclusive beachfront, rooftop pool, Kid's Club, 3 restaurants, and more!

[BOOK NOW](#)

CAN'T-MISS EVENTS


Find some highlights below or check out all St. Pete/Clearwater events




Through Sept. 1, 2023

"Civil Rights in the Sunshine State" Exhibit

Learn about the historic struggle for civil rights in Florida.






Sept. 2, 2023

GeckoFest

Enjoy great live music, food and drinks at this free street festival in quirky, fun-loving Gulfport.





VSPC CONSUMER EMAIL

CO-OP OPPORTUNITY

Footer Image Collage

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

2024 | Jan Feb Mar Apr May Jun
Jul Aug Sep Oct Nov Dec

MARKETS AVERAGE DISTRIBUTION

National 200,000

COST

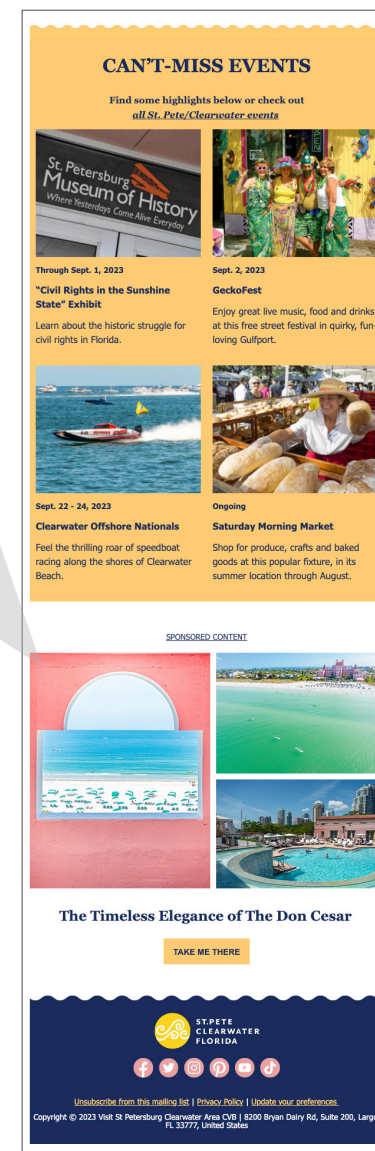
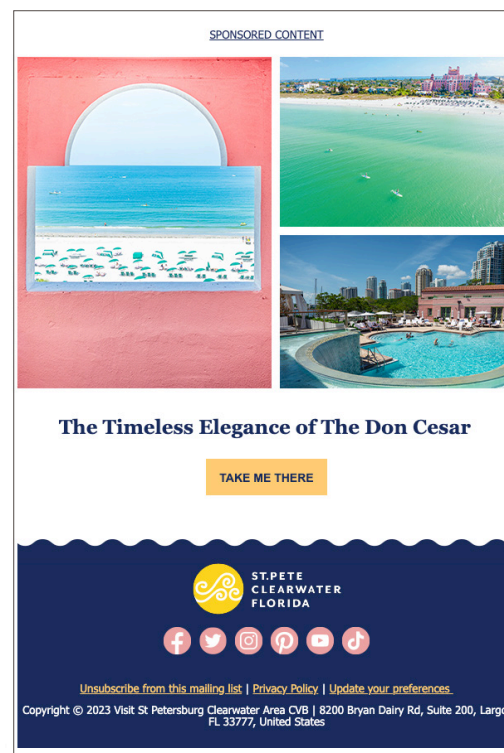
Footer Image Collage: \$500

PARTNERS RECEIVE

A collage of 3 photos, headline and a call to action with a direct link to partner website.

Average (Per Email)

Opens	59,550
Open Rate	31.2%
Total Clicks	1,727
Total CTR	0.90%





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VSPC DEDICATED EMAIL

CO-OP OPPORTUNITY

100% SOV (Share of Voice) 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

2024 | Jan Feb Mar Apr May Jun
Jul Aug Sep Oct Nov Dec

MARKETS AVERAGE DISTRIBUTION

National 200,000

COST

\$3,250

PARTNERS RECEIVE

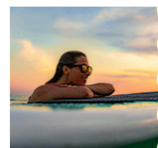
Property name in bold, image or basic animated .gif, up to 50 characters (with spaces) for headline and 200 characters (with spaces) for body copy to feature a timely vacation offer/ special travel deal, price point and URL with direct link to partner website.

Average (Per Email)

Opens	56,334
Open Rate	28.3%
Total Clicks	1,803
Total CTR	0.91%

2024 COOPERATIVE ADVERTISING PROGRAM

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



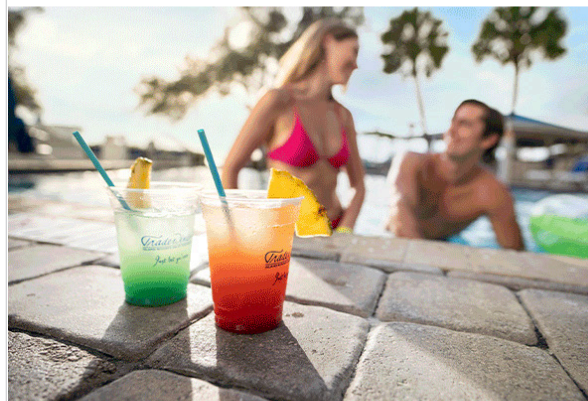
ST.PETE
CLEARWATER
FLORIDA

ESCAPE

DINE

CELEBRATE

TradeWinds Island Resorts



'Tis the Season for Warm Gulf Breezes

Plan a tropical escape with warm Gulf waters, toes-in-the-sand, and a cocktail in hand on our award-winning shore. These sizzling offers are just in time to make a break with a winter escape!

[Offers that Sizzle!](#)



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2024 COOPERATIVE ADVERTISING PROGRAM

META SOCIAL MEDIA PACKAGE

CO-OP OPPORTUNITY

Facebook & Instagram Advertising

OPPORTUNITY OVERVIEW

Creating Facebook and Instagram ads gives you the opportunity to share your story to a targeted audience using Facebook's geographic, demographic and interest-based targeting capabilities. Whether you're 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.

TIME PERIOD

Seasonal, as needed and mutually agreed upon

MARKETS AVERAGE DISTRIBUTION

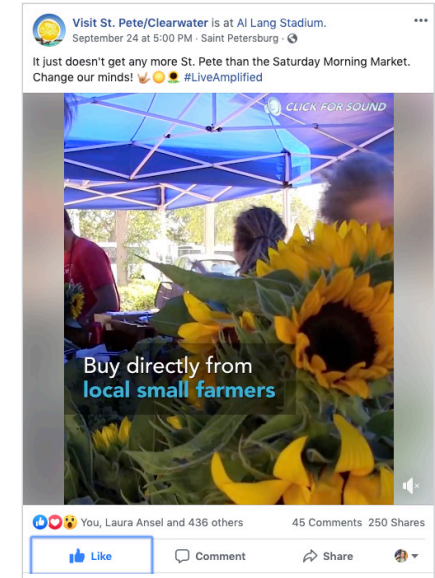
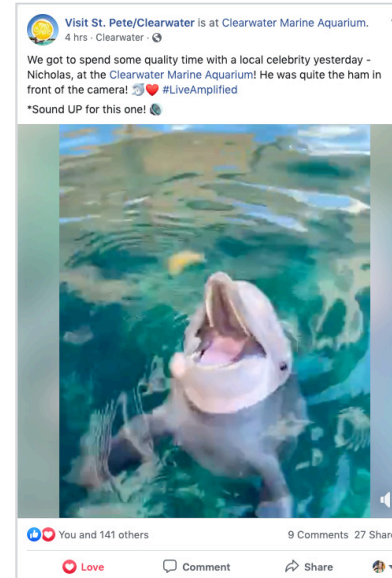
Custom	150,000 - 700,000 impressions (dependent upon campaign and budget)
--------	---

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.



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 re-targeting 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 10 spots* available!

HOW TO PARTICIPATE

In partnership with VISIT FLORIDA, VSPC will be actively running media for the entire months of February and August 2024. Advertisements are available to showcase the partner within a VSPC branded display banner ad.

TIME PERIOD

2024 | Jan Feb Mar Apr May Jun
Jul Aug Sep Oct Nov Dec

MARKETS

Visitors to VisitFlorida.com and look alike in the following markets: Atlanta, Boston, Chicago, New York, Philadelphia, Washington DC, Houston, Dallas, Louisiana, Mississippi (Option to overlay Family or Outdoor Adventures audiences)

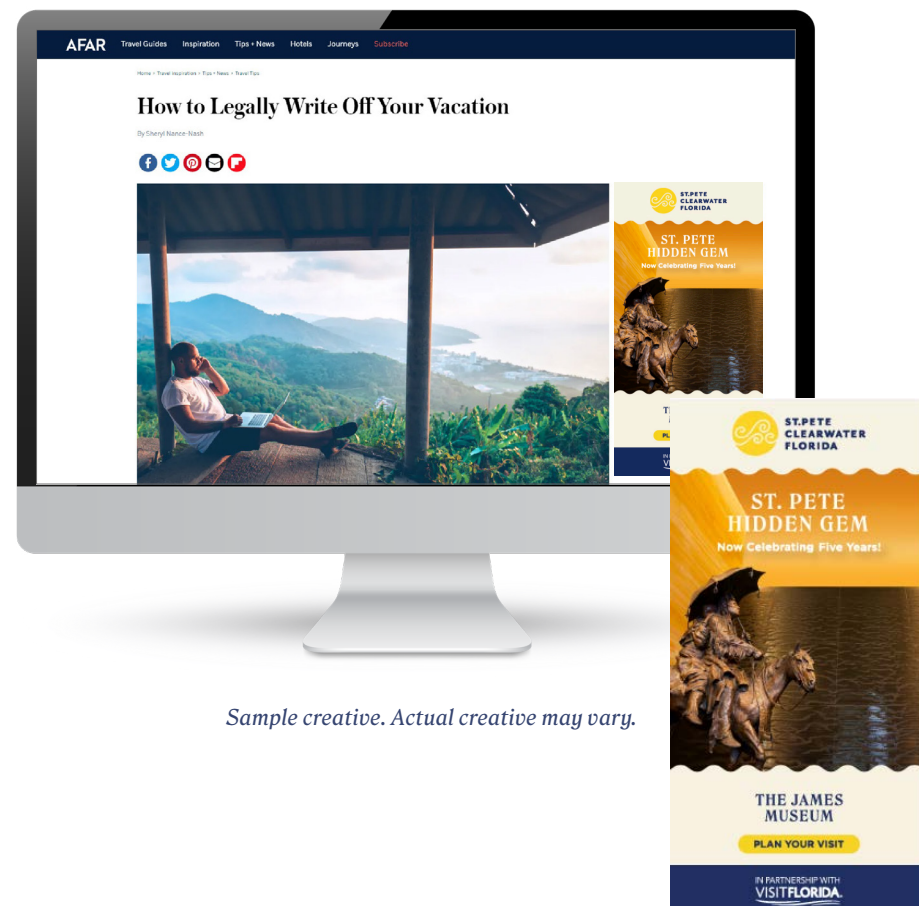
ESTIMATED DISTRIBUTION

1,428,571 impressions

COST

\$3,750

100% MATCH



Sample creative. Actual creative may vary.

PARTNERS RECEIVE

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



TRIPADVISOR NATIVE ADS

CO-OP OPPORTUNITY

Display or Native Boost Ads

OPPORTUNITY OVERVIEW

Reach travelers and researchers on Tripadvisor.com with display or native boost ads. 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 2024. VSPC partners are able to showcase their business within Tripadvisor's templated native design.

TIME PERIOD

2024 | Jan Feb Mar Apr May Jun
Jul Aug Sep Oct Nov Dec

MARKETS

All US states east of the Mississippi River + Texas (excluding Tampa DMA)

ESTIMATED DISTRIBUTION

277,778 impressions

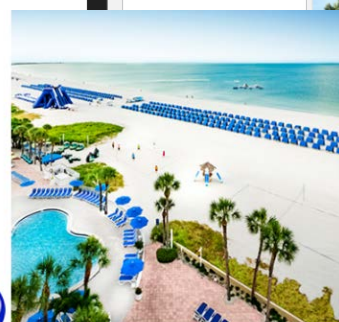
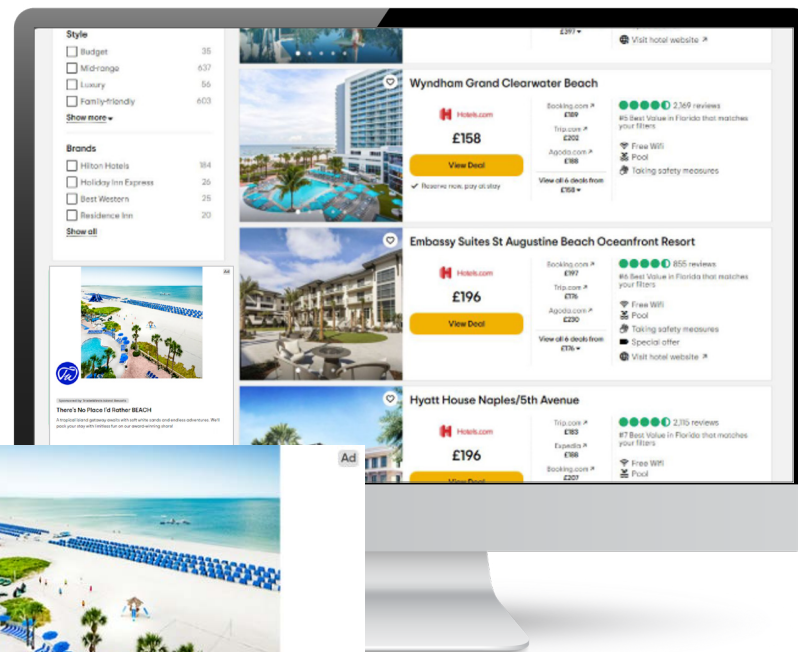
COST

\$2,500

PARTNERS RECEIVE

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

100% MATCH



Sponsored by TradeWinds Island Resorts

There's No Place I'd Rather BEACH

A tropical island getaway awaits with soft white sands and endless adventures. We'll pack your stay with limitless fun on our award-winning shore!

Sample creative. Actual creative may vary.



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EXPEDIA DISPLAY AD

CO-OP OPPORTUNITY

Display Banner Ad

OPPORTUNITY OVERVIEW

Reach qualified in-market travelers directly on Expedia, Travelocity, and Orbitz in the topmost ad slot on Hotel Results pages, Flight Results pages, 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 10 spots* available!

HOW TO PARTICIPATE

Visit St. Pete/Clearwater will be actively running media with Expedia throughout 2024. Partners can showcase their business within a VSPC branded display banner ad.

TIME PERIOD

2024 | Jan Feb Mar Apr May Jun
Jul Aug Sep Oct Nov Dec

MARKETS

US shoppers for Clearwater, Clearwater Beach, St. Petersburg OR Shoppers for PIE, TPA

COST

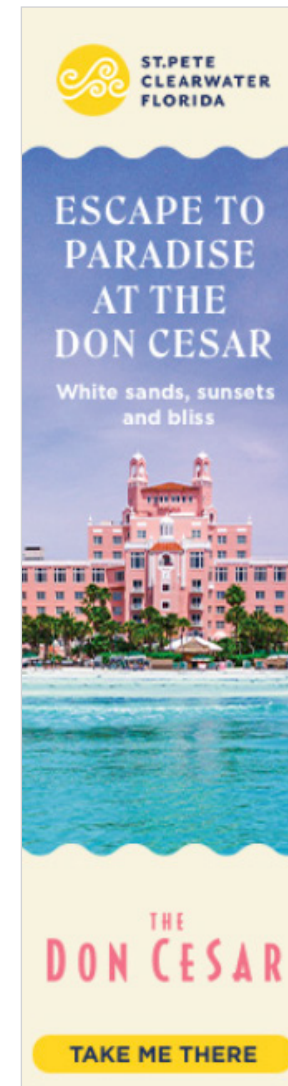
\$2,500

PARTNERS RECEIVE

Banner ad to Expedia specs and designed by VSPC using partner supplied materials with a direct link to the partner website.

2024 COOPERATIVE ADVERTISING PROGRAM

100% MATCH



Sample creative. Actual creative may vary.



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2024 COOPERATIVE ADVERTISING PROGRAM

2025 VISIT FLORIDA OFFICIAL VACATION GUIDE

CO-OP OPPORTUNITY

Official Florida Vacation Guide - Print and eBook

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 about 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 2025 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

2025 Annual (Publishes December 2024)

MARKETS

National

AVERAGE DISTRIBUTION

300,000 Print Circulation

COST

\$1,200

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.



WESH (NBC) ORLANDO MONTHLY CONTEST

CO-OP OPPORTUNITY

Monthly Contest

OPPORTUNITY OVERVIEW

WESH is a television station serving the Orlando area as an affiliate of NBC. Contest will reside on WESH.com and managed by WESH.

Broadcast

- :05 contest message preceeded by VSPC's :10 beach cam
- 29 mentions per select contest week

Digital + Social

- Landing Page (with email address opt-ins from contest entry page) and homepage promotion created by WESH

HOW TO PARTICIPATE

The partner will be featured for 1 week during the month selected. There will be 6 months available for co-op participation (only 1 contest running per month).

TIME PERIOD

January - June

MARKETS

Orlando DMA

AVERAGE DISTRIBUTION

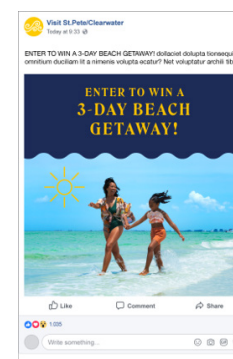
1,875,512 impressions

COST

\$2,200

PARTNERS PROVIDE

Prize certificate including 3 night accommodations, :05 VO message points, digital assets including imagery and copy points



ENTER TO WIN A 3-DAY BEACH GETAWAY!

ST. PETE CLEARWATER

1. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh.

2. Dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo.

3. Consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel elit, sed diam nonummy nibh.

NAME:

EMAIL:

ADDRESS:

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

2024 | Jan Feb Mar Apr May Jun
Jul Aug Sep Oct Nov Dec

MARKETS AVERAGE DISTRIBUTION

National 15,000

COST

Featured Partner: \$1,650

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.

The sample email creative features the St. Pete Clearwater Florida logo at the top. Below it is a scenic image of a historic hotel complex with a large body of water in the foreground. The headline reads "HISTORIC JAZZ-AGE HOTEL IN DUNEDIN". The body text describes a booking offer: "Book 10+ rooms on peak for 2+ weekday nights and receive up to 3 comp suite upgrades and/or contract \$5,000+ in weekday F&B to receive comp in-house A/V. Available for groups booked by September 30, 2023 and actualized before December 31, 2023." There is a "LEARN MORE" button and a "THE FENWAY" logo. Below this is another image showing three men sitting at a table, smiling and clapping. The headline for this section is "LET'S GO ABOVE & BEYOND FOR GREAT WORK." The body text reads: "It's time to give your employees a chance to sign off and dig into the unique experiences around every sun-kissed, perfectly walkable corner of St. Pete/Clearwater. In laid-back Dunedin, visitors can enjoy glimmering Gulf views and stroll into downtown for fresh-as-it-gets local seafood, craft brews, live music and..."

Sample creative. Actual creative may vary.



FLORIDA SOCIETY OF ASSOCIATION EXECUTIVES (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 2 emails paired with 2 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

2024 | May/June: Source Magazine Print advertorial + June 10 email
July/August: Source Magazine Print advertorial + August 12 email

MARKETS AVERAGE DISTRIBUTION

Florida | 1,000 email subscribers
1,500 print distribution

COST

Featured Partner: \$980

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.



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 3 print ads available for cooperative advertising opportunities. Each ad will allow for a **single partner** to highlight important information about its property.

TIME PERIOD

2024 | Jan Feb Mar Apr May Jun
Jul Aug Sep Oct Nov Dec

MARKETS AVERAGE DISTRIBUTION

National 69,375

COST

Featured Partner: \$1,125

PARTNERS RECEIVE

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



LET'S GO ABOVE & BEYOND FOR GREAT WORK.

It's time to give your attendees a chance to sign off and dig into the unique experiences around every sun-kissed, perfectly walkable corner of St. Pete/Clearwater. Here, the only commute from your breathtaking meeting venue will be a few short steps to the sugary white sand of St. Pete Beach. Let's shine — get to work at MeetStPeteClearwater.com

TradeWinds Island Resorts

- Beachfront location on America's top-rated beach
- Over 70,000 square feet of meeting space plus beautiful outdoor venues
- 734 guest rooms, spacious villas and penthouses
- Wide variety of dining options on site
- Stress-free planning

Learn more at TradeWindsMeetings.com



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2024 COOPERATIVE ADVERTISING PROGRAM

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

2024 | Jan Feb Mar Apr May Jun
Jul Aug Sep Oct Nov Dec

MARKETS AVERAGE DISTRIBUTION

National 7,500

COST

Featured Partner: \$750

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**

**VISIT THE QUIETER SIDE AT
SHERATON SAND KEY**

If you are seeking an exceptional meeting space to network, team build, and relax away from the crowds, Sheraton Sand Key Resort is your tropical oasis! Visit our website to plan your meeting today.

[PLAN YOUR MEETING](#)

SHERATON
Sand Key Resort

LET'S GO ABOVE & BEYOND FOR GREAT WORK.

Sample creative. Actual creative may vary.



**ST.PETE
CLEARWATER
FLORIDA**

PCMA CONVENE MAGAZINE

CO-OP OPPORTUNITY

M&C Full-page print ad

OPPORTUNITY OVERVIEW

These full-page ads are included in PCMA Convene magazine reaching meeting planners and executives 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 a **single partner** to highlight important information about their property.

TIME PERIOD

2024 | May/June
September/October

MARKETS AVERAGE DISTRIBUTION

National 31,844

COST

Featured Partner: \$2,100

PARTNERS RECEIVE

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

2024 COOPERATIVE ADVERTISING PROGRAM

**LIMITED TIME
>100% MATCH**





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FLORIDA

RCMA ASPIRE MAGAZINE

CO-OP OPPORTUNITY

M&C Full-page print ad

OPPORTUNITY OVERVIEW

This full-page ad in RCMA Aspire magazine reaches meeting planners and executives providing an opportunity to highlight what is new and inspiring in St. Pete/Clearwater.

HOW TO PARTICIPATE

There will be 1 print ad available for cooperative advertising opportunities, allowing for a **single partner** to highlight important information about their property.

TIME PERIOD

2024 | Summer

MARKETS

National

AVERAGE DISTRIBUTION

4,000

COST

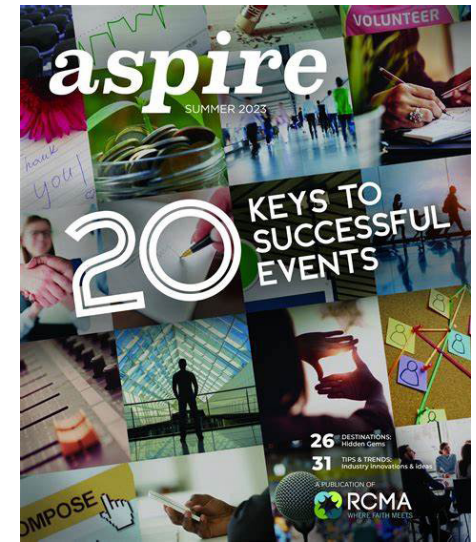
Featured Partner: \$1,375

PARTNERS RECEIVE

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

2024 COOPERATIVE ADVERTISING PROGRAM

LIMITED TIME
>100% MATCH





**ST.PETE
CLEARWATER
FLORIDA**

2024 COOPERATIVE ADVERTISING PROGRAM

PROGRAMMATIC DISPLAY ADS

CO-OP OPPORTUNITY

Arts & Attractions Programmatic Display Ads

OPPORTUNITY OVERVIEW

Reach qualified in-market travelers or those who have confirmed upcoming trips to St. Pete/Clearwater using sophisticated programmatic targeting. These eye-catching Display Ads increase awareness and help drive travelers to your specific event or attraction. For all participating partners, VSPC will provide a 100% match. It is like doubling your buy at no additional cost to you!

HOW TO PARTICIPATE

Each package is a 4-week flight, timing is flexible (partners can pick what month). Each ad will allow for a **single partner** to highlight important information about its business, attraction or event.

TIME PERIOD

2024	Jan	Feb	Mar	Apr	May	Jun
	Jul	Aug	Sep	Oct	Nov	Dec

MARKETS

Targeting: Non-residents in Tampa DMA plus US travelers with confirmed upcoming trips to Pinellas County

ESTIMATED DISTRIBUTION

357,143 impressions

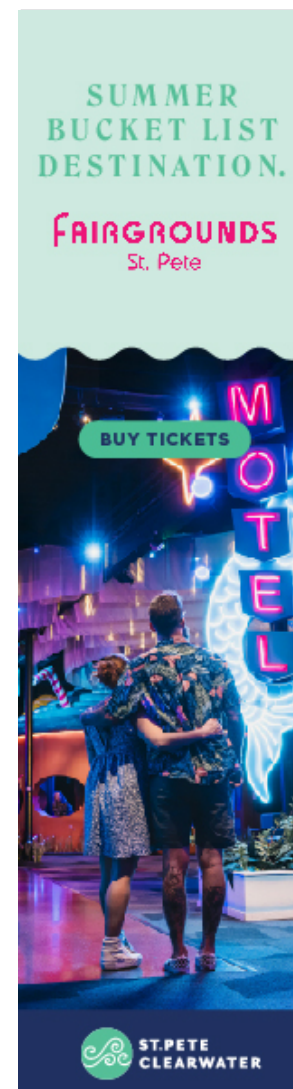
COST

\$1,250

PARTNERS RECEIVE

Banner ad designed by VSPC using partner-supplied materials with a direct link to the partner website.

100% MATCH



Sample creative. Actual creative may vary.



**ST.PETE
CLEARWATER
FLORIDA**

DIGITAL BILLBOARD NETWORK

CO-OP OPPORTUNITY

Arts & Attractions Digital Billboards

OPPORTUNITY OVERVIEW

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

You may purchase multiple placements.

HOW TO PARTICIPATE

Each placement will run for a 2-week flight on a network of 10 boards.

TIME PERIOD

2024	Jan	Feb	Mar	Apr	May	Jun
	Jul	Aug	Sep	Oct	Nov	Dec

TARGET

Travel decision-makers and arts/culture enthusiasts:

- Visitors and Residents
- Tampa-St Pete DMA

ESTIMATED IMPRESSIONS

1,783,825

COST

\$3,550

PARTNERS RECEIVE

1-2 hi-res image (prefably horizontal), organization/event name to promote and <10 words including event dates, location, CTA, etc.

2024 COOPERATIVE ADVERTISING PROGRAM

100% MATCH



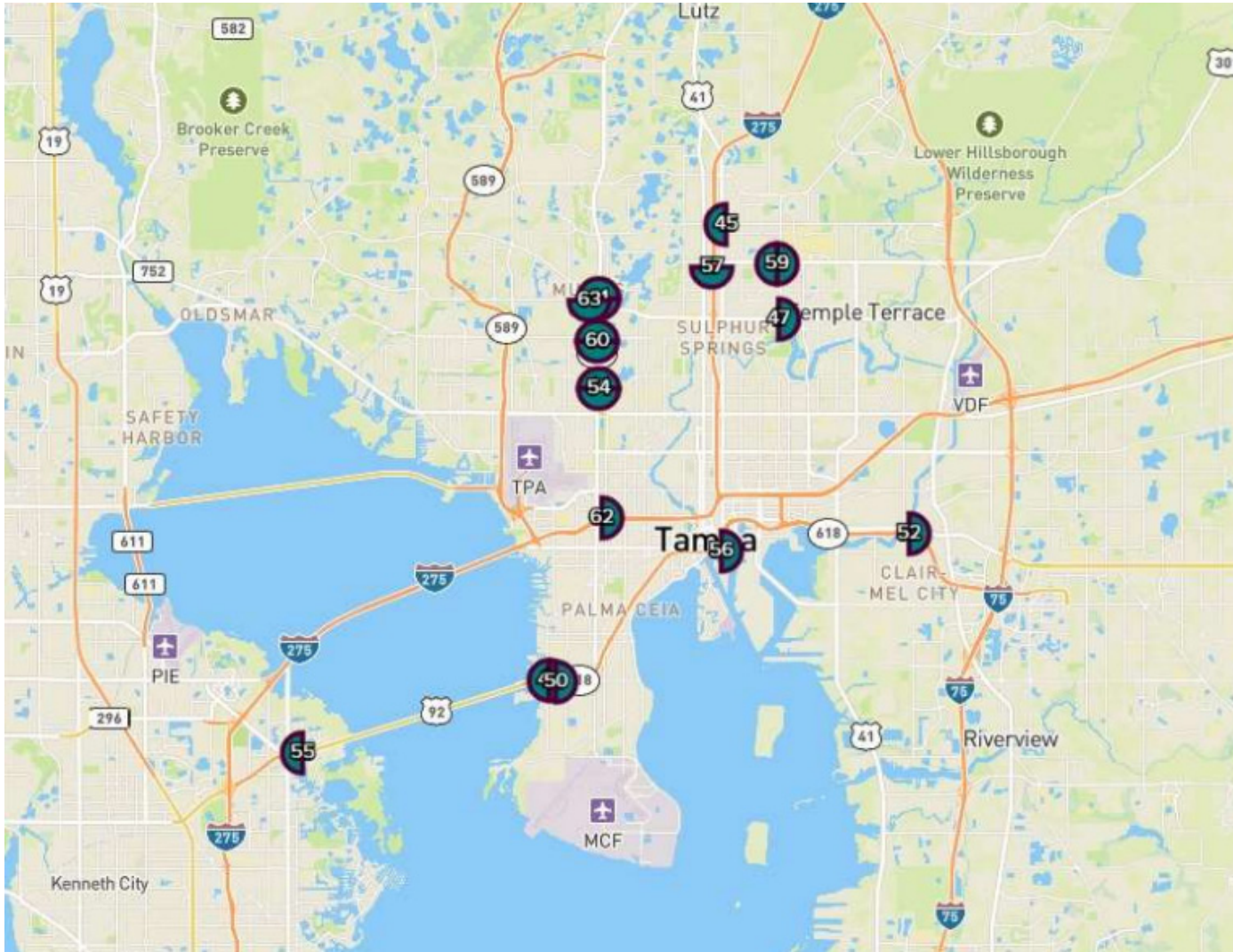
Sample creative. Actual creative may vary.



**ST.PETE
CLEARWATER
FLORIDA**

2024 COOPERATIVE ADVERTISING PROGRAM

DIGITAL BILLBOARD NETWORK LOCATIONS





**ST.PETE
CLEARWATER
FLORIDA**

2024 COOPERATIVE ADVERTISING PROGRAM

ST. PETE-CLEARWATER AIRPORT BAGGAGE CLAIM

CO-OP OPPORTUNITY

Arts & Attractions PIE Airport Digital Boards

OPPORTUNITY OVERVIEW

Dedicated static ads will run in rotation with 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.

You may purchase multiple flights.

HOW TO PARTICIPATE

Each participant will receive one :07 second static ad that will run on 4 displays for a 2-week flight (Monday - Sunday).

TIME PERIOD

2024	Jan	Feb	Mar	Apr	May	Jun
	Jul	Aug	Sep	Oct	Nov	Dec

TARGET

Travel decision-makers and arts/culture enthusiasts:

- Visitors and Residents
- St Pete-Clearwater International Airport (PIE)

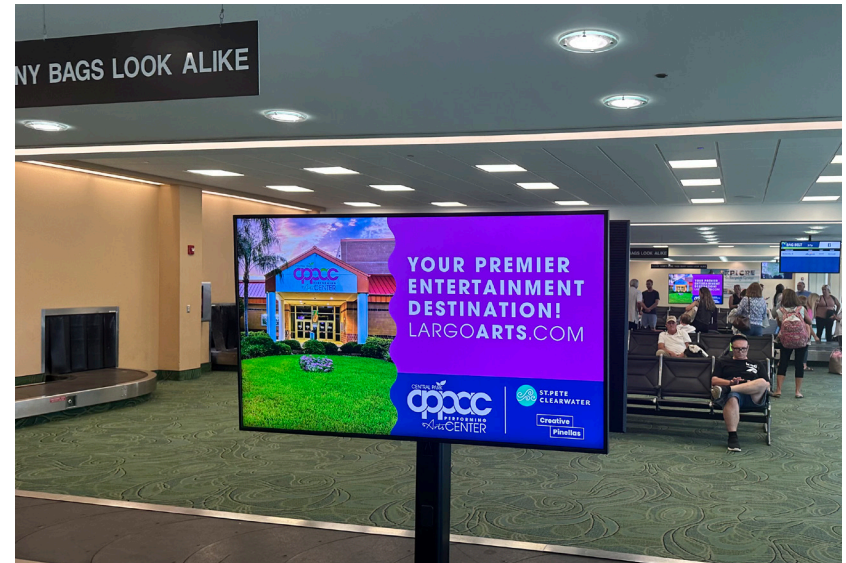
ESTIMATED IMPRESSIONS

229,167

COST

\$370

100% MATCH



Sample creative. Actual creative may vary.

PARTNERS RECEIVE

1-2 hi-res image (preferably horizontal), organization/event name to promote and <10 words including event dates, location, CTA, etc.



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FLORIDA**

2024 COOPERATIVE ADVERTISING PROGRAM

TAMPA INTERNATIONAL AIRPORT DIGITAL NETWORK

CO-OP OPPORTUNITY

Arts & Attractions TPA Airport Digital Boards

OPPORTUNITY OVERVIEW

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

You may purchase multiple flights.

HOW TO PARTICIPATE

All displays are available as a package for a 2-week flight (Monday - Sunday).

TIME PERIOD

2024	Jan	Feb	Mar	Apr	May	Jun
	Jul	Aug	Sep	Oct	Nov	Dec

TARGET

Travel decision-makers and arts/culture enthusiasts:

- Visitors and Residents
- Tampa International Airport (TPA)

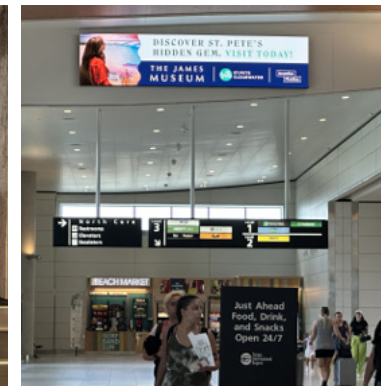
ESTIMATED IMPRESSIONS

5,576,544

COST

\$4,715

100% MATCH



Sample creative. Actual creative may vary.

PARTNERS RECEIVE

1-2 hi-res image (preferably horizontal), organization/event name to promote and <10 words including event dates, location, CTA, etc.



**ST.PETE
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FLORIDA**

2024 COOPERATIVE ADVERTISING PROGRAM

ARTS & CULTURE: THE ARTISAN MAGAZINE

CO-OP OPPORTUNITY

Arts & Attractions The Artisan Magazine Print Ad

OPPORTUNITY OVERVIEW

A full page, full-color ad will run on the inside front cover of The Artisan Magazine reaching those who appreciate, support and care about the arts. Those with the power to create a market for the arts in Pinellas County and beyond, and those who come here to appreciate what we have to offer. The magazine is distributed to 95% of art galleries in Pinellas County, and are in many of the top hotels, condos and restaurants in Pinellas County.

You may purchase multiple placements.

HOW TO PARTICIPATE

Each participant will receive dedicated exposure within a VSPC full-page ad to highlight important information about their venue.

TIME PERIOD

2024	March/April	September/October
	May/June	November/December
	July/August	

MARKETS AVERAGE DISTRIBUTION

Pinellas County	20,000
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COST

Featured Partner: \$445

PARTNERS RECEIVE

Image, company name, location and URL, headline or event name (~25 characters with spaces), copy including events dates, location, CTA, etc. (~200 characters with spaces).





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