Visit St Pete-Clearwater FY23 Media Plan

Updated: July 9, 2023 2022 2023 October November December January February March April May June August 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 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 General Market (Consumer Travel) National / Regional Print Media: 2022 Annual - Placed and paid in FY22 2023 Visit Florida Magazine 2023 Annual 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) May/June '23 (5/3/23 on-sale): "The Hot List" Issue Conde Nast Traveler Magazine Visit Florida Co-op Full Page, 4C 708,748 Total Distribution Nationally Bon Appetit Magazine May '23 (4/26/23 on-sale): "Travel" Issue Visit Florida Co-op ■ Full Page, 4C 1,506,015 Total Distribution Nationally Garden & Gun Magazine Visit Florida Co-op April / May '23 • Full Page, 4C + Full Page Advertorial Circulation: 414,764 national D: 1/26 AFAR Magazine Visit Florida Co-op Winter '23 Issue (12/13/22 on-sale) Spring '23 Issue (4/25/23 on-sale) • Full Page, 4C + Full Page Advertorial Circulation: 414,764 national June '23-August '23 Issue 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 11/13/22 3/26/23 5/14/23 6/25/23 8/20/23 9/24/23 Full Page, 4C National Distribution: Over 50% outside city of New York T-Magazine "Winter Travel Voyages Magazine "Spring Issue T-Magazine NYT Magazine T-Magazine "Design & Luxury" Circulation: 861,267 D: 9/27 D: 2/24 D: 3/28 D: 5/26 D: 7/21 D: 8/8 Broadcast Media: Winter Co-op (Gold): Linear Television 4-week Flight (1/2-1/29) 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) 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 100 GRP's / Week 100 GRP's / Week Cable Only: Hyper-zip targeted + Direct Response Technology

49.5M estimated impressions

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• Digital EV Charging Station: 45 screens / :08 second duration - (179 index Tesla ownership)

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Placed FY22

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Highlighting VSPC Destination

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Virgin Atlantic Airlines

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