

- Premium Position: Opposite Table of Contents (Bonus: June-October)
- Total Circulation: 67,155

Mpls + VSPC Branded Content Series

- 2-Page Spread (Pages 2 & 3)
- Full Page VSPC Ad Creative + Full Page Advertorial written by Studio MSP
- 6x Content Series (January-September)
- Value add: 6x inclusion in Daily Enewsletter - Package Value: \$152,460

Indianapolis DMA / MSA

Cable Television

- 11.4M estimated impressions
- (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*)
- Hyper-zip targeted + Direct Response Technology (40% HH Penetration)

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, Hispanic
- 8.5M estimated impressions

Out-of-Home

- Digital Billboard Network: 5 locations hyper targeted to align with cable HH's
- 23.1MM estimated impressions

- Exposed Mobile Retargeting
- 2.5M estimated impressions

- 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

- Carvertise VSPC Vehicle Fleet (20 cars): Partial Vehicle Wrap + Collateral Distribution and
- 8.2M estimated impressions

Print

Indianapolis Monthly Magazine

- Full Page, 4-color
- Total Circulation: 37,573
- (2x) Full Page, 4C - Consecutive Right Reads - Fall Message
- Total Circulation: 37,573

Detroit DMA / MSA

Cable Television

- 7.2M estimated impressions
- (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*)
- Hyper-zip targeted + Direct Response Technology (47% HH Penetration)

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, Hispanic
- 8.5M estimated impressions

Out-of-Home

- Digital Billboard Network: 11 locations hyper targeted to align with cable HH's
- 67.1MM estimated impressions

- Exposed Mobile Retargeting
- 3.5M estimated impressions

- Gas Station TV: 57 stations / 521 screens hyper targeted to align with cable HH's
- 3.1M estimated impressions

- Digital EV Charging Station: 22 screens / :08 second duration - (179 index Tesla ownership)
- 3.1M estimated impressions

- Carvertise VSPC Vehicle Fleet (20 cars): Partial Vehicle Wrap + Collateral Distribution and
- 8.2M estimated impressions

Placed

Week of 9/4/23

Placed in FY23

Weeks of 8/28 and 9/11

Placed in FY23

8/21/23-9/17/23

(1.5) 4-week periods (10/2/23-11/12/23)

Placed in FY23

8/21/23-9/17/23

Placed in FY23

8/21/23-9/17/23

Placed in FY23

8/21/23-9/17/23

Placed in FY23

8/28/23-9/24/23

Placed in FY23

October '23

Placed

Week of 9/4/23

Placed in FY23

Weeks of 8/28 and 9/11

Placed in FY23

8/21/23-9/17/23

(1.5) 4-week periods (10/2/23-11/12/23)

Placed in FY23

8/21/23-9/17/23

Placed in FY23

8/21/23-9/17/23

Placed in FY23

8/21/23-9/17/23

Placed in FY23

8/28/23-9/24/23

Placed in FY23

February '24

March '24

April '24

D: 12/1

D: 1/10

D: 2/10

June '24

July '24

August '24

D: 4/10

D: 5/10

D: 6/10

VF National TV

100 GRPs / Week

100 GRPs / Week

(2) 4-week periods (2/5/24-3/31/24)

4/1/24-4/9/24 "Supports the Eclipse Activation"

100 GRPs / Week

100 GRPs / Week

7/15/24-9/22/24

February '24

March '24

April '24

D: 1/3

D: 1/31

D: 2/10

June '24

July '24

August '24

D: 4/10

D: 5/10

D: 6/10

September '24

D: 7/10

NEW

October '24

D: 8/10

NEW

VF National TV

100 GRPs / Week

100 GRPs / Week

(2) 4-week periods (2/5/24-3/31/24)

<p>Hour Detroit Magazine</p> <ul style="list-style-type: none"> • Full Page, 4-color • Total Circulation: 48,265 <p>• (2x) Full Page, 4C - Consecutive Right Reads - Fall Message</p> <ul style="list-style-type: none"> • Total Circulation: 48,265 		<p>October '23</p> <p>Placed</p>	<p>Winter Getaways February '24</p> <p>March '24</p> <p>City Guide April '24</p> <p>D: 12/1</p> <p>D: 1/10</p> <p>D: 2/10</p>		<p>Aug '24 "Food"</p> <p>Sept '24 "Fall Arts"</p> <p>Oct '24 "Fall Travel"</p> <p>D: 6/20 NEW</p> <p>D: 7/20 NEW</p> <p>D: 8/19 NEW</p>
<p>Nashville DMA / MSA</p> <ul style="list-style-type: none"> • 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, Hispanic • 9.3M estimated impressions <ul style="list-style-type: none"> • Out-of-Home • Digital Billboard Network: 7 locations hyper targeted to high indexing HH's • 40.7MM estimated impressions <ul style="list-style-type: none"> • Exposed Mobile Retargeting • 2.5M estimated impressions <ul style="list-style-type: none"> • Gas Station TV: 12 stations / 105 screens hyper targeted to align with VSPC Persona • 583K estimated impressions 	<p>Weeks of 8/28 and 9/11</p> <p>Placed in FY23</p> <p>8/21/23-9/17/23</p> <p>Placed in FY23</p> <p>8/21/23-9/17/23</p> <p>Placed in FY23</p> <p>8/21/23-9/17/23</p> <p>Placed in FY23</p>	<p>(1.5) 4-week periods (10/2/23-11/12/23)</p> <p>(3) 4-week periods (1/15/24-4/7/24)</p>	<p>100 GRPs / Week</p> <p>(3) 4-week periods (1/15/24-4/7/24)</p>		<p>100 GRPs / Week</p> <p>7/15/24-9/22/24</p>
<p>Cincinnati DMA / MSA</p> <ul style="list-style-type: none"> • 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, Hispanic • 6.7M estimated impressions <ul style="list-style-type: none"> • Out-of-Home • Digital Billboard Network: 10 locations hyper targeted to high indexing HH's • 35.9MM estimated impressions <ul style="list-style-type: none"> • Exposed Mobile Retargeting • 2.5M estimated impressions <ul style="list-style-type: none"> • Gas Station TV: 12 stations / 105 screens hyper targeted to align with VSPC Persona • 583K estimated impressions 	<p>Weeks of 8/28 and 9/11</p> <p>Placed in FY23</p> <p>8/21/23-9/17/23</p> <p>Placed in FY23</p> <p>8/21/23-9/17/23</p> <p>Placed in FY23</p> <p>8/21/23-9/17/23</p> <p>Placed in FY23</p>	<p>(1.5) 4-week periods (10/2/23-11/12/23)</p> <p>(3) 4-week periods (1/15/24-4/7/24)</p>	<p>100 GRPs / Week</p> <p>(3) 4-week periods (1/15/24-4/7/24)</p>		<p>100 GRPs / Week</p> <p>7/15/24-9/22/24</p>
<p>New York DMA / MSA</p> <ul style="list-style-type: none"> • Cable Television • 64.8M estimated impressions • (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 (<i>Zip Targeting</i>) • Hyper-zip targeted + Direct Response Technology (45% HH Penetration) <ul style="list-style-type: none"> • 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, Hispanic • 54.6M estimated impressions <ul style="list-style-type: none"> • Out-of-Home • FINAL details TBD to align with activations / creative ideas <ul style="list-style-type: none"> • Print <p>New York Magazine</p> <ul style="list-style-type: none"> • (2x) Full Page, 4C - Consecutive Right Reads - Fall Message • Total Circulation: 284,000 <ul style="list-style-type: none"> • Dedicated HTML Email - Targeted to NYM Travel Interest • 100,000 Opt-in Subscribers 					<p>100 GRPs / Week</p> <p>7/29-8/11</p> <p>D: 7/15</p> <p>8/12-8/25 Fashion Pages</p> <p>D: 7/29</p> <p>8/26-9/8 Fall Preview</p> <p>D: 8/12</p> <p>9/9-9/22 Fall Fashion</p> <p>D: 8/26</p>

Drive Markets

Atlanta DMA / MSA

Cable Television
 • 28.2M estimated impressions
 • (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*)
 • Hyper-zip targeted + Direct Response Technology (45% HH Penetration)

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, Hispanic
 • 23.7M estimated impressions

Out-of-Home
 • Digital Billboard Network: 10 locations hyper targeted to align with cable HH's
 • 170.8MM estimated impressions

• Exposed Mobile Retargeting
 • 3.5M estimated impressions

• Gas Station TV: 114 stations / 902 screens hyper targeted to align with cable HH's
 • 3.8M estimated impressions

• Digital EV Charging Station: 45 screens / :08 second duration - (179 index Tesla ownership)
 • 7.9M estimated impressions

• Carvertise VSPC Vehicle Fleet (20 cars): Partial Vehicle Wrap + Collateral Distribution and
 • 8.2M estimated impressions

Atlanta Magazine
 • Full Page, 4-color
 • Total Circulation: 65,091

ATL + VSPC Branded Content Series
 • 2-Page Spread (Cover 2 + Page 1)
 • Full Page VSPC Ad Creative + Full Page Advertorial written by AM Studio
 • 6x Content Series (January-September)
 • Value add: Expanded Content on atlantamagazine.com; 6x email blast; 6x FB & IG social post; video inclusion - Package Value: \$232,625

Orlando DMA / MSA

Television
 • WESH News Sponsorship Program
 • 10-second Beach Cam Mention (783 total mentions)
 • 15-second Recorded Overlay at 6pm News (96 total mentions)
 • Monthly Contest Overlay - 5-second mentions (120 mentions)
 • 163.2MM estimated impressions

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, Hispanic
 • 14.2M estimated impressions

Out-of-Home
 • Digital Billboard Network: 10 locations hyper targeted to high indexing HH's
 • 41.3MM estimated impressions

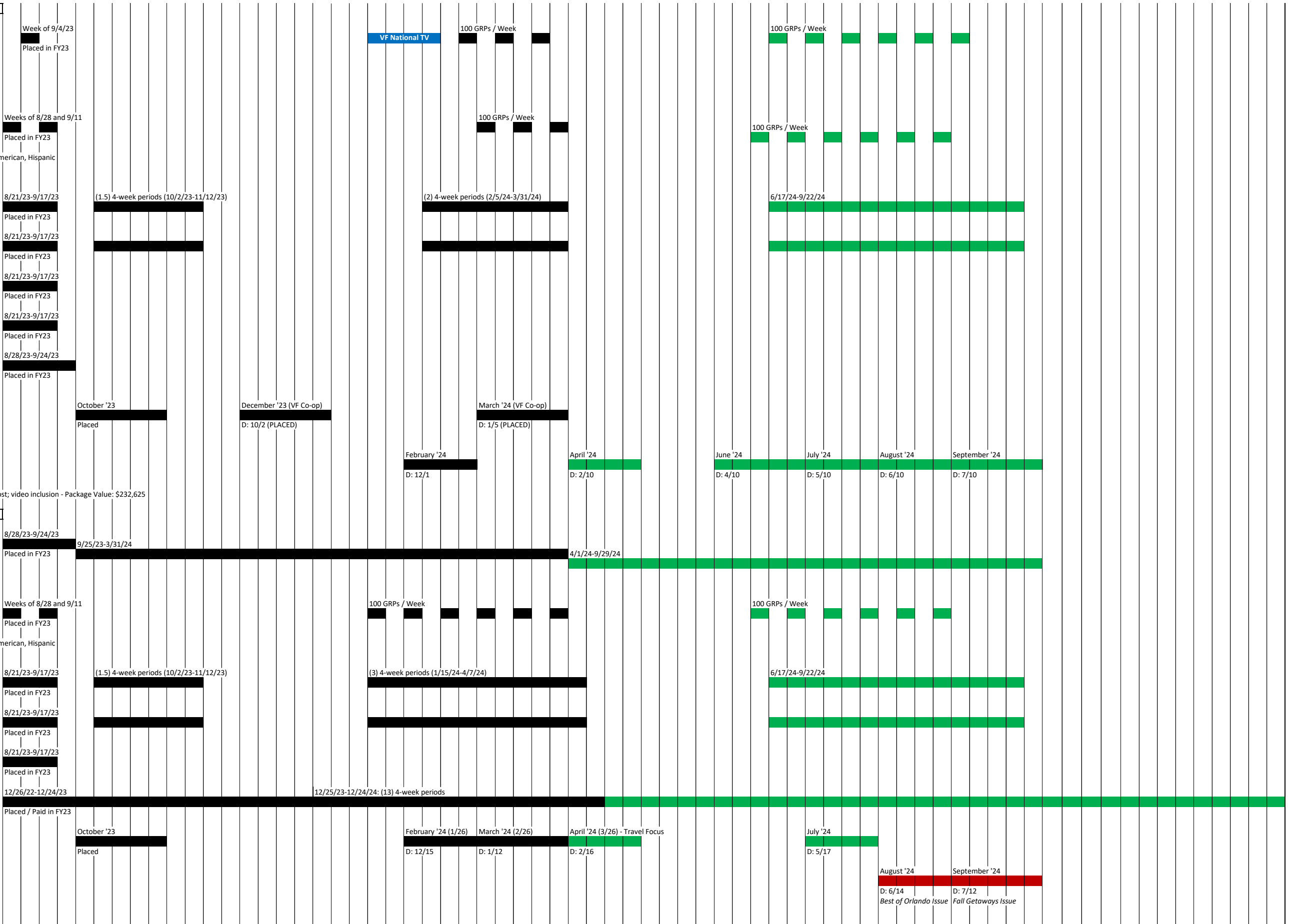
• Exposed Mobile Retargeting
 • 2.5M estimated impressions

• Gas Station TV: 57 stations / 491 screens hyper targeted to align with VSPC Persona
 • 2.8M estimated impressions

• MCO Airport: Passenger Tunnel Wraps - Exclusive VSPC Domination
 • (28) Displays | (4) Passenger Tunnels
 • 40.2MM estimated impressions

Orlando Magazine
 • Full Page, 4-color
 • Total Circulation: 29,516

• (2x) Full Page, 4C - Consecutive Right Reads - Fall Message
 • Total Circulation: 29,516



Orlando Family Magazine
 • Full Page, 4C
 • 100,000 Total Circulation (Mailed to Subs + Orlando Families with Minimum \$150K HHI)

September '23
 Placed / Paid in FY23

Jacksonville DMA / MSA

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, Hispanic
 • 8.9M estimated impressions

Weeks of 8/28 and 9/11
 Placed in FY23

100 GRPs / Week

100 GRPs / Week

Out-of-Home
 • Digital Billboard Network: 10 locations hyper targeted to high indexing HH's
 • 26.8MM estimated impressions

8/21/23-9/17/23
 Placed in FY23

(1.5) 4-week periods (10/2/23-11/12/23)

(3) 4-week periods (1/15/24-4/7/24)

6/17/24-9/22/24

Exposed Mobile Retargeting
 • 2.5M estimated impressions

8/21/23-9/17/23
 Placed in FY23

Gas Station TV: 41 stations / 402 screens hyper targeted to align with VSPC Persona
 • 2.4M estimated impressions

8/21/23-9/17/23
 Placed in FY23

Miami/Ft Lauderdale DMA / MSA

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, Hispanic
 • 25.9M estimated impressions

Out-of-Home
 • Digital Billboard Network: 7 locations hyper targeted to high indexing HH's
 • 26.8MM estimated impressions

(1.5) 4-week periods (10/2/23-11/12/23)

100 GRPs / Week

100 GRPs / Week

Exposed Mobile Retargeting
 • 2.5M estimated impressions

(1.5) 4-week periods (10/2/23-11/12/23)

(3) 4-week periods (1/15/24-4/7/24)

6/17/24-9/22/24

City & Shore Magazine | Miami Lifestyle
 • Full Page, 4-color
 • Total Circulation: 46,220

10/1/23 Issue
 Placed in FY23

Miami Magazine (New Marketing Partner in FY24)
 • Full Page, 4-color
 • Total Circulation: 50,000
 • (2x) Full Page, 4C - Consecutive Right Reads - Fall Message
 • Total Circulation: 50,000

December '23 (Arts Issue) January '24 February '24 March '24 April '24 (Travel Escapes Issue)
 D: 10/30 D: 12/1 D: 1/2 D: 1/30 D: 2/25

July/August '24
 D: 5/27

September '24 October '24 "Winter Travel Issue"
 D: 7/22 D: 8/19

Tampa/St Pete DMA / MSA

Radio
 • 5.8M estimated impressions (iHeart Media - Tampa)

Value of Tourism Campaign + Ryan Gorman Interviews with Brian on WFLA-AM

Exposed Mobile Retargeting
 • 3.5M estimated impressions (iHeart Media - Tampa)

Kenny Chesney Promotion with Radio US 103.5

Out-of-Home
 • TPA Airport: Passenger Shuttle Domination Program - Exclusive VSPC Domination
 • (16) Shuttles / (16) Lobby Doors/ (32) Baggage Claim LCD / (7) Baggage Claim Video Walls
 • 65.5MM estimated impressions

1/9/23-11/12/23
 Placed and Paid in FY23

11/13/23-11/10/24: (13) 4-week periods

Summer-Fall Campaign

Cable Television
 • 12.5M estimated impressions
 • (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 - Citrus, Hernando, Pasco, Polk, Highlands, Hardee, Manatee, Sarasota Counties
 • Hyper-zip targeted + Direct Response Technology (51% HH Penetration)

100 GRPs / Week

Television (ABC Affiliate)
 • Tampa Bay's Morning Blend
 • Custom VSPC three (3) minute segments: Total of (5) Segments
 • On-location segment with Facebook Post
 • :30 Host "live-read" mentions
 • Trip Giveaways

WFTS (ABC) - Summer Fun Content Series

Radio
 • (30) second spots + promotional partnerships/influencers + news/traffic/weather mentions
 • Demo: Adults 25-64

100 GRPs / Week

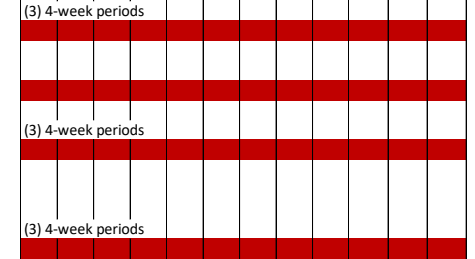
- Tampa, Lakeland and Sarasota MSA's
- Daypart Mix: AM 25% / MD 25% / PM 25% / EV 15% / SS 10%
- High indexing formats: AC, Country, Rock, Soft AC, Classic Rock, News Talk, NPR, African-American, Hispanic
- 25.9M estimated impressions

- **Out-of-Home**
- **Digital Billboard Network:** 25-30 locations hyper targeted to high indexing HH's
- 38.6MM estimated impressions

- Exposed Mobile Retargeting
- 2.5M estimated impressions

- **Gas Pump Digital Network:** 418 locations hyper targeted to high indexing HH's
- 15-second spot (Full Video / Audio)
- 6.2MM estimated impressions

- **Tampa Premium Outlets**
- Static Ad Panels (50" H x 40" W): 4 Units (\$20,010)
- 2-Sided Standee (60" H x 36" W): (4) Units in Common Areas (\$26,700)
- Sky Banner (8' H x 14'W): (1) Unit-Dining Area Location (\$13,600)
- 16.5M estimated impressions



State of Florida

- **Gainesville/Ocala DMA**
- (3) Billboards located on I-75 (#2287, #7131SO, #4604) - Annual Perm Program
- 12.5MM estimated impressions



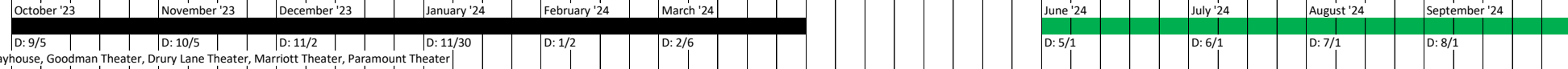
Travelers Marketing LLC - Florida Rest Areas Program

- Sponsor-A-Safety Area Poster Program
- 8/1/24-7/31/25 (5,390,130 Impressions)
- (5) State of Florida Rest Areas
 - #10370 Manatee I-275
 - #70242 Pasco I-75
 - #10202 Polk I-4
 - #70251 Hillsborough I-75
 - #70252 Hillsborough I-75

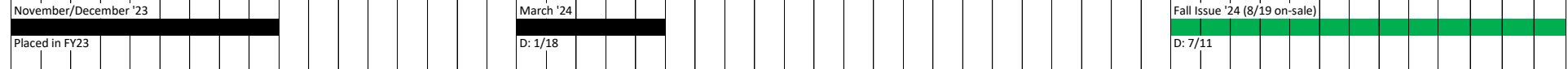


Arts / Culture

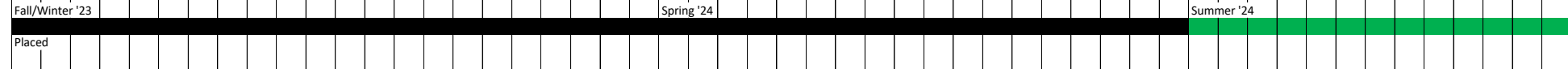
- **Playbill Magazine**
- Full Page, 4C
- Market: Chicago
- Total Circulation: 360,905 per month (CIBC Theater, Nederlander Theater, Cadillac Palace Theater, Broadway Playhouse, Goodman Theater, Drury Lane Theater, Marriott Theater, Paramount Theater)



- **Art in America Magazine**
- Full Page, 4C
- National Distribution
- Total Circulation: 43,000



- **Flamingo Magazine**
- (2) Pages: Full Page, 4-color ad + Adjacent Page Advertorial (600 words) - Written /
- Inside Cover Spread - Premium Placement + Magazine is available online indefinitely archived
- Total Circulation: 20,000



- **Art Basel | Miami Beach Magazine (New Marketing Partner in FY24!)**
- Full Page, 4-color
- Total Circulation: 30,000 - Annual Publication



- **National Public Radio (NPR)**
- Local Market Buys: Chicago, Atlanta, Indianapolis, Minneapolis, Detroit, Cincinnati, Nashville, Orlando, Jacksonville
- 15 / 30 second creative dedicated to arts messaging



- **Arts and Culture Co-op Advertising Program with Creative Pinellas**
- 2024 Marketing Partnerships

- **The Artisan Magazine**
- Full Page, 4C (Inside Front Cover)



- **PIE Airport Program**
- Baggage Claim Digital Displays



- **Tampa / St Pete DMA - Digital BB Network**
- (10) Digital Billboards

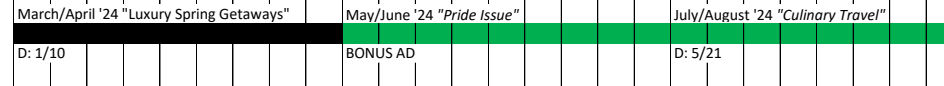
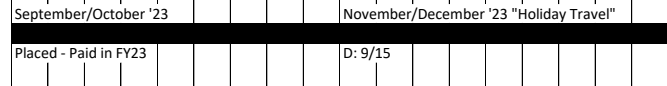


- **TPA Airport Program**
- Baggage Claim / Landside Terminal / Car Rental Center Digital Displays

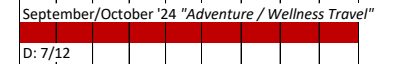


LGBTQ Audience

- **Passport Magazine**
- Full Page, 4-color
- National Distribution (Value add - Bonus Page or Bonus Advertorial Page issue TBD)
- Total Circulation: 134,000



- (2x) Full Page, 4C - Consecutive Right Reads - Fall Message
- National Distribution
- Total Circulation: 134,000



Lavender Magazine
 • Full Page, 4-color
 • Minneapolis - Minnesota's LGBTQ Magazine
 • Total Circulation: 181,959

#738 - 9/7/23 Issue (Fall Getaways)
 Placed - Paid in FY23

Holiday Gift Guide #743 - 11/16/23
 D: 11/1

Pride Pages #746 - 12/28/23
 D: 12/6

1/25/24 #748
 D: 1/10

Spring Arts #749 - 2/8/24
 D: 1/24

Midwest Travel #752 - 3/21/24
 D: 3/6

Summer Preview #754 - 4/18/24
 D: 4/3

Summer Getaways #759 - 6/27/24
 D: 6/12

Pride in Pictures #761 - 7/25/24
 D: 7/10

Fall Getaways #764 - 9/5/24
 D: 8/21

Fall Arts & Entertainment #765 - 9/26/24
 D: 9/4

June 2024 - Pride Month Promotion

Black Audience

Rolling Out Magazine
 • Full Page, 4-color

Atlanta Market
 • Total Circulation: 62,797
 • Bonus Full Page Advertorial 1x Issue / Month

Chicago Market
 • Total Circulation: 67,965
 • Bonus Full Page Advertorial 1x Issue / Month

(2x) Full Page, 4C - Consecutive Right Reads - Fall Message

Atlanta Market
 • Total Circulation: 62,797
 • Bonus Full Page Advertorial 1x Issue / Month

Chicago Market
 • Total Circulation: 67,965
 • Bonus Full Page Advertorial 1x Issue / Month

Radio (African American Format Stations)
 • 30 second spot
 • Local Market Buys: Chicago, Atlanta, Indianapolis, Minneapolis, Detroit, Cincinnati,

11/9/23 D: 11/2
 11/9/23 D: 11/2

12/7/23 D: 11/30
 12/7/23 D: 11/30

1/11/24 D: 1/4
 1/11/24 D: 1/4

2/8/24 D: 2/1
 2/8/24 D: 2/1

3/7/24 D: 2/29
 3/7/24 D: 2/29

Resorts & Retreats 5/23/24 D: 5/13
 5/16/24 D: 5/6

Summer Fun Travel 6/20/24 D: 6/10
 6/13/24 D: 6/3

Family Reunion Travel 7/18/24 D: 7/8
 7/11/24 D: 7/1

The Business of Travel 8/15/24 D: 8/5
 8/8/24 D: 7/19

Fall Colors + Conferences 9/19/24 D: 9/9
 9/12/24 D: 9/2

Atlanta, Orlando, Jacksonville, and Miami >>>
 Chicago, Indianapolis, Minneapolis, Cincinnati, Nashville >>>

Latin Audience

Radio (Latin Format Stations)
 • Local Market Buys: Chicago, Atlanta, Orlando, Miami
 • 30 second spot

Atlanta, Orlando and Miami >>>
 Chicago >>>

Meetings & Conventions Niche

NorthStar Meetings Group

Print Media
 Incentive Magazine
 • Full Page, 4C
 • FS: Meetings & Conventions Magazine
 • Distribution: 75,000 (50,000 Insert and 25,000 Trade Shows)

Digital Media
 Dedicated VSPC Branded Email Campaign
 • 15,000 Opt-in Subscribers 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

Annual SOURCE Directory/Guide
 • Full Page, 4C

Digital Media
 Dedicated VSPC Branded Email Campaign
 • 1,000 Opt-in Subscribers
 • HTML Dedicated Custom Email

Convention South

Print Media
 Convention South Magazine
 • Full Page, 4C
 • Circulation: 18,000 meeting planners

Spring '24 (March/April '24) D: 3/6
 Fall '24 (September/October '24) D: 8/31

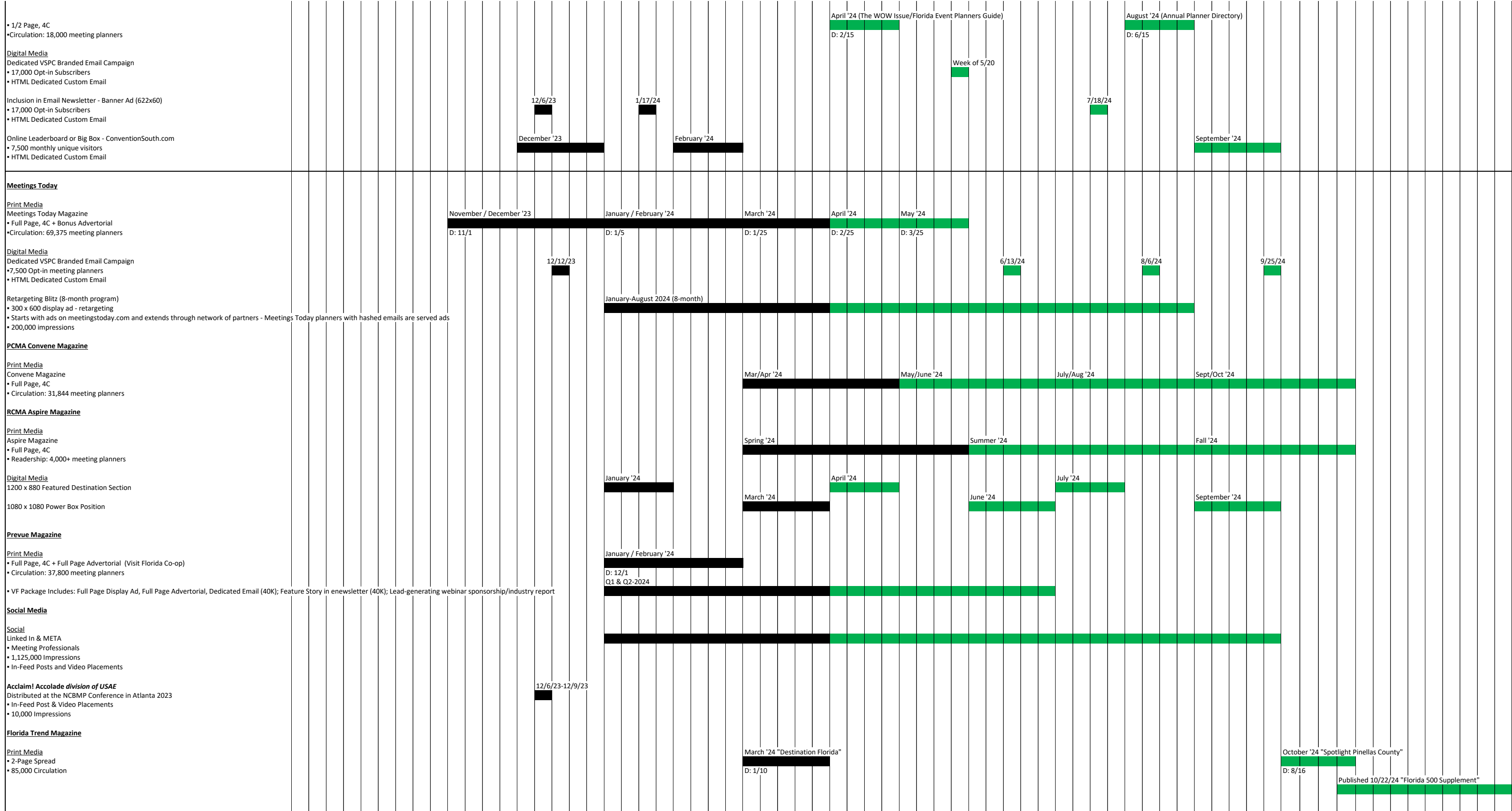
Week of: 12/11
 Week of: 1/15
 Week of: 2/12
 Week of: 6/3
 Week of: 7/8
 Week of: 8/5

November / December '23 D: 10/18
 January / February '24 D: 12/20
 May / June '24 D: 4/20
 July / August '24 D: 6/20
 September / October '24 D: 8/20

2024 / 2025 Annual RESOURCE Guide D: 3/2

3/7/24
 4/11/24
 5/30/24
 8/8/24
 9/19/24

December '23 (Awards Issue) D: 11/1
 March '24 (CVB Issue) D: 1/15



Gulf to Bay: Destination Magazine Distribution

FY24 Gulf to Bay Magazine: Newspaper Distribution
 505,000 Total Distribution

• Markets: Chicago, Philadelphia, Wash DC, Boston, Atlanta, Cleveland, Pittsburgh, Indianapolis, Nashville, Columbus/Dayton, Cincinnati, Minneapoli-St Paul, Detroit, New York City
 • Total Distribution: 295,000

Atlanta Journal-Constitution
 • Market: Atlanta DMA
 • Target: Subs that fit VSPC persona (HHI \$100K+)
 • Total Distribution: 20,000 (Premium Placement - Topper)

Cincinnati Inquirer
 • Market: Cincinnati DMA
 • Target: Subs that fit VSPC persona (HHI \$100K+)
 • Total Distribution: 20,000

Indianapolis Star
 • Market: Indianapolis DMA
 • Target: Subs that fit VSPC persona (HHI \$100K+)
 • Total Distribution: 20,000

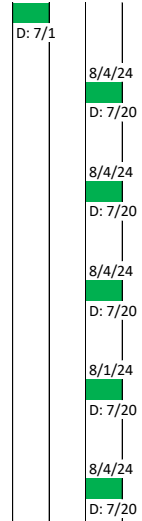
Minneapolis Star-Tribune
 • Market: Minneapolis-St Paul DMA
 • Target: Subs that fit VSPC persona (HHI \$100K+)
 • Total Distribution: 20,000

Detroit Free-Press
 • Market: Detroit DMA
 • Target: Subs that fit VSPC persona (HHI \$100K+)
 • Total Distribution: 20,000

65,000 Standalone Distribution
 • Int'l & Domestic Events/Tradeshows, VISIT FLORIDA Welcome Centers, Tampa International Airport, St Pete/Clearwater International Airport, AAA Offices

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

FY24 Programs

Santa in the Sun NYC 12/3 Pop up Event
 New York DMA
 • 13.5MM estimated impressions

iHeart Santa Activation

Heliconia Press Inc. - 2024 Outdoor Eats Campaign
 • Includes content development and fees - 50 hi-res images and 22-min episode / 10 videos
 • 2.0M Impressions

Future FY24 Influencer Programs and Activations

Air Service Development (Annual)

Allegiant Airlines
 • Markets: Nashville and Canton/Akron
 • OOH (Digital BB's); Cinema (30-sec spot); Radio (30-sec spot)

5/27/24-6/23/24

Virgin Atlantic Airlines
 • 2024 Marketing Partnership

New Airline Development (Contingency)
 • 2024 Marketing Partnership

Marketing Partnerships

WWE Royal Rumble (New Marketing Partner in FY24!)
 • Event Services, Inc.
 • Pre/Post Event Promotion; On-Site Activations; WWE Talent

1/27/24
 (PLACED)

ESPN (Elite Invitational)
 • 2024 Marketing Partnership

2/15-2/18

Tampa Bay Rays
 • 2024 Marketing Partnership

October '23 - Post Season 2023 1X Game

Philadelphia Union MLS Soccer
 • 2024 Marketing Partnership

September-October 2023 - Post Season MLS Playoffs

St Pete Grand Prix
 • 2024 Marketing Partnership

3/8/24-3/10/24

7/19/24-7/21/24 Toronto Grand Prix

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

• Season 5 - Marketing Partnership
 • (2) Episodes filmed in VSPC + 30 second spots to run in all episodes of season 5

Sports Travel & Recreation "18 Holes with Natalie Gulbis"

- (2) Episodes Filmed and Aired in 2024-25
- Includes all video assets / B-roll

FC Cincinnati MLS Soccer Club

- 2024 Marketing Partnership

Brand USA

- 2024 Marketing Partnership

International

Film Commission

MBI Screen International

- FY24 Contingency for future placements

Leisure: Travel Agent / Tour Operator

Leisure Travel Programs

Travel Weekly

- Travel Weekly Magazine + TravelAge Magazine
- Full Page + Full Page Advertorial
- Co-op Webinar Program

11/20/23

Visit Florida VAX Program

- Destination Sponsorship
- Homepage Banner, Dedicated Email, Webinar, Destination US Cities Banner, Industry Calendar

1/1/24-6/30/24

Visit Florida Travel Leaders Network

- Travel Leaders Network Sponsorship
- Announcement Email, Agent Universe Page, Agent Profiler, B2B Dedicated Email, Weekly Email Updates, Webinar, Pub Edit Feature, Luxury Leaders Alliance, FAM

1/1/24-6/30/24

Visit Florida Delta Airlines Vacations

- Delta Airlines Vacations Co-op Sponsorship
- Destination Landing Page, In-person Training, Social Media, World Agent Direct Website - Destination Landing Page

11/1/23-5/31/24

Visit Florida CAA AMA Travel

- CAA AMA Travel Co-op Sponsorship
- Dedicated Article, Social Media, TCEP and Product Email Inclusion

2024 Annual VF Program

Visit Florida Northstar Travel Group

- Northstar Travel Group Co-op Sponsorship
- In-market Ambassador Experience (FAM), TravelWeekly Exposure, Participation in Webinar, Social/Email Programs

2024 Annual VF Program

Visit Florida BAx

- British Airways IPW
- Tier I & II - Social/Email Programs

2024 Annual VF Program

Sports & Events Marketing Partnerships

Sports Events Media Group

Annual Planners' Guide to Sports, Commissions, CVBs & Venues

- Full Page, 4C

2024 Annual

D: 11/15

Sports Events Magazine

- Full Page, 4C
- Reaches qualified sports events planners, league managers, directors and associations
- Total Circulation: 18,014

October '23

Placed / Paid FY23

January '24

D: 12/20

March '24

D: 2/10

May '24

D: 4/13

October '24

D: 9/10

E-Newsletter Sponsorship

- Weekly email deployment to over 4,900 opt-in subscribers (Top Banner Position 728x90)

12/13/23

2/14/24

4/10/24

6/12/24

7/10/24

8/14/24

9/11/24

NorthStar Meetings/Events Group: Sports Travel & TEAMS

Sports Travel Magazine

- Full Page, 4C
- 45,000 Circulation (digital magazine + Hyper-link from ad)

April '24 (Spring Issue)

D: 2/1

October '24 (Fall Issue)

D: 8/1

Sports Travel Dedicated Targeted Email Program

- Dedicated HTML Email to Sports/Events Planners - Custom List
- 12,000 per deployment (\$2,520 net)

4/15/24

Sports ETA Symposium

9/9/24

TEAMS '24

Sports Travel E-Newsletter Sponsorship

- Horizontal Banner 600x100 (Leaderboard)
- Package: (2x per month) - Every other week (Wednesday)
- 40,000 opt-in subscribers per deployment = 80K per month

2/5/24

2/19/24

3/4/24

3/18/24

7/8/24

7/22/24

Sports Travel E-Newsletter #Showcase Takeover

- 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

6/3/24

6/17/24

Sports Planning Guide (SPG)

2023-24 Annual Sports Planning Guide

