Visit St Pete-Clearwater

FY23 Media Plan 2022 2023 February March April lune September Winter/Spring Media Plan October '22-March '23 October November December January May July August 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 6 13 20 27 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 25 2 9 16 23 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

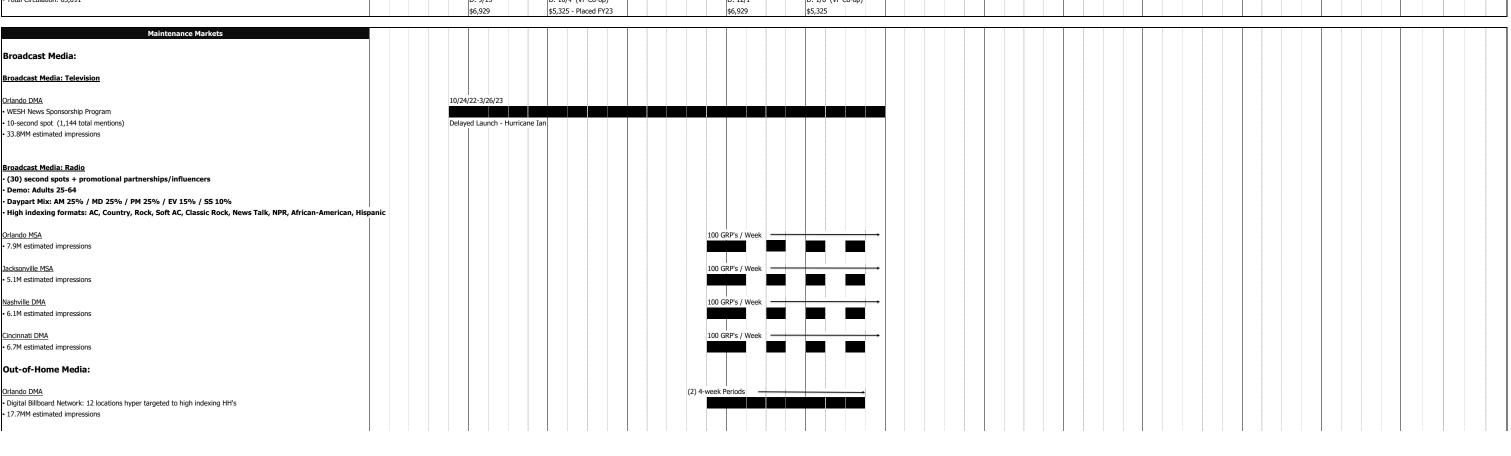
• Visit Florida Co-op • Full Page, 4C 708,748 Total Distribution Nationally Bon Appetit Magazine Visit Florida Co-op • Full Page, 4C 1,506,015 Total Distribution Nationally Garden & Gun Magazine Visit Florida Co-op April / May '23 December '22 Full Page, 4C + Full Page Advertorial Circulation: 414,764 national AFAR Magazine Visit Florida Co-op Winter '23 Issue Spring '23 Issue 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, Dallas, Louisiana, Alabama, Mississippi, Baltimore, Detroit, Indiananolis - Stimated 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 Atlanta DMA 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 100 GRP's / Week Cable Only: Hyper-zip targeted + Direct Response Technology • 10.9M estimated impressions

100 GRP's / Week

Detroit DMA

	2022					2023																
Winter/Spring Media Plan		October	Novembe		December	Januar	-	February	March		April		May		June	July		August		September	Octo	
October '22-March '23 - Cable Only: Hyper-zip targeted + Direct Response Technology	26	3 10 17 24	31 7 14	4 21	28 5 12 19	26 2 9	16 23	30 6 13	20 27 6 13	3 20 27	3 10	17 24 1	8 15 2	2 29	5 12	19 26 3 10 1	.7 24	31 7 14	1 21 28	4 11 18	25 2 9	16 23
• 10.8M estimated impressions																						
Broadcast Media: Radio							0 to 10 to 1															
(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, Hi	ispanic																					
							100.00	Die / Week														
<u>Chicago DMA</u> • 29.8M estimated impressions							100 GR	RP's / Week														
Atlanta DMA							100 GR	RP's / Week ——														
20.7M estimated impressions																						
Indianapolis DMA							100 GR	RP's / Week		-												
- 6.1M estimated impressions													8 h									
Minneapolis DMA - 11.6M estimated impressions							100 GF	RP's / Week		-												
							100 CE	DD's / Wook		_												
Detroit DMA • 13.7MM estimated impressions							100 GR	RP's / Week					8 A A A A A A A A A A A A A A A A A A A									
Out-of-Home Media:																						
Chicago DMA			(3) 4-week	k Periods						•												
Digital Billboard Network: 30 locations hyper targeted to align with cable HH's 67.6M estimated impressions													6 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1					0 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1				
			(3) 4-week	k Periods	1000					•												
 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) 4-week			1				•			8 h									
- 3.0M estimated impressions					(1) 4-week	neriod																
Movie Theater: Prime position 30 sec spot / 23 venues / 242 screens hyper targeted to align with cable HH's					(1) 4-Week	period																
930K estimated impressions - (121 index movie goers)							50 to 10 to							1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1								
Atlanta DMA			(3) 4-week	k Periods			0 0 0 0 0 0 0 0 0 0			→												
Digital Billboard Network: 21 locations hyper targeted to align with cable HH's 73.2MM estimated impressions																						
			(3) 4-week	k Periods						•												
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) 4-week	k Periods																		
- 3.4M estimated impressions												41 41 41 41 41 41 41 41 41 41 41 41 41 4										
							0 to 10 to 1															
<u>Indianapolis DMA</u> - Digital Billboard Network: 5 locations hyper targeted to align with cable HH's			(3) 4-week		10 to	***																
9.9MM estimated impressions			(3) 4-week	k Periods	-	1	8			-		4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4	8 h									
Gas Station TV: 13 stations / 113 screens hyper targeted to align with cable HH's 338K estimated impressions																						
			(3) 4-week							-												
 Digital EV Charging Station: 45 screens / :08 second duration - (179 index Tesla ownership) 612K estimated impressions 												1										
Movie Theater: LPS & Prime position 30 sec spot / 3 venues / 30 screens hyper targeted to align with cable HH's					(1) 4-week																	
56K estimated impressions - (121 index movie goers)													AAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAA									
Minneapolis DMA - Digital Billboard Network: 9 locations hyper targeted to align with cable HH's			(3) 4-week	k Periods						•												
16.2MM estimated impressions			(3) 4-week	k Periods						-												
- Gas Station TV: 153 stations / 1730 screens hyper targeted to align with cable HH's			(3) T Week																			
- 3.8M estimated impressions					(1) 4-week	period						1	A A A A A A A A A A A A A A A A A A A									
 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) 													AAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAA									
Detroit DMA			(3) 4-week	k Periods						.												
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2022 2023 February March September October November December August October 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 6 13 20 27 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 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 Hour Detroit Magazine • Full Page, 4-color Total Circulation: 48,265 <u>Indianapolis Monthly City Magazine</u> - Full Page, 4-color Total Circulation: 37,573 Placed FY22 D: 12/10 October '22 February '23 March '23 Chicago Magazine November '22 Full Page, 4-color Total Circulation: 105,000 Placed FY22 D: 9/8 (VF Co-op) 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: 9/15 D: 10/4 (VF Co-op) D: 12/1 D: 1/6 (VF Co-op) \$5,325 - Placed FY23 \$6,929 \$6,929 \$5,325 Broadcast Media: **Broadcast Media: Television** Orlando DMA 10/24/22-3/26/23 WESH News Sponsorship Program - 10-second spot (1,144 total mentions) Delayed Launch - Hurricane Ta 33.8MM estimated impressions Broadcast Media: Radio (30) second spots + promo ional 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 Orlando MSA



2022 2023 September October November December January February March April Mav August October 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 6 13 20 27 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 25 2 9 16 23 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 Jacksonville DMA (2) 4-week Periods - 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 Nashville DMA (2) 4-week Periods - 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 Contract Period: Oct '22-Oct '23 • (3) Billboards located on I-75 (#2287, #7131SO, #4604) - Annual Perm Program 12.5MM estimated impressions Print Media: Nashville Lifestyles Magazine otember '22 and October '22 Issues • Full Page, 4C 21,954 Total Circulation Arts / Culture Print Media: Playbill Magazine Full Page, 4C Market: Chicago D: 11/4 D: 2/1 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 D: 10/10 D: 12/16 11/20 Issue City & Shore Magazine: Miami Lifestyle 10/2 Issue 6/11 Issue Full Page, 4-color Total Circulation: 46,220 Placed FY22 D: 3/15 - Design D: 11/2 - Holiday Issue 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 uary/February '23 March/April '23 May/June '23 (Bonus) assport Magazine Full Page, 4-color • National Distribution (Value add - Bonus Page or Bonus Advertorial Page issue TBD) Placed FY22

Total Circulation: 134,000

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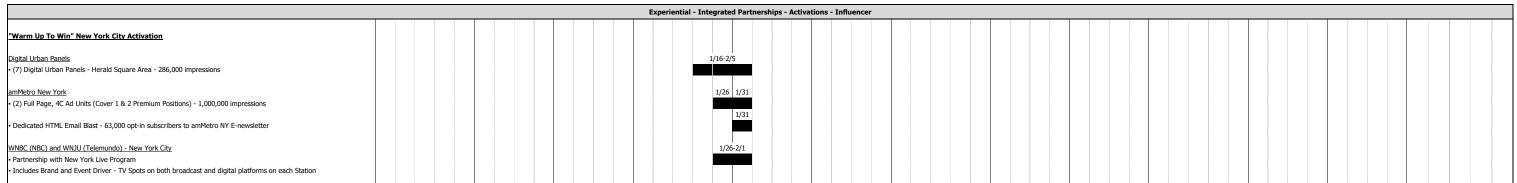
FY23 Media Plan 2022 2023 February Winter/Spring Media Plan October '22-March '23 December March April August September October October November January 26 3 10 17 24 31 7 14 21 28 5 12 19 26 2 9 16 23 30 6 13 20 27 6 13 20 27 6 13 20 27 6 13 20 27 6 13 20 27 8 10 17 24 1 8 15 22 29 5 12 19 26 3 10 17 24 31 7 14 21 28 4 11 18 25 2 9 16 23 Lavendar Magazine 11/17/22 12/15/22 1/12/23 3/23/23 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 Winter What-to-Do Holiday Gift Guide 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 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) 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 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 Annual SOURCE Directory/Guide Annual: Publishes in June 2023

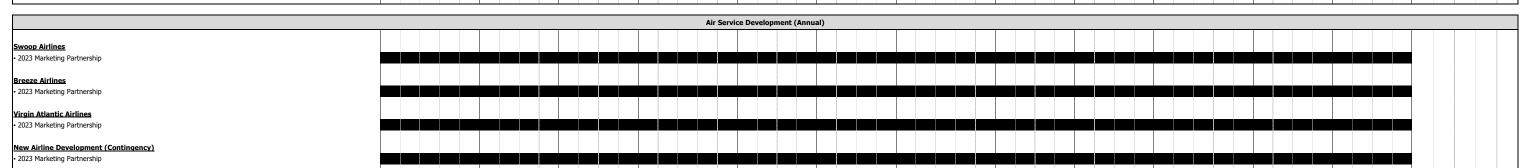
• 1/3 Page, 4C

2022 2023 February September Winter/Spring Media Plan October '22-March '23 October November December January March April May July August 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 6 13 20 27 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 25 2 9 16 23 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 (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 March '23: The CVB Issue Convention South Magazine December '22: Awards & Recognitions Issue • Full Page, 4C -Circulation: 18,000 meeting planners D: 10/17 February '23: Family Friendly Destinations Issue just '23: 2023/24 Directory of Meetings Sites ■ 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 lan/Feb '23: Drive-to-Market Issue March '23: VSPC Feature | April '23: VF Partnership Full Page, 4C •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 Chicagoland Forum - Association Print Media Forum Magazine December '23: Annual Full Page, 4C -Circulation: 10,000 association members 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

Winter/Spring Media Plan	October			No	November December			January				February			March		April			May			June			July				st	S	eptembe	er		Octobe	ır		
October '22-March '23	26	3 10 1	7 24	31	7 14	21 28	5	12 19	26	2 9	16	23 30	6	13 2	0 27	6 1	3 20	27 3	10	17 24	1	8	15 2	2 29	5 1	12 19	26 3	3 10	17 2	4 31	7 1	l4 21	28	4 11	1 18	25 2	9	16
- 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 - 300×250 ; 728×90 ; 160×600 ; 320×50 - $100,000$ guaranteed impressions																																						







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FY23 Media Plan 2022 2023 October December February March May 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 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 25 2 9 16 23 Brand USA 2023 Marketing Partnership 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 2023 Annual (Published in December 22) • Full Page, 4C SportsEvents Magazine Full Page, 4C Reaches qualified sports events planners, league managers, directors and associations Florida State Spotlight Issue Small Markets Big On Sports Issue nnual Soccer and Lacrosse Sourcebook Annual Baseball & Softball S Total Circulation: 18,014 D: 12/16 (S) 12/22 (M) Bonus Full Page Advertorial Bonus Directory Listing Bonus Directory Listing D: 9/13 (S) 9/20 (M) D: 2/13 (S) 2/21 (M)): 4/13 (S) 4/20 (M) E-Newsletter Sponsorship Weekly email deployment to over 4,900 opt-in subscribers Northstar Meetings/Events Group: SportsTravel & TEAMS Fall 2023 Issue: Published in September '23 SportsTravel Magazine Spring 2023 Issue: Published in March '23 • Full Page, 4C 45,000 Circulation (digital magazine + Hyper-link from ad) SportsTravel Dedicated Targeted Email Program Week of: 7/17/23 Week of: 9/18/23 Dedicated HTLM Email to Sports/Events Planners - Custom List • 12,000 per deployment (\$2,520 net) 2/8/23 8/23/23 SportsTravel E-Newsletter Sponsorship Horizontal Banner 600x100 (Leaderboard) Package: (2x per month) - Every other week (Wednesday) D: 1/30 D: 7/31 • 40,000 opt-in subscribers per deployment = 80K per month SportsTravel E-Newsletter #Showcase Takeover 6/7/23 6/21/23 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 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 -Month Promotion (June-August 2023) 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 Sports Planning Guide (SPG) October '22-September '23 (Already Committed by VSPC) Annual Sports Planning Guide

- Full Page, 4C + Two Pages of Advertorial Space (Print and Online)

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	2022								2023																																		
Winter/Spring Media Plan		October	<u> </u>	N	ovember	r	Decen	mber		Jan	uary		-	Februar	ry		March			Ap	pril			May			Jı	une			July			Au	gust		S	eptemb	er		00	ctober	
October '22-March '23	26 3	10 1	7 24	31	7 14	21 2	28 5	12 19	9 26	2	9 16	23	30	6 13	3 20	27	6 13	3 20	27	3 1	10 17	24	1 8	3 15	22	2 29	5	12	19 20	6 3	10	17 2	4 31	. 7	14	21	28	4 1	1 18	25	2	9 16	2
Florida Sports Guide Section - Reprints																										June	'23-Se _l	ptember '	'24														
Publishes in October																																											
							5 5 6 6 6 6 6 6 6 6																			Advei	ertorial	will start	running (on web i	n June '2	23											
Feature Destination - SportsPlanningGuide.com													Februar	y '23																													
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							1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1																																				
Weekly Email Newsletter to Sports Planners							10 10 10 10 10 10 10 10 10 10 10 10 10 1						Februar	y '23-July	y '23																												
728 x 90 TOP Position Banner (Premium)																																											
5,000+ Weekly Opt-in Subscribers																l l																											
26-week Program							1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1																																				
Video Promotion - SportsPlanningGuide.com													Februar	y '23-Jan	nuary '24	4																											
Video is housed on the video TAB of the Home Page																																											
- Annual Program																																											
Promoted on the enewsletter and social media Channels (LinkedIn)																																											
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