

Visit St Pete-Clearwater
FY23 Media Plan

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																																							
<u>2023 Visit Florida Magazine</u> • 2-Page Spread Placement • 500,000 Total Distribution Nationally (300,000 print, 100,000 post/ flyer, 100,000 eGuide)		Placed FY22																																							
<u>Conde Nast Traveler Magazine</u> • Visit Florida Co-op • Full Page, 4C • 708,748 Total Distribution Nationally		November '22 D: 8/1										May/June '23 D: 3/1																													
<u>Bon Appetit Magazine</u> • Visit Florida Co-op • Full Page, 4C • 1,506,015 Total Distribution Nationally		November '22 D: 8/1										May '23 D: 3/1																													
<u>Garden & Gun Magazine</u> • 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																													
<u>AFAR Magazine</u> • 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																			
<u>New York Times: Sunday Magazine</u> • 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:																																									
<u>Winter Co-op (Gold): Linear Television</u> • 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		4-week Flight (1/2-1/29) Placed FY23																																							
Adserve, Inc. - Digital Monitoring/Reporting (Annual Contingency)																																									

Developmental Markets																																									
Broadcast Media:																																									
<u>Broadcast Media: Linear Television-Cable</u> • (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										[Bar chart showing 3 spots]																													
Atlanta DMA • Cable Only: Hyper-zip targeted + Direct Response Technology • 22.3M estimated impressions		100 GRP's / Week										[Bar chart showing 3 spots]																													
Indianapolis DMA • Cable Only: Hyper-zip targeted + Direct Response Technology • 6.8M estimated impressions		100 GRP's / Week										[Bar chart showing 3 spots]																													
Minneapolis DMA • Cable Only: Hyper-zip targeted + Direct Response Technology • 10.9M estimated impressions		100 GRP's / Week										[Bar chart showing 3 spots]																													
Detroit DMA		100 GRP's / Week										[Bar chart showing 3 spots]																													

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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																																																							
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																																																							
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)	<p>November '22 December '22</p> <p>D: 10/7 D: 11/4</p> <p>February '23 March '23</p> <p>D: 1/3 D: 2/1</p>
Art in America Magazine • Full Page, 4C • National Distribution • Total Circulation: 43,000	<p>October '22 March '23 April '23</p> <p>Placed FY22 D: 1/20 D: 3/4</p>
Orlando Magazine • Full Page, 4-color • Total Circulation: 29,516	<p>October '22 November '22 December '22</p> <p>Placed FY22 D: 9/10 D: 10/10</p> <p>February '23 March '23</p> <p>D: 12/16 D: 1/13</p>
City & Shore Magazine: Miami Lifestyle • Full Page, 4-color • Total Circulation: 46,220	<p>10/2 Issue 11/20 Issue 2/5 Issue 4/2 Issue</p> <p>Placed FY22 D: 11/2 - Holiday Issue D: 1/18 - Luxury D: 3/15 - Design</p>
National Public Radio (NPR) • Local Market Buys: Chicago, Atlanta, Indianapolis, Minneapolis, Detroit, Cincinnati, Nashville, Orlando, Jacksonville • 15 / 30 second creative dedicated to arts messaging	<p>Part of Overall Radio Budget</p>
Arts and Culture Co-op Advertising Program with Creative Pinellas • 2023 Marketing Partnerships	<p>6/11 Issue D: 5/24 - Summer</p>

LGBTQ Audience	
Passport Magazine • Full Page, 4-color • National Distribution (Value add - Bonus Page or Bonus Advertorial Page issue TBD) • Total Circulation: 134,000	<p>Sept/Oct '22 November/December '22 January/February '23 March/April '23 May/June '23 (Bonus)</p> <p>Placed FY22 D: 10/1 D: 11/15 D: 2/1 D: 4/1</p>

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International																																																																	
Brand USA • 2023 Marketing Partnership	[Media Plan Grid]																																																																
Film Commission																																																																	
MBI Screen International • Fall 2022 Marketing Partnership Screen November Issue (1 ad) AFM Dailies (1 ad, Day 2) 50,000 online impressions	[Media Plan Grid]																																																																
Leisure: Travel Agent / Tour Operator																																																																	
Leisure Travel Programs • 2023 Marketing Partnerships	[Media Plan Grid]																																																																
Sports & Events Marketing Partnerships																																																																	
SportsEvents Media Group Annual Planners' Guide to Sports, Commissions, CVBs & Venues • Full Page, 4C SportsEvents Magazine • Full Page, 4C • Reaches qualified sports events planners, league managers, directors and associations • Total Circulation: 18,014 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) SportsTravel Dedicated Targeted Email Program • Dedicated HTML Email to Sports/Events Planners - Custom List • 12,000 per deployment (\$2,520 net) 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 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 a 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 • 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) Annual Sports Planning Guide • Full Page, 4C + Two Pages of Advertorial Space (Print and Online)	<p>2023 Annual (Published in December 22)</p> <p>January '23 Florida State Spotlight Issue D: 12/16 (S) 12/22 (M)</p> <p>March '23 Small Markets Big On Sports Issue Bonus Full Page Advertorial D: 2/13 (S) 2/21 (M)</p> <p>May '23 Annual Soccer and Lacrosse Sourcebook Bonus Directory Listing D: 4/13 (S) 4/20 (M)</p> <p>October '23 Annual Baseball & Softball Sourcebook Bonus Directory Listing D: 9/13 (S) 9/20 (M)</p> <p>Spring 2023 Issue: Published in March '23 D: 2/1/23 Digital Version</p> <p>Fall 2023 Issue: Published in September '23 D: 8/1/23 Print and Digital Version</p> <p>Week of: 7/17/23</p> <p>Week of: 9/18/23 D: 9/11</p> <p>2/8/23 D: 1/30</p> <p>2/22/23 D: 2/13</p> <p>8/9/23 D: 7/31</p> <p>8/23/23 D: 8/14</p> <p>6/7/23</p> <p>6/21/23</p> <p>3-Month Promotion (June-August 2023)</p> <p>October '22-September '23 (Already Committed by VSPC)</p> <p>Oct '23-Sept '24</p>																																																																

