Visit St Pete-Clearwater

FY23 Media Plan

Updated: July 31, 2023

FY23 Media Plan
October '22-September '23

2022: October 26, 3, 10, 17, 24; November 31, 7, 14, 21; December 28, 5, 12, 19
2023: January 26, 2, 9, 16, 23; February 30, 6, 13, 20; March 27, 6, 13, 20; April 27, 3, 10, 17, 24; May 1, 8, 15, 22; June 29, 5, 12, 19; July 26, 3, 10, 17, 24; August 31, 7, 14, 21; September 28, 4, 11, 18; October 25, 2, 9, 16, 23

General Market (Consumer Travel)

National / Regional

Print Media:

2023 Visit Florida Magazine
- 2-Page Spread Placement — Placed FY22
- 500,000 Total Distribution Nationally *(300,000 print, 100,000 post/flyer, 100,000 eGuide)* — 2023 Annual; D: 9/16

2023-24 Visit Tampa Bay Destination Guide
- Full Page, 4C — 2022-23 Annual; Placed FY22
- 100,000 Total Distribution Nationally *(Plus eGuide Distribution)* — 2023-24 Annual; D: 2/10

Conde Nast Traveler Magazine
- Visit Florida Co-op — November '22
- Full Page, 4C — D: 8/1; May/June '23 (5/3/23 on-sale): "The Hot List" Issue; D: 3/1
- 708,748 Total Distribution Nationally

Bon Appetit Magazine
- Visit Florida Co-op — November '22; May '23 (4/26/23 on-sale): "Travel" Issue
- Full Page, 4C — D: 8/1; D: 2/14
- 1,506,015 Total Distribution Nationally

Garden & Gun Magazine
- Visit Florida Co-op — December '22; April / May '23
- Full Page, 4C + Full Page Advertorial
- Circulation: 414,764 national — D: 9/22; D: 1/26

AFAR Magazine
- Visit Florida Co-op — Winter '23 Issue (12/13/22 on-sale); Spring '23 Issue (4/25/23 on-sale)
- Full Page, 4C + Full Page Advertorial
- Circulation: 414,764 national — D: 10/25; D: 2/24

AAA Living (South)
- Visit Florida Co-op — June '23-August '23 Issue
- Full Page, 4C + Full Page Advertorial
- States of Florida and Georgia Editions
- Circulation: 1,900,000 — D: 3/17

New York Times: Sunday Magazine
- Full Page, 4C
- National Distribution: Over 50% outside city of New York
- Circulation: 861,267

11/13/22 — T-Magazine "Winter Travel" — D: 9/27
3/26/23 — Voyages Magazine "Spring Issue" — D: 2/24
5/14/23 — T-Magazine "Summer Travel" — D: 3/28
6/25/23 — NYT Magazine — D: 5/26
8/20/23 — NYT Magazine — D: 7/21
9/24/23 — T-Magazine "Design & Luxury" — D: 8/8

Broadcast Media:

Winter Co-op (Gold): Linear Television
- Visit Florida Co-op
  > National linear TV (Advanced TV) + Auto content recognition + Mobile remarketing
- Target Markets: Atlanta, Boston, Chicago, New York, Philadelphia, Washington DC, Houston, Dallas, Louisiana, Alabama, Mississippi, Baltimore, Detroit, Indianapolis, Nashville, Raleigh, St. Louis, Minneapolis
- Estimated Impressions: 7.0M

4-week Flight (1/2-1/29) — Placed FY23

Adswerve, Inc. - Digital Monitoring/Reporting (Annual Contingency)

Developmental Markets

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
- Cable Only: Hyper-zip targeted + Direct Response Technology
- 49.5M estimated impressions

100 GRP's / Week → 100 GRP's / Week →

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2022 | 2023

October					November				December				January					February				March				April				May				June				July				August				September				October				
26	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	6	13	20	27	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11	18	25	2	9	16	23

Atlanta DMA
- Cable Only: Hyper-zip targeted + Direct Response Technology
- 49.1M estimated impressions

100 GRP's / Week

Indianapolis DMA
- Cable Only: Hyper-zip targeted + Direct Response Technology
- 15.1M estimated impressions

100 GRP's / Week

Developmental Markets

Broadcast Media:

Minneapolis DMA
- Cable Only: Hyper-zip targeted + Direct Response Technology
- 24.1M estimated impressions

100 GRP's / Week

Detroit DMA
- Cable Only: Hyper-zip targeted + Direct Response Technology
- 23.8M estimated impressions

100 GRP's / 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, Hispanic**

Chicago DMA
- 65.6M estimated impressions

100 GRP's / Week

Atlanta DMA
- 41.4M estimated impressions

100 GRP's / Week

Indianapolis DMA
- 12.2M estimated impressions

100 GRP's / Week

Minneapolis DMA
- 23.2M estimated impressions

100 GRP's / Week

Detroit DMA
- 27.4MM estimated impressions

100 GRP's / Week

Out-of-Home Media:

Chicago DMA
- Digital Billboard Network: 30 locations hyper targeted to align with cable HH's
- 157.7M estimated impressions

(3) 4-week Periods

(4) 4-week Periods
Includes 3.0M Exposed Mobile Retargeting Banners

- Gas Station TV: 176 stations / 1762 screens hyper targeted to align with cable HH's
- 11.2M estimated impressions

(3) 4-week Periods

(4) 4-week Periods
Includes 3.0M Exposed Mobile Retargeting Banners

- Digital EV Charging Station: 33 screens / :08 second duration - (179 index Tesla ownership)
- 9.8M estimated impressions

(3) 4-week Periods

(4) 4-week Periods
Includes 3.0M Exposed Mobile Retargeting Banners

- Movie Theater: Prime position 30 sec spot / 23 venues / 242 screens hyper targeted to align with cable HH's
- 930K estimated impressions - (121 index movie goers)
- 3.0M estimated impressions

(1) 4-week period

- Carvertise VSPC Vehicle Fleet (20 cars): Partial Vehicle Wrap + Collateral Distribution and Driver Brand Engagement
- 8.2M estimated impressions

(2) 4-week Period
Includes Production/Installation

Atlanta DMA
- Digital Billboard Network: 21 locations hyper targeted to align with cable HH's
- 170.8MM estimated impressions

(3) 4-week Periods

(4) 4-week Periods
Includes 3.0M Exposed Mobile Retargeting Banners

- Gas Station TV: 114 stations / 902 screens hyper targeted to align with cable HH's
- 3.8M estimated impressions

(3) 4-week Periods

(4) 4-week Periods
Includes 3.0M Exposed Mobile Retargeting Banners

- Digital EV Charging Station: 45 screens / :08 second duration - (179 index Tesla ownership)
- 7.9M estimated impressions

(3) 4-week Periods

(4) 4-week Periods
Includes 3.0M Exposed Mobile Retargeting Banners

(2) 4-week Period

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December: 28, 5, 12, 19
January: 26, 2, 9, 16, 23
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March: 27, 6, 13, 20
April: 27, 3, 10, 17, 24
May: 1, 8, 15, 22
June: 29, 5, 12, 19
July: 26, 3, 10, 17, 24
August: 31, 7, 14, 21
September: 28, 4, 11, 18
October: 25, 2, 9, 16, 23

• Carvertise VSPC Vehicle Fleet (20 cars): Partial Vehicle Wrap + Collateral Distribution and Driver Brand Engagement
• 7.4M estimated impressions
Includes Production/Installation

Out-of-Home Media:

Indianapolis DMA
• Digital Billboard Network: 5 locations hyper targeted to align with cable HH's
• 23.1MM estimated impressions
(3) 4-week Periods
(4) 4-week Periods
Includes 1.5M Exposed Mobile Retargeting Banners

• Gas Station TV: 13 stations / 113 screens hyper targeted to align with cable HH's
• 789K estimated impressions
(3) 4-week Periods
(4) 4-week Periods
Includes 1.5M Exposed Mobile Retargeting Banners

• Digital EV Charging Station: 45 screens / :08 second duration - (179 index Tesla ownership)
• 1.5K estimated impressions
(3) 4-week Periods
(4) 4-week Periods
Includes 1.5M Exposed Mobile Retargeting Banners

• Movie Theater: LPS & Prime position 30 sec spot / 3 venues / 30 screens hyper targeted to align with cable HH's
• 56K estimated impressions - (121 index movie goers)
(1) 4-week period

• Carvertise VSPC Vehicle Fleet (20 cars): Partial Vehicle Wrap + Collateral Distribution and Driver Brand Engagement
• 7.2M estimated impressions
(2) 4-week Period
Includes Production/Installation

Minneapolis DMA
• Digital Billboard Network: 9 locations hyper targeted to align with cable HH's
• 7.2MM estimated impressions
(3) 4-week Periods
(4) 4-week Periods
Includes 3.0M Exposed Mobile Retargeting Banners

• Gas Station TV: 153 stations / 1730 screens hyper targeted to align with cable HH's
• 8.9M estimated impressions
(3) 4-week Periods
(4) 4-week Periods
Includes 3.0M Exposed Mobile Retargeting Banners

• Movie Theater: Prime position 30 sec spot / 20 venues / 248 screens hyper targeted to align with cable HH's
• 538K estimated impressions - (121 index movie goers)
(1) 4-week period

• Carvertise VSPC Vehicle Fleet (20 cars): Partial Vehicle Wrap + Collateral Distribution and Driver Brand Engagement
• 7.2M estimated impressions
(2) 4-week Period
Includes Production/Installation

Detroit DMA
• Digital Billboard Network: 11 locations hyper targeted to align with cable HH's
• 67.1MM estimated impressions
(3) 4-week Periods
(4) 4-week Periods
Includes 3.0M Exposed Mobile Retargeting Banners

• Gas Station TV: 57 stations / 521 screens hyper targeted to align with cable HH's
• 3.1M estimated impressions
(3) 4-week Periods
(4) 4-week Periods
Includes 3.0M Exposed Mobile Retargeting Banners

• Digital EV Charging Station: 22 screens / :08 second duration - (179 index Tesla ownership)
• 3.1M estimated impressions
(3) 4-week Periods
(4) 4-week Periods
Includes 3.0M Exposed Mobile Retargeting Banners

• Movie Theater: Prime position 30 sec spot / 4 venues / 48 screens hyper targeted to align with cable HH's
• 238K estimated impressions - (121 index movie goers)
(1) 4-week period

• Carvertise VSPC Vehicle Fleet (20 cars): Partial Vehicle Wrap + Collateral Distribution and Driver Brand Engagement
• 7.2M estimated impressions
(2) 4-week Period
Includes Production/Installation

Print Media:

MplsSt Paul Magazine
• Full Page, 4-color
• Premium Position: Opposite Table of Contents (Bonus: June-October)
• Total Circulation: 67,155
• Bonus: Top Banner Position Mpls Daily E-newsletter (28,000 opt-ins)

November '22	December '22	February '23	March '23	June '23 "Best of Summer"	July '23 "Top Docs"	August '23 "Eat + Drink"	September '23 "Fall Travel"	October '23 "Fall Arts Preview"
D: 9/19	D: 10/24	D: 12/10	D: 1/10	D: 4/19	D: 5/16	D: 6/15	D: 7/19	D: 8/16
				6/12	7/17	8/21		

Hour Detroit Magazine
• Full Page, 4-color
• Total Circulation: 48,265

November '22	February '23	March '23	June '23 "LGBTQ Issue"	July '23	August '23 "Food Issue"	September '23 "Arts"	October '23 "Fall Travel"
D: 9/20	D: 12/10	D: 1/10	D: 4/20	D: 5/20	D: 6/20	D: 7/20	D: 8/20

Indianapolis Monthly Magazine
• Full Page, 4-color
• Total Circulation: 37,573

October '22	November '22	January '23	February '23	March '23	June '23 "City Guide"	July '23 "Medical Guide"	August '23 "Getaways"	September '23 "Food"	October '23 "Wine Guide"
Placed FY22	Placed FY22	D: 11/28	D: 12/10	D: 1/10	D: 4/14	D: 5/18	D: 6/22	D: 7/21	D: 8/17

Chicago Magazine

October '22	November '22	December '22	February '23	March '23	May '23 "Summer Travel"	June/July '23 "Top Docs"	August '23 "Best of Chicago"	September '23 "Fall Travel"	October '23 "Fall & Winter Getaways"

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• Full Page, 4-color
• Total Circulation: 105,000

Placed FY22 | D: 9/8 (VF Co-op) | D: 10/1 | D: 12/1 (VF Co-op) | D: 1/2 | D: 3/29 | D: 4/26 | D: 6/21 | D: 7/19 | D: 8/23

2-Page Spread (Bonus Ad)

Atlanta Magazine
• 4-Page Gate-fold (Custom), 4-color
• Total Circulation: 65,091

October '22
D: 5/4 - Placed FY22
November '22 | December '22 | February '23 | March '23 | May '23 "Summer Fun Guide" | June '23 "Food & Drink" | July '23 Top Docs" | August '23 "Destinations Issue" | September '23 Visit Florida Co-op

• Full Page, 4-color
• Total Circulation: 65,091

D: 9/15 | D: 10/4 (VF Co-op) | D: 12/1 | D: 1/6 (VF Co-op) | D: 3/13 | D: 4/10 | D: 5/8 | D: 6/12 | D: 7/17

•2-Page Spread, 4-color (Value Add - Bonus Page Upgrade)
• Total Circulation: 65,091

"Destinations Issue"
D: 8/14

Maintenance Markets

Broadcast Media:

Broadcast Media: Television

Orlando DMA
• WESH News Sponsorship Program
• 10-second spot (2,288 total mentions)
• 135.2MM estimated impressions

10/24/22-3/26/23
Delayed Launch - Hurricane Ian
3/27/23-9/25/23

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, Hispanic

Orlando MSA
• 15.8M estimated impressions

100 GRP's / Week → | 100 GRP's / Week →

Jacksonville MSA
• 10.2M estimated impressions

100 GRP's / Week → | 100 GRP's / Week →

Tampa-St Pete MSA
• Steve Hayes Interviews - WFLA-AM (Tampa-St Pete)
• (1x) 3-5 minute interview with Steve Hayes and any other guests per month
• (10x) :15 second commercial announcements to promote the interview both before and after it airs
• $2,000 net each month, with this cost also covering talent and production fees

March-December '23

Nashville DMA
• 12.2M estimated impressions

100 GRP's / Week → | 100 GRP's / Week →

Cincinnati DMA
• 13.4M estimated impressions

100 GRP's / Week → | 100 GRP's / Week →

Out-of-Home Media:

Orlando DMA
• Digital Billboard Network: 12 locations hyper targeted to high indexing HH's
• 41.3MM estimated impressions

(2) 4-week Periods → | (4) 4-week Periods →
Includes 1.5M Exposed Mobile Retargeting Banners

• Gas Station TV: 57 stations / 491 screens hyper targeted to align with VSPC Persona
• 2.8M estimated impressions

(3) 4-week Periods → | (4) 4-week Periods →
Includes 1.5M Exposed Mobile Retargeting Banners

• GymTV: Non-sound video or static spots play overhead screens within a skinned frame (15-second) - 6 gyms
• 1.2M estimated impressions - (142 index gym memberships)

(4) 4-week Periods →

MCO Airport: Passenger Tunnel Domination
• (28) Displays in all (4) Passenger Tunnels - Exclusive domination Program
• 40.5MM estimated impressions

11/28/22-12/25/22 (1) Period - FY22
12/26/22-12/24/23 (13) 4-week periods - FY23

Jacksonville DMA
• Digital Billboard Network: 10 locations hyper targeted to high indexing HH's
• 26.8MM estimated impressions

(2) 4-week Periods → | (4) 4-week Periods →
Includes 1.5M Exposed Mobile Retargeting Banners

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26 3 10 17 24	31 7 14 21	28 5 12 19	26 2 9 16 23	30 6 13 20	27 6 13 20	27 3 10 17 24	1 8 15 22	29 5 12 19	26 3 10 17 24	31 7 14 21	28 4 11 18	25 2 9 16 23

	(3) 4-week Periods
• Gas Station TV: 41 stations / 402 screens hyper targeted to align with VSPC Persona	
• 2.4M estimated impressions	
Tampa St Pete DMA	
• TPA Airport: Passenger Shuttle Domination Program - Exclusive VSPC Domination	11/14/22-1/8/23 (2) 4-week periods - FY22
• (16) Shuttles / (16) Lobby Doors/ (32) Baggage Claim LCD / (7) Baggage Claim Video Walls	
• 65.5MM estimated impressions	
	1/9/23-11/12/23 (11) 4-week periods - FY23
• PIE Airport Program (OCC Road House & Museum Display)	Contract Period: 8/1/22-8/31/23
• Bike build video on display, web and social + VSPC bike display in baggage claim	
• 9.2MM estimated impressions	PLACED - FY22 Budgets
Nashville DMA	
• Digital Billboard Network: 6 locations hyper targeted to high indexing HH's	
• 40.7MM estimated impressions	
	(3) 4-week Periods
• Gas Station TV: 12 stations / 105 screens hyper targeted to align with VSPC Persona	
• 583K estimated impressions	
Out-of-Home Media:	
Cincinnati DMA	
• Digital Billboard Network: 15 locations hyper targeted to high indexing HH's	
• 35.9MM estimated impressions	
	(3) 4-week Periods
• Gas Station TV: 75 stations / 661 screens hyper targeted to align with VSPC Persona	
• 4.1M estimated impressions	
• GymTV: Non-sound video or static spots play overhead screens within a skinned frame (15-second) - 7 gyms	
• 1.5M estimated impressions - (142 index gym memberships)	
Gainesville/Ocala DMA	Contract Period: Oct '22-Oct '23
• (3) Billboards located on I-75 (#2287, #7131SO, #4604) - Annual Perm Program	
• 12.5MM estimated impressions	
Print Media:	
Nashville Lifestyles Magazine	September '22 and October '22 Issues
• Full Page, 4C	
• 21,954 Total Circulation	
Orlando Family Magazine (NEW!)	
• Full Page, 4C	
• 100,000 Total Circulation (Mailed to Subs + Orlando Families with Minimum $150K HHI)	
Explore Florida Magazine (NEW!)	
• Full Page, 4C	
• Glossy FSI in the Orlando Sentinel + Fort Lauderdale Sun Sentinel	
• 40,000 Total Circulation (Mailed to Subs in affluent HH's - $150K+ HHI) + Emailed to 657,000 opt-in subscribers	

	(4) 4-week Periods
• Gas Station TV: 41 stations / 402 screens hyper targeted to align with VSPC Persona	
• 2.4M estimated impressions	*Includes 1.5M Exposed Mobile Retargeting Banners*
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	
• PIE Airport Program (OCC Road House & Museum Display)	
• Bike build video on display, web and social + VSPC bike display in baggage claim	
• 9.2MM estimated impressions	
Nashville DMA	
• Digital Billboard Network: 6 locations hyper targeted to high indexing HH's	(4) 4-week Periods
• 40.7MM estimated impressions	*Includes 1.5M Exposed Mobile Retargeting Banners*
	(4) 4-week Periods
• Gas Station TV: 12 stations / 105 screens hyper targeted to align with VSPC Persona	
• 583K estimated impressions	*Includes 1.5M Exposed Mobile Retargeting Banners*
Out-of-Home Media:	
Cincinnati DMA	(4) 4-week Periods
• Digital Billboard Network: 15 locations hyper targeted to high indexing HH's	
• 35.9MM estimated impressions	*Includes 1.5M Exposed Mobile Retargeting Banners*
	(4) 4-week Periods
• Gas Station TV: 75 stations / 661 screens hyper targeted to align with VSPC Persona	
• 4.1M estimated impressions	*Includes 1.5M Exposed Mobile Retargeting Banners*
• GymTV: Non-sound video or static spots play overhead screens within a skinned frame (15-second) - 7 gyms	(4) 4-week Periods
• 1.5M estimated impressions - (142 index gym memberships)	
Gainesville/Ocala DMA	
• (3) Billboards located on I-75 (#2287, #7131SO, #4604) - Annual Perm Program	
• 12.5MM estimated impressions	
Print Media:	
Nashville Lifestyles Magazine	
• Full Page, 4C	
• 21,954 Total Circulation	
Orlando Family Magazine (NEW!)	May '23 Summer Getaways / June '23 / July '23 Annual Parenting Guide / August '23 / September '23 Fall Arts & Culture
• Full Page, 4C	
• 100,000 Total Circulation (Mailed to Subs + Orlando Families with Minimum $150K HHI)	D: 4/13 / D: 5/12 / D: 6/9 / D: 7/10 / D: 8/10
Explore Florida Magazine (NEW!)	May '23
• Full Page, 4C	
• Glossy FSI in the Orlando Sentinel + Fort Lauderdale Sun Sentinel	D: 4/19
• 40,000 Total Circulation (Mailed to Subs in affluent HH's - $150K+ HHI) + Emailed to 657,000 opt-in subscribers	

Arts / Culture

Print Media:	
Playbill Magazine	November '22 / December '22 / February '23 / March '23 / May '23 / June '23 / July '23 / August '23 / September '23
• Full Page, 4C	
• Market: Chicago	D: 10/7 / D: 11/4 / D: 1/3 / D: 2/1 / D: 3/31 / D: 5/16 / D: 6/5 / D: 7/3 / D: 7/26
• Total Circulation: 360,905 per month (CIBC Theater, Nederlander Theater, Cadillac Palace Theater, Broadway Playhouse, Goodman Theater, Drury Lane Theater, Marriott Theater, Paramount Theater	
Encore Magazine (NEW for FY23)	**Shows**
• Full Page, 4C	• Hairspray 5/30-6/4 • Water For Elephants 6/4-7/9
• Market: Atlanta	• ATL Symphony 6/3-6/30 • Wicked 7/5-7/30
• Total Circulation: 230,000 Fox Theater	
Art in America Magazine	October '22 / March '23 / May '23 / August/September '23 "Art Icons Issue" / Nov/Dec '23 Issue
• Full Page, 4C	
• National Distribution	Placed FY22 / D: 1/20 / D: 3/31 / D: 6/27 / D: 9/29

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• Total Circulation: 43,000

Orlando Magazine
• Full Page, 4-color
• Total Circulation: 29,516

October '22 — Placed FY22
November '22 — D: 9/10
December '22 — D: 10/10
February '23 — D: 12/16
March '23 — D: 1/13
May '23 Summer Getaways — D: 3/17
June '23 — D: 4/14
July '23 — D: 5/19
August '23 Best of Orlando — D: 6/16
September '23 Fall Getaways — D: 7/14
October '23 — D: 8/18

City & Shore Magazine: Miami Lifestyle
• Full Page, 4-color
• Total Circulation: 46,220

10/2 Issue — Placed FY22
11/20 Issue — D: 11/2 - Holiday Issue
2/5 Issue — D: 1/18 - Luxury
4/2 Issue — D: 3/15 - Design
6/11 Issue — D: 5/24 - Summer
9/10 Issue — D: 8/23 - Food & Wine
10/1 Issue — D: 9/13 - The Arts Issue

Flamingo Magazine (NEW!)
• (2) Pages: Full Page, 4-color ad + Adjacent Page Advertorial (600 words) - Written / Designed by Flamingo Magazine
• Front of book - Premium Placement + Magazine is available online indefinitely archived
• Total Circulation: 20,000

Spring/Summer '23 Issue "The Icons Issue" — D: 3/15
Fall/Winter '23 Issue — D: 8/15

National Public Radio (NPR)
• Local Market Buys: Chicago, Atlanta, Indianapolis, Minneapolis, Detroit, Cincinnati, Nashville, Orlando, Jacksonville
• 15 / 30 second creative dedicated to arts messaging

Part of Overall Radio Budget (January–February)
Part of Overall Radio Budget (June–July)

Arts and Culture Co-op Advertising Program with Creative Pinellas

OOH: Car Rental Hang Tag Program
• TPA Airport Rentals Companies
• Total Distribution: 30,240

OOH: PIE Baggage Claim Displays
• PIE Baggage Claim Displays
• Total Impressions: 2,822,232

OOH: TPA Baggage Claim Displays
• TPA Baggage Claim Displays
• Total Impressions: 8,072,950

OOH: TPA Baggage Claim Video Wall
• TPA Baggage Claim Video Wall Displays
• Total Impressions: 6,002,960

OOH: TPA Car Rental Displays
• TPA Car Rental Center Display Network
• Total Impressions: 1,800,890

OOH: Digital BB Program
• (10) Digital BBs in the Network
• Total Impressions: 7,135,300

Radio: Total Traffic Weather Network
• (427) TTWN Mentions
• Total Impressions: 1,370,000

LGBTQ Audience

Passport Magazine
• Full Page, 4-color
• National Distribution *(Value add - Bonus Page or Bonus Advertorial Page issue TBD)*
• Total Circulation: 134,000

Sept/Oct '22 — Placed FY22
November/December '22 — D: 10/1
January/February '23 — D: 11/15
March/April '23 — D: 2/1
May/June '23 (Bonus) — D: 4/1
July/August '23 "Culinary Travels Issue" — D: 5/21
Sept/Oct '23 "Adventure/Wellness Travel Issue" — D: 7/14
Bonus: Spread of custom content (Advertorial)

Lavendar Magazine
• Full Page, 4-color
• Minneapolis - Minnesota's LGBTQ Magazine
• Total Circulation: 181,959

11/17/22 — D: 11/2 — Holiday Gift Guide
12/15/22 — D: 11/30 — Winter What-to-Do *Bonus: Cover Image*
1/12/23 — D: 12/28 — Health & Wellness
2/9/23 — D: 1/25 — Spring Arts Issue
3/23/23 — D: 3/8 — Midwest Travel Issue
4/20/23 #728 — D: 4/5 — Summer Preview
6/1/23 #731 — D: 5/12 — 24th Annual Pride Issu
6/29/23 #733 — D: 6/14 — Summer Getaways
8/24/23 #737 — D: 8/9
9/7/23 #738 — D: 8/23 — Fall Getaways Issue

Black Audience

Rolling Out Magazine
• Full Page, 4-color
• Atlanta Market
• Total Circulation: 62,797

5/11/23 "Travel Issue" — D: 5/1
5/25/23 "Best of Atlanta" — D: 5/15
6/26/23 "Star Studio" — D: 6/19
7/27/23 "Health" — D: 7/17
8/24/23 "Travel Issue" — D: 8/14
9/21/23 "RIDE Con 2023" — D: 9/11

5/11/23 "Travel Issue"
6/1/23
6/22/23 "Best of Chicago"
7/27/23 "Health"
8/24/23 "Travel Issue"
9/21/23 "RIDE Con 2023"

Visit St Pete-Clearwater

FY23 Media Plan

Updated: July 31, 2023

FY23 Media Plan
October '22-September '23

2022 | 2023

October					November				December				January					February				March				April					May				June					July					August					September				October				
26	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	6	13	20	27	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11	18	25	2	9	16	23

• Chicago Market
• Total Circulation: 67,965

D: 5/1 | D: 5/22 | D: 6/12 | D: 7/17 | D: 8/14 | D: 9/11

Radio (African American Format Stations)
• Local Market Buys: Chicago, Atlanta, Indianapolis, Minneapolis, Detroit, Cincinnati, Nashville, Orlando, Jacksonville
• 30 second spot

Part of Overall Radio Budget | *Part of Overall Radio Budget*

Latin Audience

Radio (Hispanic Format Stations)
• Local Market Buys: Chicago, Atlanta, Orlando
• 30 second spot

Part of Overall Radio Budget | *Part of Overall Radio Budget*

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)*

March '23 | September '23

Discover Quiz Program: *"Discover St Pete-Clearwater"*
• VSPC Discover Quiz - Unique way to drive awareness/engagement with NTG 1st party database + drive leads for one month.
• Customized month-long quiz lives in brand-safe environment on NTG sites
• VSPC supplied brand guidelines/overview: 80 words, logo, 3-5 survey questions w/answers, quiz contest incentive and partner logos (3 max)
• 728x90, 300x250 or 300x600 to run as exclusive sponsorship placements in survey landing pages
• NTG builds all landing pages and email newsletters to promote the contest/quiz
• Sales leads will be supplied at completion of the quiz.
• 200 Direct Sales Leads

July '23 - Quiz is promoted for (1) month

Digital Media
Dedicated VSPC Branded Email Campaign
• 15,000 Opt-in Subscribers *(30% open rate)* per deployment
• HTML Dedicated Custom Email

Florida Society of Association Executives

Print Media
SOURCE Magazine
• Full Page, 4C + Advertorial (125 words + Image)
•Circulation: 1,500 association members
•Value added: (2) Magazine Covers if available at time of request

Nov/Dec '22 — $1840.25 | Jan/Feb '23 — $1840.25 | May/Jun '23 — $1840.25 | July/Aug '23 — $1840.25 | Sept/Oct '23 — $1840.25

Annual SOURCE Directory/Guide
• 1/3 Page, 4C

Annual: Publishes in June 2023

Digital Media
Dedicated VSPC Branded Email Campaign
• 1,000 Opt-in Subscribers
• HTML Dedicated Custom Email

Destination Update - Email Blast
• 1,000 Opt-in Subscribers
• Highlighting VSPC Destination
• (3) Listings, Photo, Copy and link to VSPC site
• Update will also be featured on FSAE site: 235 x 175 image, 75 words in email and 150 words on website

February '23 — Bonus

Email Blast
• 1,000 Opt-in Subscribers
•Top Banner Ad - can link to video content

August '23 — Bonus

Visit St Pete-Clearwater

FY23 Media Plan

Updated: July 31, 2023

FY23 Media Plan October '22-September '23	2022 October					November				December				2023 January					February				March				April					May				June				July					August					September				October				
	26	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	6	13	20	27	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11	18	25	2	9	16	23
Convention South																																																											
Print Media																																																											
Convention South Magazine										December '22: Awards & Recognitions Issue													March '23: The CVB Issue																																							
• Full Page, 4C																																																											
•Circulation: 18,000 meeting planners										D: 10/17													D: 1/16																																					
																			February '23: Family Friendly Destinations Issue																											August '23: 2023/24 Directory of Meetings Sites													
• 1/2 Page, 4C																																																											
•Circulation: 18,000 meeting planners																			D: 12/15																											D: 6/16													
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						Nov/Dec '22: CVB Update Issue								Jan/Feb '23: Drive-to-Market Issue									March '23: VSPC Featu				April '23: VF Partnership)					May '23																													
• Full Page, 4C																																																											
•Circulation: 69,375 meeting planners						*Includes bonus advertorial*								*Includes bonus advertorial*									Editorial focus on VSPC				Florida Guide																																	
Digital Media																																																											
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																																																											
Chicagoland Forum - Association																																																											
Print Media																																																											
Forum Magazine										December '22: Annual																																								December '23: Annual								
• Full Page, 4C																																																											
•Circulation: 10,000 association members										PLACED FY22 Budgets																																								D: 9/19/23								
Digital Media																																																											
Bi-Weekly Forum Focus E-Newsletter (2x per month)																																																											
• Custom unit for 12-months with in the "Must Read Monday Update"																																																											
• 650 x 100 pixel with bannered hyperlink																																																											
• 4,000 Opt-in Subscribers																																																											
Quarterly Audience Retargeting																																																											
• Re-engage with Association Forum site visitors around the web for three months																																																											
• Re-market association members while they are looking to book meetings, events, vacations																																																											
• 300 x 250; 728 x 90; 160 x 600; 320 x 50																																																											
• 100,000 guaranteed impressions																																																											

Gulf to Bay: Destination Magazine Distribution

FY23 Gulf to Bay Magazine: Newspaper Distribution																																																											
505,000 Total Distribution																																																											
New York Times																																											Sunday, 7/23/23																	
• Markets: Chicago, Philadelphia, Wash DC, Boston, Atlanta, Cleveland, Pittsburgh, Indianapolis, Nashville, Columbus/Dayton, Cincinnati, Minneapolis-St Paul, Detroit, New York City																																																											
• Total Distribution: 295,000																																											D: 6/30/23																	
Atlanta Journal-Constitution																																															Sunday, 8/6/23										
• Market: Atlanta DMA																																																											

Visit St Pete-Clearwater

FY23 Media Plan

Updated: July 31, 2023

FY23 Media Plan October '22-September '23	2022 October					November				December				2023 January					February				March				April					May				June				July					August					September				October				
	26	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	6	13	20	27	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11	18	25	2	9	16	23
• Target: Subs that fit VSPC persona (HHI $100K+) • Total Distribution: 20,000 (Premium Placement - Topper)																																													D: 7/17/23														
Cincinnati Inquirer • Market: Cincinnati DMA • Target: Subs that fit VSPC persona (HHI $100K+) • Total Distribution: 20,000																																													Sunday, 8/6/23 [redacted] D: 7/17/23														
Indianapolis Star • Market: Indianapolis DMA • Target: Subs that fit VSPC persona (HHI $100K+) • Total Distribution: 20,000																																													Sunday, 8/6/23 [redacted] D: 7/17/23														
Minneapolis Star-Tribune • Market: Minneapolis-St Paul DMA • Target: Subs that fit VSPC persona (HHI $100K+) • Total Distribution: 20,000																																													Sunday, 8/6/23 [redacted] D: 7/17/23														
Detroit Free-Press • Market: Detroit DMA • Target: Subs that fit VSPC persona (HHI $100K+) • Total Distribution: 20,000																																													Sunday, 8/6/23 [redacted] D: 7/17/23														
65,000 Standalone Distribution • Int'l & Domestic Events/Tradeshows, VISIT FLORIDA Welcome Centers, Tampa International Airport, St Pete/Clearwater International Airport, AAA Offices																																																										
40,000 Global Direct Mail • Targeted Facebook Ads, Requests from Website Visitors, Annual Subscribers																																																										
Digital Downloads • 5,000+ Digital Sessions																																																										
Experiential - Integrated Partnerships - Activations - Influencer																																																										
"Warm Up To Win" New York City Activation																																																										
Digital Urban Panels • (7) Digital Urban Panels - Herald Square Area - 286,000 impressions																		1/16-2/5																																								
amMetro New York • (2) Full Page, 4C Ad Units (Cover 1 & 2 Premium Positions) - 1,000,000 impressions																		1/26	1/31																																								
• Dedicated HTML Email Blast - 63,000 opt-in subscribers to amMetro NY E-newsletter																			1/31																																								
WNBC (NBC) and WNJU (Telemundo) - New York City • Partnership with New York Live Program • Includes Brand and Event Driver - TV Spots on both broadcast and digital platforms on each Station																		1/26-2/1																																								
Influencer Programs / Activations •Summer/Fall																																																										
I Love The Burg •From Visitors with Love / VOT Campaign																																																										
Air Service Development (Annual)																																																										
Swoop Airlines • 2023 Marketing Partnership																																																										
Breeze Airlines • 2023 Marketing Partnership																																																										
Virgin Atlantic Airlines • 2023 Marketing Partnership																																																										
New Airline Development (Contingency) • 2023 Marketing Partnership																																																										
Marketing Partnerships																																																										
ESPN (Elite Invitational)																					2/16-2/19																																							

Visit St Pete-Clearwater

FY23 Media Plan

Updated: July 31, 2023

FY23 Media Plan
October '22-September '23

2022 | 2023

October: 26, 3, 10, 17, 24
November: 31, 7, 14, 21
December: 28, 5, 12, 19
January: 26, 2, 9, 16, 23
February: 30, 6, 13, 20
March: 27, 6, 13, 20
April: 27, 3, 10, 17, 24
May: 1, 8, 15, 22
June: 29, 5, 12, 19
July: 26, 3, 10, 17, 24
August: 31, 7, 14, 21
September: 28, 4, 11, 18
October: 25, 2, 9, 16, 23

- 2023 Marketing Partnership

Tampa Bay Rays
- 2022 Post-Season (Radio Partnership) — 10/7 & 10/8 (Post-Season)
- 2023 Marketing Partnership

Philadelphia Union MLS Soccer
- 2022 & 2023 Marketing Partnership

St Pete Grand Prix
- 2023 Marketing Partnership

CMG Events: Fall Fiesta in Orlando, FL
- Presenting Sponsor — 11/5-11/6
- Fall Fiesta @ Lake Eola Park, Orlando — PLACED

Lets Take It Outside: Misty Wells
- Season 4 - Marketing Partnership
- (2) Episodes filmed in VSPC + 30 second spots to run in all episodes of season 4

Toronto Blue Jays
- 2022 Regular Season
- In-Stadium Exposure

Philadelphia Phillies
- 2022 Regular Season
- In-Stadium Exposure

Clearwater Threshers Baseball
- 2022 Regular Season
- In-Stadium Exposure

International

Brand USA
- 2023 Marketing Partnership

Film Commission

MBI Screen International
- Fall 2022 Marketing Partnership
  - Screen November Issue (1 ad)
  - AFM Dailies (1 ad, Day 2)
  - 50,000 online impressions

Leisure: Travel Agent / Tour Operator

Leisure Travel Programs
- 2023 Marketing Partnerships

Sports & Events Marketing Partnerships

Sports Events Media Group

Annual Planners' Guide to Sports, Commissions, CVBs & Venues
- Full Page, 4C
- 2023 Annual (Published in December 22)

Sports Events Magazine
- Full Page, 4C
- Reaches qualified sports events planners, league managers, directors and associations
- Total Circulation: 18,014

January '23	March '23	May '23	October '23
Florida State Spotlight Issue D: 12/16 (S) 12/22 (M)	Small Markets Big On Sports Issue *Bonus Full Page Advertorial* D: 2/13 (S) 2/21 (M)	Annual Soccer and Lacrosse Sourcebook *Bonus Directory Listing* D: 4/13 (S) 4/20 (M)	Annual Baseball & Softball Sourcebook *Bonus Directory Listing* D: 9/13 (S) 9/20 (M)

E-Newsletter Sponsorship
- Weekly email deployment to over 4,900 opt-in subscribers

NorthStar Meetings/Events Group: *Sports Travel* & *TEAMS*

Sports Travel Magazine
- Full Page, 4C

Spring 2023 Issue: Published in March '23	Fall 2023 Issue: Published in September '23

Visit St Pete-Clearwater

FY23 Media Plan

Updated: July 31, 2023

FY23 Media Plan
October '22-September '23

2022: October 26, 3, 10, 17, 24; November 31, 7, 14, 21; December 28, 5, 12, 19
2023: January 26, 2, 9, 16, 23; February 30, 6, 13, 20; March 27, 6, 13, 20; April 27, 3, 10, 17, 24; May 1, 8, 15, 22; June 29, 5, 12, 19; July 26, 3, 10, 17, 24; August 31, 7, 14, 21; September 28, 4, 11, 18; October 25, 2, 9, 16, 23

• 45,000 Circulation (digital magazine + Hyper-link from ad)

D: 2/1/23 *Digital Version*

D: 8/1/23 *Print and Digital Version*

Sports Travel Dedicated Targeted Email Program
• Dedicated HTLM Email to Sports/Events Planners - Custom List
• 12,000 per deployment ($2,520 net)

Week of: 7/17/23

Week of: 9/18/23
D: 9/11

Sports Travel E-Newsletter Sponsorship
• Horizontal Banner 600x100 (Leaderboard)
• Package: (2x per month) - Every other week (Wednesday)
• 40,000 opt-in subscribers per deployment = 80K per month

2/8/23 – D: 1/30
2/22/23 – D: 2/13
8/9/23 – D: 7/31
8/23/23 – D: 8/14

Sports Travel E-Newsletter #Showcase Takeover
• Prime 'Exclusive' Showcase position on Sports Travel weekly e-newsletter - Photos, Captions and links to SportsSPC.com
• Package: (2x per month) - Every other week (Wednesday) - Each deployment can be an unique showcase ad
• 40,000 opt-in subscribers per deployment = 80K per month

6/7/23
6/21/23

Sports Travel Digital Lead Generation Program
• Desk Reference: A content product designed for both education and lead generation - Custom checklist for easy planner desk reference on topics vital to sports industry
• Sponsorship includes:
→ Custom written and designed "checklist"
→ Client logo on each page of report
→ Creation of promotions including: (3) emails; (5) Sports Travel eNL mentions; Social Posts; Sports Travel Home Page Native Ads
→ Promotional placements across the NorthStar Meetings Group network of sites
→ Qualified Leads: 150-300 estimated
•Estimated 300,000+ Impressions

3-Month Promotion (June-August 2023)

Sports Planning Guide (SPG)

October '22-September '23 (Already Committed by VSPC)

Annual Sports Planning Guide
• Full Page, 4C + Two Pages of Advertorial Space (Print and Online)
• Florida Sports Guide Section - Reprints
• Publishes in October

Oct '23-Sept '24

June '23-September '24
Advertorial will start running on web in June '23

Feature Destination - SportsPlanningGuide.com
• 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

February '23

Weekly Email Newsletter to Sports Planners
• 728 x 90 TOP Position Banner (Premium)
• 5,000+ Weekly Opt-in Subscribers
• 26-week Program

February '23-July '23

Video Promotion - SportsPlanningGuide.com
• Video is housed on the video TAB of the Home Page
• Annual Program
• Promoted on the enewsletter and social media Channels (LinkedIn)

February '23-January '24