

| ORLANDO | | | | | Estimated Impressions | Week of 1/3 | Week of 1/10 | Week of 1/17 | Week of 1/24 | Week of 1/31 |
|--|--|---|--|------------|-----------------------|-------------|--------------|--------------|--------------|--------------|
| Dates | Space | Details | | | | | | | | |
| BROADCAST MEDIA | | | | | | | | | | |
| WESH-NBC | 9/27/21-3/26/22 | Television | News Content Integration - Live Beach Camera 772 Live Camera Mentions (10-sec) | 33,800,000 | | | | | | |
| OOH | | | | | | | | | | |
| Orlando International Airport Domination Program | 11/1/21-10/30/22 (13) 4-week periods | Display Posters | (28) Displays in all (4) passenger tunnels - Annual Domination | 40,224,000 | | | | | | |
| Digital Bulletin Program (Orlando) | 1/17/22-3/13/22 | (20) Digital BB's | | 28,600,000 | | | | | | |
| PRINT | | | | | | | | | | |
| Orlando Magazine | January 2022 issue | Full Page | | 29,516 | | | | | | |
| TAMPA BAY AREA | | | | | Estimated Impressions | Week of 1/3 | Week of 1/10 | Week of 1/17 | Week of 1/24 | Week of 1/31 |
| Dates | Space | Details | | | | | | | | |
| BROADCAST MEDIA | | | | | | | | | | |
| OOH | | | | | | | | | | |
| Tampa International Airport Program Passenger Shuttle Domination | 11/15/21-11/13/22 (13) 4-week periods | (16) Shuttles, (16) Lobby Doors, (32) Baggage Claims, (7) Baggage Claim Video Walls | 100% Shuttle Inventory: (16) shuttles / (16) Airside Lobby Door Wraps / (32) Baggage Claim LCD Screens / (7) Baggage Claim Video Walls | 53,009,376 | | | | | | |
| ST.PETE/CLEARWATER: Airport Campaign | 10/18/21-2/6/22 | Video Display Program | (4) 55" LCD Display Screens (Baggage), (10) and (30) video | 8,949,792 | | | | | | |
| PRINT | | | | | | | | | | |
| Tampa International Airport - Brochure Distribution | 2020 Annual Program | Maps and Magazines | Visitor Information Counters - Beach & Culture Maps and Gulf to Bay "full size" destination magazine | 8,500 | | | | | | |
| Safety Harbor Visitor Guide | 2020 Annual Publication | Full Page | Local Distribution | 50,000 | | | | | | |
| Tampa Bay CityPASS Booklet Ad | 2020 Annual Publication | 2-sided Booklet Ad | Local Distribution | | | | | | | |
| Treasure Island & Madeira Beach Visitors Guide | 2020 Annual Publication | Full Page | Local Distribution | 50,000 | | | | | | |
| Palm Harbor Chamber Guide | 2021 Annual Publication | Full Page | Local Distribution | 50,000 | | | | | | |
| St. Petersburg Visitors Guide (St. Petersburg Chamber) | 2021 Annual Publication | Full Page | Local Distribution | 80,000 | | | | | | |
| AMPLIFY Clearwater Vacation Guide | 2021 Annual Publication | Full Page | Local Distribution | | | | | | | |
| Upper Tampa Bay Directory & Community Guide | 2021 Annual Publication | Full Page | Local Distribution | 50,000 | | | | | | |
| Tarpon Springs Chamber of Commerce Visitors Guide | 2021 Annual Publication | Full Page | Local Distribution | 20,000 | | | | | | |
| Tampa Bay Beaches (St. Pete Chamber) Guide | 2021 Annual Publication | Full Page | Local Distribution | 50,000 | | | | | | |
| Central Pinellas Chamber Guide | 2021 Annual Publication | Full Page | Local Distribution | 50,000 | | | | | | |
| Greater Seminole Area Chamber & Community Guide | 2021 Annual Publication | Full Page | Local Distribution | | | | | | | |
| Best Beach Restaurant Magazine | 2021 Annual Program | Full Page | | | | | | | | |
| FLORIDA | | | | | Estimated Impressions | Week of 1/3 | Week of 1/10 | Week of 1/17 | Week of 1/24 | Week of 1/31 |
| Dates | Space | Details | | | | | | | | |
| BROADCAST MEDIA | | | | | | | | | | |
| Radio (Orlando) | 2022: 1/17, 1/31, 2/14, 2/28, 3/14 | 30-Second Spots | High-Indexing Station Formats: AC, Country, Rock, Soft AC, Classic Rock and News Talk 1100 Total Rating Points | 13,500,000 | | | | | | |
| Radio (Jacksonville) | 2022: 1/17, 1/31, 2/14, 2/28, 3/14 | 30-Second Spots | High-Indexing Station Formats: AC, Country, Rock, Soft AC, Classic Rock and News Talk 1100 Total Rating Points | 8,500,000 | | | | | | |
| Radio (Fort Myers-Naples) | 2022: 1/17, 1/31, 2/14, 2/28, 3/14 | 30-Second Spots | High-Indexing Station Formats: AC, Country, Rock, Soft AC, Classic Rock and News Talk 1100 Total Rating Points | 5,000,000 | | | | | | |
| OOH | | | | | | | | | | |
| Ocala/Gainesville I-75 Perm OOH Billboard | Annual Program | (3) Billboard Program | | 12,500,000 | | | | | | |
| Digital Bulletin Program (Jacksonville) | 1/17/22-3/13/22 | (10) Digital BB's | | 12,600,000 | | | | | | |
| Digital Bulletin Program (Fort Myers-Naples) | 1/17/22-3/13/22 | (8) Digital BB's | | 10,000,000 | | | | | | |
| PRINT | | | | | | | | | | |
| Visit Florida - Dolphin Displays | 9/1/21-8/31/22 | Welcome Center Dolphin Displays I-75 and I-95 Center Locations | Large Scale Outdoor Displays | 2,700,000 | | | | | | |
| 2022 Visit Florida Magazine | 2022 Annual | Print, eGuide, Post/Flyer | | 500,000 | | | | | | |
| Florida Suncoast Tourism Promotions - Brochure Distribution | Annual Program | Maps and Magazines | 1,200+ locations across Florida AAA offices, Gulf coast attractions and hotels, St. Pete/Clearwater International Airport and Pinellas County chambers - Beach & Culture Maps and Gulf to Bay "digest size" destination magazine | 140,000 | | | | | | |
| Florida Plus | 2021 Annual Program | Full Page | | | | | | | | |
| Florida Society of Assoc. Executives (FSAE) | January/February 2022 | Full Page | | 1,500 | | | | | | |
| City & Shore Magazine | January 2022 issue | Full Page | | 46,220 | | | | | | |
| NATIONAL/ OUT OF STATE / NICHE | | | | | Estimated Impressions | Week of 1/3 | Week of 1/10 | Week of 1/17 | Week of 1/24 | Week of 1/31 |
| Dates | Space | Details | | | | | | | | |
| BROADCAST MEDIA | | | | | | | | | | |
| Radio (Atlanta) | 2022: 1/17, 1/31, 2/14, 2/28, 3/14 | 30-Second Spots | High-Indexing Station Formats: AC, Country, Rock, Soft AC, Classic Rock and News Talk 1100 Total Rating Points | 33,600,000 | | | | | | |
| Television (Atlanta) | 2022: 1/10, 1/24, 2/7, 2/21, 3/7 | 30-Second Spots | Cable Television 30-second spots High indexing programming/networks | 21,300,000 | | | | | | |
| Radio (Indianapolis) | 2022: 1/17, 1/31, 2/14, 2/28, 3/14 | 30-Second Spots | High-Indexing Station Formats: AC, Country, Rock, Soft AC, Classic Rock and News Talk 1100 Total Rating Points | 10,500,000 | | | | | | |
| Television (Indianapolis) | 2022: 1/10, 1/24, 2/7, 2/21, 3/7 | 30-Second Spots | Cable Television 30-second spots High indexing programming/networks | 12,500,000 | | | | | | |
| Radio (Cincinnati) | 2022: 1/17, 1/31, 2/14, 2/28, 3/14 | 30-Second Spots | High-Indexing Station Formats: AC, Country, Rock, Soft AC, Classic Rock and News Talk 1100 Total Rating Points | 11,400,000 | | | | | | |
| Television (Cincinnati) | 2022: 1/10, 1/24, 2/7, 2/21, 3/7 | 30-Second Spots | Cable Television 30-second spots High indexing programming/networks | 9,500,000 | | | | | | |
| Radio (Nashville) | 2022: 1/17, 1/31, 2/14, 2/28, 3/14 | 30-Second Spots | High-Indexing Station Formats: AC, Country, Rock, Soft AC, Classic Rock and News Talk 1100 Total Rating Points | 10,300,000 | | | | | | |
| Television (Nashville) | 2022: 1/10, 1/24, 2/7, 2/21, 3/7 | 30-Second Spots | Cable Television 30-second spots High indexing programming/networks | 11,400,000 | | | | | | |
| Radio (Chicago) | 2022: 1/17, 1/31, 2/14, 2/28, 3/14 | 30-Second Spots | High-Indexing Station Formats: AC, Country, Rock, Soft AC, Classic Rock and News Talk 1100 Total Rating Points | 51,700,000 | | | | | | |
| Television (Chicago) | 2022: 1/10, 1/24, 2/7, 2/21, 3/7 | 30-Second Spots | Cable Television 30-second spots High indexing programming/networks | 30,000,000 | | | | | | |
| OOH | | | | | | | | | | |
| Digital Bulletin Program (Atlanta) | 1/17/22-3/13/22 | (15) Digital BB's | | 34,000,000 | | | | | | |

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|---|----------------------------|--------------------------------|--|------------------------------|--------------------|---------------------|---------------------|---------------------|---------------------|--|
| Digital Bulletin Program (Indianapolis) | 1/17/22-3/13/22 | (8) Digital BB's | | 7,800,000 | | | | | | |
| Digital Bulletin Program (Cincinnati) | 1/17/22-3/13/22 | (8) Digital BB's | | 36,900,000 | | | | | | |
| Digital Bulletin Program (Nashville) | 1/17/22-3/13/22 | (10) Digital BB's | | 7,800,000 | | | | | | |
| Digital Bulletin Program (Chicago) | 1/17/22-3/13/22 | (18) Digital BB's | | 70,000,000 | | | | | | |
| Digital Urban Panels (Chicago) | 1/17/22-3/13/22 | (45) Digital Urban Panels 55" | | 14,300,000 | | | | | | |
| Carvertise Branded Fleet of Cars (Atlanta) | 1/17/22-3/13/22 | (25) Fully Wrapped Cars | | 21,000,000 | | | | | | |
| Carvertise Branded Fleet of Cars (Indianapolis) | 1/17/22-3/13/22 | (25) Fully Wrapped Cars | | 21,000,000 | | | | | | |
| Carvertise Branded Fleet of Cars (Cincinnati) | 1/17/22-3/13/22 | (25) Fully Wrapped Cars | | 21,000,000 | | | | | | |
| Carvertise Branded Fleet of Cars (Nashville) | 1/17/22-3/13/22 | (25) Fully Wrapped Cars | | 21,000,000 | | | | | | |
| Carvertise Branded Fleet of Cars (Chicago) | 1/17/22-3/13/22 | (25) Fully Wrapped Cars | | 21,000,000 | | | | | | |
| CTA "L" Train Wrap (Chicago) | 1/17/22-3/13/22 | (4) Train Cars | | 42,600,000 | | | | | | |
| PRINT | | | | | | | | | | |
| Gulf to Bay Magazine | 2021 Annual Publication | Full Page | | 500,000 | | | | | | |
| Visit Florida Magazine | 2022 Annual Publication | 2-Page Spread Ad + Advertorial | National Distribution | 500,000 | | | | | | |
| Tampa Bay Visitors Guide | 2021 Annual Publication | Full Page | National Distribution | 100,000 | | | | | | |
| MIC of Colorado | 2020 Issue | Full Page | | | | | | | | |
| Screen International | 2021 Campaign | Full Page | | | | | | | | |
| ArtNews Magazine | December 2021/January 2022 | Full Page | Arts / Culture Focus Editorial | 55,000 | | | | | | |
| Art in America | January/February 2022 | Full Page | Arts / Culture Focus Editorial | 134,000 | | | | | | |
| AFAR Magazine | January/February 2022 | Full Page + Advertorial | | 282,915 | | | | | | |
| Garden & Gun Magazine | December 2021/January 2022 | 2-Page Spread Ad + Advertorial | Level 1 Partnership | 400,000 | | | | | | |
| Indianapolis Magazine | January 2022 issue | Full Page | | 37,573 | | | | | | |
| Cincinnati Magazine | January 2022 issue | Full Page | | 29,275 | | | | | | |
| Nashville Lifestyles Magazine | January 2022 issue | Full Page | | 21,954 | | | | | | |
| Encore Theater Program | January 2022 issue | Full Page | | 485,000 | | | | | | |
| OUTvoices Nashville | January 2022 issue | Full Page | | 8,641 | | | | | | |
| Rolling Out Magazine (Atlanta) | 1/13/22 | Full Page | | 62,797 | | | | | | |
| Rolling Out Magazine (Chicago) | 1/20/22 | Full Page | | 67,965 | | | | | | |
| Passport Magazine | January/February 2022 | Full Page | | 134,000 | | | | | | |
| PROMOTION | | | | | | | | | | |
| U.S. Travel: Let's Go There | 2020-2021 | Silver Level | U.S. Travel Association - Let's Go There Coalition | | | | | | | |
| INTERNATIONAL | Dates | Space | Details | Estimated Impressions | Week of 1/3 | Week of 1/10 | Week of 1/17 | Week of 1/24 | Week of 1/31 | |
| MULTI-MEDIA MARKET | | | | | | | | | | |
| Brand USA Discovery Program | 2019/2020 | Multi-Media Partnership | Trade Program: Brand USA's official online agent training tool | | | | | | | |
| Canada | | | | | Week of 1/3 | Week of 1/10 | Week of 1/17 | Week of 1/24 | Week of 1/31 | |
| Brazil | | | | | Week of 1/3 | Week of 1/10 | Week of 1/17 | Week of 1/24 | Week of 1/31 | |
| UK | | | | | Week of 1/3 | Week of 1/10 | Week of 1/17 | Week of 1/24 | Week of 1/31 | |
| Central Europe | | | | | Week of 1/3 | Week of 1/10 | Week of 1/17 | Week of 1/24 | Week of 1/31 | |
| SPORTS MARKETING PARTNERSHIPS | | | | | | | | | | |
| Multiview, Inc. | 8/19/21-9/30/22 | Multi-Targeted Campaign | • Audience Extension 250K (6/29/21-9/30/22) | | | | | | | |
| AIR SERVICE MARKETING PARTNERSHIPS | | | | | | | | | | |
| Swoop Airlines | October 2021 Launch | Direct Marketing Co-Op Program | | | Week of 1/3 | Week of 1/10 | Week of 1/17 | Week of 1/24 | Week of 1/31 | |