UPDATED JANUARY 4, 2023

Visit St Pete-Clearwater

FY23 Media Plan

Winter/Spring Media Plan
October '22-March '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:

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
D: 9/16 - Placed FY23

Conde Nast Traveler Magazine
- Visit Florida Co-op
- Full Page, 4C
- 708,748 Total Distribution Nationally

November '22
D: 8/1 - Placed FY23

Bon Appetit Magazine
- Visit Florida Co-op
- Full Page, 4C
- 1,506,015 Total Distribution Nationally

November '22
D: 8/1 - Placed FY23

Garden & Gun Magazine
- Visit Florida Co-op
- Full Page, 4C + Full Page Advertorial
- Circulation: 414,764 national

December '22
D: 9/22 - Placed FY23

AFAR Magazine
- Visit Florida Co-op
- Full Page, 4C + Full Page Advertorial
- Circulation: 414,764 national

January '23
D: 10/18 - Placed FY23

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 GRP's / Week

Atlanta DMA
- Cable Only: Hyper-zip targeted + Direct Response Technology
- 22.3M estimated impressions

100 GRP's / Week

Indianapolis DMA
- Cable Only: Hyper-zip targeted + Direct Response Technology
- 6.8M estimated impressions

100 GRP's / Week

Minneapolis DMA
- Cable Only: Hyper-zip targeted + Direct Response Technology
- 10.9M estimated impressions

100 GRP's / Week

Detroit DMA

100 GRP's / Week

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2022 | 2023

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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

- Cable Only: Hyper-zip targeted + Direct Response Technology
- 10.8M 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**

Chicago DMA
- 29.8M estimated impressions

100 GRP's / Week

Atlanta DMA
- 20.7M estimated impressions

100 GRP's / Week

Indianapolis DMA
- 6.1M estimated impressions

100 GRP's / Week

Minneapolis DMA
- 11.6M estimated impressions

100 GRP's / Week

Detroit DMA
- 13.7MM 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
- 67.6M estimated impressions

(3) 4-week Periods

- Gas Station TV: 176 stations / 1762 screens hyper targeted to align with cable HH's
- 4.8M estimated impressions

(3) 4-week Periods

- Digital EV Charging Station: 33 screens / :08 second duration - (179 index Tesla ownership)
- 3.0M estimated impressions

(3) 4-week Periods

- 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-week period

Atlanta DMA
- Digital Billboard Network: 21 locations hyper targeted to align with cable HH's
- 73.2MM estimated impressions

(3) 4-week Periods

- Gas Station TV: 114 stations / 902 screens hyper targeted to align with cable HH's
- 1.6M estimated impressions

(3) 4-week Periods

- Digital EV Charging Station: 45 screens / :08 second duration - (179 index Tesla ownership)
- 3.4M estimated impressions

(3) 4-week Periods

Indianapolis DMA
- Digital Billboard Network: 5 locations hyper targeted to align with cable HH's
- 9.9MM estimated impressions

(3) 4-week Periods

- Gas Station TV: 13 stations / 113 screens hyper targeted to align with cable HH's
- 338K estimated impressions

(3) 4-week Periods

- Digital EV Charging Station: 45 screens / :08 second duration - (179 index Tesla ownership)
- 612K estimated impressions

(3) 4-week Periods

- 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

Minneapolis DMA
- Digital Billboard Network: 9 locations hyper targeted to align with cable HH's
- 16.2MM estimated impressions

(3) 4-week Periods

- Gas Station TV: 153 stations / 1730 screens hyper targeted to align with cable HH's
- 3.8M estimated impressions

(3) 4-week Periods

- 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

Detroit DMA

(3) 4-week Periods

Visit St Pete-Clearwater

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2022 | 2023

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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

• Digital Billboard Network: 11 locations hyper targeted to align with cable HH's
• 28.7MM estimated impressions

(3) 4-week Periods

• Gas Station TV: 57 stations / 521 screens hyper targeted to align with cable HH's
• 1.3M estimated impressions

(3) 4-week Periods

• Digital EV Charging Station: 22 screens / :08 second duration - (179 index Tesla ownership)
• 1.3M estimated impressions

(1) 4-week period

• 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)

Print Media:

MplsSt Paul Magazine
• Full Page, 4-color
• Total Circulation: 67,155
November '22 — D: 9/19
December '22 — D: 10/24
February '23 — D: 12/10
March '23 — D: 1/10

Hour Detroit Magazine
• Full Page, 4-color
• Total Circulation: 48,265
November '22 — D: 9/20
February '23 — D: 12/10
March '23 — D: 1/10

Indianapolis Monthly City Magazine
• Full Page, 4-color
• Total Circulation: 37,573
October '22 — Placed FY22
November '22 — Placed FY22
January '23 — D: 11/28
February '23 — D: 12/10
March '23 — D: 1/10

Chicago Magazine
• Full Page, 4-color
• Total Circulation: 105,000
October '22 — Placed FY22
November '22 — D: 9/8 (VF Co-op) $6,825 - Placed FY23
December '22 — D: 10/1 $7,040
February '23 — D: 12/1 (VF Co-op) $6,825
March '23 — D: 1/2 $7,040

Atlanta Magazine
• 4-Page Gate-fold (Custom), 4-color
• Total Circulation: 65,091
October '22 — D: 5/4 - Placed FY22

• Full Page, 4-color
• Total Circulation: 65,091
November '22 — D: 9/15 $6,929
December '22 — D: 10/4 (VF Co-op) $5,325 - Placed FY23
February '23 — D: 12/1 $6,929
March '23 — D: 1/6 (VF Co-op) $5,325

Maintenance Markets

Broadcast Media:

Broadcast Media: Television

Orlando DMA
• WESH News Sponsorship Program
• 10-second spot (1,144 total mentions)
• 33.8MM estimated impressions

10/24/22-3/26/23
Delayed Launch - Hurricane Ian

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
• 7.9M estimated impressions
100 GRP's / Week

Jacksonville MSA
• 5.1M estimated impressions
100 GRP's / Week

Nashville DMA
• 6.1M estimated impressions
100 GRP's / Week

Cincinnati DMA
• 6.7M estimated impressions
100 GRP's / Week

Out-of-Home Media:

Orlando DMA
• Digital Billboard Network: 12 locations hyper targeted to high indexing HH's
• 17.7MM estimated impressions
(2) 4-week Periods

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FY23 Media Plan

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October '22-March '23

2022 | 2023

October: 26, 3, 10, 17, 24
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October: 25, 2, 9, 16, 23

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
- 11.5MM estimated impressions

(2) 4-week Periods

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
- 17.3MM estimated impressions

(2) 4-week Periods

Cincinnati DMA
- Digital Billboard Network: 15 locations hyper targeted to high indexing HH's
- 15.4MM estimated impressions

(2) 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

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 — D: 10/7
December '22 — D: 11/4
February '23 — D: 1/3
March '23 — D: 2/1

Art in America Magazine
- Full Page, 4C
- National Distribution
- Total Circulation: 43,000

October '22 — Placed FY22
March '23 — D: 1/20
April '23 — D: 3/4

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

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

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

Arts and Culture Co-op Advertising Program with Creative Pinellas
- 2023 Marketing Partnerships

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

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

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Digital Media																																																									
Dedicated VSPC Branded Email Campaign																																																									
• 1,000 Opt-in Subscribers																																																									
• HTML Dedicated Custom Email																																																									
Destination Update - Email Blast																			February '23																																						
• 1,000 Opt-in Subscribers																																																									
• Highlighting VSPC Destination																			Bonus																																						
• (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																																													August '23												
• 1,000 Opt-in Subscribers																																																									
•Top Banner Ad - can link to video content																																													Bonus												
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 Feature				April '23: VF Partnership)																															
• 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																																																									

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• 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																																																										
Experiential - Integrated Partnerships - Activations - Influencer																																																										
FY23 Program Details (TBD)																																																										
Air Service Development (Annual)																																																										
Swoop Airlines • 2023 Marketing Partnership																																																										
Breeze Airlines • 2023 Marketing Partnership																																																										
Virgin Atlantic Airlines • 2023 Marketing Partnership																																																										
New Airline Development (Contingency) • 2023 Marketing Partnership																																																										
Marketing Partnerships																																																										
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																																																					
Toronto Blue Jays • 2022 Regular Season • In-Stadium Exposure																																																										
Philadelphis 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)																																																										

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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

2023 Annual (Published in December 22)

SportsEvents 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)

October '23
Annual Baseball & Softball Sourcebook
Bonus Directory Listing
D: 9/13 (S) 9/20 (M)

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

Northstar Meetings/Events Group: *SportsTravel* & *TEAMS*

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

Spring 2023 Issue: Published in March '23
D: 2/1/23 *Digital Version*

Fall 2023 Issue: Published in September '23
D: 8/1/23 *Print and Digital Version*

SportsTravel 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

SportsTravel 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

SportsTravel E-Newsletter #Showcase Takeover
- Prime 'Exclusive' Showcase position on SportsTravel 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

SportsTravel 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) SportsTravel eNL mentions; Social Posts; SportsTravel 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)

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

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

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

February '23-July '23

Visit St Pete-Clearwater

FY23 Media Plan

2022 (October 26) … **2023** (January 26)

Winter/Spring Media Plan **October '22-March '23**	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
• 26-week Program																																																									
Video Promotion - SportsPlanningGuide.com																			February '23-January '24																																						
• Video is housed on the video TAB of the Home Page																																																									
• Annual Program																																																									
• Promoted on the enewsletter and social media Channels (LinkedIn)																																																									