Visit St Pete-Clearwater FY24 Media Plan 2023 Fall-Winter Media Plan September October November December January February March April May June July August September October October '23-March '24 28 4 11 18 25 2 9 16 23 30 6 13 20 27 4 11 18 25 2 9 16 23 30 6 13 20 27 4 11 18 25 1 8 15 22 29 5 12 19 26 2 9 16 23 30 7 14 21 General Market (Consumer Travel) 2023 Annual - Placed and paid in FY22 2024 Visit Florida Magazine 2-Page Spread Placement 300,000 Total Distribution Nationally (200,000 print, 50,000 post/flyer, 50,000 eGuide, D: 9/1 (PLACED) 2023-24 Visit Tampa Bay Destination Guide 2023-24 Annual Full Page, 4C • 100,000 Total Distribution Nationally (Plus eGuide Distribution) Conde Nast Traveler Magazine Visit Florida Co-op
Full Page, 4C + Full Page Advertorial (Spreadvertorial) D: 8/3 (PLACED) 708,748 Total Distribution Nationally **Bon Appetit Magazine** Visit Florida Co-op Full Page, 4C + Full Page Advertorial (Spreadvertorial) D: 10/2 (PLACED) 1,506,015 Total Distribution Nationally Garden & Gun Magazine Visit Florida Co-op ecember '23 / January '24 ■ Full Page, 4C + Full Page Advertorial Circulation: 406,543 national D: 9/11 (PLACED) D: 1/8 (PLACED) AFAR Magazine Visit Florida Co-op Winter '24 Issue Spring '24 Issue • Full Page, 4C + Full Page Advertorial Circulation: 293.038 national Magnolia Magazine (New Marketing Partner in FY24!)

• Visit Florida Co-op • Full Page, 4C (Advertorial Section) - 139 Index Circulation: 1,078,168 national 9/24/23 11/12/23 3/24/24 New York Times: Sunday Magazine Full Page, 4C • National Distribution: Over 60% outside city of New York T-Magazine "Winter Issue - Florida Travel" Voyages Magazine "Spring Issue - Florida Travel" Circulation: 813,936 D: 9/1 (PLACED) D: 2/19 (PLACED) Broadcast Media: Winter Co-op (Gold): Linear Television Visit Florida Co-op National linear TV (Advanced TV) + Auto content recognition + Mobile remarketing - Dedicated VSPC spot!

Target Markets: Atlanta, Boston, Chicago, New York, Philadelphia, Washington DC, Houston, Dallas, Louisiana, Alabama, Mississippi, Baltimore, Detroit, Indianapol Estimated Impressions: 7.0M Adswerve, Inc. - Digital Monitoring/Reporting (Annual Contingency) Broadcast Media: Broadcast Media: Linear Television-Cable - (30) second spots Demo: Adults 25-64 Daypart Mix: EM 25% / DT 5% / EN 25% / PA 5% / PT 8% / LN 25% / LF 7% • High indexing networks/programming: NBC, CBS, ABC, FOX, Cable (Zip Targeting) Chicago DMA Week of 9/4/23 Cable Only: Hyper-zip targeted + Direct Response Technology VF National TV 14.8M estimated impressions Atlanta DMA Week of 9/4/23 - Cable Only: Hyper-zip targeted + Direct Response Technology 11.2M estimated impressions Week of 9/4/23 Indianapolis DMA - Cable Only: Hyper-zip targeted + Direct Response Technology 4.4M estimated impressions Broadcast Media: Minneapolis DMA Week of 9/4/23 100 GRPs / Week Cable Only: Hyper-zip targeted + Direct Response Technology 7.0M estimated impressions

	2023			2	1924 Media Plan								
Fall-Winter Media Plan October '23-March '24	September	October 25 2 9 16 23	November 30 6 13 20 27	December	January	February March 5 12 19 26 4 11			June 3 10 17 24	July 1 8 15 22	August 29 5 12 19 20	September 5 2 9 16 2	October 23 30 7 14 21
Detroit DMA Cable Only: Hyper-zip targeted + Direct Response Technology 7.2M estimated impressions	Week of 9/4/23				VF Nationa	100 GRPs / Week							
Broadcast Media: Radio • (30) second spots + promotional partnerships/influencers • Demo: Adults 25-64 • Daypart Mix: AM 25% / MD 25% / PM 25% / EV 15% / SS 10% • High indexing formats: AC, Country, Rock, Soft AC, Classic Rock, News Talk, NPR, African-American, Hispani	c												
Chicago DMA • 18.8M estimated impressions	Weeks of 8/28 and 9/11					100 GRPs / Week							
Atlanta DMA • 12.4M estimated impressions	Weeks of 8/28 and 9/11					100 GRPs / Week							
Indianapolis DMA - 3.9M estimated impressions	Weeks of 8/28 and 9/11					100 GRPs / Week							
Minneapolis DMA • 6.7M estimated impressions	Weeks of 8/28 and 9/11					100 GRPs / Week							
Detroit DMA • 8.5MM estimated impressions	Weeks of 8/28 and 9/11					100 GRPs / Week							
New York DMA • 2.9MM estimated impressions			iHeart Santa Activatio										
Out-of-Home Media:													
Chicago DMA Digital Billboard Network: 30 locations hyper targeted to align with cable HH's 157.7M estimated impressions	8/21/23-9/17/23	(1.5) 4-week periods (10	/2/23-11/12/23)			(2) 4-week periods (2/5/24-3/31/24							
Exposed Mobile Retargeting 3.5M estimated impressions	8/21/23-9/17/23												
Gas Station TV: 176 stations / 1762 screens hyper targeted to align with cable HH's 11.2M estimated impressions	8/21/23-9/17/23												
Digital EV Charging Station: 33 screens / :08 second duration - (179 index Tesla ownership) 9.8M estimated impressions	8/21/23-9/17/23												
Carvertise VSPC Vehicle Fleet (20 cars): Partial Vehicle Wrap + Collateral Distribution and Driver Brand 8.2M estimated impressions	8/28/23-9/24/23												
Atlanta DMA • Digital Billboard Network: 21 locations hyper targeted to align with cable HH's • 170.8MM estimated impressions	8/21/23-9/17/23	(1.5) 4-week periods (10	/2/23-11/12/23)			(2) 4-week periods (2/5/24-3/31/24							
Exposed Mobile Retargeting 3.5M estimated impressions	8/21/23-9/17/23												
Gas Station TV: 114 stations / 902 screens hyper targeted to align with cable HH's 3.8M estimated impressions	8/21/23-9/17/23												
 Digital EV Charging Station: 45 screens / :08 second duration - (179 index Tesla ownership) 7.9M estimated impressions 	8/21/23-9/17/23												
Carvertise VSPC Vehicle Fleet (20 cars): Partial Vehicle Wrap + Collateral Distribution and Driver Brand 8.2M estimated impressions	8/28/23-9/24/23												
Out-of-Home Media:													
Indianapolis DMA Digital Billboard Network: 5 locations hyper targeted to align with cable HH's 23.1MM estimated impressions	8/21/23-9/17/23	(1.5) 4-week periods (10				(2) 4-week periods (2/5/24-3/31/24							
I	8/21/23-9/17/23		Washington and American				THE PROPERTY OF THE PROPERTY O						

					Visit St Pete-Cl FY24 Media									
Fall-Winter Media Plan	2023 September	October	November	December	2024 January	February	March	April	May	June	July	August	September	October
October '23-March '24			1 1										19 26 2 9 16 23	
Exposed Mobile Retargeting 2.5M estimated impressions														
Gas Station TV: 13 stations / 113 screens hyper targeted to align with cable HH's 789K estimated impressions	8/21/23-9/17/23													
Digital EV Charging Station: 45 screens / :08 second duration - (179 index Tesla ownership) 1.5K estimated impressions	8/21/23-9/17/23													
Carvertise VSPC Vehicle Fleet (20 cars): Partial Vehicle Wrap + Collateral Distribution and Driver Brand 8.2M estimated impressions	8/28/23-9/24/23													
Minneapolis DMA • Digital Billboard Network: 9 locations hyper targeted to align with cable HH's • 37.8MM estimated impressions	8/21/23-9/17/23	(1.5) 4-week periods	(10/2/23-11/12/23)			(2) 4-week perio	ds (2/5/24-3/31/24)							
 Exposed Mobile Retargeting 3.5M estimated impressions 	8/21/23-9/17/23													
Gas Station TV: 153 stations / 1730 screens hyper targeted to align with cable HH's 8.9M estimated impressions	8/21/23-9/17/23													
Carvertise VSPC Vehicle Fleet (20 cars): Partial Vehicle Wrap + Collateral Distribution and Driver Brand 8.2M estimated impressions	8/28/23-9/24/23													
Detroit DMA Digital Billboard Network: 11 locations hyper targeted to align with cable HH's 67.1MM estimated impressions	8/21/23-9/17/23	(1.5) 4-week periods	(10/2/23-11/12/23)			(2) 4-week perio	ds (2/5/24-3/31/24)							
Exposed Mobile Retargeting 3.5M estimated impressions	8/21/23-9/17/23													
Gas Station TV: 57 stations / 521 screens hyper targeted to align with cable HH's 3.1M estimated impressions	8/21/23-9/17/23													
Digital EV Charging Station: 22 screens / :08 second duration - (179 index Tesla ownership 3.1M estimated impressions	8/21/23-9/17/23													
Carvertise VSPC Vehicle Fleet (20 cars): Partial Vehicle Wrap + Collateral Distribution and Driver Brand 8.2M estimated impressions	8/28/23-9/24/23													
Print Media:														
MplSst Paul Magazine • Full Page, 4-color • Premium Position: Opposite Table of Contents (Bonus: June-October) • Total Circulation: 67,155		October '23												
Mpls + VSPC Branded Content Series • 2-Page Spread (Pages 2 & 3) • Full Page VSPC Ad Creative + Full Page Advertorial written by Studio MSP • 6x Content Series (January-September) • Value add: 6x inclusion in Daily Enewsletter - Package Value: \$152,460						D: 12/1	March '24 D: 1/10	D: 2/10		D: 4/10	July '24 D: 5/10	August '24 D: 6/10		
Hour Detroit Magazine Full Page, 4-color Total Circulation: 48,265		October '23				Winter Getaways February '24 D: 12/1	March '24 D: 1/10	City Guide April '24 D: 2/10						
Indianapolis Monthly Magazine Full Page, 4-color Total Circulation: 37,573		October '23				February '24 D: 1/3	March '24 D: 1/31	April '24 D: 2/10						
Chicago Magazine • Full Page, 4-color • Total Circulation: 105,000		October '23	November '23 (VF Co	p-op)		February '24 (VF Co-op D: 12/11 (PLACED)								
Chicago + VSPC Branded Content Series • 2-Page Spread (Pages 2 & 3)							March '24	April '24	May '24	June / July '24		August '24	September '24	

Visit St Pete-Clearwater FY24 Media Plan

2023 Fall-Winter Media Plan February September October November December January March April May June July August September October October '23-March '24 28 4 11 18 25 2 9 16 23 30 6 13 20 27 4 11 18 25 2 9 16 23 30 6 13 20 27 4 11 18 25 1 8 15 22 29 5 12 19 26 2 9 16 23 30 7 14 21 • Full Page VSPC Ad Creative + Full Page Advertorial written by Chicago Design Studio • 6x Content Series (January-September) • Value add: Barker ad (750x504) on home page linking to microsite; 600K ROS Banners; 6x Dedicated Email driving to microsite - Package Value: \$215,750 eptember '23 ecember '23 (VF Co-op) March '24 (VF Co-op) Atlanta Magazine • Full Page, 4-color ■ Total Circulation: 65,091 ATL + VSPC Branded Content Series 2-Page Spread (Cover 2 + Page 1) • Full Page VSPC Ad Creative + Full Page Advertorial written by AM Studio • 6x Content Series (January-September) Value add: Expanded Content on atlantamagazine.com; 6x email blast; 6x FB & IG social post; video inclusion - Package Value: \$232,625 Broadcast Media: **Broadcast Media: Television** Orlando DMA • WESH News Sponsorship Program 9/25/23-3/31/24 10-second Beach Cam Mention (783 total mentions) 15-second Recorded Overlay at 6pm News (96 total mentions) Monthly Contest Overlay - 5-second mentions (120 mentions) • 163.2MM estimated impressions Broadcast Media: Radio (30) second spots + pron onal partnerships/influencers - Demo: Adults 25-64 Daypart Mix: AM 25% / MD 25% / PM 25% / EV 15% / SS 10% · High indexing formats: AC, Country, Rock, Soft AC, Classic Rock, News Talk, NPR, African-American, Hispanic Orlando MSA Weeks of 8/28 and 9/1 100 GRPs / Week 8.0M estimated impressions /eeks of 8/28 and 9/1 Jacksonville MSA • 5.1M estimated impressions Miami-Ft Lauderdale MSA • 14.8M estimated impressions Tampa-St Pete MSA Value of Tourism Campaign WDAE-FM; WFLA-AM; WFLZ-FM; WMTX-FM; WFUS-FM (30-second spots) Ryan Gorman interviews with Brian on WFLA-AM • 1,073 mentions / 5,859,200 impressions Nashville DMA Weeks of 8/28 and 9/1 100 GRPs / Week • 5.8M estimated impressions Cincinnati DMA

• 6.7M estimated impressions Weeks of 8/28 and 9/1 100 GRPs / Week Out-of-Home Media: Orlando DMA 8/21/23-9/17/23 (1.5) 4-week periods (10/2/23-11/12/23) (3) 4-week periods (1/15/24-4/7/2 0,21, = 0, = 1, • Digital Billboard Network: 12 locations hyper targeted to high indexing HH's 41.3MM estimated impressions 8/21/23-9/17/23 Exposed Mobile Retargeting 2.5M estimated impressions Gas Station TV: 57 stations / 491 screens hyper targeted to align with VSPC Persona 2.8M estimated impressions 12/25/23-12/24/24: (13) 4-week periods MCO Airport: Passenger Tunnel Wraps - Exclusive VSPC Domination 12/26/22-12/24/23 (28) Displays | (4) Passenger Tunnels 40.2MM estimated impressions 8/21/23-9/17/23 (1.5) 4-week periods (10/2/23-11/12/23) (3) 4-week periods (1/15/24-4/7/24) Jacksonville DMA • Digital Billboard Network: 10 locations hyper targeted to high indexing HH's • 26.8MM estimated impressions 8/21/23-9/17/23 Exposed Mobile Retargeting

FY24 Media Plan 2023 Fall-Winter Media Plan February September October November December January March April May June July August September October October '23-March '24 28 4 11 18 25 2 9 16 23 30 6 13 20 27 4 11 18 25 2 9 16 23 30 6 13 20 27 4 11 18 25 1 8 15 22 29 5 12 19 26 2 9 16 23 30 7 14 21 2.5M estimated impressions 8/21/23-9/17/23 • Gas Station TV: 41 stations / 402 screens hyper targeted to align with VSPC Persona 2.4M estimated impressions (1.5) 4-week periods (10/2/23-11/12/23) 8/21/23-9/17/23 Miami-Ft Lauderdale DMA (3) 4-week periods (1/15/24-4/7/24 Digital Billboard Network: 10 locations hyper targeted to high indexing HH's 26.8MM estimated impressions 8/21/23-9/17/23 Exposed Mobile Retargeting 2.5M estimated impressions 1/9/23-11/12/23 11/13/23-11/10/24: (13) 4-week periods Tampa St Pete DMA • TPA Airport: Passenger Shuttle Domination Program - Exclusive VSPC Domination • (16) Shuttles / (16) Lobby Doors/ (32) Baggage Claim LCD / (7) Baggage Claim Video Walls 65.5MM estimated impressions (1.5) 4-week periods (10/2/23-11/12/23) 8/21/23-9/17/23 (3) 4-week periods (1/15/24-4/7/24 Nashville DMA Digital Billboard Network: 6 locations hyper targeted to high indexing HH's 40.7MM estimated impressions 8/21/23-9/17/23 3,723, Exposed Mobile Retargeting 2.5M estimated impressions 8/21/23-9/17/23 • Gas Station TV: 12 stations / 105 screens hyper targeted to align with VSPC Persona 583K estimated impressions Out-of-Home Media: Cincinnati DMA 8/21/23-9/17/23 (1.5) 4-week periods (10/2/23-11/12/23) (3) 4-week periods (1/15/24-4/7/24 Digital Billboard Network: 15 locations hyper targeted to high indexing HH's 35.9MM estimated impressions 8/21/23-9/17/23 Exposed Mobile Retargeting 2.5M estimated impressions Gas Station TV: 12 stations / 105 screens hyper targeted to align with VSPC Persona 583K estimated impressions Gainesville/Ocala DMA 11/20/23-11/17/24: (13) 4-week period (3) Billboards located on I-75 (#2287, #7131SO, #4604) - Annual Perm Program 12.5MM estimated impressions Print Media: Orlando Family Magazine September '23 ■ Full Page, 4C • 100,000 Total Circulation (Mailed to Subs + Orlando Families with Minimum \$150K HHI) Arts / Culture Print Media: Playbill Magazine • Full Page, 4C Market: Chicago • Total Circulation: 360,905 per month (CIBC Theater, Nederlander Theater, Cadillac Palace Theater, Broadway Playhouse, Goodman Theater, Drury Lane Theater, Marriott Theater, Paramount Theater Art in America Magazine • Full Page, 4C National Distribution Total Circulation: 43,000 Orlando Magazine October '23 March '24 (2/26) April '24 (3/26) - Travel Focus September '23 ebruary '24 (1/26) ■ Full Page, 4-color ■ Total Circulation: 29,516 City & Shore Magazine | Miami Lifestyle 10/1/23 Issue Full Page, 4-color Total Circulation: 46,220 Art Basel | Miami Beach Magazine (New Marketing Partner in FY24!) Publishes 11/9/23 (Annual Magazine) Full Page, 4-color

FY24 Media Plan 2023 Fall-Winter Media Plan February September October November December January March April May June July August September October October '23-March '24 28 4 11 18 25 2 9 16 23 30 6 13 20 27 4 11 18 25 2 9 16 23 30 6 13 20 27 4 11 18 25 1 8 15 22 29 5 12 19 26 2 9 16 23 30 7 14 21 Total Circulation: 30,000 - Annual Publication D: 10/16/23 Miami Magazine (New Marketing Partner in FY24!) pril '24 (Travel Escapes Issue) Full Page, 4-color Total Circulation: 50,000 D: 1/30 Flamingo Magazine • (2) Pages: Full Page, 4-color ad + Adjacent Page Advertorial (600 words) - Written / Designed by Flamingo Inside Cover Spread - Premium Placement + Magazine is available online indefinitely archived Total Circulation: 20.000 National Public Radio (NPR) Local Market Buys: Chicago, Atlanta, Indianapolis, Minneapolis, Detroit, Cincinnati, Nashville, Orlando, Jacksonville 15 / 30 second creative dedicated to arts messaging Arts and Culture Co-op Advertising Program with Creative Pinellas

• 2024 Marketing Partnerships LGBTQ Audience November/December '23 "Holiday Travel" March/April '24 "Luxury Spring Getaways" Passport Magazine ■ Full Page, 4-color • National Distribution (Value add - Bonus Page or Bonus Advertorial Page issue TBD) Total Circulation: 134,000 Pride Pages Holiday Gift Guide 1/25/24 Spring Arts Midwest Travel Summer Preview #738 - 9/7/23 Issue (Fall Getaways) #743 - 11/16/23 #746 - 12/28/23 #749 - 2/8/24 #752 - 3/21/24 #754 - 4/18/24 #748 Lavender Magazine ■ Full Page, 4-color Minneapolis - Minnesota's LGBTQ Magazine D: 11/1 D: 3/6 D: 4/3 Total Circulation: 181,959 Black Audience Rolling Out Magazine Full Page, 4-color 9/21/23 10/12/23 11/9/23 1/11/24 2/8/24 Atlanta Market ■ Total Circulation: 62,797 Bonus Full Page Advertorial 1x Issue / Month 9/21/23 10/12/23 11/9/23 1/11/24 2/8/24 3/7/24 Chicago Market ■ Total Circulation: 67,965 Bonus Full Page Advertorial 1x Issue / Month Radio (African American Format Stations) - Local Market Buys: Chicago, Atlanta, Indianapolis, Minneapolis, Detroit, Cincinnati, Nashville, Orlando, 30 second spot Latin Audience Radio (Latin Format Stations) Local Market Buys: Chicago, Atlanta, Orlando, Miami • 30 second spot Meetings & Conventions Niche NorthStar Meetings Group Print Media Incentive Magazine Full Page, 4C FSI: Meetings & Conventions Magazine Distribution: 75,000 (50,000 Insert and 25,000 Trade Shows) Digital Media Dedicated VSPC Branded Email Campaign • 15,000 Opt-in Subscribers per deployment HTML Dedicated Custom Email Florida Society of Association Executives Print Media SOURCE Magazine May / June '24 anuary / February '24 luly / August '24 Full Page, 4C + Advertorial (125 words + Image) •Circulation: 1,500 association members Value added: (2) Magazine Covers if available at time of request

Visit St Pete-Clearwater FY24 Media Plan 2023 Fall-Winter Media Plan February September October November December January March April May June July August September October October '23-March '24 28 4 11 18 25 2 9 16 23 30 6 13 20 27 4 11 18 25 2 9 16 23 30 6 13 20 27 4 11 18 25 1 8 15 22 29 5 12 19 26 2 9 16 23 30 7 14 21 Annual SOURCE Directory/Guide 2024 / 2025 Annual RESOURCE Guide •Full Page, 4C <u>Digital Media</u> Dedicated VSPC Branded Email Campaign ■ 1,000 Opt-in Subscribers HTML Dedicated Custom Email Convention South Print Media Convention South Magazine ember '23 (Awards Issu March '24 (CVB Issue ■ Full Page, 4C •Circulation: 18,000 meeting planners April '24 (The WOW Issue/Florida Event Planners Guide) ■ 1/2 Page, 4C •Circulation: 18,000 meeting planners Digital Media Dedicated VSPC Branded Email Campaign ■ 17,000 Opt-in Subscribers HTML Dedicated Custom Email Inclusion in Email Newsletter - Banner Ad ■ 17,000 Opt-in Subscribers HTML Dedicated Custom Email Online Leaderboard or Big Box - ConventionSouth.com • 7,500 monthly unique visitors HTML Dedicated Custom Email Meetings Today Print Media Meetings Today Magazine ■ Full Page, 4C + Bonus Advertorial Circulation: 69,375 meeting planners <u>Digital Media</u> Dedicated VSPC Branded Email Campaign ■7,500 Opt-in meeting planners HTML Dedicated Custom Email Retargeting Blitz (8-month program) • 300 x 600 display ad - retargeting • Starts with ads on meetingstoday.com and extends through network of partners - Meetings Today planners with hashed emails are served ads 200,000 impressions PCMA Convene Magazine Print Media Convene Magazine Full Page, 4C Circulation: 31,844 meeting planners RCMA Aspire Magazine Print Media Aspire Magazine ■ Full Page, 4C Readership: 4,000+ meeting planners Digital Media 1200 x 880 Featured Destination Section 1080 x 1080 Power Box Position Prevue Magazine Print Media
• Full Page, 4C + Full Page Advertorial (Visit Florida Co-op) Circulation: 37,800 meeting planners • VF Package Includes: Full Page Display Ad, Full Page Advertorial, Dedicated Email (40K); Feature Story in enewsletter (40K); Lead-generating webinar sponsorship/industry report Social Media Linked In & META Meeting Professionals

■ 1,125,000 Impressions

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Fall-Winter Media Plan	2023 Septer 28 4		Octob 25 2 9		Noven			cember 11 18 25	2024 Janu 1 8	• ,	February 5 12 19		March 11 18 25	April 1 8 1	5 22 29	May 6 13 20	June 27 3 10	 July 1 8 15	5 22 29	August 5 12		September 2 9 16		tober
In-Feed Posts and Video Placements																								
								Gu	ulf to Bay: Des	tination Magazine	e Distribution			****										
FY24 Gulf to Bay Magazine: Newspaper Distribution 505,000 Total Distribution	F	Final Distribu	ution Total T	Fiming Mar	kets TBD / u	ıpdated w	vith April-Se	ot Planning																
New York Times • Markets: Chicago, Philadelphia, Wash DC, Boston, Atlanta, Cleveland, Pittsburgh, Indianapolis, Nashville, Columbu • Total Distribution: 295,000	us/Dayton,	. Cincinnati, M	linneapolis-St P	Paul, Detroit, N	New York City																			
Atlanta Journal-Constitution • Market: Atlanta DMA • Target: Subs that fit VSPC persona (HHI \$100K+) • Total Distribution: 20,000 (Premium Placement - Topper)																								
Cincinnati Inquirer • Market: Cincinnati DMA • Target: Subs that fit VSPC persona (HHI \$100K+) • Total Distribution: 20,000																								
Indianapolis Star Market: Indianapolis DMA Target: Subs that fit VSPC persona (HHI \$100K+) Total Distribution: 20,000																								
Minneapolis Star-Tribune Market: Minneapolis-St Paul DMA Target: Subs that fit VSPC persona (HHI \$100K+) Total Distribution: 20,000																***************************************								
Detroit Free-Press Market: Detroit DMA Target: Subs that fit VSPC persona (HHI \$100K+) Total Distribution: 20,000																								
65,000 Standalone Distribution Int'l & Domestic Events/Tradeshows, VISIT FLORIDA Welcome Centers, Tampa International Airport, St Pete/Clear	nrwater Inte	ernational Airp	port, AAA Office	es																				
40,000 Global Direct Mail Targeted Facebook Ads, Requests from Website Visitors, Annual Subscribers																								
Digital Downloads • 5,000+ Digital Sessions																								
				No.				Experienti	al - Integrated	Partnerships - A	ctivations - Influe	ncer		1 100										
FY24 Programs Like a Local 2.0 Influencer Program • 1.2MM estimated impressions for campaign																								
"Sun to Shine Direct" Influencer Program • 1MM estimated impressions for campaign																								
iHeart Holiday Pop Up Campaign Integrated campaign in key markets.							NYC 1																	
Outdoor Eats St. Pete/Clearwater Episode • 1.97MM estimated impressions for campaign. Film in February 2024 for launch in Q2/Q3 of 2024. "120 Hours of Art in St. Pete/Clearwater"																								
"Bump, Set, Shine @VSPC x AVP Pop Up Series"													AVP MIA (Open 3/17 - 3/19						TL Open 8/4-8/	/6 A\	/P CHI Open 9/1 -	9/3	
Impressions TBD. Pending interest, BVK+VSPC to collaborate and explore partnership opp.																								
					,				Air Servic	e Development (A	Annual)													
Allegiant Airlines • 2024 Marketing Partnership																				di d				
Virgin Atlantic Airlines • 2024 Marketing Partnership																		ACADADA						
New Airline Development (Contingency) - 2024 Marketing Partnership																								
									Mar	keting Partnershi	ps													
WWE Royal Rumble (New Marketing Partner in FY24!)										1/27/24								AAAAAAAAAAA		danananan				Paid in FY23



Visit St Pete-Clearwater FY24 Media Plan

	2023	3											2024	1																											
Fall-Winter Media Plan		Septem	ber		Octob	ber		Novem	ber		Decen	mber		Janua	ary		February			March			April			May		J	une			July		Aug	gust		Septe	ember		Octobe	er
October '23-March '24	28	4 :	11 18	25	2 9	16	23 30	6	13 20	27	4 11	1 18	25 1	8	15 22	29	5 12	19	26 4	11	18 25	1	8 15	22	29 6	13	20 27	3	10 17	24	1 8	15	22 2	29 5	12 1	19 26	2	9 16	23 30	7 1	14 21
Florida Sports Guide Section - Reprints																8											D: 5	/1							10 mm						
Publishes in June (12,000 distribution)																																									
eature Destination - SportsPlanningGuide.com																Februa	ary 2024																								
Home Page Feature - Promoted with enewsletter and social media channels (LinkedIn)																																									
75 WOC; Contact Information; Large Horizontal Image; Direct Link to VSPC Site Guaranteed (1) Month - Typically stays live for 3-4 months																																									
dualanteed (1) Worth - Typically stays live for 5-4 months																																									
Neekly Email Newsletter to Sports Planners													Janu	ary-June	2024																										
728 x 90 TOP Position Banner (Premium)																																									
5,000+ Weekly Opt-in Subscribers																																									
26-week Program																																									
	2023	3-24 Annu	al Video	Promotio	n Progra	m												<u> </u>			la.																				
<u>/ideo Promotion - SportsPlanningGuide.com</u> Video is housed on the video TAB of the Home Page																		l l	March 2	4-Februa	ry '25																				
• Annual Program																		Г	D: 1/15/2	24																					
Promoted on the enewsletter and social media Channels (LinkedIn)																			D. 1, 13, 2																						