Visit St Pete-Clearwater

FY23 Media Plan Updated: March 23, 2023 October November December January February March April May June August September October FY23 Media Plan October '22-September '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 General Market (Consumer Travel) National / Regional rint Media: 2023 Visit Florida Magazine 2-Page Spread Placement 500,000 Total Distribution Nationally (300,000 print, 100,000 post/flyer, 100,000 eGuide) 2023-24 Visit Tampa Bay Destination Guide Full Page, 4C 100,000 Total Distribution Nationally (Plus eGuide Distribution) Conde Nast Traveler Magazine May/June '23 (5/3/23 on-sale): "The Hot List" Is Visit Florida Co-op Full Page, 4C 708,748 Total Distribution Nationally May '23 (4/26/23 on-s Bon Appetit Magazine Visit Florida Co-op Full Page, 4C 1,506,015 Total Distribution Nationally Garden & Gun Magazine Visit Florida Co-op Full Page, 4C + Full Page Advertorial Circulation: 414,764 national AFAR Magazine Visit Florida Co-op er '23 Issue (12/13/22 on-sale Full Page, 4C + Full Page Advertorial Circulation: 414,764 national AAA Living (South) Visit Florida Co-op Full Page, 4C + Full Page Advertorial States of Florida and Georgia Editions Circulation: 1,900,000 New York Times: Sunday Magazine 5/14/23 6/25/23 Full Page, 4C National Distribution: Over 50% outside city of New York "Design & Luxury ſ-Magazin NYT Magazine Voyages Magazine -Magazine Circulation: 861,267 D: 9/27 D: 2/24 D: 3/28 D: 5/26 D: 7/21 D: 8/8 roadcast Media: Winter Co-op (Gold): Linear Television Visit Florida Co-op -week Flight (1/2-1/29) > National linear TV (Advanced TV) + Auto content recognition + Mobile remarketing Target Markets: Atlanta, Boston, Chicago, New York, Philadelphia, Washington DC, Houston, Dallas, Louisiana, Alabama, Placed FY23 Mississippi, Baltimore, Detroit, Indianapolis, Nashville, Raleigh, St. Louis, Minneapolis 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 100 GRP's / W Chicago DMA • Cable Only: Hyper-zip targeted + Direct Response Technology 49.5M estimated impressions 100 GRP's / Week Atlanta DMA Cable Only: Hyper-zip targeted + Direct Response Technology 49.1M estimated impressions Indianapolis DMA 100 GRP's / Week

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Updated: March 23, 2023 October November December January February March April May June July August September October FY23 Media Plan October '22-September '23 26 3 10 17 24 31 7 14 21 28 5 12 19 26 2 9 16 23 20 27 8 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 25 2 9 16 23 23.1MM estimated impressions Includes 1.5M Exposed Mobile Retargeting Bann Gas Station TV: 13 stations / 113 screens hyper targeted to align with cable HH's 789K estimated impressions Digital EV Charging Station: 45 screens / :08 second duration - (179 index Tesla ownership) 1.5K 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) GymTV: Non-sound video or static spots play overhead screens within a skinned frame (15-second) - 7 gyms 1.1M estimated impressions - (142 index gym memberships) Digital Billboard Network: 9 locations hyper targeted to align with cable HH's 37.8MM estimated impressions Gas Station TV: 153 stations / 1730 screens hyper targeted to align with cable HH's 8.9M estimated impressions (1) 4-week perio 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) GymTV: Non-sound video or static spots play overhead screens within a skinned frame (15-second) - 13 gym 2.0M estimated impressions - (142 index gym memberships) Digital Billboard Network: 11 locations hyper targeted to align with cable HH's 67.1MM estimated impressions Gas Station TV: 57 stations / 521 screens hyper targeted to align with cable HH's 3.1M estimated impressions (3) 4-week Periods Digital EV Charging Station: 22 screens / :08 second duration - (179 index Tesla ownership) 3.1M 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) GymTV: Non-sound video or static spots play overhead screens within a skinned frame (15-second) - 20 gyms 3.2M estimated impressions - (142 index gym memberships) Print Media: June 23 July '23 August '23 September '23 October '23 MplsSt Paul Magazine "Fall Travel" Full Page, 4-color Premium Position: Opposite Table of Contents (Bonus: June-October) Total Circulation: 67,155 Bonus: Top Banner Position Mpls Daily E-newsletter (28,000 opt-ins) Hour Detroit Magazine June '23 "LGBTO Iss Full Page, 4-color Total Circulation: 48.265 D: 12/10 D: 1/10 D: 5/20 D: 6/20 D: 8/20 Indianapolis Monthly Magazine June '23 "City Guide Full Page, 4-color Total Circulation: 37,573 Placed FY22 Placed FY22 D: 11/28 D: 12/10 D: 1/10 May '23 June/July '23 August '23 September '23 October '23 Chicago Magazine March '23 "Top Docs" "Best of Chicago "Fall Travel" "Fall & Winter Getaways October '22 February '23 Full Page, 4-color Total Circulation: 105.000 D: 8/23 Placed FY22 2-Page Spread (Bonus Ad) Atlanta Magazine

4-Page Gate-fold (Custom), 4-color Total Circulation: 65,091 May '23 D: 5/4 - Placed FY22 June '23 July '23 August '23 September '23 "Summer Fun Guide" Food & Drin Visit Florida Co-o Full Page, 4-color Total Circulation: 65.091 D: 10/4 (VF Co-op) D: 1/6 (VF Co-op) D: 9/15

•2-Page Spread, 4-color (Value Add - Bonus Page Upgrade)

Visit St Pete-Clearwater

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	2022	0-4-6	Name		D	202				Fahanaa					A:1				l		l.d.		A	-		ted: Marcl	
FY23 Media Plan October '22-September '23		October 10 17 24	Nover		Decem			nuary 9 16	23 30	February 6 13		Marc			April	24 1	May 8 15	22 29	June 5 1		July 10 17	24 31	August 7 14		September 4 11	18 25 2	October 9 16 23
Total Circulation: 65,091										1 1																D: 8/14	
Maintenan Madan																											
Maintenance Markets Broadcast Media:	1																										
Broadcast Media: Television																											
Orlando DMA		10/2	4/22-3/26/2	3									3,	/27/23-9 _/	/25/23												
WESH News Sponsorship Program 10-second spot (2,288 total mentions)		Dela	yed Launch -	Hurricane Ian																							
• 135.2MM 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, H	Hispanic																										
Orlando MSA • 15.8M estimated impressions									100 GRP's	/ Week										100 GRP's / Wee	k						
Jacksonville MSA									 100 GRP's	/ Week			_							100 GRP's / Wee	k					_	
• 10.2M estimated impressions																											
Tampa-St Pete MSA • Steve Hayes Interviews - WFLA-AM (Tampa-St Pete)											Ma	arch-Decen	mber '23														
(1x) 3-5 minute interview with Steve Hayes and any other guests per month (10x) :15 second commercial announcements to promote the interview both before and after it airs																											
• \$2,000 net each month, with this cost also covering talent and production fees																											
Nashville DMA • 12.2M estimated impressions									100 GRP's	/ Week										100 GRP's / Wee	k					-	
Cincinnati DMA • 13.4M estimated impressions									 100 GRP's	/ Week			_							100 GRP's / Wee	k						
Out-of-Home Media:																											
Orlando DMA								(2) 4-	week Perio	ods —			_					(4) 4-	-week Pe	riods —							
 Digital Billboard Network: 12 locations hyper targeted to high indexing HH's 41.3MM estimated impressions 																		Includ	des 1.5M	Exposed Mobile Ret	targeting Ba	inners					
Gas Station TV: 57 stations / 491 screens hyper targeted to align with VSPC Persona			(3) 4-1	 week Periods									→					(4) 4-	 -week Pe	riods						-	
2.8M estimated impressions					7													Includ	des 1.5M	Exposed Mobile Ret	targeting Ba	inners					
• GymTV: Non-sound video or static spots play overhead screens within a skinned frame (15-second) - 6 • 1.2M estimated impressions - (142 index gym memberships)	gyms																	(4) 4-	-week Pe	riods							
MCO Airport: Passenger Tunnel Domination • (28) Displays in all (4) Passenger Tunnels - Exclusive domination Program				11/	/28/22-12	/25/22 (1) Per	riod - FY2	2																			
40.5MM estimated impressions						12/	26/22-12	/24/23 (13	3) 4-week	periods - F	Y23																
Jacksonville DMA								(2) 4-1	week Perio	ods —			-					(4) 4-	-week Pe	riods						_	
Digital Billboard Network: 10 locations hyper targeted to high indexing HH's 26.8MM estimated impressions																		Includ	des 1.5M	Exposed Mobile Ret	targeting Bo	inners					
Co. Santing TV 44 and to 100 and			(3) 4-1	week Periods									→					(4) 4-	week Pe	riods						_	
Gas Station TV: 41 stations / 402 screens hyper targeted to align with VSPC Persona 2.4M estimated impressions																		Includ	des 1.5M	Exposed Mobile Ret	targeting Ba	inners					
Tampa St Pete DMA • TPA Airport: Passenger Shuttle Domination Program - Exclusive VSPC Domination				11/14/22-1/8/	/23 (2) 4-u	veek periods -	FY22																				
(16) Shuttles / (16) Lobby Doors/ (32) Baggage Claim LCD / (7) Baggage Claim Video Walls • 65.5MM estimated impressions				, - , - 2 1/0/	- (=) + V	,c perious																					
							1	/9/23-11/	12/23 (11)	4-week pe	eriods - FY2	23															
PIE Airport Program (OCC Road House & Museum Display) Bike build video on display, web and social + VSPC bike display in baggage claim		Period: 8/1/22-8/3	31/23																								
9.2MM estimated impressions Nachville DMA	PLACED - F	FY22 Budgets						(2) 4	wook Peri									(4) 4	wook D	rinds							
Nashville DMA Digital Billboard Network: 6 locations hyper targeted to high indexing HH's								(2) 4-	week Perio	ods —			•					(4) 4-	-week Pe	nous							

Visit St Pete-Clearwater FY23 Media Plan

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2023 Marketing Partnerships

Visit St Pete-Clearwater FY23 Media Plan

Updated: March 23, 2023 2022 FY23 Media Plan 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 October '22-September '23 LGBTQ Audience | | Sept/Oct '22 July/August '23 "Culinary Tra Passport Magazine Full Page, 4-color National Distribution (Value add - Bonus Page or Bonus Advertorial Page issue TBD) Placed FY22 Total Circulation: 134,000 Bonus: Spread of custom content (Advertoria avendar Magazine 11/17/22 12/15/22 1/12/23 2/9/23 3/23/23 4/20/23 #728 6/1/23 #731 6/29/23 #733 8/24/23 #737 9/7/23 #738 Full Page, 4-color D: 3/8 Minneapolis - Minnesota's LGBTQ Magazine D: 4/5 D: 5/12 D: 11/2 D: 11/30 D: 12/28 D: 8/23 Total Circulation: 181,959 Holiday Gift Guide Winter What-to-Do Health & V Fall Geta Bonus: Cover Image Black Audience Rolling Out Magazine ■ Full Page, 4-color 5/11/23 "Travel Issue" 5/25/23 "Best of Atlanta" 8/24/23 "Travel Is e" 9/21/23 "RIDE Con 2023" Atlanta Market D: 8/14 Total Circulation: 62,797 5/11/23 "Travel Issue" 6/1/23 6/22/23 "Best of Chicago 7/27/23 "Health 8/24/23 "Travel Is 9/21/23 "RIDE Con 2023" Chicago Market D: 8/14 D: 6/12 Total Circulation: 67,965 Radio (African American Format Stations) • Local Market Buys: Chicago, Atlanta, Indianapolis, Minneapolis, Detroit, Cincinnati, Nashville, Orlando, Jacksonv 30 second spot Latin Audience Radio (Hispanic Format Stations) Part of Overall Radio Budget 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" • 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 guiz. 200 Direct Sales Leads 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

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	2022						202	3																			Updated:	March	n 23, 2023	3
FY23 Media Plan		tober	N	November	D	ecembe			nuary		Februar	у	March		Α	pril		May		June	•		July		August		September		Octobe	er
October '22-September '23	26 3 1	10 17	24 31	7 14	21 28	5 12	19 26	2	9 16	23 30	6 13	3 20 27	6 1	3 20 27	3	10 17	24 1	8 15	22 29	9 5 1	12 19	26 3	10 17	24 31	7 14	21 28	4 11 18	25 2	9	16 23
Annual SOURCE Directory/Guide																			Anı	nual: Publi	 ishes in Jur	ne 2023								
• 1/3 Page, 4C																			7411	ilidai. i dbii	isries iii sui	110 2025								
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Digital Media																														
Dedicated VSPC Branded Email Campaign • 1,000 Opt-in Subscribers																														
HTML Dedicated Custom Email																														
Destination Update - Email Blast • 1,000 Opt-in Subscribers										Feb	ruary '23																			
Highlighting VSPC Destination										Bonu	us																			
(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 webs	site																													
Email Blast																								Aug	ust '23					
1,000 Opt-in Subscribers																								Pon	16					
Top Banner Ad - can link to video content																								Bon	us					
Convention Couth																														
Convention South																														
Print <u>Media</u> Convention South Magazine					Decemb	her '22.	 Awards & R		nns Issue			Mar	rch '23: Th	CVB Issue																
Full Page, 4C							Awards & IV		13300					CVD 1330E																
Circulation: 18,000 meeting planners					D: 10/1	17						D: 1	1/16																	
100										Feb	ruary '23: F	amily Friend	dly Destina	tions Issue										Aug	ust '23: 2023/	/24 Directo	ory of Meetings !	Sites		
1/2 Page, 4C Circulation: 18,000 meeting planners										D: 1	2/15													D: 6	/16					
igital Media																														
edicated 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																														
HIVIL Dedicated Costoni Enian																														
Meetings Today																														
<u>Print Media</u> Meetings Today Magazine			Nov/De	ec '22: CVI	 'B Update Issu	ie	Jan/	 Feb '23:	 Drive-to-N	 Narket Issi	ue	Mai	 rch '23: VS	PC Featu Apr	 ril '23: VF	 Partnership	p)													
Full Page, 4C Circulation: 69,375 meeting planners			Include	os hanus a	advertorial		Incl	das han	us advorto	rial		Edit	erial facus	on VSP(Flor	rida Cuida															
•			Include	es bonus a			Incit	des bon	us adverto	riai		Edit	oriai rocus	ON VSPIFIO		·														
u <u>igital Media</u> Jedicated VSPC Branded Email Campaign																														
7,500 Opt-in meeting planners																														
HTML Dedicated Custom Email																														
Retargeting Blitz (8-month program)																														
$300\mathrm{x}600$ display ad - retargeting Starts with ads on meetingstoday.com and extends through network of partners - Meetings Today pla	ı I I anners with has	hed email:	I I I Is are served	ads																								1		
200,000 impressions																														
hisagaland Fayum Assasiation																														
nicagoland Forum - Association																														
rint Media orum Magazine					Descri	ber '22: /	Annual																			Door	mber '23: Annua	 		
Full Page, 4C																														
Circulation: 10,000 association members					PLACED	FY22 Bi	udgets																			D: 9/	19/23			
COLUMN AC																														
<u>igital Media</u> i-Weekly Forum Focus E-Newsletter (2x per month)																														
Custom unit for 12-months with in the "Must Read Monday Update"																												7		
650 x 100 pixel with bannered hyperlink 4,000 Opt-in Subscribers																														
uarterly Audience Retargeting																														
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FY23 Media Plan Updated: March 23, 2023 October November December January February March August September October FY23 Media Plan October '22-September '23 26 3 10 17 24 31 7 14 21 28 5 12 19 26 2 9 16 23 20 27 8 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 25 2 9 16 23 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 Gulf to Bay: Destination Magazine Distribution FY23 Gulf to Bay Magazine: Newspaper Distribution 505,000 Total Distribution nday, 7/23/23 New York Times Markets: Chicago, Philadelphia, Wash DC, Boston, Atlanta, Cleveland, Pittsburgh, Indianapolis, Nashville, Columbia Total Distribution: 295,000 D: 6/30/23 Atlanta Journal-Constitution nday, 8/6/23 Market: Atlanta DMA Target: Subs that fit VSPC persona (HHI \$100K+) D: 7/17/23 Total Distribution: 20,000 (Premium Placement - Topper) Cincinnati Inquirer unday, 8/6/23 Market: Cincinnati DMA Target: Subs that fit VSPC persona (HHI \$100K+)
Total Distribution: 20,000 D: 7/17/23 Indianapolis Star

• Market: Indianapolis DMA unday, 8/6/23 Target: Subs that fit VSPC persona (HHI \$100K+) D: 7/17/23 Total Distribution: 20,000 Minneapolis Star-Tribune

• Market: Minneapolis-St Paul DMA Sunday, 8/6/23 Target: Subs that fit VSPC persona (HHI \$100K+) D: 7/17/23 Total Distribution: 20,000 Detroit Free-Press nday, 8/6/23 Market: Detroit DMA Target: Subs that fit VSPC persona (HHI \$100K+) D: 7/17/23 Total Distribution: 20,000 65,000 Standalone Distribution • Int'l & Domestic Events/Tradeshows, VISIT FLORIDA Welcome Centers, Tampa International Airport, St Pete/Clearwater 40,000 Global Direct Mail

Targeted Facebook Ads, Requests from Website Visitors, Annual Subscribers Digital Downloads 5,000+ Digital Sessions Experiential - Integrated Partnerships - Activations - Influencer "Warm Up To Win" New York City Activation 1/16-2/5 Digital Urban Panels (7) Digital Urban Panels - Herald Square Area - 286,000 impressions 1/26 1/31 amMetro New York (2) Full Page, 4C Ad Units (Cover 1 & 2 Premium Positions) - 1,000,000 impressions Dedicated HTML Email Blast - 63,000 opt-in subscribers to amMetro NY E-newsletter WNBC (NBC) and WNJU (Telemundo) - New York City Partnership with New York Live Program Includes Brand and Event Driver - TV Spots on both broadcast and digital platforms on each Station Influencer Programs / Activations Summer/Fall Air Service Development (Annual) Swoop Airlines 2023 Marketing Partnership Breeze Airlines 2023 Marketing Partnership

Virgin Atlantic Airlines

Updated: March 23, 2023 FY23 Media Plan October November December January February March April May June July August September October October '22-September '23 26 3 10 17 24 31 7 14 21 28 5 12 19 26 2 9 16 23 20 27 8 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 25 2 9 16 23 2023 Marketing Partnership New Airline Development (Contingency) 2023 Marketing Partnership Marketing Partnerships ESPN (Elite Invitational) 2/16-2/19 2023 Marketing Partnership Tampa Bay Rays 2022 Post-Season (Radio Partnership) 2023 Marketing Partnership Philadelphia Union MLS Soccer •2022 & 2023 Marketing Partnership St Pete Grand Prix 2023 Marketing Partnership CMG Events: Fall Fiesta in Orlando, FL 11/5-11/6 Presenting Sponsor • Fall Fiesta @ Lake Eola Park, Orlando 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 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 Sports Events Media Group Annual Planners' Guide to Sports, Commissions, CVBs & Venues Full Page, 4C May 23 January '23 Sports Events Magazine Full Page, 4C Small Markets Big On Sports Issue Reaches qualified sports events planners, league managers, directors and associations Florida State Spotlight Issue Annual Soccer and Lacrosse Sourcebook Annual Baseball & Softball Sourcebook Total Circulation: 18.014 D: 12/16 (S) 12/22 (M) Bonus Full Page Advertorial Bonus Directory Listing Bonus Directory Listing D: 2/13 (S) 2/21 (M) D: 4/13 (S) 4/20 (M) D: 9/13 (S) 9/20 (M) E-Newsletter Sponsorship Weekly email deployment to over 4,900 opt-in subscribers

Visit St Pete-Clearwater FY23 Media Plan

Updated: March 23, 2023 FY23 Media Plan October November December January February March April May June August September October October '22-September '23 26 3 10 17 24 31 7 14 21 28 5 12 19 26 2 9 16 23 0 6 13 20 27 8 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 25 2 9 16 23 NorthStar Meetings/Events Group: Sports Travel & TEAMS Sports Travel Magazine Spring 2023 Issue: Published in March '23 Fall 2023 Issue: Published in September '23 Full Page, 4C 45,000 Circulation (digital magazine + Hyper-link from ad) Sports Travel 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) 2/22/23 8/9/23 8/23/23 Sports Travel E-Newsletter Sponsorship 2/8/23 Horizontal Banner 600x100 (Leaderboard) D: 1/30 D: 7/31 D: 8/14 Package: (2x per month) - Every other week (Wednesday) 40,000 opt-in subscribers per deployment = 80K per month 6/7/23 Sports Travel E-Newsletter #Showcase Takeover 6/21/23 Prime 'Exclusive' Showcase position on Sports Travel 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 Sports Travel 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) Sports Travel eNL mentions; Social Posts; Sports Travel 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) June '23-September '24 Florida Sports Guide Section - Reprints Publishes in October 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 Weekly Email Newsletter to Sports Planners

728 x 90 TOP Position Banner (Premium) February '23-July '23 5,000+ Weekly Opt-in Subscribers 26-week Program Video Promotion - SportsPlanningGuide.com Video is housed on the video TAB of the Home Page Annual Program Promoted on the enewsletter and social media Channels (LinkedIn)