# Visit St Pete-Clearwater

**FY23 Media Plan**

**Updated: September 15, 2023**

## FY23 Media Plan
**October '22-September '23**

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

### General Market (Consumer Travel)

#### National / Regional

**Print Media:**

**2023 Visit Florida Magazine**
- 2-Page Spread Placement — Placed FY22
- 500,000 Total Distribution Nationally *(300,000 print, 100,000 post/flyer, 100,000 eGuide)* — 2022 Annual - Placed and paid in FY22; 2023 Annual; D: 9/16

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

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

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

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

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

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

**New York Times: Sunday Magazine**
- Full Page, 4C — 11/13/22; 3/26/23; 5/14/23; 6/25/23; 8/20/23; 9/24/23
- National Distribution: Over 50% outside city of New York — T-Magazine "Winter Travel"; Voyages Magazine "Spring Issue"; T-Magazine "Summer Travel"; NYT Magazine; NYT Magazine; T-Magazine "Design & Luxury"
- Circulation: 861,267 — D: 9/27; D: 2/24; D: 3/28; D: 5/26; D: 7/21; D: 8/8

**Broadcast Media:**

**Winter Co-op (Gold): Linear Television**
- Visit Florida Co-op — 4-week Flight (1/2-1/29)
  > National linear TV (Advanced TV) + Auto content recognition + Mobile remarketing — Placed FY23
- Target Markets: Atlanta, Boston, Chicago, New York, Philadelphia, Washington DC, Houston, Dallas, Louisiana, Alabama, Mississippi, Baltimore, Detroit, Indianapolis, Nashville, Raleigh, St. Louis, Minneapolis
- Estimated Impressions: 7.0M

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 — 100 GRP's / Week; 100 GRP's / Week
- 49.5M estimated impressions

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

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

100 GRP's / Week

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

100 GRP's / Week

**Developmental Markets**

**Broadcast Media:**

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

100 GRP's / Week

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

100 GRP's / Week

**Broadcast Media: Radio**
- **(30) second spots + promotional partnerships/influencers**
- **Demo: Adults 25-64**
- **Daypart Mix: AM 25% / MD 25% / PM 25% / EV 15% / SS 10%**
- **High indexing formats: AC, Country, Rock, Soft AC, Classic Rock, News Talk, NPR, African-American, Hispanic**

Chicago DMA
- 65.6M estimated impressions

100 GRP's / Week

Atlanta DMA
- 41.4M estimated impressions

100 GRP's / Week

Indianapolis DMA
- 12.2M estimated impressions

100 GRP's / Week

Minneapolis DMA
- 23.2M estimated impressions

100 GRP's / Week

Detroit DMA
- 27.4MM estimated impressions

100 GRP's / Week

**Out-of-Home Media:**

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

(3) 4-week Periods; (4) 4-week Periods

*Includes 3.0M Exposed Mobile Retargeting Banners*

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

(3) 4-week Periods; (4) 4-week Periods

*Includes 3.0M Exposed Mobile Retargeting Banners*

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

(3) 4-week Periods; (4) 4-week Periods

*Includes 3.0M Exposed Mobile Retargeting Banners*

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

(1) 4-week period

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

(2) 4-week Period

*Includes Production/Installation*

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

(3) 4-week Periods; (4) 4-week Periods

*Includes 3.0M Exposed Mobile Retargeting Banners*

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

(3) 4-week Periods; (4) 4-week Periods

*Includes 3.0M Exposed Mobile Retargeting Banners*

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

(3) 4-week Periods; (4) 4-week Periods

*Includes 3.0M Exposed Mobile Retargeting Banners*

(2) 4-week Period

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

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

**Out-of-Home Media:**

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**Print Media:**

| | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **MplsSt Paul Magazine** | | November '22 | December '22 | | February '23 | March '23 | | June '23 "Best of Summer" | July '23 "Top Docs" | August '23 "Eat + Drink" | September '23 "Fall Travel" | October '23 "Fall Arts Preview" |
| • Full Page, 4-color | | | | | | | | | | | | |
| • Premium Position: Opposite Table of Contents (Bonus: June-October) | | D: 9/19 | D: 10/24 | | D: 12/10 | D: 1/10 | | D: 4/19 | D: 5/16 | D: 6/15 | D: 7/19 | D: 8/16 |
| • Total Circulation: 67,155 | | | | | | | | | | | | |
| • Bonus: Top Banner Position Mpls Daily E-newsletter (28,000 opt-ins) | | | | | | | | 6/12 | 7/17 | 8/21 | | |
| **Hour Detroit Magazine** | | November '22 | | | February '23 | March '23 | | June '23 "LGBTQ Issue" | July '23 | August '23 "Food Issue" | September '23 "Arts" | October '23 "Fall Travel" |
| • Full Page, 4-color | | | | | | | | | | | | |
| • Total Circulation: 48,265 | | D: 9/20 | | | D: 12/10 | D: 1/10 | | D: 4/20 | D: 5/20 | D: 6/20 | D: 7/20 | D: 8/20 |
| **Indianapolis Monthly Magazine** | October '22 | November '22 | | January '23 | February '23 | March '23 | | June '23 "City Guide" | July '23 "Medical Guide" | August '23 "Getaways" | September '23 "Food" | October '23 "Wine Guide" |
| • Full Page, 4-color | | | | | | | | | | | | |
| • Total Circulation: 37,573 | Placed FY22 | Placed FY22 | | D: 11/28 | D: 12/10 | D: 1/10 | | D: 4/14 | D: 5/18 | D: 6/22 | D: 7/21 | D: 8/17 |
| **Chicago Magazine** | October '22 | November '22 | December '22 | | February '23 | March '23 | May '23 "Summer Travel" | June/July '23 "Top Docs" | | August '23 "Best of Chicago" | September '23 "Fall Travel" | October '23 "Fall & Winter Getaways" |

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**October '22-September '23**

2022 | 2023

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

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

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

*2-Page Spread (Bonus Ad)*

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

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

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

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

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

"Destinations Issue"
D: 8/14

**Maintenance Markets**

**Broadcast Media:**

**Broadcast Media: Television**

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

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

**Broadcast Media: Radio**
**• (30) second spots + promotional partnerships/influencers**
**• Demo: Adults 25-64**
**• Daypart Mix: AM 25% / MD 25% / PM 25% / EV 15% / SS 10%**
**• High indexing formats: AC, Country, Rock, Soft AC, Classic Rock, News Talk, NPR, African-American, Hispanic**

Orlando MSA
• 15.8M estimated impressions

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

Jacksonville MSA
• 10.2M estimated impressions

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

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

March-December '23

Nashville DMA
• 12.2M estimated impressions

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

Cincinnati DMA
• 13.4M estimated impressions

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

**Out-of-Home Media:**

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

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

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

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

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

(4) 4-week Periods →

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

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

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

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

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**October '22-September '23**

2022 | 2023

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

(3) 4-week Periods — (4) 4-week Periods

• Gas Station TV: 41 stations / 402 screens hyper targeted to align with VSPC Persona
• 2.4M estimated impressions

*Includes 1.5M Exposed Mobile Retargeting Banners*

Tampa St Pete DMA
• TPA Airport: Passenger Shuttle Domination Program - Exclusive VSPC Domination
• (16) Shuttles / (16) Lobby Doors/ (32) Baggage Claim LCD / (7) Baggage Claim Video Walls
• 65.5MM estimated impressions

11/14/22-1/8/23 (2) 4-week periods - FY22

1/9/23-11/12/23 (11) 4-week periods - FY23

• PIE Airport Program (OCC Road House & Museum Display)
• Bike build video on display, web and social + VSPC bike display in baggage claim
• 9.2MM estimated impressions

Contract Period: 8/1/22-8/31/23

PLACED - FY22 Budgets

Nashville DMA
• Digital Billboard Network: 6 locations hyper targeted to high indexing HH's
• 40.7MM estimated impressions

(2) 4-week Periods — (4) 4-week Periods

*Includes 1.5M Exposed Mobile Retargeting Banners*

(3) 4-week Periods — (4) 4-week Periods

• Gas Station TV: 12 stations / 105 screens hyper targeted to align with VSPC Persona
• 583K estimated impressions

*Includes 1.5M Exposed Mobile Retargeting Banners*

**Out-of-Home Media:**

Cincinnati DMA
• Digital Billboard Network: 15 locations hyper targeted to high indexing HH's
• 35.9MM estimated impressions

(2) 4-week Periods — (4) 4-week Periods

*Includes 1.5M Exposed Mobile Retargeting Banners*

(3) 4-week Periods — (4) 4-week Periods

• Gas Station TV: 75 stations / 661 screens hyper targeted to align with VSPC Persona
• 4.1M estimated impressions

*Includes 1.5M Exposed Mobile Retargeting Banners*

• GymTV: Non-sound video or static spots play overhead screens within a skinned frame (15-second) - 7 gyms
• 1.5M estimated impressions - (142 index gym memberships)

(4) 4-week Periods

Gainesville/Ocala DMA
• (3) Billboards located on I-75 (#2287, #7131SO, #4604) - Annual Perm Program
• 12.5MM estimated impressions

Contract Period: Oct '22-Oct '23

**Print Media:**

Nashville Lifestyles Magazine
• Full Page, 4C
• 21,954 Total Circulation

September '22 and October '22 Issues

Orlando Family Magazine (NEW!)
• Full Page, 4C
• 100,000 Total Circulation (Mailed to Subs + Orlando Families with Minimum $150K HHI)

| May '23 Summer Getaways | June '23 | July '23 Annual Parenting Guide | August '23 | September '23 Fall Arts & Culture |
|---|---|---|---|---|
| D: 4/13 | D: 5/12 | D: 6/9 | D: 7/10 | D: 8/10 |

Explore Florida Magazine (NEW!)
• Full Page, 4C
• Glossy FSI in the Orlando Sentinel + Fort Lauderdale Sun Sentinel
• 40,000 Total Circulation (Mailed to Subs in affluent HH's - $150K+ HHI) + Emailed to 657,000 opt-in subscribers

May '23
D: 4/19

**Arts / Culture**

**Print Media:**

**Playbill Magazine**
• Full Page, 4C
• Market: Chicago
• Total Circulation: 360,905 per month (CIBC Theater, Nederlander Theater, Cadillac Palace Theater, Broadway Playhouse, Goodman Theater, Drury Lane Theater, Marriott Theater, Paramount Theater

| November '22 | December '22 | February '23 | March '23 | May '23 | June '23 | July '23 | August '23 | September '23 |
|---|---|---|---|---|---|---|---|---|
| D: 10/7 | D: 11/4 | D: 1/3 | D: 2/1 | D: 3/31 | D: 5/16 | D: 6/5 | D: 7/3 | D: 7/26 |

**Encore Magazine (NEW for FY23)**
• Full Page, 4C
• Market: Atlanta
• Total Circulation: 230,000 Fox Theater

**Shows**
• Hairspray 5/30-6/4
• Water For Elephants 6/4-7/9
• ATL Symphony 6/3-6/30
• Wicked 7/5-7/30

**Art in America Magazine**
• Full Page, 4C
• National Distribution

| October '22 | March '23 | May '23 | August/September '23 "Art Icons Issue" | Nov/Dec '23 Issue |
|---|---|---|---|---|
| Placed FY22 | D: 1/20 | D: 3/31 | D: 6/27 | D: 9/29 |

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• Total Circulation: 43,000

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

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

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

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

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

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

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

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

**Arts and Culture Co-op Advertising Program with Creative Pinellas**

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

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

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

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

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

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

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

## LGBTQ Audience

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

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

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

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

## Black Audience

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

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

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

# Visit St Pete-Clearwater

**FY23 Media Plan**

**Updated: September 15, 2023**

## FY23 Media Plan
**October '22-September '23**

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

- Chicago Market
- Total Circulation: 67,965

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

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

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

**Latin Audience**

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

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

**Meetings & Conventions Niche**

**NorthStar Meetings Group**

Print Media
Incentive Magazine
- Full Page, 4C
- FSI: Meetings & Conventions Magazine
- Distribution: 75,000 *(50,000 Insert and 25,000 Trade Shows)*

March '23 | September '23

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

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

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

**Florida Society of Association Executives**

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

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

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

Annual: Publishes in June 2023

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

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

February '23 — Bonus

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

August '23 — Bonus

# Visit St Pete-Clearwater

**FY23 Media Plan**

**Updated: September 15, 2023**

| FY23 Media Plan<br>October '22-September '23 | 2022 October | | | | | November | | | | December | | | | 2023 January | | | | | February | | | | March | | | | April | | | | | May | | | | June | | | | July | | | | | August | | | | | September | | | | October | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 26 | 3 | 10 | 17 | 24 | 31 | 7 | 14 | 21 | 28 | 5 | 12 | 19 | 26 | 2 | 9 | 16 | 23 | 30 | 6 | 13 | 20 | 27 | 6 | 13 | 20 | 27 | 3 | 10 | 17 | 24 | 1 | 8 | 15 | 22 | 29 | 5 | 12 | 19 | 26 | 3 | 10 | 17 | 24 | 31 | 7 | 14 | 21 | 28 | 4 | 11 | 18 | 25 | 2 | 9 | 16 | 23 |
| **Convention South** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Print Media | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Convention South Magazine | | | | | | | | | | December '22: Awards & Recognitions Issue | | | | | | | | | | | | | March '23: The CVB Issue | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| • Full Page, 4C | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| •Circulation: 18,000 meeting planners | | | | | | | | | | D: 10/17 | | | | | | | | | | | | | D: 1/16 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | February '23: Family Friendly Destinations Issue | | | | | | | | | | | | | | | | | | | | | | | | | | | August '23: 2023/24 Directory of Meetings Sites | | | | | | | | | | | | | |
| • 1/2 Page, 4C | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| •Circulation: 18,000 meeting planners | | | | | | | | | | | | | | | | | | | D: 12/15 | | | | | | | | | | | | | | | | | | | | | | | | | | | D: 6/16 | | | | | | | | | | | | | |
| Digital Media | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Dedicated VSPC Branded Email Campaign | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| • 17,000 Opt-in Subscribers | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| • HTML Dedicated Custom Email | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Inclusion in Email Newsletter - Banner Ad | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| • 17,000 Opt-in Subscribers | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| • HTML Dedicated Custom Email | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Online Leaderboard or Big Box - ConventionSouth.com | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| • 7,500 monthly unique visitors | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| • HTML Dedicated Custom Email | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Meetings Today** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Print Media | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Meetings Today Magazine | | | | | | Nov/Dec '22: CVB Update Issue | | | | | | | | Jan/Feb '23: Drive-to-Market Issue | | | | | | | | | March '23: VSPC Featu | | | | April '23: VF Partnership) | | | | | May '23 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| • Full Page, 4C | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| •Circulation: 69,375 meeting planners | | | | | | *Includes bonus advertorial* | | | | | | | | *Includes bonus advertorial* | | | | | | | | | Editorial focus on VSPC | | | | Florida Guide | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Digital Media | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Dedicated VSPC Branded Email Campaign | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| •7,500 Opt-in meeting planners | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| • HTML Dedicated Custom Email | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Retargeting Blitz (8-month program) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| • 300 x 600 display ad - retargeting | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| • Starts with ads on meetingstoday.com and extends through network of partners - Meetings Today planners with hashed emails are served ads | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| • 200,000 impressions | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Chicagoland Forum - Association** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Print Media | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Forum Magazine | | | | | | | | | | December '22: Annual | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | December '23: Annual | | | | | | | |
| • Full Page, 4C | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| •Circulation: 10,000 association members | | | | | | | | | | PLACED FY22 Budgets | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | D: 9/19/23 | | | | | | | |
| Digital Media | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Bi-Weekly Forum Focus E-Newsletter (2x per month) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| • Custom unit for 12-months with in the "Must Read Monday Update" | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| • 650 x 100 pixel with bannered hyperlink | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| • 4,000 Opt-in Subscribers | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Quarterly Audience Retargeting | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| • Re-engage with Association Forum site visitors around the web for three months | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| • Re-market association members while they are looking to book meetings, events, vacations | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| • 300 x 250; 728 x 90; 160 x 600; 320 x 50 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| • 100,000 guaranteed impressions | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **IMEX 2023 Conference** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Digital Media | | | | 10/17-10/19 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| • Featured Exhibitor | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| •10,000 Distribution | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Gulf to Bay: Destination Magazine Distribution** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **FY23 Gulf to Bay Magazine: Newspaper Distribution** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **505,000 Total Distribution** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| New York Times | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | Sunday, 7/23/23 | | | | | | | | | | | | | | | | | | |

# Visit St Pete-Clearwater

**FY23 Media Plan**

**Updated: September 15, 2023**

| FY23 Media Plan<br>October '22-September '23 | 2022 October | | | | | November | | | | December | | | | 2023 January | | | | | February | | | | March | | | | April | | | | | May | | | | June | | | | July | | | | | August | | | | | September | | | | October | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 26 | 3 | 10 | 17 | 24 | 31 | 7 | 14 | 21 | 28 | 5 | 12 | 19 | 26 | 2 | 9 | 16 | 23 | 30 | 6 | 13 | 20 | 27 | 6 | 13 | 20 | 27 | 3 | 10 | 17 | 24 | 1 | 8 | 15 | 22 | 29 | 5 | 12 | 19 | 26 | 3 | 10 | 17 | 24 | 31 | 7 | 14 | 21 | 28 | 4 | 11 | 18 | 25 | 2 | 9 | 16 | 23 |
| • Markets: Chicago, Philadelphia, Wash DC, Boston, Atlanta, Cleveland, Pittsburgh, Indianapolis, Nashville, Columbus/Dayton, Cincinnati, Minneapolis-St Paul, Detroit, New York City | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| • Total Distribution: 295,000 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | D: 6/30/23 | | | | | | | | | | | | | |
| Atlanta Journal-Constitution | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | Sunday, 8/6/23 | | | | | | | | | | | |
| • Market: Atlanta DMA | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| • Target: Subs that fit VSPC persona (HHI $100K+) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | D: 7/17/23 | | | | | | | | | | | |
| • Total Distribution: 20,000 (Premium Placement - Topper) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Cincinnati Inquirer | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | Sunday, 8/6/23 | | | | | | | | | | | |
| • Market: Cincinnati DMA | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| • Target: Subs that fit VSPC persona (HHI $100K+) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | D: 7/17/23 | | | | | | | | | | | |
| • Total Distribution: 20,000 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Indianapolis Star | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | Sunday, 8/6/23 | | | | | | | | | | | |
| • Market: Indianapolis DMA | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| • Target: Subs that fit VSPC persona (HHI $100K+) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | D: 7/17/23 | | | | | | | | | | | |
| • Total Distribution: 20,000 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Minneapolis Star-Tribune | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | Sunday, 8/6/23 | | | | | | | | | | | |
| • Market: Minneapolis-St Paul DMA | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| • Target: Subs that fit VSPC persona (HHI $100K+) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | D: 7/17/23 | | | | | | | | | | | |
| • Total Distribution: 20,000 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Detroit Free-Press | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | Sunday, 8/6/23 | | | | | | | | | | | |
| • Market: Detroit DMA | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| • Target: Subs that fit VSPC persona (HHI $100K+) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | D: 7/17/23 | | | | | | | | | | | |
| • 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** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **"Warm Up To Win" New York City Activation** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Digital Urban Panels | | | | | | | | | | | | | | | | | 1/16-2/5 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| • (7) Digital Urban Panels - Herald Square Area - 286,000 impressions | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| amMetro New York | | | | | | | | | | | | | | | | | 1/26 | 1/31 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| • (2) Full Page, 4C Ad Units (Cover 1 & 2 Premium Positions) - 1,000,000 impressions | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| • Dedicated HTML Email Blast - 63,000 opt-in subscribers to amMetro NY E-newsletter | | | | | | | | | | | | | | | | | | 1/31 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| WNBC (NBC) and WNJU (Telemundo) - New York City | | | | | | | | | | | | | | | | | 1/26-2/1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| • Partnership with New York Live Program | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| • Includes Brand and Event Driver - TV Spots on both broadcast and digital platforms on each Station | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Influencer Programs / Activations | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| •Summer/Fall | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| I Love The Burg | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| •From Visitors with Love / VOT Campaign | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Art on Paper | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| •New York City Activation | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Air Service Development (Annual)** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Swoop Airlines** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| • 2023 Marketing Partnership | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Virgin Atlantic Airlines** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| • 2023 Marketing Partnership | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Marketing Partnerships** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

# Visit St Pete-Clearwater

**FY23 Media Plan**

**Updated: September 15, 2023**

## FY23 Media Plan
**October '22-September '23**

2022 | 2023

October: 26, 3, 10, 17, 24
November: 31, 7, 14, 21
December: 28, 5, 12, 19
January: 26, 2, 9, 16, 23
February: 30, 6, 13, 20
March: 27, 6, 13, 20
April: 27, 3, 10, 17, 24
May: 1, 8, 15, 22
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**ESPN (Elite Invitational)**
- 2023 Marketing Partnership

2/16-2/19

**Tampa Bay Rays**
- 2022 Post-Season (Radio Partnership)
- 2023 Marketing Partnership

10/7 & 10/8 (Post-Season)

**Philadelphia Union MLS Soccer**
- 2022 & 2023 Marketing Partnership

**St Pete Grand Prix**
- 2023 Marketing Partnership

**CMG Events: Fall Fiesta in Orlando, FL**
- Presenting Sponsor
- Fall Fiesta @ Lake Eola Park, Orlando

11/5-11/6
PLACED

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

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

**Philadelphia Phillies**
- 2022 Regular Season
- In-Stadium Exposure

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

### International

**AVIAREPS ASSESSORIA EM TURISMO LTDA**
- Promotion of VSPC to the Brazilian Trade

### Film Commission

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

### Leisure: Travel Agent / Tour Operator

**Leisure Travel Programs**
- 2023 Marketing Partnerships

### Sports & Events Marketing Partnerships

**Sports Events Media Group**

**Annual Planners' Guide to Sports, Commissions, CVBs & Venues**
- Full Page, 4C

2023 Annual (Published in December 22)

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

January '23
Florida State Spotlight Issue
D: 12/16 (S) 12/22 (M)

March '23
Small Markets Big On Sports Issue
*Bonus Full Page Advertorial*
D: 2/13 (S) 2/21 (M)

May '23
Annual Soccer and Lacrosse Sourcebook
*Bonus Directory Listing*
D: 4/13 (S) 4/20 (M)

Annual Baseball & Softball Sourcebook
*Bonus Directory Listing*
D: 9/13 (S) 9/20 (M)

October '23

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

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

**Sports Travel Magazine**

Spring 2023 Issue: Published in March '23

Fall 2023 Issue: Published in September '23

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- Full Page, 4C
- 45,000 Circulation (digital magazine + Hyper-link from ad)

D: 2/1/23 *Digital Version*

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

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

Week of: 7/17/23

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

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

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

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

6/7/23
6/21/23

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

3-Month Promotion (June-August 2023)

**Sports Planning Guide (SPG)**

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

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

Oct '23-Sept '24

June '23-September '24

*Advertorial will start running on web in June '23*

**Feature Destination - SportsPlanningGuide.com**
- Home Page Feature - Promoted with enewsletter and social media channels (LinkedIn)
- 75 WOC; Contact Information; Large Horizontal Image; Direct Link to VSPC Site
- Guaranteed (1) Month - Typically stays live for 3-4 months

February '23

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

February '23-July '23

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

February '23-January '24