

Visit St. Pete/Clearwater
MEDIA WATCH

July 2022

ORLANDO				Estimated Impressions	Week of 7/5	Week of 7/12	Week of 7/19	Week of 7/26
Dates	Space	Details						
BROADCAST MEDIA								
Radio	Weeks of 7/20, 7/25	30-second spot	High-Indexing Station Formats: AC, Country, Rock, Soft AC, Classic Rock and News Talk • 600 Total Rating Points	9,500,000				
WESH News	3/28/22-9/25/22	10-second spot	Sponsorship Program (1,014 total mentions)	46,300,000				
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				
PRINT								
Orlando Magazine	July-22	Full Page	Arts / Culture Focus Editorial	29,516				
Orlando Weekly Magazine	2022 Annual Publication	Full Page	Annual City Guide Issue Positioned opposite the VSPC section	40,000				
TAMPA BAY AREA				Estimated Impressions	Week of 7/5	Week of 7/12	Week of 7/19	Week of 7/26
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				
PRINT								
Tampa International Airport - Brochure Distribution	2022 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	2022 Annual Publication	Full Page	Local Distribution	50,000				
Tampa Bay CityPASS Booklet Ad	2022 Annual Publication	2-sided Booklet Ad	Local Distribution					
Treasure Island & Madeira Beach Visitors Guide	2022 Annual Publication	Full Page	Local Distribution	50,000				
Palm Harbor Chamber Guide	2022 Annual Publication	Full Page	Local Distribution	50,000				
St. Petersburg Visitors Guide (St. Petersburg Chamber)	2022 Annual Publication	Full Page	Local Distribution	80,000				
AMPLIFY Clearwater Vacation Guide	2022 Annual Publication	Full Page	Local Distribution					
Upper Tampa Bay Directory & Community Guide	2022 Annual Publication	Full Page	Local Distribution	50,000				
Tarpon Springs Chamber of Commerce Visitors Guide	2022 Annual Publication	Full Page	Local Distribution	20,000				
Tampa Bay Beaches (St. Pete Chamber) Guide	2022 Annual Publication	Full Page	Local Distribution	50,000				
Central Pinellas Chamber Guide	2022 Annual Publication	Full Page	Local Distribution	50,000				
Greater Seminole Area Chamber & Community Guide	2022 Annual Publication	Full Page	Local Distribution					
Best Beach Restaurant Magazine	2022 Annual Program	Full Page	Local Distribution					
Invest: Tampa Bay	2022 Annual	Full Page	Marketing Partnership	100,000				
Tampa Bay CVB Official Visitor Guide	2022 Annual Program	Full Page	Local Distribution	100,000				
FLORIDA				Estimated Impressions	Week of 7/5	Week of 7/12	Week of 7/19	Week of 7/26
OOH								
Ocala/Gainesville I-75 Perm OOH Billboard	Annual Program	(3) Billboard Program		12,500,000				
Orlando, Jacksonville, Fort Myers-Naples DMA	(4) 4-week periods	Digital Billboard Network	Locations hyper targeted to high indexing HH's Combined estimated impressions	1,206,000,000				
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				
PRINT								
2022 Visit Florida Magazine	2022 Annual Publication	Print, eGuide, Post/Flyer	National Distribution Print: 300,000 eGuide: 100,000 Post/Flyer: 100,000	500,000				
AAA Living South	June-August 2022	Full Page + Advertorial	Regional Distro: Florida and Georgia Editions	1,900,000				
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	2022 Annual Program	Full Page						
Florida Golf Alliance	2022 Annual Premier Partnership	Print: Advertiser Partnership						
Florida Society of Assoc. Executives (FSAE)	July/August 2022	Full Page	Source Magazine	1,500				

NATIONAL/ OUT OF STATE / NICHE				Estimated Impressions	Week of 7/5	Week of 7/12	Week of 7/19	Week of 7/26
Dates	Space	Details						
BROADCAST MEDIA								
Television Extensions	May-Sept 2022		WSB-ABC (ATL) : WTVF-CBS (Sinclair Nashville) : WKMG-CBS (Orlando) : WXIN-FOX (Indianapolis)					
Radio (Atlanta)	Weeks of 7/20, 7/25	30-Second Spots	• High-Indexing Station Formats: AC, Country, Rock, Soft AC, Classic Rock and News Talk • 600 Total Rating Points	24,500,000				
Television (Atlanta)	Weeks of 7/20, 7/25	30-Second Spots	Cable Television • High indexing programming/networks • Target zips with \$100K+ HHI • 600 total rating points	18,750,000				
Radio (Indianapolis)	Weeks of 7/20, 7/25	30-Second Spots	• High-Indexing Station Formats: AC, Country, Rock, Soft AC, Classic Rock and News Talk • 600 Total Rating Points	6,750,000				
Television (Indianapolis)	Weeks of 7/20, 7/25	30-Second Spots	Cable Television • High indexing programming/networks • Target zips with \$100K+ HHI • 600 total rating points	8,500,000				
Radio (Cincinnati)	Weeks of 7/20, 7/25	30-Second Spots	• High-Indexing Station Formats: AC, Country, Rock, Soft AC, Classic Rock and News Talk • 600 Total Rating Points	6,250,000				
Television (Cincinnati)	Weeks of 7/20, 7/25	30-Second Spots	Cable Television • High indexing programming/networks • Target zips with \$100K+ HHI • 600 total rating points	6,500,000				
Radio (Nashville)	Weeks of 7/20, 7/25	30-Second Spots	• High-Indexing Station Formats: AC, Country, Rock, Soft AC, Classic Rock and News Talk • 600 Total Rating Points	6,750,000				
Television (Nashville)	Weeks of 7/20, 7/25	30-Second Spots	Cable Television • High indexing programming/networks • Target zips with \$100K+ HHI • 600 total rating points	9,500,000				
Radio (Chicago)	Weeks of 7/20, 7/25	30-Second Spots	• High-Indexing Station Formats: AC, Country, Rock, Soft AC, Classic Rock and News Talk • 600 Total Rating Points	38,750,000				
Television (Chicago)	Weeks of 7/20, 7/25	30-Second Spots	Cable Television • High indexing programming/networks • Target zips with \$100K+ HHI • 600 total rating points	26,750,000				
OOH								
Digital Bulletin Program (Atlanta)	7/20/22-9/18/22	(15) Digital BB's		34,000,000				
Digital Bulletin Program (Indianapolis)	7/18/22-9/18/22	(8) Digital BB's		7,800,000				
Digital Bulletin Program (Cincinnati)	7/20/22-9/18/22	(8) Digital BB's		36,900,000				
Digital Bulletin Program (Nashville)	7/20/22-9/18/22	(10) Digital BB's		7,800,000				
Digital Bulletin Program (Chicago)	7/20/22-9/18/22	(18) Digital BB's		70,000,000				
PRINT								
Gulf to Bay Magazine	7/31/22	FSI Newspaper Insert	New York Times, Tampa Bay Times, Orlando Sentinel, Jacksonville Times-Union	170,200				
Visit Florida Magazine	2022 Annual Publication	2-Page Spread Ad + Advertorial	National Distribution	500,000				
Tampa Bay Visitors Guide	2022 Annual Publication	Full Page	National Distribution	100,000				
Nashville Lifestyles Magazine	Jul-22	Full Page		21,954				
Cincinnati Magazine	Jul-22	Full Page		29,275				
Chicago Magazine	June/July 2022	Full Page		105,000				
Atlanta Magazine	Jul-22	Full Page		69,975				
Passport	July/August 2022	Full Page	LGBTQ Focus Editorial	134,000				
Rolling Out Magazine	7/2/22, 7/28/22	Full Page	Atlanta and Chicago Markets combined circulation	130,762				
Indianapolis Magazine	7/1/22	Full Page		37,573				
Hotelbeds USA Inc.	Jan-Aug 2022	Multi-Media - Marketing Partnership	Hotelbeds Forever Florida Domestic Co-op 2022: Banners, Newsletter, Downloadable Resources, Social Media					
NorthStar Travel Group Meetings	7/19/22	HTML Email	Dedicated VSPC Branded HTML Email	20,000				

SPORTS MARKETING PARTNERSHIPS					Estimated Impressions	Week of 7/5	Week of 7/12	Week of 7/19	Week of 7/26
	Dates	Space	Details						
Toronto Blue Jays	Regular Season: 4/8/22-October	Digital	> Main Videoboard > Mound branding for 1/2 inning per game > :15 video on Digital concourse > Homepage Takeovers (Sept)						
Powerboat P1 (USA)	2022 Annual Partnership		2022 Season VSPC Brand Partnership P1 Superstock Boat						
Philadelphia Phillies	Regular Season: 4/8/22-October	Broadcast, Digital & Print	> :30 TV commercial > :30 Radio commercial > :30 commercial on Phnavision (Jumbo Video Board) > LED Side message board > Gulf to Bay distribution, Pocket Schedules ad, Phillies Yearbook						
Philadelphia Union (MLS Soccer)	February 26 - October 2022	Broadcast & Activation	> (1) :30 TV & Radio commercials during locally televised matches > (1) minute of TV- Visible, rotating field ribbon signed for all matches. Occurring in two :30 increments (once per half) > Title Night "Pride Night" June 26 including a Halftime and Plaza Activation						
Clearwater Threshers Baseball	April 8 - October 2022	OOH & Digital	> In-stadium signage and video						
Tampa Bay Rays	April 8 - October 2022	Broadcast, OOH & Print	> In-stadium signage > :30 radio spots > Full page ads in Insider Pitch publication > Full page ad in Pocket schedule						
AIR SERVICE MARKETING PARTNERSHIPS					Estimated Impressions	Week of 7/5	Week of 7/12	Week of 7/19	Week of 7/26
	Dates	Space	Details						
Swoop Airlines	2022 Annual Marketing Partnership	Direct Marketing Co-Op Program							
Breeze Airlines	2022 Annual Marketing Partnership	Direct Marketing Co-Op Program							