

Visit St Pete-Clearwater  
FY23 Media Plan

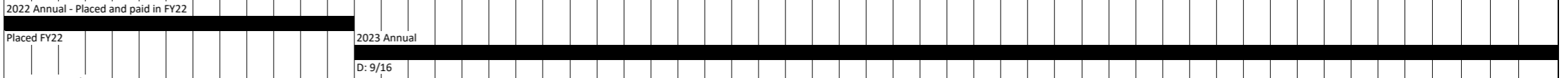
Updated: March 23, 2023

FY23 Media Plan October '22-September '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								

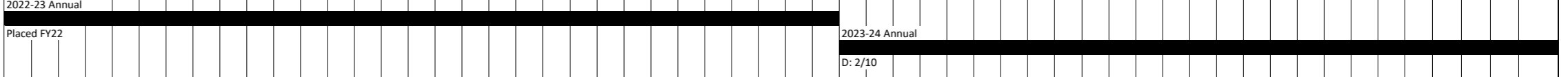
General Market (Consumer Travel)

National / Regional

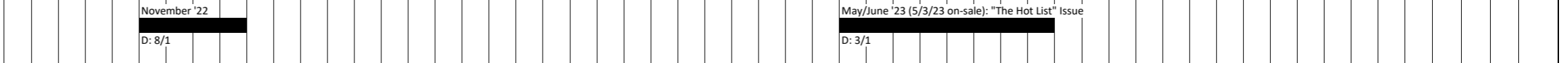
**Print Media:**  
**2023 Visit Florida Magazine**  
 • 2-Page Spread Placement  
 • 500,000 Total Distribution Nationally (300,000 print, 100,000 post/flyer, 100,000 eGuide)



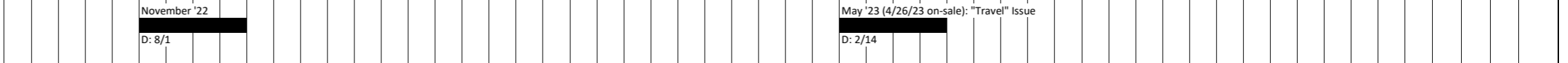
**2023-24 Visit Tampa Bay Destination Guide**  
 • Full Page, 4C  
 • 100,000 Total Distribution Nationally (Plus eGuide Distribution)



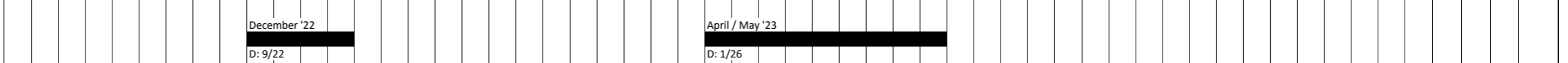
**Conde Nast Traveler Magazine**  
 • Visit Florida Co-op  
 • Full Page, 4C  
 • 708,748 Total Distribution Nationally



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



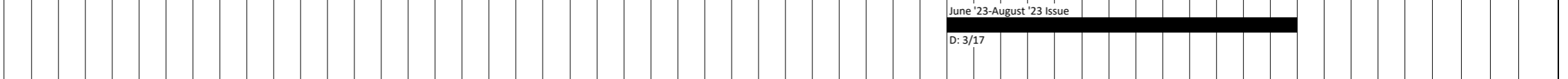
**Garden & Gun Magazine**  
 • Visit Florida Co-op  
 • Full Page, 4C + Full Page Advertorial  
 • Circulation: 414,764 national



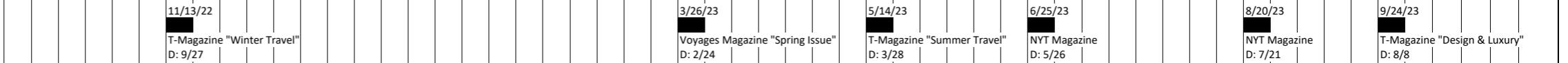
**AFAR Magazine**  
 • Visit Florida Co-op  
 • Full Page, 4C + Full Page Advertorial  
 • Circulation: 414,764 national



**AAA Living (South)**  
 • Visit Florida Co-op  
 • Full Page, 4C + Full Page Advertorial  
 • States of Florida and Georgia Editions  
 • Circulation: 1,900,000

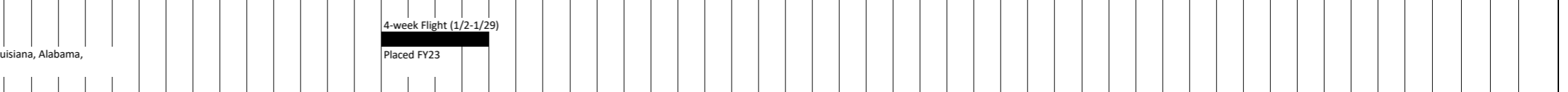


**New York Times: Sunday Magazine**  
 • Full Page, 4C  
 • National Distribution: Over 50% outside city of New York  
 • Circulation: 861,267



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



Adswerve, Inc. - Digital Monitoring/Reporting (Annual Contingency)

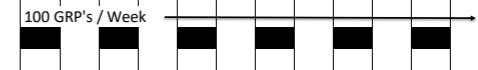
Developmental Markets

**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  
 • 49.5M estimated impressions



**Atlanta DMA**  
 • Cable Only: Hyper-zip targeted + Direct Response Technology  
 • 49.1M estimated impressions



**Indianapolis DMA**



Visit St Pete-Clearwater  
FY23 Media Plan

Updated: March 23, 2023

FY23 Media Plan October '22-September '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								
<ul style="list-style-type: none"> <li>Cable Only: Hyper-zip targeted + Direct Response Technology</li> <li>15.1M estimated impressions</li> </ul>																																																																	
<b>Developmental Markets</b>																																																																	
<b>Broadcast Media:</b>																																																																	
<ul style="list-style-type: none"> <li><b>Minneapolis DMA</b> <ul style="list-style-type: none"> <li>Cable Only: Hyper-zip targeted + Direct Response Technology</li> <li>24.1M estimated impressions</li> </ul> </li> <li><b>Detroit DMA</b> <ul style="list-style-type: none"> <li>Cable Only: Hyper-zip targeted + Direct Response Technology</li> <li>23.8M estimated impressions</li> </ul> </li> </ul>																																																																	
<b>Broadcast Media: Radio</b>																																																																	
<ul style="list-style-type: none"> <li>(30) second spots + promotional partnerships/influencers</li> <li>Demo: Adults 25-64</li> <li>Daypart Mix: AM 25% / MD 25% / PM 25% / EV 15% / SS 10%</li> <li>High indexing formats: AC, Country, Rock, Soft AC, Classic Rock, News Talk, NPR, African-American, Hispanic</li> </ul>																																																																	
<ul style="list-style-type: none"> <li><b>Chicago DMA</b> <ul style="list-style-type: none"> <li>65.6M estimated impressions</li> </ul> </li> <li><b>Atlanta DMA</b> <ul style="list-style-type: none"> <li>41.4M estimated impressions</li> </ul> </li> <li><b>Indianapolis DMA</b> <ul style="list-style-type: none"> <li>12.2M estimated impressions</li> </ul> </li> <li><b>Minneapolis DMA</b> <ul style="list-style-type: none"> <li>23.2M estimated impressions</li> </ul> </li> <li><b>Detroit DMA</b> <ul style="list-style-type: none"> <li>27.4MM estimated impressions</li> </ul> </li> </ul>																																																																	
<b>Out-of-Home Media:</b>																																																																	
<ul style="list-style-type: none"> <li><b>Chicago DMA</b> <ul style="list-style-type: none"> <li>Digital Billboard Network: 30 locations hyper targeted to align with cable HH's</li> <li>157.7M estimated impressions</li> </ul> </li> <li>Gas Station TV: 176 stations / 1762 screens hyper targeted to align with cable HH's</li> <li>11.2M estimated impressions</li> <li>Digital EV Charging Station: 33 screens / :08 second duration - (179 index Tesla ownership)</li> <li>9.8M estimated impressions</li> <li>Movie Theater: Prime position 30 sec spot / 23 venues / 242 screens hyper targeted to align with cable HH's</li> <li>930K estimated impressions - (121 index movie goers)</li> <li>3.0M estimated impressions</li> <li>GymTV: Non-sound video or static spots play overhead screens within a skinned frame (15-second) - 57 gyms</li> <li>8.8M estimated impressions - (142 index gym memberships)</li> <li><b>Atlanta DMA</b> <ul style="list-style-type: none"> <li>Digital Billboard Network: 21 locations hyper targeted to align with cable HH's</li> <li>170.8MM estimated impressions</li> </ul> </li> <li>Gas Station TV: 114 stations / 902 screens hyper targeted to align with cable HH's</li> <li>3.8M estimated impressions</li> <li>Digital EV Charging Station: 45 screens / :08 second duration - (179 index Tesla ownership)</li> <li>7.9M estimated impressions</li> <li>Carvertise VSPC Vehicle Fleet (20 cars): Full Vehicle Wrap + Collateral Distribution and Driver Brand Engagement</li> <li>5.2M estimated impressions</li> <li>GymTV: Non-sound video or static spots play overhead screens within a skinned frame (15-second) - 35 gyms</li> <li>6.0M estimated impressions - (142 index gym memberships)</li> </ul>																																																																	
<b>Out-of-Home Media:</b>																																																																	
<ul style="list-style-type: none"> <li><b>Indianapolis DMA</b> <ul style="list-style-type: none"> <li>Digital Billboard Network: 5 locations hyper targeted to align with cable HH's</li> </ul> </li> </ul>																																																																	

**Visit St Pete-Clearwater**  
FY23 Media Plan

Updated: March 23, 2023

FY23 Media Plan October '22-September '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						
<ul style="list-style-type: none"> <li>23.1MM estimated impressions</li> </ul>																																																															
<ul style="list-style-type: none"> <li>Gas Station TV: 13 stations / 113 screens hyper targeted to align with cable HH's</li> <li>789K estimated impressions</li> </ul>						(3) 4-week Periods																																																									
<ul style="list-style-type: none"> <li>Digital EV Charging Station: 45 screens / :08 second duration - (179 index Tesla ownership)</li> <li>1.5K estimated impressions</li> </ul>						(3) 4-week Periods				(1) 4-week period																																																					
<ul style="list-style-type: none"> <li>Movie Theater: LPS &amp; Prime position 30 sec spot / 3 venues / 30 screens hyper targeted to align with cable HH's</li> <li>56K estimated impressions - (121 index movie goers)</li> </ul>										(1) 4-week period																																																					
<ul style="list-style-type: none"> <li>GymTV: Non-sound video or static spots play overhead screens within a skinned frame (15-second) - 7 gyms</li> <li>1.1M estimated impressions - (142 index gym memberships)</li> </ul>																																																															
<p><b>Minneapolis DMA</b></p> <ul style="list-style-type: none"> <li>Digital Billboard Network: 9 locations hyper targeted to align with cable HH's</li> <li>37.8MM estimated impressions</li> </ul>						(3) 4-week Periods																																																									
<ul style="list-style-type: none"> <li>Gas Station TV: 153 stations / 1730 screens hyper targeted to align with cable HH's</li> <li>8.9M estimated impressions</li> </ul>						(3) 4-week Periods				(1) 4-week period																																																					
<ul style="list-style-type: none"> <li>Movie Theater: Prime position 30 sec spot / 20 venues / 248 screens hyper targeted to align with cable HH's</li> <li>538K estimated impressions - (121 index movie goers)</li> </ul>										(1) 4-week period																																																					
<ul style="list-style-type: none"> <li>GymTV: Non-sound video or static spots play overhead screens within a skinned frame (15-second) - 13 gyms</li> <li>2.0M estimated impressions - (142 index gym memberships)</li> </ul>						(3) 4-week Periods																																																									
<p><b>Detroit DMA</b></p> <ul style="list-style-type: none"> <li>Digital Billboard Network: 11 locations hyper targeted to align with cable HH's</li> <li>67.1MM estimated impressions</li> </ul>						(3) 4-week Periods																																																									
<ul style="list-style-type: none"> <li>Gas Station TV: 57 stations / 521 screens hyper targeted to align with cable HH's</li> <li>3.1M estimated impressions</li> </ul>						(3) 4-week Periods																																																									
<ul style="list-style-type: none"> <li>Digital EV Charging Station: 22 screens / :08 second duration - (179 index Tesla ownership)</li> <li>3.1M estimated impressions</li> </ul>						(3) 4-week Periods				(1) 4-week period																																																					
<ul style="list-style-type: none"> <li>Movie Theater: Prime position 30 sec spot / 4 venues / 48 screens hyper targeted to align with cable HH's</li> <li>238K estimated impressions - (121 index movie goers)</li> </ul>										(1) 4-week period																																																					
<ul style="list-style-type: none"> <li>GymTV: Non-sound video or static spots play overhead screens within a skinned frame (15-second) - 20 gyms</li> <li>3.2M estimated impressions - (142 index gym memberships)</li> </ul>																																																															
<b>Print Media:</b>																																																															
<u><b>MplsSt Paul Magazine</b></u>																																																															
<ul style="list-style-type: none"> <li>Full Page, 4-color</li> <li>Premium Position: Opposite Table of Contents (Bonus: June-October)</li> <li>Total Circulation: 67,155</li> </ul>						November '22				December '22				February '23				March '23																June '23					July '23					August '23					September '23					October '23									
<ul style="list-style-type: none"> <li>Bonus: Top Banner Position Mpls Daily E-newsletter (28,000 opt-ins)</li> </ul>						D: 9/19				D: 10/24				D: 12/10				D: 1/10																D: 4/19					D: 5/16					D: 6/15					D: 7/19					D: 8/16									
																																										6/12					7/17					8/21											
<u><b>Hour Detroit Magazine</b></u>																																																															
<ul style="list-style-type: none"> <li>Full Page, 4-color</li> <li>Total Circulation: 48,265</li> </ul>						November '22								February '23				March '23																June '23					July '23					August '23					September '23					October '23									
						D: 9/20								D: 12/10				D: 1/10																D: 4/20					D: 5/20					D: 6/20					D: 7/20					D: 8/20									
																																						June '23					July '23					August '23					September '23					October '23					
<u><b>Indianapolis Monthly Magazine</b></u>																																																															
<ul style="list-style-type: none"> <li>Full Page, 4-color</li> <li>Total Circulation: 37,573</li> </ul>	October '22					November '22				January '23				February '23				March '23																June '23					July '23					August '23					September '23					October '23									
	Placed FY22					Placed FY22				D: 11/28				D: 12/10				D: 1/10																D: 4/14					D: 5/18					D: 6/22					D: 7/21					D: 8/17									
																																						June/July '23					August '23					September '23					October '23										
																																						"Top Docs"					"Best of Chicago"					"Fall Travel"					"Fall & Winter Getaways"										
<u><b>Chicago Magazine</b></u>																																																															
<ul style="list-style-type: none"> <li>Full Page, 4-color</li> <li>Total Circulation: 105,000</li> </ul>	October '22					November '22				December '22				February '23				March '23																May '23					June '23					July '23					August '23					September '23					October '23				
	Placed FY22					D: 9/8 (VF Co-op)				D: 10/1				D: 12/1 (VF Co-op)				D: 1/2																D: 3/29					D: 4/26					D: 6/21					D: 7/19					D: 8/23									
																																		"Summer Fun Guide"					"Food & Drink"					Top Docs"					"Destinations Issue"					Visit Florida Co-op									
																																						D: 3/13					D: 4/10					D: 5/8					D: 6/12					D: 7/17					
<u><b>Atlanta Magazine</b></u>																																																															
<ul style="list-style-type: none"> <li>4-Page Gate-fold (Custom), 4-color</li> <li>Total Circulation: 65,091</li> </ul>	October '22					November '22				December '22				February '23				March '23																May '23					June '23					July '23					August '23					September '23					October '23				
	D: 5/4 - Placed FY22																																					"Summer Fun Guide"					"Food & Drink"					Top Docs"					"Destinations Issue"					Visit Florida Co-op					
																																						D: 3/13					D: 4/10					D: 5/8					D: 6/12					D: 7/17					
<ul style="list-style-type: none"> <li>Full Page, 4-color</li> <li>Total Circulation: 65,091</li> </ul>																																																															
<ul style="list-style-type: none"> <li>2-Page Spread, 4-color (Value Add - Bonus Page Upgrade)</li> </ul>																																																															





Visit St Pete-Clearwater  
FY23 Media Plan

Updated: March 23, 2023

FY23 Media Plan October '22-September '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								
<b>LGBTQ Audience</b>																																																																	
<b>Passport Magazine</b> <ul style="list-style-type: none"> <li>• Full Page, 4-color</li> <li>• National Distribution (Value add - Bonus Page or Bonus Advertorial Page issue TBD)</li> <li>• Total Circulation: 134,000</li> </ul>	Sept/Oct '22					November/December '22					January/February '23					March/April '23					May/June '23 (Bonus)					July/August '23 "Culinary Travels Issue"					Sept/Oct '23 "Adventure/Wellness Travel Issue"																																		
	Placed FY22					D: 10/1					D: 11/15					D: 2/1					D: 4/1					D: 5/21					D: 7/14																																		
																															Bonus: Spread of custom content (Advertorial)																																		
<b>Lavendar Magazine</b> <ul style="list-style-type: none"> <li>• Full Page, 4-color</li> <li>• Minneapolis - Minnesota's LGBTQ Magazine</li> <li>• Total Circulation: 181,959</li> </ul>						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														
						D: 11/2					D: 11/30					D: 12/28					D: 1/25					D: 3/8					D: 4/5					D: 5/12					D: 6/14					D: 8/9					D: 8/23														
						Holiday Gift Guide					Winter What-to-Do Bonus: Cover Image					Health & Wellness					Spring Arts Issue					Midwest Travel Issue					Summer Preview					24th Annual Pride Issue					Summer Getaways					Fall Getaways Issue																			
<b>Black Audience</b>																																																																	
<b>Rolling Out Magazine</b> <ul style="list-style-type: none"> <li>• Full Page, 4-color</li> <li>• Atlanta Market</li> <li>• Total Circulation: 62,797</li> <li>• Chicago Market</li> <li>• Total Circulation: 67,965</li> </ul>																					5/11/23 "Travel Issue"					5/25/23 "Best of Atlanta"					6/26/23 "Star Studio"					7/27/23 "Health"					8/24/23 "Travel Issue"					9/21/23 "RIDE Con 2023"																			
																					D: 5/1					D: 5/15					D: 6/19					D: 7/17					D: 8/14					D: 9/11																			
																					5/11/23 "Travel Issue"					6/1/23					6/22/23 "Best of Chicago"					7/27/23 "Health"					8/24/23 "Travel Issue"					9/21/23 "RIDE Con 2023"																			
																				D: 5/1					D: 5/22					D: 6/12					D: 7/17					D: 8/14					D: 9/11																				
<b>Radio (African American Format Stations)</b>																																																																	
<ul style="list-style-type: none"> <li>• Local Market Buys: Chicago, Atlanta, Indianapolis, Minneapolis, Detroit, Cincinnati, Nashville, Orlando, Jacksonville</li> <li>• 30 second spot</li> </ul>																																																																	
<b>Latin Audience</b>																																																																	
<ul style="list-style-type: none"> <li>• Local Market Buys: Chicago, Atlanta, Orlando</li> <li>• 30 second spot</li> </ul>																																																																	
<b>Meetings &amp; Conventions Niche</b>																																																																	
<b>NorthStar Meetings Group</b>  <b>Print Media</b> Incentive Magazine <ul style="list-style-type: none"> <li>• Full Page, 4C</li> <li>• FSI: Meetings &amp; Conventions Magazine</li> <li>• Distribution: 75,000 (50,000 Insert and 25,000 Trade Shows)</li> </ul> Discover Quiz Program: "Discover St Pete-Clearwater" <ul style="list-style-type: none"> <li>• VSPC Discover Quiz - Unique way to drive awareness/engagement with NTG 1st party database + drive leads for one month.</li> <li>• Customized month-long quiz lives in brand-safe environment on NTG sites</li> <li>• VSPC supplied brand guidelines/overview: 80 words, logo, 3-5 survey questions w/answers, quiz contest incentive and partner logos (3 max)</li> <li>• 728x90, 300x250 or 300x600 to run as exclusive sponsorship placements in survey landing pages</li> <li>• NTG builds all landing pages and email newsletters to promote the contest/quiz</li> <li>• Sales leads will be supplied at completion of the quiz.</li> <li>• 200 Direct Sales Leads</li> </ul> <b>Digital Media</b> Dedicated VSPC Branded Email Campaign <ul style="list-style-type: none"> <li>• 15,000 Opt-in Subscribers (30% open rate) per deployment</li> <li>• HTML Dedicated Custom Email</li> </ul> <b>Florida Society of Association Executives</b>  <b>Print Media</b> SOURCE Magazine <ul style="list-style-type: none"> <li>• Full Page, 4C + Advertorial (125 words + Image)</li> <li>• Circulation: 1,500 association members</li> <li>• Value added: (2) Magazine Covers if available at time of request</li> </ul>																March '23															September '23																																		
																															July '23 - Quiz is promoted for (1) month																																		
						Nov/Dec '22					Jan/Feb '23																				May/Jun '23					July/Aug '23					Sept/Oct '23																								
						\$1840.25					\$1840.25																				\$1840.25					\$1840.25					\$1840.25																								







Visit St Pete-Clearwater  
FY23 Media Plan

Updated: March 23, 2023

FY23 Media Plan October '22-September '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								
<ul style="list-style-type: none"> <li>2023 Marketing Partnership</li> </ul>	[Redacted]																																																																
<b>New Airline Development (Contingency)</b> <ul style="list-style-type: none"> <li>2023 Marketing Partnership</li> </ul>	[Redacted]																																																																
<b>Marketing Partnerships</b>																																																																	
<b>ESPN (Elite Invitational)</b> <ul style="list-style-type: none"> <li>2023 Marketing Partnership</li> </ul>	[Redacted]																																																																
<b>Tampa Bay Rays</b> <ul style="list-style-type: none"> <li>2022 Post-Season (Radio Partnership)</li> <li>2023 Marketing Partnership</li> </ul>	10/7 & 10/8 (Post-Season)					[Redacted]																																																											
<b>Philadelphia Union MLS Soccer</b> <ul style="list-style-type: none"> <li>2022 &amp; 2023 Marketing Partnership</li> </ul>	[Redacted]																																																																
<b>St Pete Grand Prix</b> <ul style="list-style-type: none"> <li>2023 Marketing Partnership</li> </ul>	[Redacted]																																																																
<b>CMG Events: Fall Fiesta in Orlando, FL</b> <ul style="list-style-type: none"> <li>Presenting Sponsor</li> <li>Fall Fiesta @ Lake Eola Park, Orlando</li> </ul>	[Redacted]																																																																
<b>Lets Take It Outside: Misty Wells</b> <ul style="list-style-type: none"> <li>Season 4 - Marketing Partnership</li> <li>(2) Episodes filmed in VSPC + 30 second spots to run in all episodes of season 4</li> </ul>	[Redacted]																																																																
<b>Toronto Blue Jays</b> <ul style="list-style-type: none"> <li>2022 Regular Season</li> <li>In-Stadium Exposure</li> </ul>	[Redacted]																																																																
<b>Philadelphia Phillies</b> <ul style="list-style-type: none"> <li>2022 Regular Season</li> <li>In-Stadium Exposure</li> </ul>	[Redacted]																																																																
<b>Clearwater Threshers Baseball</b> <ul style="list-style-type: none"> <li>2022 Regular Season</li> <li>In-Stadium Exposure</li> </ul>	[Redacted]																																																																
<b>International</b>																																																																	
<b>Brand USA</b> <ul style="list-style-type: none"> <li>2023 Marketing Partnership</li> </ul>	[Redacted]																																																																
<b>Film Commission</b>																																																																	
<b>MBI Screen International</b> <ul style="list-style-type: none"> <li>Fall 2022 Marketing Partnership</li> <li>Screen November Issue (1 ad)</li> <li>AFM Dailies (1 ad, Day 2)</li> <li>50,000 online impressions</li> </ul>	[Redacted]																																																																
<b>Leisure: Travel Agent / Tour Operator</b>																																																																	
<b>Leisure Travel Programs</b> <ul style="list-style-type: none"> <li>2023 Marketing Partnerships</li> </ul>	[Redacted]																																																																
<b>Sports &amp; Events Marketing Partnerships</b>																																																																	
<b>Sports Events Media Group</b> <b>Annual Planners' Guide to Sports, Commissions, CVBs &amp; Venues</b> <ul style="list-style-type: none"> <li>Full Page, 4C</li> </ul>	[Redacted]																																																																
<b>Sports Events Magazine</b> <ul style="list-style-type: none"> <li>Full Page, 4C</li> <li>Reaches qualified sports events planners, league managers, directors and associations</li> <li>Total Circulation: 18,014</li> </ul>	[Redacted]																																																																
<b>E-Newsletter Sponsorship</b> <ul style="list-style-type: none"> <li>Weekly email deployment to over 4,900 opt-in subscribers</li> </ul>	[Redacted]																																																																
	<div style="display: flex; justify-content: space-between;"> <div> <p>2023 Annual (Published in December 22)</p> </div> <div> <p>January '23 Florida State Spotlight Issue D: 12/16 (S) 12/22 (M)</p> </div> <div> <p>March '23 Small Markets Big On Sports Issue Bonus Full Page Advertorial D: 2/13 (S) 2/21 (M)</p> </div> <div> <p>May '23 Annual Soccer and Lacrosse Sourcebook Bonus Directory Listing D: 4/13 (S) 4/20 (M)</p> </div> <div> <p>October '23 Annual Baseball &amp; Softball Sourcebook Bonus Directory Listing D: 9/13 (S) 9/20 (M)</p> </div> </div>																																																																

**Visit St Pete-Clearwater**  
FY23 Media Plan

Updated: **March 23, 2023**

FY23 Media Plan October '22-September '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
<b>NorthStar Meetings/Events Group: Sports Travel &amp; TEAMS</b>																																																								
<b>Sports Travel Magazine</b>																																																								
<ul style="list-style-type: none"> <li>• Full Page, 4C</li> <li>• 45,000 Circulation (digital magazine + Hyper-link from ad)</li> </ul>																																																								
Spring 2023 Issue: Published in March '23																																																								
Fall 2023 Issue: Published in September '23																																																								
D: 2/1/23 Digital Version																																																								
D: 8/1/23 Print and Digital Version																																																								
<b>Sports Travel Dedicated Targeted Email Program</b>																																																								
<ul style="list-style-type: none"> <li>• Dedicated HTML Email to Sports/Events Planners - Custom List</li> <li>• 12,000 per deployment (\$2,520 net)</li> </ul>																																																								
Week of: 7/17/23																																																								
Week of: 9/18/23																																																								
D: 9/11																																																								
<b>Sports Travel E-Newsletter Sponsorship</b>																																																								
<ul style="list-style-type: none"> <li>• Horizontal Banner 600x100 (Leaderboard)</li> <li>• Package: (2x per month) - Every other week (Wednesday)</li> <li>• 40,000 opt-in subscribers per deployment = 80K per month</li> </ul>																																																								
2/8/23																																																								
2/22/23																																																								
D: 1/30																																																								
D: 2/13																																																								
8/9/23																																																								
8/23/23																																																								
D: 7/31																																																								
D: 8/14																																																								
<b>Sports Travel E-Newsletter #Showcase Takeover</b>																																																								
<ul style="list-style-type: none"> <li>• Prime 'Exclusive' Showcase position on Sports Travel weekly e-newsletter - Photos, Captions and links to SportsSPC.com</li> <li>• Package: (2x per month) - Every other week (Wednesday) - Each deployment can be an unique showcase ad</li> <li>• 40,000 opt-in subscribers per deployment = 80K per month</li> </ul>																																																								
6/7/23																																																								
6/21/23																																																								
<b>Sports Travel Digital Lead Generation Program</b>																																																								
<ul style="list-style-type: none"> <li>• 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</li> <li>• Sponsorship includes: <ul style="list-style-type: none"> <li>→ Custom written and designed "checklist"</li> <li>→ Client logo on each page of report</li> <li>→ Creation of promotions including: (3) emails; (5) Sports Travel eNL mentions; Social Posts; Sports Travel Home Page Native Ads</li> <li>→ Promotional placements across the NorthStar Meetings Group network of sites</li> <li>→ Qualified Leads: 150-300 estimated</li> </ul> </li> <li>• Estimated 300,000+ Impressions</li> </ul>																																																								
3-Month Promotion (June-August 2023)																																																								
<b>Sports Planning Guide (SPG)</b>																																																								
October '22-September '23 (Already Committed by VSPC)																																																								
<b>Annual Sports Planning Guide</b>																																																								
<ul style="list-style-type: none"> <li>• Full Page, 4C + Two Pages of Advertorial Space (Print and Online)</li> <li>• Florida Sports Guide Section - Reprints</li> <li>• Publishes in October</li> </ul>																																																								
June '23-September '24																																																								
Oct '23-Sept '24																																																								
Advertorial will start running on web in June '23																																																								
<b>Feature Destination - SportsPlanningGuide.com</b>																																																								
<ul style="list-style-type: none"> <li>• Home Page Feature - Promoted with enewsletter and social media channels (LinkedIn)</li> <li>• 75 WOC; Contact Information; Large Horizontal Image; Direct Link to VSPC Site</li> <li>• Guaranteed (1) Month - Typically stays live for 3-4 months</li> </ul>																																																								
February '23																																																								
<b>Weekly Email Newsletter to Sports Planners</b>																																																								
<ul style="list-style-type: none"> <li>• 728 x 90 TOP Position Banner (Premium)</li> <li>• 5,000+ Weekly Opt-in Subscribers</li> <li>• 26-week Program</li> </ul>																																																								
February '23-July '23																																																								
<b>Video Promotion - SportsPlanningGuide.com</b>																																																								
<ul style="list-style-type: none"> <li>• Video is housed on the video TAB of the Home Page</li> <li>• Annual Program</li> <li>• Promoted on the enewsletter and social media Channels (LinkedIn)</li> </ul>																																																								
February '23-January '24																																																								