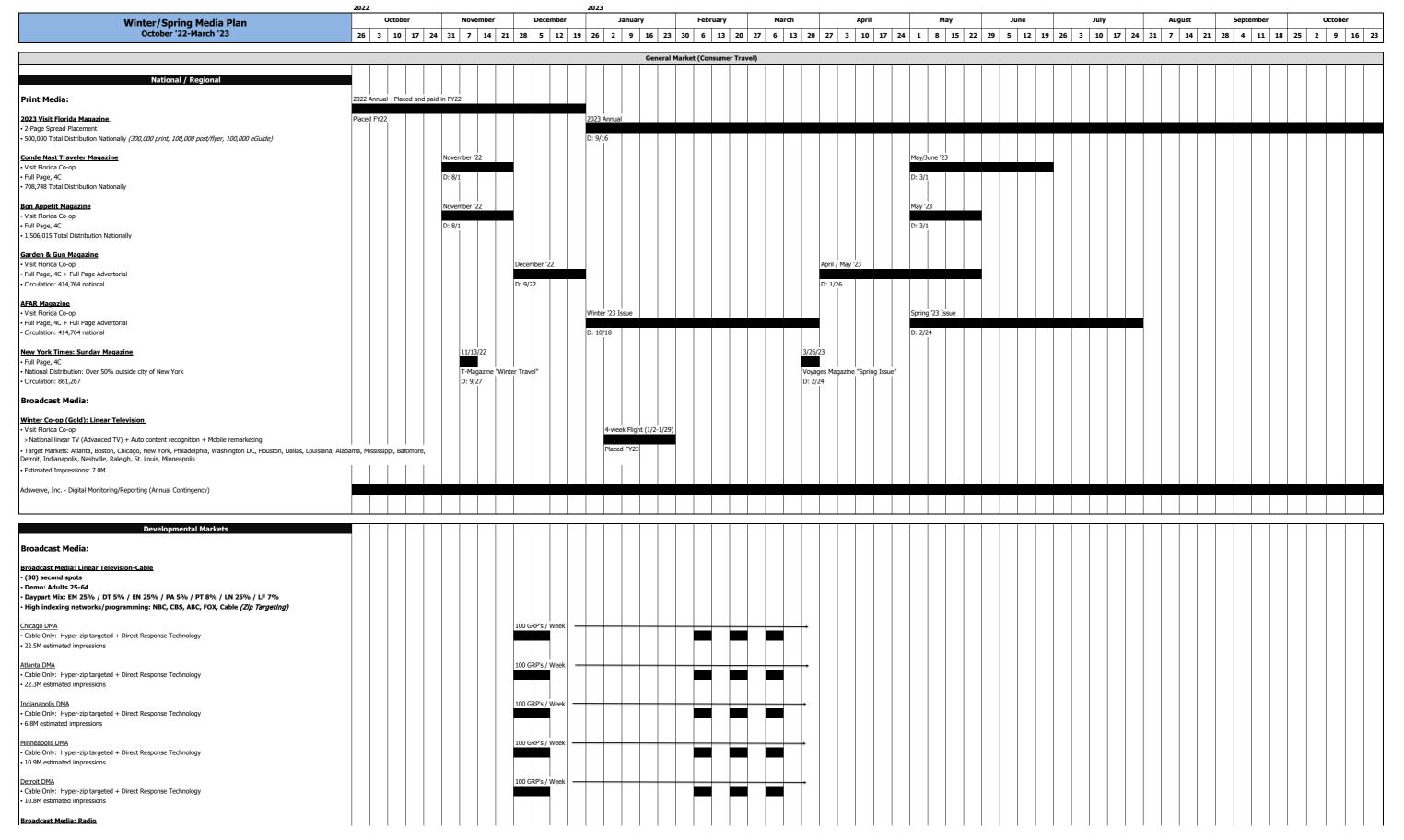
FY23 Media Plan



UPDATED MARCH 2, 2023

	2022	Oct	ober		N/	ovemb			Decem	hor	2023		January			Febru	lany	м-	arch		April		1	May		June			July			Augu	 Τ.	Septemb	0.5		October	
Winter/Spring Media Plan October '22-March '23	26			24				_			9 26	_			23 30				13 20	27 3		17 24	1		22	 _	19	26 3		17 2	4 31		 	-		25 2		
(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, H	lispanic	:																																				
<u>Chicago DMA</u> - 29.8M estimated impressions														10	0 GRP's	/ Week																						
Atlanta DMA - 20.7M estimated impressions														10	0 GRP's	/ Week			-																			
Indianapolis DMA  • 6.1M estimated impressions														10	0 GRP's	/ Week			<b>-</b>																			
Minneapolis DMA  • 11.6M estimated impressions														10	0 GRP's	/ Week			•																			
Detroit DMA  • 13.7MM estimated impressions														10	0 GRP's	/ Week			-																			
Out-of-Home Media:																																						
Chicago DMA  - Digital Billboard Network: 30 locations hyper targeted to align with cable HH's  - 67.6M estimated impressions							ek Period																															
Gas Station TV: 176 stations / 1762 screens hyper targeted to align with cable HH's     4.8M estimated impressions							ek Period																															
Digital EV Charging Station: 33 screens / :08 second duration - (179 index Tesla ownership)     3.0M estimated impressions					(3)	) 4-wee	K Pellou	15	/1	1) 4	l naviad																											
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)										1) 4-wee	k period																											
Atlanta DMA  Digital Billboard Network: 21 locations hyper targeted to align with cable HH's  3.2MM estimated impressions							ek Period																															
Gas Station TV: 114 stations / 902 screens hyper targeted to align with cable HH's     1.6M estimated impressions																																						
Digital EV Charging Station: 45 screens / :08 second duration - (179 index Tesla ownership)     3.4M estimated impressions					(3)	) 4-wee	ek Period	S																														
<u>Indianapolis DMA</u> - Digital Billboard Network: 5 locations hyper targeted to align with cable HH's  - 9.9MM estimated impressions							ek Period																															
Gas Station TV: 13 stations / 113 screens hyper targeted to align with cable HH's     338K estimated impressions																																						
Digital EV Charging Station: 45 screens / :08 second duration - (179 index Tesla ownership)     612K estimated impressions					(3)	) 4-wee	ek Period	15																														
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	1) 4-wee	k period																											
Minneapolis DMA  - Digital Billboard Network: 9 locations hyper targeted to align with cable HH's  - 16.2MM estimated impressions							ek Period																															
Gas Station TV: 153 stations / 1730 screens hyper targeted to align with cable HH's     3.8M estimated impressions					(3)	) 4-wee	ek Period	is																														
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	1) 4-wee	k period																											
Detroit DMA  Digital Billboard Network: 11 locations hyper targeted to align with cable HH's  28.7MM estimated impressions							ek Period												-																			
Gas Station TV: 57 stations / 521 screens hyper targeted to align with cable HH's     1.3M estimated impressions							ek Period																															
Digital EV Charging Station: 22 screens / :08 second duration - (179 index Tesla ownership)     1.3M estimated impressions					(3)	) 4-wee	ek Period	is '																														

Visit St Pete-Clearwater

FY23 Media Plan

UPDATED MARCH 2, 2023

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	2022							2023			_																								
Winter/Spring Media Plan October '22-March '23		Octol			ovember		ecember		January			ebruary		March			April	1		May		Jun			Ju			Aug			ptember	40 0		tober	
October 22-march 25	26	3 10	17 2	4 31	7 14 21	28	(1) 4-wee		2 9	16 23	30	6 13	20 27	6 1	3 20 27	3	10 17	24	1 8	15	22 29	5	12 19	26	3 1	.0 17	24 31	1 7	14 21	28 4	4 11	18 2	5 2	9 16	23
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-wee	ek period																											
Print Media:																																			
MplsSt Paul Magazine				Novemb	er '22	Decembe	er '22				February	ı '23 <sup>'</sup>	March '2	3																					ı
Full Page, 4-color     Total Circulation: 67,155				D: 9/19		D: 10/24					D: 12/10		D: 1/10																						I
Hour Detroit Magazine				Novemb	er '22						February	/ '23	March '2	3																					I
- Full Page, 4-color - Total Circulation: 48,265				D: 9/20							D: 12/10		D: 1/10																						l
Indianapolis Monthly City Magazine - Full Page, 4-color	October	r '22		Novemb	er '22			January	'23		February	/ '23	March '2	3																					l
- Total Circulation: 37,573	Placed	FY22		Placed F	Y22			D: 11/28	8		D: 12/10		D: 1/10																						I
Chicago Magazine	October	r '22		Novemb	er '22	Decembe	er '22				February	/ '23	March '2	3																					ı
Full Page, 4-color     Total Circulation: 105,000	Placed	FY22			/F Co-op)	D: 10/1 \$7,040					D: 12/1 \$6,825	(VF Co-op)	D: 1/2 \$7,040																						I
Atlanta Magazine	October	r '22		\$0,025	1180001125	\$7,040					\$0,023		\$7,040																						l
4-Page Gate-fold (Custom), 4-color     Total Circulation: 65,091		- Placed F	Y22																																I
- Full Page, 4-color				Novemb	er '22	Decembe	er '22				February	/ '23 <sup>'</sup>	March '2	3																					I
- Total Circulation: 65,091				D: 9/15		D: 10/4	(VF Co-op)				D: 12/1		D: 1/6 (	VF Co-c	pp)																				I
Maintenance Markets																																			_
Broadcast Media:																																			l
Broadcast Media: Television																																			I
Orlando DMA  • WESH News Sponsorship Program				  24/22-3/26 <sub> </sub>																															1
10-second spot (1,144 total mentions)     33.8MM estimated impressions			Del	layed Launc	h - Hurricane Ia	an																													I
Broadcast Media: Radio																																			I
(30) second spots + promotional partnerships/influencers     Demo: Adults 25-64																																			ı
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	n, Hispanic																																		I
Orlando MSA										100	GRP's / We	eek																							l
7.9M estimated impressions  Jacksonville MSA												eek																							ĺ
- 5.1M estimated impressions										-	7																								İ
Nashville DMA - 6.1M estimated impressions										100	GRP's / We	eek																							l
Cincinnati DMA  • 6.7M estimated impressions										100	GRP's / We	eek			_																				l
Out-of-Home Media:																																			ĺ
Orlando DMA										(2) 4-week	Periods	$\perp$			_																				I
Digital Billboard Network: 12 locations hyper targeted to high indexing HH's     17.7MM estimated impressions										.,																									l
MCO Airport: Passenger Tunnel Domination						11/28/22	2-12/25/22 (1)	Period - FY	/22																										l
(28) Displays in all (4) Passenger Tunnels - Exclusive domination Program     40.5MM estimated impressions																																			
								12/26/2	2-12/24/23 (	(13) 4-wee	ek periods -	FY23																							1
Jacksonville DMA										(2) 4-week	Periods				<u> </u>																				I
Digital Billboard Network: 10 locations hyper targeted to high indexing HH's     11.5MM estimated impressions																																			İ
Tampa St Pete DMA  TDA limets Personal Shuttle Deciration Process Finduction VCDC Personal States					11/14/22 4	10/22 (2)	l week																												İ
TPA Airport: Passenger Shuttle Domination Program - Exclusive VSPC Domination	1 1				11/14/22-1	/8/23 (2) 4	I-week period	s - FY22		I	1				1 1	1 1	I	1 1	I	1 1	I	1 1							1	1 1		-		I	

2022 October November December February March May June July August September October Winter/Spring Media Plan October '22-March '23 26 3 10 17 24 31 7 14 21 28 5 12 19 26 23 17 14 21 28 5 12 19 26 2 9 16 23 30 6 13 20 27 8 18 20 27 • (16) Shuttles / (16) Lobby Doors/ (32) Baggage Claim LCD / (7) Baggage Claim Video Walls 65.5MM estimated impressions 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 PLACED - FY22 Budg Nashville DMA Digital Billboard Network: 6 locations hyper targeted to high indexing HH's 17.3MM estimated impressions Cincinnati DMA Digital Billboard Network: 15 locations hyper targeted to high indexing HH's 15.4MM estimated impressions Gainesville/Ocala DMA • (3) Billboards located on I-75 (#2287, #7131SO, #4604) - Annual Perm Program 12.5MM estimated impressions Print Media: Nashville Lifestyles Magazine • Full Page, 4C 21,954 Total Circulation Arts / Culture Print Media: Playbill Magazine Full Page, 4C · Market: Chicago D: 11/4 • Total Circulation: 360,905 per month (CIBC Theater, Nederlander Theater, Cadillac Palace Theater, Broadway Playhouse, Goodman Art in America Magazine • Full Page, 4C National Distribution Placed FY22 Total Circulation: 43,000 Orlando Magazine
Full Page, 4-color Total Circulation: 29,516 Placed FY22 City & Shore Magazine: Miami Lifestyle 10/2 Tssi 11/20 Tssi Full Page, 4-color Total Circulation: 46,220 Placed FY22 D: 11/2 - Holiday Is D: 1/18 - Luxur D: 3/15 - Design National Public Radio (NPR) Local Market Buys: Chicago, Atlanta, Indianapolis, Minneapolis, Detroit, Cincinnati, Nashville, Orlando, Jacksonville 15 / 30 second creative dedicated to arts messaging Arts and Culture Co-op Advertising Program with Creative Pinellas 2023 Marketing Partnerships **LGBTQ** Audience Sept/Oct '22 Passport Magazine • Full Page, 4-color National Distribution (Value add - Bonus Page or Bonus Advertorial Page issue TBD) Placed FY22 D· 11/15 Total Circulation: 134,000 Lavendar Magazine
Full Page, 4-color 11/17/22 12/15/22 1/12/23 2/9/23 3/23/23 • Minneapolis - Minnesota's LGBTQ Magazine D: 11/30 D: 12/28 D: 3/8 D: 11/2 D: 1/25 Total Circulation: 181,959 Holiday Gift Guid Winter What-to-Do Health & Wellne Spring Arts Issue Bonus: Cover Image Black Audience **Rolling Out Magazine** Full Page, 4-color

Atlanta Market
 Total Circulation: 62,797

**Visit St Pete-Clearwater** UPDATED MARCH 2, 2023 2022 October November December January February March May June July September October Winter/Spring Media Plan October '22-March '23 26 3 10 17 24 31 7 14 21 28 5 12 19 26 23 17 14 21 28 5 12 19 26 2 9 16 23 30 6 13 20 27 8 18 20 27 Chicago Market Total Circulation: 67,965 Radio (African American Format Stations) - Local Market Buys: Chicago, Atlanta, Indianapolis, Minneapolis, Detroit, Cincinnati, Nashville, Orlando, Jacksonville 30 second spot Latin Audience Radio (Hispanic Format Stations) - Local Market Buys: Chicago, Atlanta, Orlando - 30 second spot Meetings & Conventions Niche Northstar Meetings Group Print Media Incentive Magazine Full Page, 4C FSI: Meetings & Conventions Magazine • Distribution: 75,000 (50,000 Insert and 25,000 Trade Shows)

## Discover Quiz Program: "Discover St Pete-Clearwater" July '23 - Quiz is promoted for (1) month 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 <u>Digital Media</u> 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 Annual SOURCE Directory/Guide • 1/3 Page, 4C 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 Email Blast 1,000 Opt-in Subscribers •Top Banner Ad - can link to video content

Convention South

Print Media

Winter/Spring Media Plan October '22-March '23  Invention South Magazine Ull Page, 4C roulation: 18,000 meeting planners  /2 Page, 4C roulation: 18,000 meeting planners  iital Media dicated VSPC Branded Email Campaign 7,000 Opt-in Subscribers  TML Dedicated Custom Email	26	Octo		24 3		14	21 28	December 5 12	10 26	Janu			February		March		Apr	il		May		Ju	ine		Ju	uly		4	August	September	Octobe	er
nvention South Magazine ull Page, 4C rculation: 18,000 meeting planners  /2 Page, 4C rculation: 18,000 meeting planners  iital Media dicated VSPC Branded Email Campaign 7,000 Opt-in Subscribers	26	3 10	0 17	24 3	51 /	14	21   28	5   12						20 27		20 27	3 40	4-7			-		43 40	20		40 47	24		- 44 3		25 2 0	1.0
ull Page, 4C rculation: 18,000 meeting planners  /2 Page, 4C rculation: 18,000 meeting planners  iital Media dicated VSPC Branded Email Campaign 7,000 Opt-in Subscribers							Dece	ember '22: Awa				23 30	0 6 13		'23: The CVI		3 10	1/ 2	4 1	8 15	22 2	29 5	12 19	26	3 1	10 17	24	31	/ 14 2	1 28 4 11 18	25 2 9	16
/2 Page, 4C rculation: 18,000 meeting planners <u>iital Media</u> dicated VSPC Branded Email Campaign 7,000 Opt-in Subscribers									ards at neces							15556																
rculation: 18,000 meeting planners i <u>ital Media</u> dicated VSPC Branded Email Campaign 7,000 Opt-in Subscribers							D: 10	0/17						D: 1/16	5																	
rculation: 18,000 meeting planners i <u>ital Media</u> dicated VSPC Branded Email Campaign 7,000 Opt-in Subscribers												Feb	ruary '23: Family	Friendly Des	stinations Is	sue												August '2	23: 2023/24 [	Directory of Meetings Sites		
dicated VSPC Branded Email Campaign 7,000 Opt-in Subscribers												D: 1	12/15															D: 6/16				
dicated VSPC Branded Email Campaign 7,000 Opt-in Subscribers	1 1																															
The Dedicated Casoni Email																																
lusion in Email Newsletter - Banner Ad 7,000 Opt-in Subscribers																																
TML Dedicated Custom Email																																
line Leaderboard or Big Box - ConventionSouth.com																																
.500 monthly unique visitors																								1								
TML Dedicated Custom Email																																
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nt Media etings Today Magazine					W/Dar In	C/E ::	ndata *		1	ob 133: D .	ive-to-Mark	ot Inc		Barb	122, VCDC =	atura .	   '23: VF Part	norchin'														
etings roday magazine ull Page, 4C				NO	ov/Dec 22	2: CVB U	pdate Issu	ie .	Jan/Fe	eb '23: Dri	ive-to-mark	ket issue		March	23: VSPC F	eature Apri	23: VF Part	nersnip)														
rculation: 69,375 meeting planners				Inc	cludes bo	onus adve	ertorial 		Includ	des bonus	advertoria	/		Editoria	al focus on \	SPC Flori	da Guide															
ital Media																																
dicated VSPC Branded Email Campaign 500 Opt-in meeting planners																																
TML Dedicated Custom Email																																
targeting Blitz (8-month program)																																
00 x 600 display ad - retargeting																																
tarts with ads on meetingstoday.com and extends through network of partners - Meetings Today planners with 00,000 impressions	n hashed emai	ils are se	erved ads																													
ojoto impressione																																
icagoland Forum - Association																																
<u>nt Media</u> um Magazine							Dece	ember '22: Ann	ual																					December '23: Annual		
ull Page, 4C rculation: 10,000 association members							DI AC	CED FY22 Budg	oto																					D: 0/10/22		
culation: 10,000 association members							PLAC	F122 Budg	jets																					D: 9/19/23		
ital Media																																
Weekly Forum Focus E-Newsletter (2x per month)																																
ustom unit for 12-months with in the "Must Read Monday Update" 50 x 100 pixel with bannered hyperlink																																
,000 Opt-in Subscribers																																
arterly Audience Retargeting																																
e-engage with Association Forum site visitors around the web for three months e-market association members while they are looking to book meetings, events, vacations																																
00 x 250; 728 x 90; 160 x 600; 320 x 50																																
00,000 guaranteed impressions																																
									E	xperienti	ial - Integ	rated Pa	ertnerships - Ac	ctivations -	Influence	r																
farm Up To Win" New York City Activation																																
<u>iltal Urban Panels</u> 7) Digital Urban Panels - Herald Square Area - 286,000 impressions											1/	16-2/5	<b> </b>																			
													7																			
Metro New York 2) Full Page, 4C Ad Units (Cover 1 & 2 Premium Positions) - 1,000,000 impressions												1/26 1/3	1																			
ין ישיין ישקר, ייב אינו טיווים (בטיפו ב א ב דרפווועווו רטאנוטויה) - בייטיטיטיטי וווווווופיצאוטויא												1/3	1																			
edicated HTML Email Blast - 63,000 opt-in subscribers to amMetro NY E-newsletter																																
IBC (NBC) and WNJU (Telemundo) - New York City												1/26-2/1																				
artnership with New York Live Program																																
ncludes Brand and Event Driver - TV Spots on both broadcast and digital platforms on each Station																																

Air Service Development (Annual)

**Visit St Pete-Clearwater** UPDATED MARCH 2, 2023 FY23 Media Plan 2022 October November December January February March May June July August September October Winter/Spring Media Plan October '22-March '23 Swoop Airlines 2023 Marketing Partnership **Breeze Airlines**  2023 Marketing Partnership Virgin Atlantic Airlines 2023 Marketing Partnership New Airline Development (Contingency) 2023 Marketing Partnership 2/16-2/19 ESPN (Elite Invitational) 2023 Marketing Partnership Tampa Bay Rays 2022 Post-Season (Radio Partnership) 2023 Marketing Partnership 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 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 Brand USA 2023 Marketing Partnership Film Commission MBI Screen International Fall 2022 Marketing Partnership Screen November Issue (1 ad) AFM Dailes (1 ad, Day 2) 50,000 online impressions Leisure: Travel Agent / Tour Operator Leisure Travel Programs 2023 Marketing Partnerships Sports & Events Marketing Partnerships SportsEvents Media Group Annual Planners' Guide to Sports, Commissions, CVBs & Venues • Full Page, 4C

SportsEvents Magazine
- Full Page, 4C

portsTravel Magazine  Spring 2023 Issue: Published in March '23  Fall 2023 Issue: Published in September '23		2022	_						T			023	_														_												
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The Property of the Property o	eaches qualified sports events planners, league managers, directors and associations										FI	orida Sta	te Spotli	ght Issue										Annual Soco	cer and Lacr	osse Source	ebook									Ar	nnual Basel	ball & Softba	all So
Table 1 (1) Company of the company o	otal Circulation: 18,014										D	: 12/16 (	(S) 12/2	2 (M)				Bonu	is Full Page A	dvertorial	'			Bonus Direc	ctory Listing											Bo	onus Direct	tory Listing	
Tribute Modern Foods Group Score Tray & TSMS  Tribute Modern Foods G																		D: 2	/13 (S) 2/21	(M)				D: 4/13 (S)	4/20 (M)											D:	9/13 (S)	9/20 (M)	
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The control of the co	Full Page, 4C																																						AT I
internal Control Contr																		D: 2/	1/23 Digita	al Version				7										D: 8/1	1/23 <i>Pr</i>	int and Digita	al Version		Т
The processing of Control and	ortsTravel Dedicated Targeted Email Program																													Wee	 ek of: 7/17/	/23				Week of	: 9/18/23		
Set Control Services (Secretary Secretary Control (Control) (Contr	edicated HTLM Email to Sports/Events Planners - Custom List																																						
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Interest Enterior (20-00) Contribution of the	portsTravel E-Newsletter Sponsorship															2/8/23	2/22	 2/23														8/9/23	3 8	 /23/23					
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Cuttor Nation and disciplinary "checking."  Cuttor Nation and Secretary Checking."  Cuttor Nation and Secretary Checking.  Cuttor Nation and Secretary Checking.  Cuttor National Secretary Checking.  Description of Secretary Checking.  Description		nner des	k refer	ence on t	opics vital	to sport	ts indust	try																		3-Month	Promotion (	(June-Augu	ıst 2023)										
a custom without many designed "chockside" — Creative Day one fly present provider — Creative Day one fly present provider — Creative Day one fly present provider provider access the Northina Meetings Croup industry of sites — Qualified Labols: 155 30th editinised — Qualified Labols: 1		1 1			Ì I	Ì		Ì																															
**Decision including** (3) emails (5) sportfared eN. mentions, Social Packs; Sportfared Home Page Naive Ads **) **Permotional placemants accord the Northerland Meetings Group network of sites **Decisional Control (1) (1) (1) (1) (1) (1) (1) (1) (1) (1)	→ Custom written and designed "checklist"																																						
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