

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

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,																								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 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)																							
AFAR Magazine • Visit Florida Co-op • Full Page, 4C + Full Page Advertorial • Circulation: 293,038 national																								Winter '24 Issue D: 10/2 (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)																							
New York Times: Sunday Magazine • Full Page, 4C • National Distribution: Over 60% outside city of New York • Circulation: 813,936																								February/March '24 D: 11/1 (PLACED)																							
Broadcast Media:																								Spring '24 Issue D: 2/13 (PLACED)																							
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																								Voyages Magazine "Spring Issue - Florida Travel" D: 2/19 (PLACED)																							
Adswerve, Inc. - Digital Monitoring/Reporting (Annual Contingency)																								1/15/24-2/11/24 D: 12/22 (PLACED)																							

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																							

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Fall-Winter Media Plan												October '23-March '24																																																
<ul style="list-style-type: none"> Full Page VSPC Ad Creative + Full Page Advertorial written by Chicago Design Studio 6x Content Series (January-September) Value add: Barker ad (750x504) on home page linking to microsite; 600K ROS Banners; 6x Dedicated Email driving to microsite - Package Value: \$215,750 																								D: 1/10 D: 2/10 D: 3/1 D: 4/1 D: 6/10 D: 7/10																																				
Atlanta Magazine <ul style="list-style-type: none"> Full Page, 4-color Total Circulation: 65,091 												September '23				October '23							December '23 (VF Co-op)							March '24 (VF Co-op)																														
																D: 10/2 (PLACED)							D: 1/5 (PLACED)																																					
ATL + VSPC Branded Content Series <ul style="list-style-type: none"> 2-Page Spread (Cover 2 + Page 1) Full Page VSPC Ad Creative + Full Page Advertorial written by AM Studio 6x Content Series (January-September) Value add: Expanded Content on atlantamagazine.com; 6x email blast; 6x FB & IG social post; video inclusion - Package Value: \$232,625 																											February '24						April '24						June '24			July '24			August '24			September '24												
															D: 12/1						D: 2/10						D: 4/10			D: 5/10			D: 6/10			D: 7/10																								
Maintenance Markets																																																												
Broadcast Media:																																																												
Broadcast Media: Television																																																												
Orlando DMA <ul style="list-style-type: none"> 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 												8/28/23-9/24/23				9/25/23-3/31/24																																												
Broadcast Media: Radio <ul style="list-style-type: none"> (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 <ul style="list-style-type: none"> 8.0M estimated impressions 												Weeks of 8/28 and 9/11											100 GRPs / Week																																					
Jacksonville MSA <ul style="list-style-type: none"> 5.1M estimated impressions 												Weeks of 8/28 and 9/11											100 GRPs / Week																																					
Miami-Ft Lauderdale MSA <ul style="list-style-type: none"> 14.8M estimated impressions 																																																												
Tampa-St Pete MSA <ul style="list-style-type: none"> 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 																				November '23 - April '24																																								
Nashville DMA <ul style="list-style-type: none"> 5.8M estimated impressions 												Weeks of 8/28 and 9/11											100 GRPs / Week																																					
Cincinnati DMA <ul style="list-style-type: none"> 6.7M estimated impressions 												Weeks of 8/28 and 9/11											100 GRPs / Week																																					
Out-of-Home Media:																																																												
Orlando DMA <ul style="list-style-type: none"> Digital Billboard Network: 12 locations hyper targeted to high indexing HH's 41.3MM 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 <ul style="list-style-type: none"> 2.5M estimated impressions 												8/21/23-9/17/23																																																
Gas Station TV: 57 stations / 491 screens hyper targeted to align with VSPC Persona <ul style="list-style-type: none"> 2.8M estimated impressions 												8/21/23-9/17/23																																																
MCO Airport: Passenger Tunnel Wraps - Exclusive VSPC Domination <ul style="list-style-type: none"> (28) Displays (4) Passenger Tunnels 40.2MM estimated impressions 												12/26/22-12/24/23											12/25/23-12/24/24: (13) 4-week periods																																					
Jacksonville DMA <ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> 2.5M estimated impressions 												8/21/23-9/17/23																																																

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<p>Total Circulation: 30,000 - Annual Publication</p> <p><u>Miami Magazine (New Marketing Partner in FY24!)</u> • Full Page, 4-color • Total Circulation: 50,000</p> <p><u>Flamingo Magazine</u> • (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</p> <p><u>National Public Radio (NPR)</u> • Local Market Buys: Chicago, Atlanta, Indianapolis, Minneapolis, Detroit, Cincinnati, Nashville, Orlando, Jacksonville • 15 / 30 second creative dedicated to arts messaging</p> <p><u>Arts and Culture Co-op Advertising Program with Creative Pinellas</u> • The Artisan Magazine • Full Page: Inside Front Cover + Editorial Spotlight</p>	<table style="width: 100%; border-collapse: collapse;"> <tr style="font-size: 8px;"> <td style="width: 41.67%;"></td> <td style="width: 41.67%;"></td> <td style="width: 16.67%;"></td> <td style="width: 16.67%;"></td> <td style="width: 16.67%;"></td> <td style="width: 16.67%;"></td> <td style="width: 16.67%;"></td> <td style="width: 16.67%;"></td> <td style="width: 16.67%;"></td> <td style="width: 16.67%;"></td> <td style="width: 16.67%;"></td> <td style="width: 16.67%;"></td> <td style="width: 16.67%;"></td> <td style="width: 16.67%;"></td> <td style="width: 16.67%;"></td> <td style="width: 16.67%;"></td> <td style="width: 16.67%;"></td> <td style="width: 16.67%;"></td> <td style="width: 16.67%;"></td> <td style="width: 16.67%;"></td> <td style="width: 16.67%;"></td> <td style="width: 16.67%;"></td> <td style="width: 16.67%;"></td> <td style="width: 16.67%;"></td> <td style="width: 16.67%;"></td> <td style="width: 16.67%;"></td> <td style="width: 16.67%;"></td> <td style="width: 16.67%;"></td> <td style="width: 16.67%;"></td> <td style="width: 16.67%;"></td> <td style="width: 16.67%;"></td> <td style="width: 16.67%;"></td> <td style="width: 16.67%;"></td> <td style="width: 16.67%;"></td> <td style="width: 16.67%;"></td> <td style="width: 16.67%;"></td> </tr> <tr style="font-size: 8px;"> <td colspan="9"></td> <td colspan="7" style="vertical-align: top;"> D: 10/16/23 December '23 (Arts Issue) D: 10/30 </td> <td colspan="3" style="vertical-align: top;"> January '24 D: 12/1 </td> <td colspan="3" style="vertical-align: top;"> February '24 D: 1/2 </td> <td colspan="3" style="vertical-align: top;"> March '24 D: 1/30 </td> <td colspan="6" style="vertical-align: top;"> April '24 (Travel Escapes Issue) D: 2/25 Spring/Summer '24 D: 3/1 </td> <td colspan="6"></td> <td colspan="3" style="vertical-align: top;"> Fall/Winter '24 D: 8/1 </td> </tr> <tr style="font-size: 8px;"> <td colspan="4"></td> <td colspan="3" style="vertical-align: top;"> Fall/Winter '23 </td> <td colspan="21"></td> <td colspan="3" style="vertical-align: top;"> Fall/Winter '24 </td> </tr> </table>																																																																									D: 10/16/23 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 Spring/Summer '24 D: 3/1												Fall/Winter '24 D: 8/1							Fall/Winter '23																								Fall/Winter '24		
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LGBTQ Audience																																																																																																																																							
<p><u>Passport Magazine</u> • Full Page, 4-color • National Distribution (Value add - Bonus Page or Bonus Advertorial Page issue TBD) • Total Circulation: 134,000</p> <p><u>Lavender Magazine</u> • Full Page, 4-color • Minneapolis - Minnesota's LGBTQ Magazine • Total Circulation: 181,959</p>	<table style="width: 100%; border-collapse: collapse;"> <tr style="font-size: 8px;"> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> </tr> <tr style="font-size: 8px;"> <td colspan="7" style="vertical-align: top;"> September/October '23 (PLACED) </td> <td colspan="7" style="vertical-align: top;"> November/December '23 "Holiday Travel" D: 9/15 Holiday Gift Guide #743 - 11/16/23 D: 11/1 </td> <td colspan="3" style="vertical-align: top;"> Pride Pages #746 - 12/28/23 D: 12/6 </td> <td colspan="1" style="vertical-align: top;"> 1/25/24 #748 D: 1/10 </td> <td colspan="1" style="vertical-align: top;"> Spring Arts #749 - 2/8/24 D: 1/24 </td> <td colspan="4" style="vertical-align: top;"> March/April '24 "Luxury Spring Getaways" D: 1/10 Midwest Travel #752 - 3/21/24 D: 3/6 </td> <td colspan="4" style="vertical-align: top;"> Summer Preview #754 - 4/18/24 D: 4/3 </td> <td colspan="5"></td> </tr> </table>																																																													September/October '23 (PLACED)							November/December '23 "Holiday Travel" D: 9/15 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	March/April '24 "Luxury Spring Getaways" D: 1/10 Midwest Travel #752 - 3/21/24 D: 3/6				Summer Preview #754 - 4/18/24 D: 4/3																																																		
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<p><u>Rolling Out Magazine</u> • Full Page, 4-color</p> <p>• Atlanta Market • Total Circulation: 62,797 • Bonus Full Page Advertorial 1x Issue / Month</p> <p>• Chicago Market • Total Circulation: 67,965 • Bonus Full Page Advertorial 1x Issue / Month</p> <p><u>Radio (African American Format Stations)</u> • Local Market Buys: Chicago, Atlanta, Indianapolis, Minneapolis, Detroit, Cincinnati, Nashville, Orlando, • 30 second spot</p>	<table style="width: 100%; border-collapse: collapse;"> <tr style="font-size: 8px;"> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> </tr> <tr style="font-size: 8px;"> <td colspan="2" style="vertical-align: top;"> 9/21/23 9/21/23 </td> <td colspan="2" style="vertical-align: top;"> 10/12/23 D: 10/5 10/12/23 D: 10/5 </td> <td colspan="2" style="vertical-align: top;"> 11/9/23 D: 11/2 11/9/23 D: 11/2 </td> <td colspan="2" style="vertical-align: top;"> 1/11/24 D: 1/4 1/11/24 D: 1/4 </td> <td colspan="2" style="vertical-align: top;"> 2/8/24 D: 2/1 2/8/24 D: 2/1 </td> <td colspan="2" style="vertical-align: top;"> 3/7/24 D: 2/29 3/7/24 D: 2/29 </td> <td colspan="17"></td> </tr> </table>																																																													9/21/23 9/21/23		10/12/23 D: 10/5 10/12/23 D: 10/5		11/9/23 D: 11/2 11/9/23 D: 11/2		1/11/24 D: 1/4 1/11/24 D: 1/4		2/8/24 D: 2/1 2/8/24 D: 2/1		3/7/24 D: 2/29 3/7/24 D: 2/29																																																															
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Meetings & Conventions Niche																																																																																																																																							
<p><u>NorthStar Meetings Group</u></p> <p><u>Print Media</u> Incentive Magazine • Full Page, 4C • FSI: Meetings & Conventions Magazine • Distribution: 75,000 (50,000 Insert and 25,000 Trade Shows)</p> <p><u>Digital Media</u> Dedicated VSPC Branded Email Campaign • 15,000 Opt-in Subscribers per deployment • HTML Dedicated Custom Email</p> <p><u>Florida Society of Association Executives</u></p> <p><u>Print Media</u> SOURCE Magazine • Full Page, 4C + Advertorial (125 words + Image) • Circulation: 1,500 association members</p>	<table style="width: 100%; border-collapse: collapse;"> <tr style="font-size: 8px;"> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> <td style="width: 33.33%;"></td> </tr> <tr style="font-size: 8px;"> <td colspan="11" style="vertical-align: top;"> September / October '23 D: 10/18 </td> <td colspan="3" style="vertical-align: top;"> November / December '23 D: 12/20 </td> <td colspan="3" style="vertical-align: top;"> January / February '24 D: 12/20 </td> <td colspan="6" style="vertical-align: top;"> Spring '24 (March/April '24) D: 3/6 </td> <td colspan="6" style="vertical-align: top;"> May / June '24 D: 4/20 </td> <td colspan="3" style="vertical-align: top;"> July / August '24 D: 6/20 </td> <td colspan="3" style="vertical-align: top;"> September / October '24 D: 8/20 </td> <td colspan="3" style="vertical-align: top;"> Fall '24 (September/October '24) D: 8/31 </td> </tr> </table>																																																													September / October '23 D: 10/18											November / December '23 D: 12/20			January / February '24 D: 12/20			Spring '24 (March/April '24) D: 3/6						May / June '24 D: 4/20						July / August '24 D: 6/20			September / October '24 D: 8/20			Fall '24 (September/October '24) D: 8/31																																						
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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							
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Social Media																																																	
Social Linked In & META • Meeting Professionals • 1,125,000 Impressions • In-Feed Posts and Video Placements																																																	

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.																																																	
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.																																																	

Air Service Development (Annual)																																																	
Allegiant Airlines • 2024 Marketing Partnership																																																	
Virgin Atlantic Airlines • 2024 Marketing Partnership																																																	

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FY24 Media Plan

2023	September				October				November				December				2024 January				February				March				April				May				June				July				August				September				October								
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	Fall-Winter Media Plan October '23-March '24																																																												
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 <div style="text-align: right;">Paid in FY23</div>																																																													
ESPN (Elite Invitational) • 2024 Marketing Partnership <div style="text-align: center;">1/27/24 (PLACED)</div>																																																													
Tampa Bay Rays • 2024 Marketing Partnership <div style="text-align: center;">2/15-2/18</div>																																																													
Philadelphia Union MLS Soccer • 2024 Marketing Partnership																																																													
St Pete Grand Prix • 2024 Marketing Partnership <div style="text-align: center;">March 9, 2024</div>																																																													
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 <div style="text-align: right;">Paid in FY23</div>																																																													
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																																																													
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 D: 12/20																																																													
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 • 45,000 Circulation (digital magazine + Hyper-link from ad) April '24 (Spring Issue) D: 2/1 4/15 9/9 Sports ETA Symposium TEAMS '24																																																													
Sports Travel Dedicated Targeted Email Program • Dedicated HTML Email to Sports/Events Planners - Custom List • 12,000 per deployment (\$2,520 net)																																																													
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 6/3 6/17																																																													

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FY24 Media Plan

Fall-Winter Media Plan October '23-March '24	2023												2024																																															
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<ul style="list-style-type: none"> 40,000 opt-in subscribers per deployment = 80K per month <p>Sports Planning Guide (SPG)</p> <p>Annual Sports Planning Guide</p> <ul style="list-style-type: none"> Full Page, 4C + Two Pages of Advertorial Space (Print and Online) Florida Sports Guide Section - Reprints Publishes in June (12,000 distribution) <p>Feature Destination - SportsPlanningGuide.com</p> <ul style="list-style-type: none"> 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 <p>Weekly Email Newsletter to Sports Planners</p> <ul style="list-style-type: none"> 728 x 90 TOP Position Banner (Premium) 5,000+ Weekly Opt-in Subscribers 26-week Program <p>Video Promotion - SportsPlanningGuide.com</p> <ul style="list-style-type: none"> 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 Sports Planning Guide												2024-25 Annual Sport Planning Guide																																															
													D: 5/1																																															
													February 2024																																															
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	2023-24 Annual Video Promotion Program												March '24-February '25																																															
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