

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

National / Regional		General Market (Consumer Travel)																																															
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		9/24/23 Placed in FY23																																															
Broadcast Media:		11/12/23 T-Magazine "Winter Issue - Florida Travel" D: 9/1 (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		1/15/24-2/11/24 D: 12/22 (PLACED)																																															
Adswerve, Inc. - Digital Monitoring/Reporting (Annual Contingency)		3/24/24 Voyages Magazine "Spring Issue - Florida Travel" D: 2/19 (PLACED)																																															
		April / May '24 D: 1/8 (PLACED)																																															
		Spring '24 Issue D: 2/13 (PLACED)																																															

Developmental Markets		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 Placed in FY23																																															
Atlanta DMA • Cable Only: Hyper-zip targeted + Direct Response Technology • 11.2M estimated impressions		Week of 9/4/23 Placed in FY23																																															
Indianapolis DMA • Cable Only: Hyper-zip targeted + Direct Response Technology • 4.4M estimated impressions		Week of 9/4/23 Placed in FY23																																															
Developmental Markets																																																	
Broadcast Media:																																																	
Minneapolis DMA • Cable Only: Hyper-zip targeted + Direct Response Technology • 7.0M estimated impressions		Week of 9/4/23 Placed in FY23																																															
		VF National TV 100 GRPs / Week																																															
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Detroit DMA • 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	Week of 9/4/23																																																											
	Placed in FY23			<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>100 GRPs / Week</p> <p>VF National TV</p> </div> <div style="width: 45%;"> <p>100 GRPs / Week</p> <p>100 GRPs / Week</p> <p>100 GRPs / Week</p> <p>100 GRPs / Week</p> <p>100 GRPs / Week</p> </div> </div>																																																								
Chicago DMA • 18.8M estimated impressions	Weeks of 8/28 and 9/11																																																											
	Placed in FY23			<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>100 GRPs / Week</p> </div> <div style="width: 45%;"> <p>100 GRPs / Week</p> </div> </div>																																																								
Atlanta DMA • 12.4M estimated impressions	Weeks of 8/28 and 9/11																																																											
	Placed in FY23			<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>100 GRPs / Week</p> </div> <div style="width: 45%;"> <p>100 GRPs / Week</p> </div> </div>																																																								
Indianapolis DMA • 3.9M estimated impressions	Weeks of 8/28 and 9/11																																																											
	Placed in FY23			<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>100 GRPs / Week</p> </div> <div style="width: 45%;"> <p>100 GRPs / Week</p> </div> </div>																																																								
Minneapolis DMA • 6.7M estimated impressions	Weeks of 8/28 and 9/11																																																											
	Placed in FY23			<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>iHeart Santa Activation</p> </div> <div style="width: 45%;"> <p>100 GRPs / Week</p> </div> </div>																																																								
Detroit DMA • 8.5MM estimated impressions	Weeks of 8/28 and 9/11																																																											
	Placed in FY23			<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>iHeart Santa Activation</p> </div> <div style="width: 45%;"> <p>100 GRPs / Week</p> </div> </div>																																																								
New York DMA • 2.9MM estimated impressions																																																												
Out-of-Home Media: Chicago DMA • Digital Billboard Network: 30 locations hyper targeted to align with cable HH's • 157.7M estimated impressions • Exposed Mobile Retargeting • 3.5M estimated impressions • Gas Station TV: 176 stations / 1762 screens hyper targeted to align with cable HH's • 11.2M estimated impressions • Digital EV Charging Station: 33 screens / :08 second duration - (179 index Tesla ownership) • 9.8M estimated impressions • Carvertise VSPC Vehicle Fleet (20 cars): Partial Vehicle Wrap + Collateral Distribution and Driver Brand • 8.2M estimated impressions	8/21/23-9/17/23			(1.5) 4-week periods (10/2/23-11/12/23)											(2) 4-week periods (2/5/24-3/31/24)																																													
	Placed in FY23			<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>100 GRPs / Week</p> </div> <div style="width: 45%;"> <p>100 GRPs / Week</p> </div> </div>																																																								
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	Placed in FY23																																																											
Atlanta DMA • Digital Billboard Network: 21 locations hyper targeted to align with cable HH's • 170.8MM estimated impressions • Exposed Mobile Retargeting • 3.5M estimated impressions • Gas Station TV: 114 stations / 902 screens hyper targeted to align with cable HH's • 3.8M estimated impressions • Digital EV Charging Station: 45 screens / :08 second duration - (179 index Tesla ownership) • 7.9M estimated impressions • Carvertise VSPC Vehicle Fleet (20 cars): Partial Vehicle Wrap + Collateral Distribution and Driver Brand • 8.2M estimated impressions	8/21/23-9/17/23			(1.5) 4-week periods (10/2/23-11/12/23)											(2) 4-week periods (2/5/24-3/31/24)																																													
	Placed in FY23			<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>100 GRPs / Week</p> </div> <div style="width: 45%;"> <p>100 GRPs / Week</p> </div> </div>																																																								
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	Placed in FY23																																																											
Out-of-Home Media: Indianapolis DMA • Digital Billboard Network: 5 locations hyper targeted to align with cable HH's • 23.1MM estimated impressions	8/21/23-9/17/23			(1.5) 4-week periods (10/2/23-11/12/23)											(2) 4-week periods (2/5/24-3/31/24)																																													
	Placed in FY23			<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>100 GRPs / Week</p> </div> <div style="width: 45%;"> <p>100 GRPs / Week</p> </div> </div>																																																								
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<ul style="list-style-type: none"> Exposed Mobile Retargeting 2.5M estimated impressions 	Placed in FY23																																																											
<ul style="list-style-type: none"> Gas Station TV: 13 stations / 113 screens hyper targeted to align with cable HH's 789K estimated impressions 	8/21/23-9/17/23																																																											
<ul style="list-style-type: none"> Digital EV Charging Station: 45 screens / :08 second duration - (179 index Tesla ownership) 1.5K estimated impressions 	Placed in FY23																																																											
<ul style="list-style-type: none"> Carvertise VSPC Vehicle Fleet (20 cars): Partial Vehicle Wrap + Collateral Distribution and Driver Brand 8.2M estimated impressions 	8/28/23-9/24/23																																																											
Minneapolis DMA <ul style="list-style-type: none"> Digital Billboard Network: 9 locations hyper targeted to align with cable HH's 37.8MM estimated impressions 	8/21/23-9/17/23			(1.5) 4-week periods (10/2/23-11/12/23)													(2) 4-week periods (2/5/24-3/31/24)																																											
<ul style="list-style-type: none"> Exposed Mobile Retargeting 3.5M estimated impressions 	Placed in FY23																																																											
<ul style="list-style-type: none"> Gas Station TV: 153 stations / 1730 screens hyper targeted to align with cable HH's 8.9M estimated impressions 	8/21/23-9/17/23																																																											
<ul style="list-style-type: none"> Carvertise VSPC Vehicle Fleet (20 cars): Partial Vehicle Wrap + Collateral Distribution and Driver Brand 8.2M estimated impressions 	8/28/23-9/24/23																																																											
Detroit DMA <ul style="list-style-type: none"> Digital Billboard Network: 11 locations hyper targeted to align with cable HH's 67.1MM estimated impressions 	8/21/23-9/17/23			(1.5) 4-week periods (10/2/23-11/12/23)													(2) 4-week periods (2/5/24-3/31/24)																																											
<ul style="list-style-type: none"> Exposed Mobile Retargeting 3.5M estimated impressions 	Placed in FY23																																																											
<ul style="list-style-type: none"> 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																																																											
<ul style="list-style-type: none"> Digital EV Charging Station: 22 screens / :08 second duration - (179 index Tesla ownership) 3.1M estimated impressions 	Placed in FY23																																																											
<ul style="list-style-type: none"> Carvertise VSPC Vehicle Fleet (20 cars): Partial Vehicle Wrap + Collateral Distribution and Driver Brand 8.2M estimated impressions 	8/28/23-9/24/23																																																											
Print Media:																																																												
MplsSt Paul Magazine <ul style="list-style-type: none"> Full Page, 4-color Premium Position: Opposite Table of Contents (Bonus: June-October) Total Circulation: 67,155 	September '23			October '23																																																								
<ul style="list-style-type: none"> Placed in FY23 	Placed in FY23			Placed in FY23																																																								
Mpls + VSPC Branded Content Series <ul style="list-style-type: none"> 2-Page Spread (Pages 2 & 3) Full Page VSPC Ad Creative + Full Page Advertorial written by Studio MSP 6x Content Series (January-September) Value add: 6x inclusion in Daily Enewsletter - Package Value: \$152,460 																	February '24				March '24			April '24				June '24			July '24				August '24																									
<ul style="list-style-type: none"> D: 12/1 																	D: 12/1				D: 1/10			D: 2/10				D: 4/10			D: 5/10				D: 6/10																									
<ul style="list-style-type: none"> Winter Getaways February '24 																																																												
<ul style="list-style-type: none"> D: 12/1 																																																												
<ul style="list-style-type: none"> February '24 																																																												
<ul style="list-style-type: none"> D: 1/3 																																																												
Chicago Magazine <ul style="list-style-type: none"> Full Page, 4-color Total Circulation: 105,000 	September '23			October '23				November '23 (VF Co-op)																																																				
<ul style="list-style-type: none"> Placed in FY23 	Placed in FY23			Placed in FY23				D: 9/13 (PLACED)																																																				
<ul style="list-style-type: none"> D: 12/11 (PLACED) 																																																												
Chicago + VSPC Branded Content Series <ul style="list-style-type: none"> 2-Page Spread (Pages 2 & 3) 																																																												
<ul style="list-style-type: none"> March '24 																																																												
<ul style="list-style-type: none"> April '24 																																																												
<ul style="list-style-type: none"> June '24 																																																												
<ul style="list-style-type: none"> July '24 																																																												
<ul style="list-style-type: none"> August '24 																																																												
<ul style="list-style-type: none"> September '24 																																																												

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	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
Fall-Winter Media Plan October '23-March '24													Arts / Culture																																															
	Miami-Ft Lauderdale 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 Placed in FY23				(1.5) 4-week periods (10/2/23-11/12/23)											(3) 4-week periods (1/15/24-4/7/24)																																											
	<ul style="list-style-type: none"> Exposed Mobile Retargeting 2.5M estimated impressions 	8/21/23-9/17/23 Placed in FY23																																																										
Tampa St Pete DMA <ul style="list-style-type: none"> TPA Airport: Passenger Shuttle Domination Program - Exclusive VSPC Domination (16) Shuttles / (16) Lobby Doors/ (32) Baggage Claim LCD / (7) Baggage Claim Video Walls 65.5MM estimated impressions 	1/9/23-11/12/23 Placed and Paid in FY23				11/13/23-11/10/24: (13) 4-week periods																																																							
Nashville DMA <ul style="list-style-type: none"> Digital Billboard Network: 6 locations hyper targeted to high indexing HH's 40.7MM estimated impressions 	8/21/23-9/17/23 Placed in FY23				(1.5) 4-week periods (10/2/23-11/12/23)											(3) 4-week periods (1/15/24-4/7/24)																																												
<ul style="list-style-type: none"> Exposed Mobile Retargeting 2.5M estimated impressions 	8/21/23-9/17/23 Placed in FY23																																																											
<ul style="list-style-type: none"> Gas Station TV: 12 stations / 105 screens hyper targeted to align with VSPC Persona 583K estimated impressions 	8/21/23-9/17/23 Placed in FY23																																																											
Out-of-Home Media:																																																												
Cincinnati DMA <ul style="list-style-type: none"> Digital Billboard Network: 15 locations hyper targeted to high indexing HH's 35.9MM estimated impressions 	8/21/23-9/17/23 Placed in FY23				(1.5) 4-week periods (10/2/23-11/12/23)											(3) 4-week periods (1/15/24-4/7/24)																																												
<ul style="list-style-type: none"> Exposed Mobile Retargeting 2.5M estimated impressions 	8/21/23-9/17/23 Placed in FY23																																																											
<ul style="list-style-type: none"> Gas Station TV: 12 stations / 105 screens hyper targeted to align with VSPC Persona 583K estimated impressions 	8/21/23-9/17/23 Placed in FY23																																																											
Gainesville/Ocala DMA <ul style="list-style-type: none"> (3) Billboards located on I-75 (#2287, #7131SO, #4604) - Annual Perm Program 12.5MM estimated impressions 													11/20/23-11/17/24: (13) 4-week periods																																															
Print Media:																																																												
Orlando Family Magazine <ul style="list-style-type: none"> Full Page, 4C 100,000 Total Circulation (Mailed to Subs + Orlando Families with Minimum \$150K HHI) 	September '23 Placed in FY23																																																											
Playbill Magazine <ul style="list-style-type: none"> Full Page, 4C Market: Chicago Total Circulation: 360,905 per month (CIBC Theater, Nederlander Theater, Cadillac Palace Theater, Broadway Playhouse, Goodman Theater, Drury Lane Theater, Marriott Theater, Paramount Theater) 	September '23 Placed in FY23	October '23 D: 9/5			November '23 D: 10/5			December '23 D: 11/2			January '24 D: 11/30			February '24 D: 1/2			March '24 D: 2/6																																											
Art in America Magazine <ul style="list-style-type: none"> Full Page, 4C National Distribution Total Circulation: 43,000 							November/December '23 Placed in FY23								March '24 D: 1/18																																													
Orlando Magazine <ul style="list-style-type: none"> Full Page, 4-color Total Circulation: 29,516 	September '23 Placed in FY23	October '23 Placed in FY23													February '24 (1/26) D: 12/15		March '24 (2/26) D: 1/12		April '24 (3/26) - Travel Focus D: 2/16																																									
City & Shore Magazine Miami Lifestyle <ul style="list-style-type: none"> Full Page, 4-color Total Circulation: 46,220 				10/1/23 Issue Placed in FY23																																																								
Art Basel Miami Beach Magazine (New Marketing Partner in FY24!) <ul style="list-style-type: none"> Full Page, 4-color Total Circulation: 30,000 - Annual Publication 							Publishes 11/9/23 (Annual Magazine) D: 10/16/23																																																					
Miami Magazine (New Marketing Partner in FY24!) <ul style="list-style-type: none"> Full Page, 4-color Total Circulation: 50,000 							December '23 (Arts Issue) D: 10/30			January '24 D: 12/1		February '24 D: 1/2		March '24 D: 1/30		April '24 (Travel Escapes Issue) D: 2/25																																												
Flamingo Magazine				Fall/Winter '23															Spring/Summer '24																																									
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Fall-Winter Media Plan
October '23-March '24

HTML Dedicated Custom Email

Convention South

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

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

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

RCMA Aspire Magazine

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

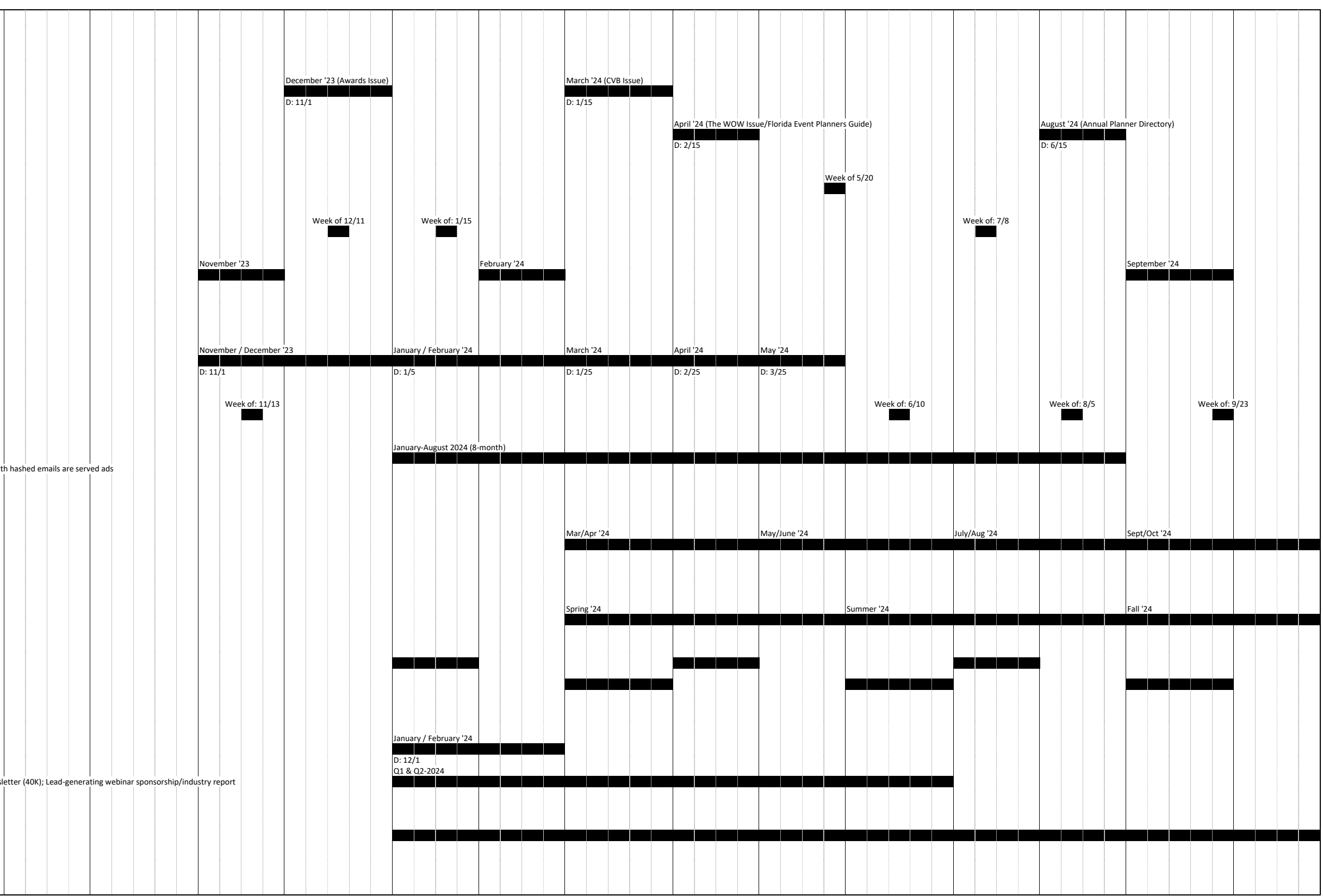
Digital Media
1200 x 880 Featured Destination Section
1080 x 1080 Power Box Position

Prevue Magazine

Print Media
• Full Page, 4C + Full Page Advertorial (Visit Florida Co-op)
• Circulation: 37,800 meeting planners
• VF Package Includes: Full Page Display Ad, Full Page Advertorial, Dedicated Email (40K); Feature Story in newsletter (40K); Lead-generating webinar sponsorship/industry report

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

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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
<ul style="list-style-type: none"> 2024 Marketing Partnership Philadelphia Union MLS Soccer 2024 Marketing Partnership St Pete Grand Prix 2024 Marketing Partnership 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 																													Paid in FY23																															
International																																																												
<ul style="list-style-type: none"> Brand USA 2024 Marketing Partnership 																																																												
Film Commission																																																												
<ul style="list-style-type: none"> MBI Screen International FY24 Contingency for future placements 																																																												
Leisure: Travel Agent / Tour Operator																																																												
<ul style="list-style-type: none"> Leisure Travel Programs 2024 Marketing Partnerships 																																																												
Sports & Events Marketing Partnerships																																																												
Sports Events Media Group Annual Planners' Guide to Sports, Commissions, CVBs & Venues <ul style="list-style-type: none"> Full Page, 4C Sports Events Magazine <ul style="list-style-type: none"> Full Page, 4C Reaches qualified sports events planners, league managers, directors and associations Total Circulation: 18,014 E-Newsletter Sponsorship <ul style="list-style-type: none"> Weekly email deployment to over 4,900 opt-in subscribers (Top Banner Position) NorthStar Meetings/Events Group: Sports Travel & TEAMS Sports Travel Magazine <ul style="list-style-type: none"> Full Page, 4C 45,000 Circulation (digital magazine + Hyper-link from ad) Sports Travel Dedicated Targeted Email Program <ul style="list-style-type: none"> Dedicated HTML Email to Sports/Events Planners - Custom List 12,000 per deployment (\$2,520 net) 																																																												
Sports Travel E-Newsletter Sponsorship <ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> 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 a unique showcase ad 40,000 opt-in subscribers per deployment = 80K per month 																																																												
Sports Planning Guide (SPG) Annual Sports Planning Guide <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) 																																																												
Feature Destination - SportsPlanningGuide.com <ul style="list-style-type: none"> Home Page Feature - Promoted with e-newsletter 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 																																																												
Weekly Email Newsletter to Sports Planners <ul style="list-style-type: none"> 728 x 90 TOP Position Banner (Premium) 5,000+ Weekly Opt-in Subscribers 26-week Program 																																																												
2023-24 Annual Video Promotion Program																																																												

