2022 2023 February Winter/Spring Media Plan October '22-March '23 October November July September December January March April Mav lune August 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 8 13 10 17 24 1 8 15 22 29 5 12 19 26 3 10 17 24 31 7 14 21 28 4 11 18 General Market (Consumer Travel) National / Regional 2022 Annual - Placed and paid in FY22 Print Media: 2023 Visit Florida Magazine Placed FY22 2-Page Spread Placement • 500,000 Total Distribution Nationally (300,000 print, 100,000 post/flyer, 100,000 eGuide) Conde Nast Traveler Magazine Visit Florida Co-op • Full Page, 4C D: 8/1 - Placed FY23 708,748 Total Distribution Nationally Bon Appetit Magazine Visit Florida Co-op Full Page, 4C D: 8/1 - Placed FY23 1,506,015 Total Distribution Nationally Garden & Gun Magazine Visit Florida Co-op December '22 • Full Page, 4C + Full Page Advertorial · Circulation: 414,764 national AFAR Magazine Visit Florida Co-op • Full Page, 4C + Full Page Advertorial · Circulation: 414,764 national New York Times: Sunday Magazine • Full Page, 4C National Distribution: Over 50% outside city of New York T-Magazine "Winter Travel" Voyages Magazine "Spring Issue" · Circulation: 861,267 D: 9/27 D: 2/24 **Broadcast Media:** Winter Co-op (Gold): Linear Television Visit Florida Co-op 4-week Flight (1/2-1/29) > National linear TV (Advanced TV) + Auto content recognition + Mobile remarketing
- larget Markets: Atlanta, Boston, Chicago, New York, Philadelphia, Washington DC, Houston, Dalias, Louisiana, Alabama, Mississippi, Baltimore, Detroit, Indianandis. Asakville Ralacinh St Louis Minneanolis
- Estimated Impressions: 7.0M Adswerve, Inc. - Digital Monitoring/Reporting (Annual Contingency) **Developmental Markets Broadcast Media:** Broadcast Media: Linear Television-Cable (30) second spots Demo: Adults 25-64 Daypart Mix: EM 25% / DT 5% / EN 25% / PA 5% / PT 8% / LN 25% / LF 7% High indexing networks/programming: NBC, CBS, ABC, FOX, Cable (Zip Targeting) 100 GRP's / Week Chicago DMA Cable Only: Hyper-zip targeted + Direct Response Technology • 22.5M estimated impressions 100 GRP's / Week · 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 Minneapolis DMA Cable Only: Hyper-zip targeted + Direct Response Technology • 10.9M estimated impressions

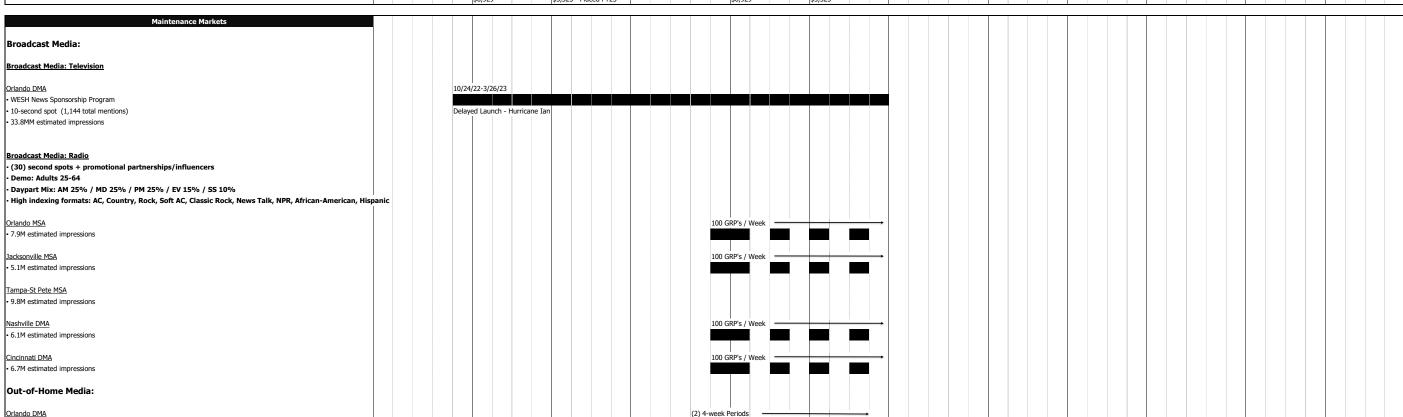
100 GRP's / Week

Detroit DMA

2022 2023 December Winter/Spring Media Plan October '22-March '23 October November February March January Mav lune July August September 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 8 13 10 17 24 1 8 15 22 29 5 12 19 26 3 10 17 24 31 7 14 21 28 4 11 18 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 100 GRP's / Week Chicago DMA • 29.8M estimated impressions 100 GRP's / Week ——— Atlanta DMA 20.7M estimated impressions 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 Out-of-Home Media: (3) 4-week Periods 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 • 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 (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 Indianapolis DMA (3) 4-week Periods 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 (1) 4-week period • 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) (3) 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 (1) 4-week period · 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

2022 2023 Winter/Spring Media Plan October '22-March '23 October November December February March July September January May lune August 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 8 13 10 17 24 1 8 15 22 29 5 12 19 26 3 10 17 24 31 7 14 21 28 4 11 18 • 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 Hour Detroit Magazine February '23 • Full Page, 4-color Total Circulation: 48,265 • Full Page, 4-color Total Circulation: 37,573 Placed FY22 Placed FY22 October '22 February '23 Chicago Magazine ovember '22 December '22 March '23 Full Page, 4-color Total Circulation: 105,000 D: 12/1 (VF Co-op) \$6,825 - Placed FY23 \$7,040 \$6,825 \$7,040 October '22 Atlanta Magazine 4-Page Gate-fold (Custom), 4-color • Total Circulation: 65,091 D: 5/4 - Placed FY22 Full Page, 4-color • Total Circulation: 65,091 D: 10/4 (VF Co-op) D: 1/6 (VF Co-op) D: 9/15 D: 12/1 \$5,325 - Placed FY23 \$6,929 \$6,929 \$5,325



2022 2023 January October November February March Mav lune July September December August Winter/Spring Media Plan October '22-March '23 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 8 13 10 17 24 1 8 15 22 29 5 12 19 26 3 10 17 24 31 7 14 21 28 4 11 18 Digital Billboard Network: 12 locations hyper targeted to high indexing HH's 17.7MM estimated impressions MCO Airport: Passenger Tunnel Domination 11/28/22-12/25/22 (1) Period - FY22 (28) Displays in all (4) Passenger Tunnels - Exclusive domination Program 40.5MM estimated impressions 12/26/22-12/24/23 (13) 4-week periods - FY23 (2) 4-week Periods Jacksonville DMA • Digital Billboard Network: 10 locations hyper targeted to high indexing HH's 11.5MM estimated impressions Tampa St Pete DMA • TPA Airport: Passenger Shuttle Domination Program - Exclusive VSPC Domination 11/14/22-1/8/23 (2) 4-week periods - FY22 • (16) Shuttles / (16) Lobby Doors/ (32) Baggage Claim LCD / (7) Baggage Claim Video Walls 65.5MM estimated impressions 1/9/23-11/12/23 (11) 4-week periods - FY23 PIE Airport Program (OCC Road House & Museum Display) Contract Period: 8/1/22-8/31/23 Bike build video on display, web and social + VSPC bike display in baggage claim 9.2MM estimated impressions Digital Billboard Network: 6 locations hyper targeted to high indexing HH's 17.3MM estimated impressions Cincinnati DMA (2) 4-week Periods Digital Billboard Network: 15 locations hyper targeted to high indexing HH's • 15.4MM estimated impressions Gainesville/Ocala DMA Contract Period: Oct '22-Oct '23 • (3) Billboards located on I-75 (#2287, #7131SO, #4604) - Annual Perm Program 12.5MM estimated impressions Print Media: ember '22 and October '22 Issues Nashville Lifestyles Magazine • Full Page, 4C 21,954 Total Circulation 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 Art in America Magazine • Full Page, 4C National Distribution Placed FY22 Total Circulation: 43,000 Orlando Magazine October '22 • Full Page, 4-color Total Circulation: 29,516 Placed FY22 City & Shore Magazine: Miami Lifestyle 10/2 Issue 11/20 Issue 4/2 Issue 6/11 Issue Full Page, 4-color Total Circulation: 46,220 Placed FY22 D: 11/2 - Holiday Issue 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 Part of Overall Radio Budget Arts and Culture Co-op Advertising Program with Creative Pinellas 2023 Marketing Partnerships LGBTQ Audience Passport Magazine Sept/Oct '22 March/April '23 May/June '23 (Bonus)

2022 2023 January Winter/Spring Media Plan October '22-March '23 October November December February March April May June July August September 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 8 10 17 24 1 8 15 22 29 5 12 19 26 3 10 17 24 31 7 14 21 28 4 11 18 Full Page, 4-color National Distribution (Value add - Bonus Page or Bonus Advertorial Page issue TBD) Total Circulation: 134,000 11/17/22 12/15/22 1/12/23 2/9/23 3/23/23 Lavendar Magazine • Full Page, 4-color Minneapolis - Minnesota's LGBTQ Magazine D: 11/2 D: 11/30 D: 12/28 D: 1/25 D: 3/8 Total Circulation: 181,959 Holiday Gift Guide Winter What-to-Do Health & Wellness Spring Arts Issue Midwest Travel Issue Bonus: Cover Image **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 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 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 Mav/Jun '23 Sept/Oct '23 • Full Page, 4C + Advertorial (125 words + Image) Circulation: 1 500 association members

-Value added: (2) Magazine Covers if available at time of request

2022 2023 January Winter/Spring Media Plan October '22-March '23 October November December February March May June August September 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 8 13 10 17 24 1 8 15 22 29 5 12 19 26 3 10 17 24 31 7 14 21 28 4 11 18 Annual SOURCE Directory/Guide Annual: Publishes in June 2023 1/3 Page, 4C Digital Media Dedicated VSPC Branded Email Campaign 1,000 Opt-in Subscribers HTML Dedicated Custom Email Destination Update - Email Blast الحالين إلى 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 Convention South Magazine Full Page, 4C •Circulation: 18,000 meeting planners February '23: Family Friendly Destinations Issue August '23: 2023/24 Directory of Meetings Sites / lagast 25/ 2525/21 5// ec • 1/2 Page, 4C •Circulation: 18,000 meeting planners 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 Jan/Feb '23: Drive-to-Market Issue March '23: VSPC Feature | April '23: VF Partnership) • Full Page, 4C •Circulation: 69,375 meeting planners Editorial focus on VSPC | Florida Guide <u>Digital Media</u> 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 mber '22: Annual December '23: Annual Full Page, 4C -Circulation: 10,000 association members PLACED FY22 Budgets 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

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Le	eisure Travel Programs																																					
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	Sports & Events Marketing Partnerships
Annual Planners' Guide to Sports, Commissions, CVBs & Venues - Full Page, 4C	2023 Annual (Published in December 22)
Sports Promoter Programs - 2023 Marketing Partnerships	