Visit St Pete-Clearwater

FY24 Media Plan

Fall-Winter Media Plan
October '23-March '24

2023 | 2024

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

General Market (Consumer Travel)

National / Regional

Print Media:

2024 Visit Florida Magazine
- 2-Page Spread Placement
- 300,000 Total Distribution Nationally *(200,000 print, 50,000 post/flyer, 50,000 eGuide,*

2023 Annual - Placed and paid in FY22
2024 Annual
D: 9/1 (PLACED)

2023-24 Visit Tampa Bay Destination Guide
- Full Page, 4C
- 100,000 Total Distribution Nationally *(Plus eGuide Distribution)*

2023-24 Annual
2024-25 Annual
Placed FY23

Conde Nast Traveler Magazine
- Visit Florida Co-op
- Full Page, 4C + Full Page Advertorial (Spreadvertorial)
- 708,748 Total Distribution Nationally

November '23
D: 8/3 (PLACED)

Bon Appetit Magazine
- Visit Florida Co-op
- Full Page, 4C + Full Page Advertorial (Spreadvertorial)
- 1,506,015 Total Distribution Nationally

December '23
D: 10/2 (PLACED)

Garden & Gun Magazine
- Visit Florida Co-op
- Full Page, 4C + Full Page Advertorial
- Circulation: 406,543 national

December '23 / January '24
D: 9/11 (PLACED)
April / May '24
D: 1/8 (PLACED)

AFAR Magazine
- Visit Florida Co-op
- Full Page, 4C + Full Page Advertorial
- Circulation: 293,038 national

Winter '24 Issue
D: 10/2 (PLACED)
Spring '24 Issue
D: 2/13 (PLACED)

Magnolia Magazine *(New Marketing Partner in FY24!)*
- Visit Florida Co-op
- Full Page, 4C (Advertorial Section) - 139 Index
- Circulation: 1,078,168 national

November/December '23
D: 8/4 (PLACED)
February/March '24
D: 11/1 (PLACED)

New York Times: Sunday Magazine
- Full Page, 4C
- National Distribution: Over 60% outside city of New York
- Circulation: 813,936

9/24/23
11/12/23
T-Magazine "Winter Issue - Florida Travel"
D: 9/1 (PLACED)
3/24/24
Voyages Magazine "Spring Issue - Florida Travel"
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, Indianapolis**,
- Estimated Impressions: 7.0M

1/15/24-2/11/24
D: 12/22 (PLACED)

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
- 14.8M estimated impressions

Week of 9/4/23
VF National TV
100 GRPs / Week

Atlanta DMA
- Cable Only: Hyper-zip targeted + Direct Response Technology
- 11.2M estimated impressions

Week of 9/4/23
VF National TV
100 GRPs / Week

Indianapolis DMA
- Cable Only: Hyper-zip targeted + Direct Response Technology
- 4.4M estimated impressions

Week of 9/4/23
VF National TV
100 GRPs / Week

Developmental Markets

Broadcast Media:

Minneapolis DMA
- Cable Only: Hyper-zip targeted + Direct Response Technology
- 7.0M estimated impressions

Week of 9/4/23
VF National TV
100 GRPs / Week

Visit St Pete-Clearwater
FY24 Media Plan

Fall-Winter Media Plan
October '23-March '24

2023																					2024																																						
September				October					November				December					January				February				March					April				May				June					July				August				September					October			
28	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	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	2	9	16	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 National TV — 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, Hispanic

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 Activation
11/6-12/3 (Promotion) + 12/3 (Event)

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 (10/2/23-11/12/23) — (2) 4-week periods (2/5/24-3/31/24)

8/21/23-9/17/23

Visit St Pete-Clearwater

FY24 Media Plan

Fall-Winter Media Plan October '23-March '24	2023 September 28	4	11	18	October 25	2	9	16	23	November 30	6	13	20	December 27	4	11	18	25	2024 January 1	8	15	22	February 29	5	12	19	March 26	4	11	18	25	April 1	8	15	22	May 29	6	13	20	June 27	3	10	17	24	July 1	8	15	22	August 29	5	12	19	September 26	2	9	16	23	October 30	7	14	21
• 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 periods (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 periods (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	September '23				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																							February '24 D: 12/1				March '24 D: 1/10					April '24 D: 2/10									June '24 D: 4/10					July '24 D: 5/10					August '24 D: 6/10															
Hour Detroit Magazine • Full Page, 4-color • Total Circulation: 48,265	September '23				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	September '23				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	September '23				October '23					November '23 (VF Co-op) D: 9/13 (PLACED)													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

Fall-Winter Media Plan October '23-March '24	2023 September 28	4	11	18	October 25	2	9	16	23	November 30	6	13	20	December 27	4	11	18	25	2024 January 1	8	15	22	February 29	5	12	19	March 26	4	11	18	25	April 1	8	15	22	May 29	6	13	20	June 27	3	10	17	24	July 1	8	15	22	August 29	5	12	19	September 26	2	9	16	23	October 30	7	14	21
• Full Page VSPC Ad Creative + Full Page Advertorial written by Chicago Design Studio																											D: 1/10					D: 2/10					D: 3/1				D: 4/1										D: 6/10					D: 7/10								
• 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																																																																
Atlanta Magazine	September '23				October '23									December '23 (VF Co-op)													March '24 (VF Co-op)																																							
• Full Page, 4-color																																																																
• Total Circulation: 65,091														D: 10/2 (PLACED)													D: 1/5 (PLACED)																																							
ATL + VSPC Branded Content Series																							February '24									April '24									June '24					July '24				August '24				September '24								
• 2-Page Spread (Cover 2 + Page 1)																																																																
• Full Page VSPC Ad Creative + Full Page Advertorial written by AM Studio																							D: 12/1									D: 2/10									D: 4/10					D: 5/10				D: 6/10				D: 7/10								
• 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																																																															
Maintenance Markets																																																															
Broadcast Media:																																																															
Broadcast Media: Television																																																															
Orlando DMA	8/28/23-9/24/23																																																															
• 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 + 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	Weeks of 8/28 and 9/11																			100 GRPs / Week																																											
• 8.0M estimated impressions																																																															
Jacksonville MSA	Weeks of 8/28 and 9/11																			100 GRPs / Week																																											
• 5.1M estimated impressions																																																															
Miami-Ft Lauderdale MSA																				100 GRPs / Week																																											
• 14.8M estimated impressions																																																															
Tampa-St Pete MSA											November '23 - April '24																																																							
• 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 9/11																			100 GRPs / Week																																											
• 5.8M estimated impressions																																																															
Cincinnati DMA	Weeks of 8/28 and 9/11																			100 GRPs / Week																																											
• 6.7M estimated impressions																																																															
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 (1/15/24-4/7/24)																																											
• Digital Billboard Network: 12 locations hyper targeted to high indexing HH's																																																															
• 41.3MM estimated impressions																																																															
• Exposed Mobile Retargeting	8/21/23-9/17/23																																																														
• 2.5M estimated impressions																																																															
• Gas Station TV: 57 stations / 491 screens hyper targeted to align with VSPC Persona	8/21/23-9/17/23																																																														
• 2.8M estimated impressions																																																															
• MCO Airport: Passenger Tunnel Wraps - Exclusive VSPC Domination	12/26/22-12/24/23																		12/25/23-12/24/24: (13) 4-week periods																																											
• (28) Displays | (4) Passenger Tunnels																																																															
• 40.2MM estimated impressions																																																															
Jacksonville 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: 10 locations hyper targeted to high indexing HH's																																																															
• 26.8MM estimated impressions																																																															
• Exposed Mobile Retargeting	8/21/23-9/17/23																																																														

Visit St Pete-Clearwater

FY24 Media Plan

Fall-Winter Media Plan October '23-March '24	2023 September 28	4	11	18	October 25	2	9	16	23	November 30	6	13	20	December 27	4	11	18	25	2024 January 1	8	15	22	February 29	5	12	19	March 26	4	11	18	25	April 1	8	15	22	May 29	6	13	20	June 27	3	10	17	24	July 1	8	15	22	August 29	5	12	19	September 26	2	9	16	23	October 30	7	14	21
• 2.5M estimated impressions																																																																	
• Gas Station TV: 41 stations / 402 screens hyper targeted to align with VSPC Persona • 2.4M estimated impressions	8/21/23-9/17/23																																																																
Miami-Ft Lauderdale DMA • Digital Billboard Network: 10 locations hyper targeted to high indexing HH's • 26.8MM 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)																																													
• Exposed Mobile Retargeting • 2.5M estimated impressions	8/21/23-9/17/23																																																															
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	1/9/23-11/12/23											11/13/23-11/10/24: (13) 4-week periods																																																									
Nashville DMA • Digital Billboard Network: 6 locations hyper targeted to high indexing HH's • 40.7MM 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)																																													
• 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	8/21/23-9/17/23																																																															
Out-of-Home Media:																																																																
Cincinnati DMA • Digital Billboard Network: 15 locations hyper targeted to high indexing HH's • 35.9MM 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)																																													
• 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	8/21/23-9/17/23																																																															
Gainesville/Ocala DMA • (3) Billboards located on I-75 (#2287, #7131SO, #4604) - Annual Perm Program • 12.5MM estimated impressions														11/20/23-11/17/24: (13) 4-week periods																																																								
Print Media:																																																																
Orlando Family Magazine • Full Page, 4C • 100,000 Total Circulation (Mailed to Subs + Orlando Families with Minimum $150K HHI)	September '23																																																															

Arts / Culture

	September '23	October '23	November '23	December '23	January '24	February '24	March '24	April '24 (3/26) - Travel Focus
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	September '23	October '23 D: 9/5	November '23 D: 10/5	December '23 D: 11/2	January '24 D: 11/30	February '24 D: 1/2	March '24 D: 2/6	
Art in America Magazine • Full Page, 4C • National Distribution • Total Circulation: 43,000			November/December '23				March '24 D: 1/18	
Orlando Magazine • Full Page, 4-color • Total Circulation: 29,516	September '23	October '23				February '24 (1/26) D: 12/15	March '24 (2/26) D: 1/12	April '24 (3/26) - Travel Focus D: 2/16
City & Shore Magazine | Miami Lifestyle • Full Page, 4-color • Total Circulation: 46,220		10/1/23 Issue						
Art Basel | Miami Beach Magazine *(New Marketing Partner in FY24!)* • Full Page, 4-color			Publishes 11/9/23 (Annual Magazine)					

Visit St Pete-Clearwater
FY24 Media Plan

Fall-Winter Media Plan
October '23-March '24

Timeline: 2023 – September (28, 4, 11, 18), October (25, 2, 9, 16, 23), November (30, 6, 13, 20), December (27, 4, 11, 18, 25); 2024 – January (1, 8, 15, 22), February (29, 5, 12, 19), March (26, 4, 11, 18, 25), April (1, 8, 15, 22), May (29, 6, 13, 20), June (27, 3, 10, 17, 24), July (1, 8, 15, 22), August (29, 5, 12, 19), September (26, 2, 9, 16, 23), October (30, 7, 14, 21)

- Total Circulation: 30,000 - Annual Publicatior
  - D: 10/16/23

Miami Magazine ***(New Marketing Partner in FY24!)***
- Full Page, 4-color
- Total Circulation: 50,000
  - December '23 (Arts Issue) – D: 10/30
  - January '24 – D: 12/1
  - February '24 – D: 1/2
  - March '24 – D: 1/30
  - April '24 (Travel Escapes Issue) – D: 2/25

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
  - Fall/Winter '23
  - Spring/Summer '24 – D: 3/1
  - Fall/Winter '24 – D: 8/1

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

- The Artisan Magazine
- Full Page: Inside Front Cover + Editorial Spotlight
- PIE Baggage Claim Program
  - 1/15/24-11/3/24
- Tampa-St Pete Digital BB Program
  - 2/26/24-11/3/24
- TPA Airport Program
  - 2/26/24-11/3/24

LGBTQ Audience

Passport Magazine
- Full Page, 4-color
- National Distribution *(Value add - Bonus Page or Bonus Advertorial Page issue TBD)*
- Total Circulation: 134,000
  - September/October '23 – (PLACED)
  - November/December '23 "Holiday Travel" – D: 9/15
  - March/April '24 "Luxury Spring Getaways" – D: 1/10

Lavender Magazine
- Full Page, 4-color
- Minneapolis - Minnesota's LGBTQ Magazine
- Total Circulation: 181,959
  - #738 - 9/7/23 Issue (Fall Getaways)
  - Holiday Gift Guide #743 - 11/16/23 – D: 11/1
  - Pride Pages #746 - 12/28/23 – D: 12/6
  - 1/25/24 #748 – D: 1/10
  - Spring Arts #749 - 2/8/24 – D: 1/24
  - Midwest Travel #752 - 3/21/24 – D: 3/6
  - Summer Preview #754 - 4/18/24 – D: 4/3

Black Audience

Rolling Out Magazine
- Full Page, 4-color

- Atlanta Market
- Total Circulation: 62,797
- Bonus Full Page Advertorial 1x Issue / Month
  - 9/21/23
  - 10/12/23 – D: 10/5
  - 11/9/23 – D: 11/2
  - 1/11/24 – D: 1/4
  - 2/8/24 – D: 2/1
  - 3/7/24 – D: 2/29

- Chicago Market
- Total Circulation: 67,965
- Bonus Full Page Advertorial 1x Issue / Month
  - 9/21/23
  - 10/12/23 – D: 10/5
  - 11/9/23 – D: 11/2
  - 1/11/24 – D: 1/4
  - 2/8/24 – D: 2/1
  - 3/7/24 – D: 2/29

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)*
  - Spring '24 (March/April '24) – D: 3/6
  - Fall '24 (September/October '24) – D: 8/31

Digital Media
Dedicated VSPC Branded Email Campaign
- 15,000 Opt-in Subscribers per deployment
- HTML Dedicated Custom Email
  - 12/11
  - 1/15
  - 2/12
  - 6/3
  - 7/8
  - 8/5

Visit St Pete-Clearwater

FY24 Media Plan

Fall-Winter Media Plan October '23-March '24	2023 September				October					November				December					2024 January				February				March					April				May				June					July					August					September					October			
	28	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	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	2	9	16	23	30	7	14	21

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

September / October '23
November / December '23
January / February '24
May / June '24
July / August '24
September / October '24
D: 10/18
D: 12/20
D: 4/20
D: 6/20
D: 8/20

Annual SOURCE Directory/Guide
•Full Page, 4C

2024 / 2025 Annual RESOURCE Guide
D: 3/2

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

3/7
4/11
5/30
8/8
9/19

Convention South

Print Media
Convention South Magazine
• Full Page, 4C
•Circulation: 18,000 meeting planners

December '23 (Awards Issue)
D: 11/1
March '24 (CVB Issue)
D: 1/15

• 1/2 Page, 4C
•Circulation: 18,000 meeting planners

April '24 (The WOW Issue/Florida Event Planners Guide)
D: 2/15
August '24 (Annual Planner Directory)
D: 6/15

Digital Media
Dedicated VSPC Branded Email Campaign
• 17,000 Opt-in Subscribers
• HTML Dedicated Custom Email

5/20

Inclusion in Email Newsletter - Banner Ad
• 17,000 Opt-in Subscribers
• HTML Dedicated Custom Email

12/6
1/17
7/18

Online Leaderboard or Big Box - ConventionSouth.com
• 7,500 monthly unique visitors
• HTML Dedicated Custom Email

November '23
February '24
September '24

Meetings Today

Print Media
Meetings Today Magazine
• Full Page, 4C + Bonus Advertorial
•Circulation: 69,375 meeting planners

November / December '23
D: 11/1
January / February '24
D: 1/5
March '24
D: 1/25
April '24
D: 2/25
May '24
D: 3/25

Digital Media
Dedicated VSPC Branded Email Campaign
•7,500 Opt-in meeting planners
• HTML Dedicated Custom Email

12/12
6/13
8/6
9/25

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

January-August 2024 (8-month)

PCMA Convene Magazine

Print Media
Convene Magazine
• Full Page, 4C
• Circulation: 31,844 meeting planners

Mar/Apr '24
May/June '24
July/Aug '24
Sept/Oct '24

RCMA Aspire Magazine

Print Media
Aspire Magazine
• Full Page, 4C
• Readership: 4,000+ meeting planners

Spring '24
Summer '24
Fall '24

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

January / February '24
D: 12/1
Q1 & Q2-2024

Visit St Pete-Clearwater

FY24 Media Plan

Fall-Winter Media Plan October '23-March '24	2023 September				October					November				December					2024 January				February				March					April				May				June					July				August					September					October			
	28	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	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	2	9	16	23	30	7	14	21

• VF Package Includes: Full Page Display Ad, Full Page Advertorial, Dedicated Email (40K); Feature Story in enewsletter (40K); Lead-generating webinar sponsorship/industry repor

Acclaim! Accolade: *Division of USAE*

Print Media
• 1/2 Page, 4C
• Circulation: 10,000 meeting planners

12/6/23-12/9/23
Distribution at the NCBMP Conference in Atlanta

Social Media

Social
Linked In & META
• Meeting Professionals
• 1,125,000 Impressions
• In-Feed Posts and Video Placements

Florida Trend Magazine

• 2-Page, 4C
• Page, 4C + Page Advertorial

March '24
Destination Florida

October '24
Spotlight Pinellas
10/22
Florida 500 Supplement

Gulf to Bay: Destination Magazine Distribution

FY24 Gulf to Bay Magazine: Newspaper Distribution
505,000 Total Distribution

Final Distribution Total | Timing | Markets TBD / updated with April-Sept Planning

New York Times
• 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

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/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

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 12/3

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"

Visit St Pete-Clearwater

FY24 Media Plan

Fall-Winter Media Plan
October '23-March '24

2023 | 2024

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

"Bump, Set, Shine VSPC x AVP Pop Up Series"
• Impressions TBD. Pending interest, BVK+VSPC to collaborate and explore partnership opp.

AVP MIA Open 3/17 - 3/19
AVP ATL Open 8/4-8/6
AVP CHI Open 9/1 - 9/3

Air Service Development (Annual)

Allegiant Airlines
• 2024 Marketing Partnership

Virgin Atlantic Airlines
• 2024 Marketing Partnership

New Airline Development (Contingency)
• 2024 Marketing Partnership

Marketing Partnerships

WWE Royal Rumble ***(New Marketing Partner in FY24!)***
• Event Services, Inc.
• Pre/Post Event Promotion; On-Site Activations; WWE Talent
1/27/24 (PLACED)

ESPN (Elite Invitational)
• 2024 Marketing Partnership
2/15-2/18

Tampa Bay Rays
• 2024 Marketing Partnership

Philadelphia Union MLS Soccer
• 2024 Marketing Partnership

St Pete Grand Prix
• 2024 Marketing Partnership
3/8/24-3/10/24 Firestone Grand Prix of St Petersburg
7/19/24-7/21/24 Honda Indy Toronto

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

International

Brand USA
• 2024 Marketing Partnership

Film Commission

MBI Screen International
• FY24 Contingency for future placements

Leisure: Travel Agent / Tour Operator

Leisure Travel Programs
• Travel Weekly Co-op Section: Full Page + Full Page Advertorial
• Visit Florida: Delta Airlines Vacations Co-op Program
• Visit Florida: Travel Leaders Co-op Program
• Visit Florida: VAX Co-op Program
• Visit Florida: Northstar Travel Group

Sports & Events Marketing Partnerships

Sports Events Media Group

Annual Planners' Guide to Sports, Commissions, CVBs & Venues
• Full Page, 4C + Full Page Advertorial
2024 Annual
D: 11/15

Sports Events Magazine
• Full Page, 4C
• Reaches qualified sports events planners, league managers, directors and associations
• Total Circulation: 18,014
October '23
January '24 — D: 12/20
March '24 (Bonus FP Advertorial) — D: 2/10
May '24 — D: 4/13
October '24 — D: 9/10

E-Newsletter Sponsorship
• Weekly email deployment to over 4,900 opt-in subscribers (Top Banner Position)
12/13
2/14
4/10
6/12
7/10
8/14
9/11

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

Sports Travel Magazine
• Full Page, 4C
April '24 (Spring Issue)
October '24 (Fall Issue)

Visit St Pete-Clearwater
FY24 Media Plan

Fall-Winter Media Plan
October '23-March '24

2023: September 28, 4, 11, 18 | October 25, 2, 9, 16, 23 | November 30, 6, 13, 20 | December 27, 4, 11, 18, 25
2024: January 1, 8, 15, 22 | February 29, 5, 12, 19 | March 26, 4, 11, 18, 25 | April 1, 8, 15, 22 | May 29, 6, 13, 20 | June 27, 3, 10, 17, 24 | July 1, 8, 15, 22 | August 29, 5, 12, 19 | September 26, 2, 9, 16, 23 | October 30, 7, 14, 21

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

D: 2/1

D: 8/1

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

4/15 — Sports ETA Symposium

9/9 — TEAMS '24

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

2/5, 2/19, 3/4, 3/18, 7/8, 7/22

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

6/3, 6/17

Sports Planning Guide (SPG)

Annual Sports Planning Guide
▪ Full Page, 4C + Two Pages of Advertorial Space (Print and Online)
▪ Florida Sports Guide Section - Reprints
▪ Publishes in June (12,000 distribution)

2023-24 Annual Sports Planning Guide

2024-25 Annual Sport Planning Guide

D: 5/1

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 2024

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

January-June 2024

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)

2023-24 Annual Video Promotion Program

March '24-February '25

D: 1/15/24