



**ST.PETE
CLEARWATER, FL**



Visit St. Pete-Clearwater

**2025 WEBSITE, EMAIL AND SOCIAL
COOPERATIVE ADVERTISING PROGRAM**

BENEFITS OF ADVERTISING ON VISITSTPETECLEARWATER.COM

VisitStPeteClearwater.com reaches an engaged and active travel-planning audience.

CONNECT WITH AN EXTREMELY QUALIFIED AUDIENCE!

69%

of website users
are non-residents

65%

are planning or
considering travel to the
St. Pete-Clearwater area

58%

of website visitors actually
travel to the destination

Source: VSPC Website Usage & ROI Study

ORIGIN MARKETS* TOP 10 STATES

- | | |
|-----------------|--------------------|
| 1. Florida | 6. Texas |
| 2. Ontario, CAN | 7. Ohio |
| 3. Georgia | 8. Pennsylvania |
| 4. New York | 9. Illinois |
| 5. Virginia | 10. North Carolina |

**Based on website visitation*

FUTURE PARTNER'S BRAND PERCEPTION STUDY*

92%

Said ads were very
important to their
decision to visit

81%

Reported enjoying
our advertising

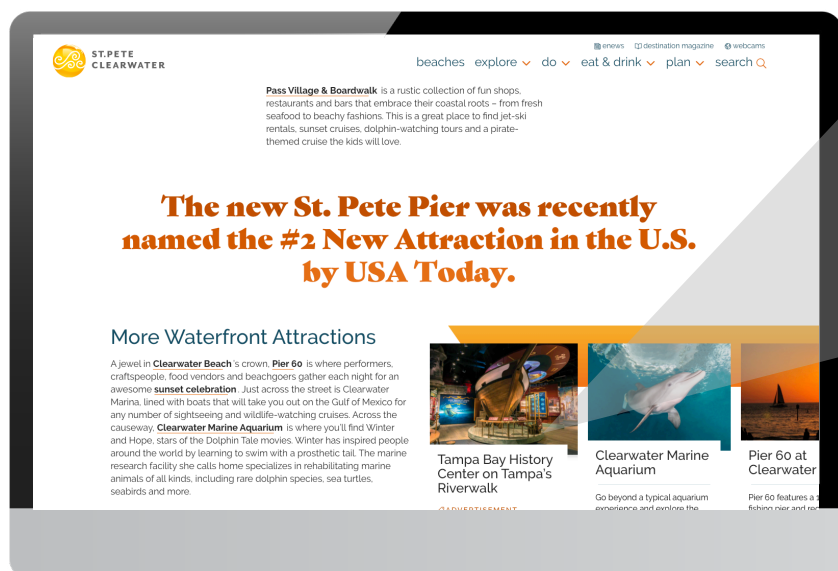
75%

Said that ads impacted
their decision to visit

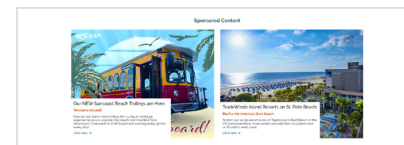
**Source: VSPC Advertising Effectiveness & ROI Study*

DIGITAL ADS ON VISITSTPETECLEARWATER.COM

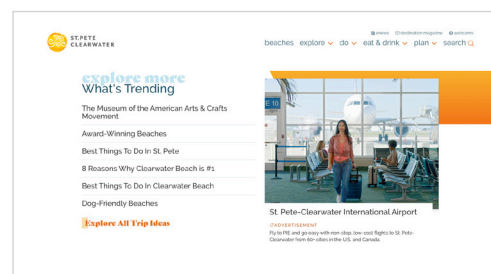
Digital ads allow you to increase awareness and drive bookings. Our guaranteed impression-over-timeframe model allows you to control your exposure. Plus, get **FREE** advertising in our online rewards program. Digital ads are creatively formatted and designed to match the look and feel of the website. You provide the photo and copy and then let us take care of the rest!



FEATURED LISTING
Drive conversions by promoting your listing to consumers in relevant categories and content.



FORMATTED BANNER AD
Formatted banner ad units are integrated into the content of the page to help drive high CTR.



RELATED CONTENT AD
Formatted ad displayed within Related Content feature on page to entice visitors to learn more.

ASK ABOUT OUR 10% SAVINGS OFFERING!

RATES

All three ad units (Formatted Banner Ad, Featured Listing and Related Content Ad) are included as a package. Buy more impressions and save! You'll earn a lower CPM (Cost-Per-Thousand) at each discount tier. Impression amounts are available in between participation levels.

Total Impressions*	Rate	CPM	Rewards Potential Impressions**
25,000	\$500	\$20	25,000
50,000	\$1,000	\$20	50,000
125,000	\$2,500	\$20	125,000
200,000	\$3,600	\$18	200,000
350,000	\$5,600	\$16	350,000

*Impressions include all three ad units

** Not guaranteed

GET REWARDS

Display advertisers may receive an additional display ad campaign for free depending on their level of investment. This campaign will run for the same timeframe as your paid campaign, allowing you to increase your ROI (impressions are not guaranteed; partners can up-to-double your exposure).



2025 WEBSITE, EMAIL AND SOCIAL COOPERATIVE ADVERTISING PROGRAM

VSPC CONSUMER EMAIL

CO-OP OPPORTUNITY

Featured Partner

OPPORTUNITY OVERVIEW

The VSPC Consumer email is a dedicated email that highlights timely destination news, exclusive dining experiences and exciting upcoming events, enabling advertisers to reach an affluent audience of subscribers.

HOW TO PARTICIPATE

Visit St. Pete-Clearwater will create 12 monthly consumer emails that will be deployed to this targeted travel database. Cooperative advertising opportunities for VSPC partners are available within each email for partners to feature their timely travel deals!

TIME PERIOD

2024	Jan	Feb	Mar	Apr	May	Jun
	Jul	Aug	Sep	Oct	Nov	Dec

MARKETS AVERAGE DISTRIBUTION

National	180,000
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COST

Featured Partner: \$975

25% IN SAVINGS!

PARTNERS RECEIVE


Property name in bold, image or basic animated .gif, headline and description body copy to feature a timely vacation offer/special travel deal, price point and URL with direct link to partner website.

Average (Per Email)

Opens	47,700
Open Rate	27.4%
Total Clicks	1,700
Total CTR	0.88%

FEATURED PARTNER

Mint House St. Petersburg - Downtown



Experience a New Kind of Stay this Summer

Discover apartment-style accommodations with full kitchens, in-unit washers/dryers and private balconies in the heart of downtown St. Petersburg. Book now for an exclusive 15% discount on your stay.

[BOOK YOUR STAY](#)

Click here to view this message in a browser window.



BEACHES OUTDOORS ARTS

What's Trending This Month

In this month's travel newsletter, we bring you top recs from one of our favorite travel vloggers; highlight tiny and "proudly weird" Gulfport; and show you where to sip a great craft brew in the company of your dog. It's all brought to you by our sponsor, the incomparable Don CeSar.

Urban Thrills & Small-Town Charm



Tour St. Pete's Attractions and Hot Eateries

Follow food and travel vlogger **Giselle Chusan** as she tours **St. Pete**, staying in the coolest spots, exploring the hottest attractions and eating all the scrumptious food. Soak up the retro vibe at **The Birchwood**, sample artistically delicious fare at **Café Gala** at **The Dalí Museum** and meet the flamingos at **Sunken Gardens** – and that's just on the first day!

[WATCH NOW](#)

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VSPC CONSUMER EMAIL

CO-OP OPPORTUNITY

Sponsored Content

OPPORTUNITY OVERVIEW

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TIME PERIOD

2024 | Jan Feb Mar Apr May Jun
Jul Aug Sep Oct Nov Dec

MARKETS AVERAGE DISTRIBUTION

National 180,000

COST

Sponsored Content: \$487

25% IN SAVINGS!


PARTNERS RECEIVE

Property name in bold, image, headline and description body copy to feature a timely vacation offer/special travel deal, price point and URL with direct link to partner website.

Average (Per Email)

Opens	47,700
Open Rate	27.4%
Total Clicks	1,700
Total CTR	0.88%

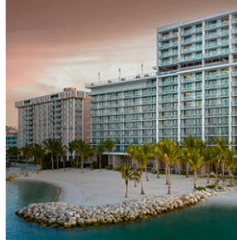
SPONSORED CONTENT

TradeWinds Island Resort


Dive into a Sea of Savings

Save 20% resort-wide for your entire crew when you dive into our Sea of Savings. Whether you are seeking thrills or a relaxing getaway, we'll pack your stay with limitless fun and savings!

[SAVE NOW](#)


JW Marriott Clearwater Beach


It's time for Family Vacation

Our boutique luxury resort is located on the exclusive southern end of Clearwater Beach boasting a full-service spa, exclusive beachfront, rooftop pool, Kid's Club, 3 restaurants, and more!

[BOOK NOW](#)

COMMUNITY SPOTLIGHT




Quirky Gulfport

Offbeat, inclusive, proudly weird – **Gulfport** is affectionately described in many ways. Shop for vintage goods at the Gulfport Beach Bazaar, take Latin dance lessons at the old-school Gulfport Casino and soak up the fun at fabulous festivals.

[ESCAPE TO GULFPORT](#)


SPONSORED CONTENT

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Dive into a Sea of Savings

Save 20% resort-wide for your entire crew when you dive into our Sea of Savings. Whether you are seeking thrills or a relaxing getaway, we'll pack your stay with limitless fun and savings!

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[BOOK NOW](#)

CAN'T-MISS EVENTS


Find some highlights below or check out [all St. Pete/Clearwater events](#)




Through Sept. 1, 2023

"Civil Rights in the Sunshine State" Exhibit

Learn about the historic struggle for civil rights in Florida.






Sept. 2, 2023

GeckoFest

Enjoy great live music, food and drinks at this free street festival in quirky, fun-loving Gulfport.



VSPC CONSUMER EMAIL

CO-OP OPPORTUNITY

Footer Image Collage

OPPORTUNITY OVERVIEW

The VSPC Consumer email is a dedicated email that highlights timely destination news, exclusive dining experiences and exciting upcoming events, enabling advertisers to reach an affluent audience of subscribers.

HOW TO PARTICIPATE

Visit St. Pete-Clearwater will create 12 monthly consumer emails that will be deployed to this targeted travel database. Cooperative advertising opportunities for VSPC partners are available within each email for partners to feature their timely travel deals!

TIME PERIOD

2024 | Jan Feb Mar Apr May Jun
Jul Aug Sep Oct Nov Dec

MARKETS AVERAGE DISTRIBUTION

National 180,000

COST

Footer Image Collage: \$375

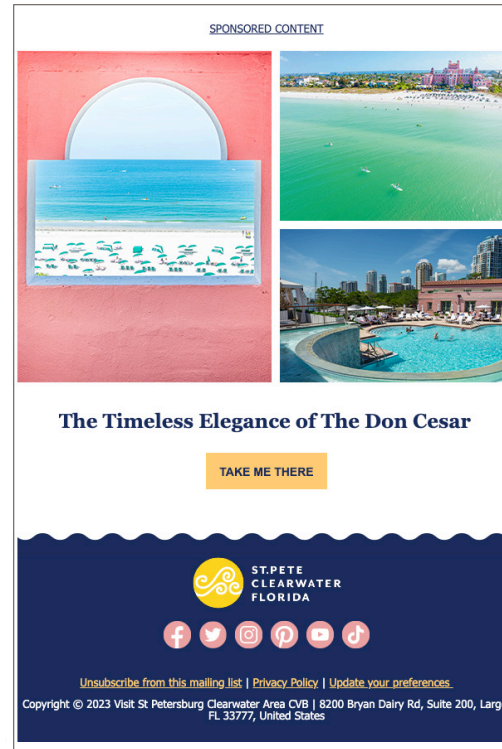
25% IN SAVINGS!

PARTNERS RECEIVE

A collage of 3 photos, headline and a call to action with a direct link to partner website.

Average (Per Email)

Opens	47,700
Open Rate	27.4%
Total Clicks	1,700
Total CTR	0.88%





2025 WEBSITE, EMAIL AND SOCIAL COOPERATIVE ADVERTISING PROGRAM

VSPC DEDICATED EMAIL

CO-OP OPPORTUNITY

100% SOV Email

OPPORTUNITY OVERVIEW

The VSPC Dedicated Email will enable you to reach our highly engaged database with a custom message.

- Drive all clicks to your site with a dedicated email.
- Use our Visit St. Pete-Clearwater branded template.
- Limited availability: first-come, first-served.

HOW TO PARTICIPATE

Visit St. Pete-Clearwater's Dedicated Email program will provide cooperative advertising opportunities for VSPC partners to feature their timely travel deals!

TIME PERIOD

2024 | Jan Feb Mar Apr May Jun
Jul Aug Sep Oct Nov Dec

MARKETS AVERAGE DISTRIBUTION

National 180,000

COST

\$3,250

PARTNERS RECEIVE

Property name in bold, image or basic animated .gif, up to 50 characters (with spaces) for headline and 200 characters (with spaces) for body copy to feature a timely vacation offer/special travel deal, price point and URL with direct link to partner website.

Average (Per Email)

Opens	55,300
Open Rate	31.2%
Total Clicks	1,250
Total CTR	0.70%



META SOCIAL MEDIA PACKAGE

CO-OP OPPORTUNITY

Facebook & Instagram Advertising

OPPORTUNITY OVERVIEW

Creating Facebook and Instagram ads gives you the opportunity to share your story to a targeted audience using Facebook's geographic, demographic and interest-based targeting capabilities. Whether you're promoting a deal, event or general brand awareness, we'll work with you to deliver your message on social media to a highly qualified audience.

HOW TO PARTICIPATE

Visit St. Pete-Clearwater will work with participating partners to create and deliver a social media ad. VSPC will match \$750 and the campaign will run for 2-weeks. Partners can choose from either a single-image social ad or an image carousel ad featuring up to 5 images.

*Don't miss this limited-time opportunity, there are only
2 spots available per month!*

TIME PERIOD

2024	Jan	Feb	Mar	Apr	May	Jun
	Jul	Aug	Sep	Oct	Nov	Dec

MARKETS AVERAGE DISTRIBUTION

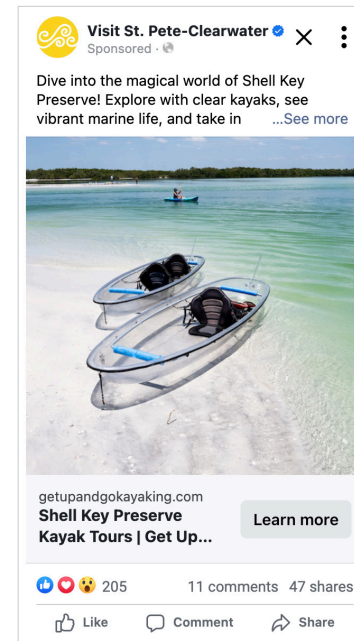
Local or Fly 100,000 estimated impressions

COST

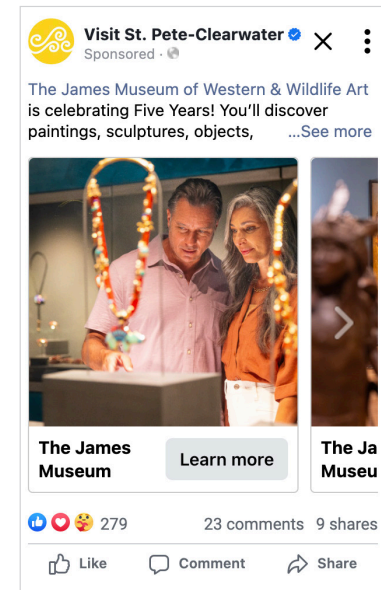
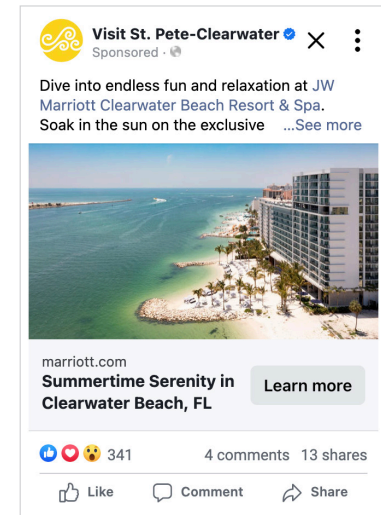
\$250 partner buy-in | \$750 VSPC match

PARTNERS RECEIVE

Partners will be asked to supply an image, descriptive copy and a URL, which will be designed to fit within the overall brand creative.



*Sample creative.
Actual creative may vary.*





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CLEARWATER, FL**