FY24 Media Plan 2023 Fall-Winter Media Plan September October November December January February March April May 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) National / Regional Print Media: 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) 2023-24 Visit Tampa Bay Destination Guide 2023-24 Annua 2024-25 Annual 100,000 Total Distribution Nationally (Plus eGuide Distribution) Placed FY23 Conde Nast Traveler Magazine Visit Florida Co-op Full Page, 4C + Full Page Advertorial (Spreadvertorial) 708,748 Total Distribution Nationally Bon Appetit Magazine ■ Visit Florida Co-op Full Page, 4C + Full Page Advertorial (Spreadvertorial) • 1,506,015 Total Distribution Nationally Garden & Gun Magazine December '23 / January '24 Visit Florida Co-op
 Full Page, 4C + Full Page Advertorial Circulation: 406,543 national AFAR Magazine Visit Florida Co-op Spring '24 Issue Full Page, 4C + Full Page Advertorial Circulation: 293,038 national Magnolia Magazine (New Marketing Partner in FY24!) February/March '24 Visit Florida Co-op Full Page, 4C (Advertorial Section) - 139 Index D: 8/4 (PLACED) D: 11/1 (PLACED) Circulation: 1,078,168 national New York Times: Sunday Magazine 9/24/23 11/12/23 3/24/24 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) oadcast Media: 1/15/24-2/11/24 Winter Co-op (Gold): Linear Television Visit Florida Co-op > National linear TV (Advanced TV) + Auto content recognition + Mobile remarketing - Dedicated VSPC spot! D: 12/22 (PLACED) Target Markets: Atlanta, Boston, Chicago, New York, Philadelphia, Washington DC, Houston, Dallas, Louisiana, Alabama, Mississippi, Baltimore, Detroit, Estimated Impressions: 7.0M dswerve, Inc. - Digital Monitoring/Reporting (Annual Contingency) oadcast 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) Week of 9/4/23 Chicago DMA Cable Only: Hyper-zip targeted + Direct Response Technology 14.8M estimated impressions Atlanta DMA Week of 9/4/23 • Cable Only: Hyper-zip targeted + Direct Response Technology 11.2M estimated impressions Indianapolis DMA Week of 9/4/23 Cable Only: Hyper-zip targeted + Direct Response Technology 4.4M estimated impressions Developmental Markets adcast Media:

Minneapolis DMA

2023 Fall-Winter Media Plan October December January February March April May 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 Cable Only: Hyper-zip targeted + Direct Response Technology 7.0M estimated impressions Detroit DMA Week of 9/4/23 Cable Only: Hyper-zip targeted + Direct Response Technology 7.2M 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 100 GRPs / Week Chicago DMA Weeks of 8/28 and 9/11 18.8M estimated impressions Atlanta DMA

12.4M estimated impressions Weeks of 8/28 and 9/11 Indianapolis DMA

3.9M estimated impressions Weeks of 8/28 and 9/11 100 GRPs / Week Weeks of 8/28 and 9/11 100 GRPs / Week Minneapolis DMA 6.7M estimated impressions Detroit DMA

8.5MM estimated impressions Weeks of 8/28 and 9/11 100 GRPs / Week New York DMA 2.9MM estimated impressions tion) + 12/3 (Event) Out-of-Home Media: 8/21/23-9/17/23 (2) 4-week periods (2/5/24-3/31/24) Chicago DMA (1.5) 4-week periods (10/2/23-11/12/23) Digital Billboard Network: 30 locations hyper targeted to align with cable HH's 157.7M estimated impressions 8/21/23-9/17/23 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 8/28/23-9/24/23 • Carvertise VSPC Vehicle Fleet (20 cars): Partial Vehicle Wrap + Collateral Distribution and Driver Brand 8.2M estimated impressions (2) 4-week periods (2/5/24-3/31/24) (1.5) 4-week periods (10/2/23-11/12/23) 8/21/23-9/17/23 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 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 8/28/23-9/24/23 • Carvertise VSPC Vehicle Fleet (20 cars): Partial Vehicle Wrap + Collateral Distribution and Driver Brand 8.2M estimated impressions Out-of-Home Media: 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)

Indianapolis DMA

FY24 Media Plan 2023 Fall-Winter Media Plan September October November January February March April May October October '23-March '24 28 4 11 18 25 2 9 16 23 30 6 13 20 27 4 11 18 25 1 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 Digital Billboard Network: 5 locations hyper targeted to align with cable HH's 23.1MM estimated impressions 8/21/23-9/17/23 Exposed Mobile Retargeting 2.5M estimated impressions 8/21/23-9/17/23 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 8/28/23-9/24/23 • Carvertise VSPC Vehicle Fleet (20 cars): Partial Vehicle Wrap + Collateral Distribution and Driver Brand 8.2M estimated impressions (1.5) 4-week periods (10/2/23-11/12/23) (2) 4-week periods (2/5/24-3/31/24) Minneapolis DMA 8/21/23-9/17/23 Digital Billboard Network: 9 locations hyper targeted to align with cable HH's 37.8MM estimated impressions 8/21/23-9/17/23 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 8/28/23-9/24/23 • Carvertise VSPC Vehicle Fleet (20 cars): Partial Vehicle Wrap + Collateral Distribution and Driver Brand 8.2M estimated impressions 8/21/23-9/17/23 (2) 4-week periods (2/5/24-3/31/24) (1.5) 4-week periods (10/2/23-11/12/23) 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 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 8/28/23-9/24/23 • Carvertise VSPC Vehicle Fleet (20 cars): Partial Vehicle Wrap + Collateral Distribution and Driver Brand 8.2M estimated impressions Print Media: MplsSt Paul Magazine September '23 October '23 Full Page, 4-color Premium Position: Opposite Table of Contents (Bonus: June-October) Total Circulation: 67,155 Mpls + VSPC Branded Content Series March '24 April '24 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 Winter Getaways City Guide **Hour Detroit Magazine** October '23 February '24 March '24 April '24 Full Page, 4-color
Total Circulation: 48,265 D: 2/10 Indianapolis Monthly Magazine Total Circulation: 37,573

February '24 (VF Co-op)

September '23

Chicago Magazine

October '23

November '23 (VF Co-op)

2023 Fall-Winter Media Plan October November December January February March April May 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, 4-color Total Circulation: 105.000 Chicago + VSPC Branded Content Series Full Page VSPC Ad Creative + Full Page Advertorial written by Chicago Design Studio D: 2/10 D: 3/1 D: 4/1 D: 6/10 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 Full Page, 4-color Total Circulation: 65,091 ATL + VSPC Branded Content Series February '24 April '24 2-Page Spread (Cover 2 + Page 1) Full Page VSPC Ad Creative + Full Page Advertorial written by AM Studio D: 4/10 0: 6/10 • 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 adcast Media: Broadcast Media: Television Orlando DMA 8/28/23-9/24/23 9/25/23-3/31/24 WESH News Sponsorship Program 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 100 GRPs / Week Weeks of 8/28 and 9/11 • 5.1M estimated impressions Miami-Ft Lauderdale MSA 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 Weeks of 8/28 and 9/11 Nashville DMA 5.8M estimated impressions Cincinnati DMA Weeks of 8/28 and 9/11 100 GRPs / Week 6.7M estimated impressions Out-of-Home Media: (3) 4-week periods (1/15/24-4/7/24) Orlando DMA 8/21/23-9/17/23 (1.5) 4-week periods (10/2/23-11/12/23) 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 8/21/23-9/17/23 Gas Station TV: 57 stations / 491 screens hyper targeted to align with VSPC Persona 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 I (4) Passenger Tunnels

40.2MM estimated impressions

2023 Fall-Winter Media Plan September October November December January February March April May 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 (1.5) 4-week periods (10/2/23-11/12/23) (3) 4-week periods (1/15/24-4/7/24) 8/21/23-9/17/23 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 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) Miami-Ft Lauderdale DMA 8/21/23-9/17/23 (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 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 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: (3) 4-week periods (1/15/24-4/7/24) 8/21/23-9/17/23 (1.5) 4-week periods (10/2/23-11/12/23) Cincinnati DMA 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 8/21/23-9/17/23 • 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 periods (3) Billboards located on I-75 (#2287, #7131SO, #4604) - Annual Perm Program 12.5MM estimated impressions Print Media: Orlando Family Magazine tember '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 D: 10/5 D: 11/30 D: 9/5 D: 11/2 • Total Circulation: 360,905 per month (CIBC Theater, Nederlander Theater, Paramount Theater, Broadway Playhouse, Goodman Theater, Drury Lane Theater, Marriott Theater, Paramount Theater Art in America Magazine ember/December '23 March '24 ■ Full Page, 4C National Distribution Total Circulation: 43.000

FY24 Media Plan 2023 Fall-Winter Media Plan October December January February March April May October October '23-March '24 28 4 11 18 25 2 9 16 23 30 6 13 20 27 4 11 18 25 1 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 April '24 (3/26) - Travel Focus Orlando Magazine September '23 October '23 February '24 (1/26) March '24 (2/26) 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 Total Circulation: 30,000 - Annual Publication Miami Magazine (New Marketing Partner in FY24!) April '24 (Travel Escapes Issue) ■ Full Page, 4-color Total Circulation: 50,000 Flamingo Magazine
• (2) Pages: Full Page, 4-color ad + Adjacent Page Advertorial (600 words) - Written / Designed by Flamingo Fall/Winter '23 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 The Artisan Magazine Full Page: Inside Front Cover + Editorial Spotlight 1/15/24-11/3/24 PIE Baggage Claim Program ■ Tampa-St Pete Digital BB Program TPA Airport Program 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 Spring Arts #749 - 2/8/24 Holiday Gift Guide Pride Pages 1/25/24 Midwest Travel Summer Preview #746 - 12/28/23 #738 - 9/7/23 Issue (Fall Getaways) #754 - 4/18/24 Lavender Magazine #743 - 11/16/23 #748 #752 - 3/21/24 D: 11/1 Full Page, 4-color Minneapolis - Minnesota's LGBTQ Magazine D: 1/10 D: 4/3 D: 3/6 D: 12/6 D: 1/24 Total Circulation: 181,959 Black Audience Rolling Out Magazine Full Page, 4-color 9/21/23 10/12/23 11/9/23 D: 1/4 Atlanta Market Total Circulation: 62,797 Bonus Full Page Advertorial 1x Issue / Month 10/12/23 11/9/23 2/8/24 Chicago Market D: 2/1 Total Circulation: 67,965 D: 10/5 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

2023 Fall-Winter Media Plan September October November January February March April May 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 Spring '24 (March/April '24) Fall '24 (September/October '24) Incentive Magazine ■ Full Page, 4C FSI: Meetings & Conventions Magazine Distribution: 75,000 (50,000 Insert and 25,000 Trade Shows) Digital Media 12/11 1/15 2/12 Dedicated VSPC Branded Email Campaign • 15,000 Opt-in Subscribers per deployment HTML Dedicated Custom Email Florida Society of Association Executives Print Media May / June '24 SOURCE Magazine eptember / October '23 mber / October '24 • Full Page, 4C + Advertorial (125 words + Image) Circulation: 1,500 association members •Value added: (2) Magazine Covers if available at time of request 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 onvention South Magazine March '24 (CVB Issue ■ Full Page, 4C Circulation: 18,000 meeting planners April '24 (The WOW Issue/Florida Event Planners Guide) August '24 (Annual Planner Directory) ■ 1/2 Page, 4C Circulation: 18,000 meeting planners Digital Media Dedicated VSPC Branded Email Campaign 5/20 17.000 Opt-in Subscribers HTML Dedicated Custom Email nclusion in Email Newsletter - Banner Ad ■ 17,000 Opt-in Subscribers HTML Dedicated Custom Email Online Leaderboard or Big Box - ConventionSouth.com vember '23 February '24 September '24 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 Digital Media Dedicated VSPC Branded Email Campaign ■7,500 Opt-in meeting planners HTML Dedicated Custom Email Retargeting Blitz (8-month program) January-August 2024 (8-month) 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 Mar/Apr '24 Convene Magazine ■ Full Page, 4C Circulation: 31,844 meeting planners RCMA Aspire Magazine Print Media Aspire Magazine

■ Full Page, 4C

FY24 Media Plan 2023 Fall-Winter Media Plan October December January February March April May 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 Readership: 4,000+ meeting planners Digital Media 1200 x 880 Featured Destination Section 1080 x 1080 Power Box Position Prevue Magazine Print Media anuary / February '24 Full Page, 4C + Full Page Advertorial (Visit Florida Co-op) Circulation: 37,800 meeting planners Q1 & Q2-2024 VF Package Includes: Full Page Display Ad, Full Page Advertorial, Dedicated Email (40K); Feature Story in enewsletter (40K); Lead-generating webinar sponsorship/industry report Acclaim! Accolade: Division of USAE Print Media 12/6/23-12/9/23 ■ 1/2 Page, 4C • Circulation: 10,000 meeting planners Distribution at the NCBMP Conference in Atlanta Social Media 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 Florida 500 Supplemen 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

FY24 Media Plan 2023 Fall-Winter Media Plan October December February March April May 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 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 NYC 12/3 itegrated campaign in key markets. 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"
- 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** 1/27/24 WWE Royal Rumble (New Marketing Partner in FY24!) • Event Services, Inc. Pre/Post Event Promotion; On-Site Activations; WWE Talent (PLACED) ESPN (Elite Invitational) 2024 Marketing Partnership Tampa Bay Rays 2024 Marketing Partnership Philadelphia Union MLS Soccer 2024 Marketing Partnership 3/8/24-3/10/24 7/19/24-7/21/24 St Pete Grand Prix ■ 2024 Marketing Partnership Firestone Grand Prix of St Petersburg Lets Take It Outside: Misty Wells Season 4 & Season 5- Marketing Partnership (2) Episodes filmed in VSPC + 30 second spots to run in all episodes of season 4 Brand USA 2024 Marketing Partnership Film Commission 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

2023 Fall-Winter Media Plan September October November December February March April May 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 Planners' Guide to Sports, Commissions, CVBs & Venues • Full Page, 4C + Full Page Advertorial Sports Events Magazine March '24 (Bonus FP Advertorial) May '24 Reaches qualified sports events planners, league managers, directors and associations D: 12/20 D: 2/10 D: 4/13 D: 9/10 Total Circulation: 18,014 E-Newsletter Sponsorship Weekly email deployment to over 4,900 opt-in subscribers (Top Banner Position) NorthStar Meetings/Events Group: Sports Travel & TEAMS Sports Travel Magazine April '24 (Spring Issue) October '24 (Fall Issue) Full Page, 4C 45,000 Circulation (digital magazine + Hyper-link from ad) Sports Travel Dedicated Targeted Email Program Dedicated HTLM Email to Sports/Events Planners - Custom List 12,000 per deployment (\$2,520 net) Sports ETA Symposi 3/4 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 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 Sports Planning Guide (SPG) 2023-24 Annual Sports Planning Guide 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) Feature Destination - SportsPlanningGuide.com

• Home Page Feature - Promoted with enewsletter and social media channels (LinkedIn) February 2024 • 75 WOC; Contact Information; Large Horizontal Image; Direct Link to VSPC Site Guaranteed (1) Month - Typically stays live for 3-4 months Weekly Email Newsletter to Sports Planners January-June 2024 728 x 90 TOP Position Banner (Premium) 5,000+ Weekly Opt-in Subscribers 26-week Program Video Promotion - SportsPlanningGuide.com March '24-February '25 Video is housed on the video TAB of the Home Page Annual Program Promoted on the enewsletter and social media Channels (LinkedIn)