

Visit St Pete-Clearwater
FY23 Media Plan

UPDATED MARCH 2, 2023

Winter/Spring Media Plan October '22-March '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								

National / Regional		General Market (Consumer Travel)																											
Print Media:		2022 Annual - Placed and paid in FY22																											
2023 Visit Florida Magazine • 2-Page Spread Placement • 500,000 Total Distribution Nationally (300,000 print, 100,000 post/flyer, 100,000 eGuide)		Placed FY22														2023 Annual													
Conde Nast Traveler Magazine • Visit Florida Co-op • Full Page, 4C • 708,748 Total Distribution Nationally		November '22 D: 8/1														May/June '23 D: 3/1													
Bon Appetit Magazine • Visit Florida Co-op • Full Page, 4C • 1,506,015 Total Distribution Nationally		November '22 D: 8/1														May '23 D: 3/1													
Garden & Gun Magazine • Visit Florida Co-op • Full Page, 4C + Full Page Advertorial • Circulation: 414,764 national		December '22 D: 9/22														April / May '23 D: 1/26													
AFAR Magazine • Visit Florida Co-op • Full Page, 4C + Full Page Advertorial • Circulation: 414,764 national		Winter '23 Issue D: 10/18														Spring '23 Issue D: 2/24													
New York Times: Sunday Magazine • Full Page, 4C • National Distribution: Over 50% outside city of New York • Circulation: 861,267		11/13/22 T-Magazine "Winter Travel" D: 9/27														3/26/23 Voyages Magazine "Spring Issue" D: 2/24													
Broadcast Media:																													
Winter Co-op (Gold): Linear Television • Visit Florida Co-op > National linear TV (Advanced TV) + Auto content recognition + Mobile remarketing • 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		4-week Flight (1/2-1/29) Placed FY23																											
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 • 22.5M estimated impressions		100 GRPs / Week																											
Atlanta DMA • Cable Only: Hyper-zip targeted + Direct Response Technology • 22.3M estimated impressions		100 GRPs / Week																											
Indianapolis DMA • Cable Only: Hyper-zip targeted + Direct Response Technology • 6.8M estimated impressions		100 GRPs / Week																											
Minneapolis DMA • Cable Only: Hyper-zip targeted + Direct Response Technology • 10.9M estimated impressions		100 GRPs / Week																											
Detroit DMA • Cable Only: Hyper-zip targeted + Direct Response Technology • 10.8M estimated impressions		100 GRPs / Week																											
Broadcast Media: Radio																													

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• (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 • 29.8M estimated impressions Atlanta DMA • 20.7M estimated impressions Indianapolis DMA • 6.1M estimated impressions Minneapolis DMA • 11.6M estimated impressions Detroit DMA • 13.7MM estimated impressions																																																																	
Out-of-Home Media: Chicago DMA • Digital Billboard Network: 30 locations hyper targeted to align with cable HH's • 67.6M estimated impressions • Gas Station TV: 176 stations / 1762 screens hyper targeted to align with cable HH's • 4.8M estimated impressions • Digital EV Charging Station: 33 screens / :08 second duration - (179 index Tesla ownership) • 3.0M estimated impressions • 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)																																																																	
Atlanta DMA • Digital Billboard Network: 21 locations hyper targeted to align with cable HH's • 73.2MM estimated impressions • 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																																																																	
Indianapolis DMA • Digital Billboard Network: 5 locations hyper targeted to align with cable HH's • 9.9MM estimated impressions • 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 • 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)																																																																	
Minneapolis DMA • Digital Billboard Network: 9 locations hyper targeted to align with cable HH's • 16.2MM estimated impressions • Gas Station TV: 153 stations / 1730 screens hyper targeted to align with cable HH's • 3.8M estimated impressions • 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)																																																																	
Detroit DMA • Digital Billboard Network: 11 locations hyper targeted to align with cable HH's • 28.7MM estimated impressions • Gas Station TV: 57 stations / 521 screens hyper targeted to align with cable HH's • 1.3M estimated impressions • Digital EV Charging Station: 22 screens / :08 second duration - (179 index Tesla ownership) • 1.3M estimated impressions																																																																	

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<ul style="list-style-type: none"> (16) Shuttles / (16) Lobby Doors/ (32) Baggage Claim LCD / (7) Baggage Claim Video Walls 65.5MM estimated impressions 	<div style="background-color: black; width: 100%; height: 10px;"></div>																																																																
<ul style="list-style-type: none"> 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 <div style="background-color: black; width: 100%; height: 10px;"></div>																																																																
<ul style="list-style-type: none"> Nashville DMA Digital Billboard Network: 6 locations hyper targeted to high indexing HH's 17.3MM estimated impressions 	PLACED - FY22 Budgets (2) 4-week Periods → <div style="background-color: black; width: 100%; height: 10px;"></div>																																																																
<ul style="list-style-type: none"> Cincinnati DMA Digital Billboard Network: 15 locations hyper targeted to high indexing HH's 15.4MM estimated impressions 	(2) 4-week Periods → <div style="background-color: black; width: 100%; height: 10px;"></div>																																																																
<ul style="list-style-type: none"> 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 <div style="background-color: black; width: 100%; height: 10px;"></div>																																																																
Print Media: <ul style="list-style-type: none"> Nashville Lifestyles Magazine Full Page, 4C 21,954 Total Circulation 	September '22 and October '22 Issues <div style="background-color: black; width: 100%; height: 10px;"></div>																																																																

Arts / Culture																														
Print Media: 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) 	November '22 December '22 D: 10/7 D: 11/4 <div style="background-color: black; width: 100%; height: 10px;"></div>																													
Art in America Magazine <ul style="list-style-type: none"> Full Page, 4C National Distribution Total Circulation: 43,000 	October '22 March '23 May '23 Placed FY22 D: 1/20 D: 3/31 <div style="background-color: black; width: 100%; height: 10px;"></div>																													
Orlando Magazine <ul style="list-style-type: none"> Full Page, 4-color Total Circulation: 29,516 	October '22 November '22 December '22 February '23 March '23 Placed FY22 D: 9/10 D: 10/10 D: 12/16 D: 1/13 <div style="background-color: black; width: 100%; height: 10px;"></div>																													
City & Shore Magazine: Miami Lifestyle <ul style="list-style-type: none"> Full Page, 4-color Total Circulation: 46,220 	10/2 Issue 11/20 Issue 2/5 Issue 4/2 Issue 6/11 Issue Placed FY22 D: 11/2 - Holiday Issue D: 1/18 - Luxury D: 3/15 - Design D: 5/24 - Summer <div style="background-color: black; width: 100%; height: 10px;"></div>																													
National Public Radio (NPR) <ul style="list-style-type: none"> 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 <div style="background-color: black; width: 100%; height: 10px;"></div>																													
Arts and Culture Co-op Advertising Program with Creative Pinellas <ul style="list-style-type: none"> 2023 Marketing Partnerships 	<div style="background-color: black; width: 100%; height: 10px;"></div>																													

LGBTQ Audience																														
Passport Magazine <ul style="list-style-type: none"> Full Page, 4-color National Distribution (Value add - Bonus Page or Bonus Advertorial Page issue TBD) Total Circulation: 134,000 	Sept/Oct '22 November/December '22 January/February '23 March/April '23 May/June '23 (Bonus) Placed FY22 D: 10/1 D: 11/15 D: 2/1 D: 4/1 <div style="background-color: black; width: 100%; height: 10px;"></div>																													
Lavendar Magazine <ul style="list-style-type: none"> Full Page, 4-color Minneapolis - Minnesota's LGBTQ Magazine Total Circulation: 181,959 	11/17/22 12/15/22 1/12/23 2/9/23 3/23/23 D: 11/2 D: 11/30 D: 12/28 D: 1/25 D: 3/8 Holiday Gift Guide Winter What-to-Do Health & Wellness Spring Arts Issue Midwest Travel Issue Bonus: Cover Image <div style="background-color: black; width: 100%; height: 10px;"></div>																													

Black Audience																														
Rolling Out Magazine <ul style="list-style-type: none"> Full Page, 4-color Atlanta Market Total Circulation: 62,797 	<div style="background-color: black; width: 100%; height: 10px;"></div>																													

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Marketing Partnerships																																																																	
Swoop Airlines • 2023 Marketing Partnership																																																																	
Breeze Airlines • 2023 Marketing Partnership																																																																	
Virgin Atlantic Airlines • 2023 Marketing Partnership																																																																	
New Airline Development (Contingency) • 2023 Marketing Partnership																																																																	
ESPN (Elite Invitational) • 2023 Marketing Partnership																																																																	
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																																																																	
Brand USA • 2023 Marketing Partnership																																																																	
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																																																																	
SportsEvents Media Group Annual Planners' Guide to Sports, Commissions, CVBs & Venues • Full Page, 4C	2023 Annual (Published in December 22)																																																																
SportsEvents Magazine • Full Page, 4C	January '23 March '23 May '23 October '23																																																																

