



**ST.PETE
CLEARWATER, FL**
VisitSPC.com



Visit St. Pete-Clearwater

2025 COOPERATIVE ADVERTISING PROGRAM

HOW TO PARTICIPATE

Beginning January 30:

Go to [VisitSPC.com/CoOp](https://www.visitpc.com/CoOp) to download the new 2025 Cooperative Advertising Program media kit, and link to access the submission form.

Thursday, January 30 at 11am ET: Join

VisitSPC for an official webinar to learn all about the new 2025 Co-Op products, as well as details for how to submit selections before Submission Deadline.

Thursday, January 30 -

Friday, February 14 at 5pm ET:

Click on Submission Form link on the Co-op Website to select which products you are interested in for 2025. All submissions must be made by Friday, February 14, at 5pm ET.

Tuesday, February 25:

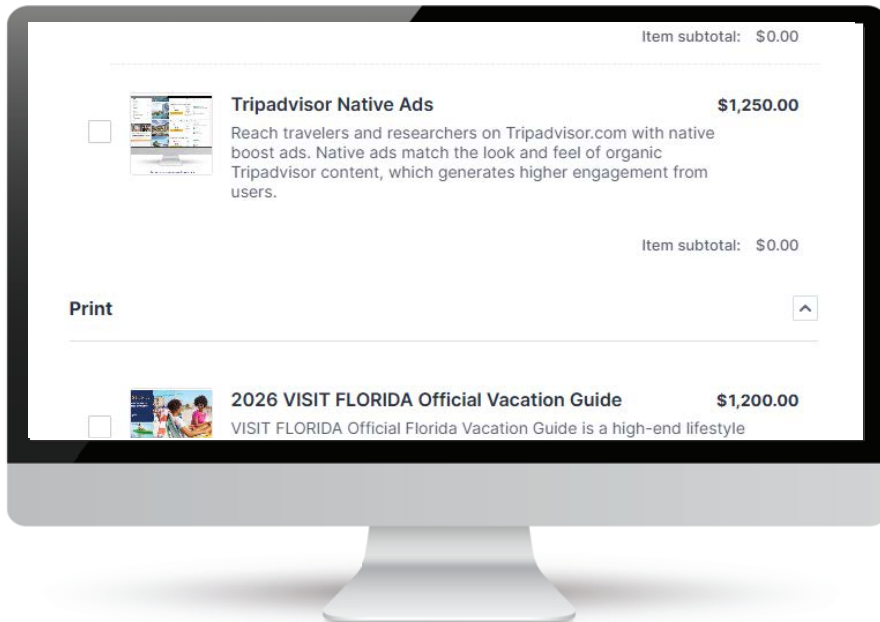
VisitSPC staff will notify partners which Co-Op programs they secured, how to download/pay their invoice (which serves as the contract agreement), and learn about other opportunities that may still be available to purchase.

Monday, April 21:

Payment for Co-Op programs is due. If payment is not received by this date, the contract will be declared null and void and your space(s) will be filled by other partner requests.

Friday, March 7:

Deadline for partners to advise of any changes to their invoice/programs.



NOTE

Please only submit for those programs in which you are interested. If there are multiple submissions for a single opportunity, a random drawing will be conducted.

PROGRAM GUIDELINES

1. Due to limited inventory, Visit St. Pete-Clearwater staff will do its best to share opportunities with all partners who sign up. For some opportunities, a random drawing will be conducted.
2. The Co-Op programs are primarily designed for collectors of the bed tax. Should any space remain in a particular program, other industry members can participate, so we encourage all interested partners to submit Co-Op requests by February 14, 2024.
3. Each partner may request participation in MULTIPLE programs, but can reserve only ONE ad unit per program/time period.
4. Programs are limited to a select number of participants.
5. All partner costs are net costs.
6. Implementation of some programs may be contingent upon Co-Op participation.
7. Some program parameters may change. If a program in which you are participating changes, you will be notified to ensure the program still meets your needs.
8. For any image supplied for Co-Op use, you grant VisitSPC a non-exclusive, perpetual worldwide license to use, reproduce, modify and publish the supplied image. You warrant and represent that you are the copyright holder of the image and that you have obtained all releases necessary to grant VSPC the rights described herein.
9. Partners will be provided a link to their Co-op Recap Report.

NOTE

Ad production is provided from partner-supplied materials.

VSPC will edit partner materials to meet the program specs as deemed necessary. VSPC has the right to review and approve for use all partner images and copy supplied for program use.

VISIT FLORIDA / VisitSPC CO-OP PROGRAMMATIC ADS

CO-OP OPPORTUNITY

Display Banner Ads

OPPORTUNITY OVERVIEW

Target a highly qualified, low-funnel audience with banner display ads reaching travelers across the web, including retargeting VISIT FLORIDA's website visitors and look alike. To sweeten the deal, VisitSPC will provide a 2 to 1 match to each participating partner, plus an additional 100% match from VISIT FLORIDA!

Don't miss this limited-time opportunity, there are only 10 spots available (5 in May and 5 in August)!

HOW TO PARTICIPATE

In partnership with VISIT FLORIDA, VisitSPC will be actively running 4-week campaigns in May and August of 2025. Advertisements are available to showcase the partner within a VisitSPC branded display banner ad.

TIME PERIOD

2025 | May and August

MARKETS

Visitors to VisitFlorida.com and look alike in the following markets: Atlanta, Boston, Chicago, New York, Philadelphia, Washington DC, Houston, Dallas, Louisiana, Mississippi (Option to overlay Family or Outdoor Adventures audiences)

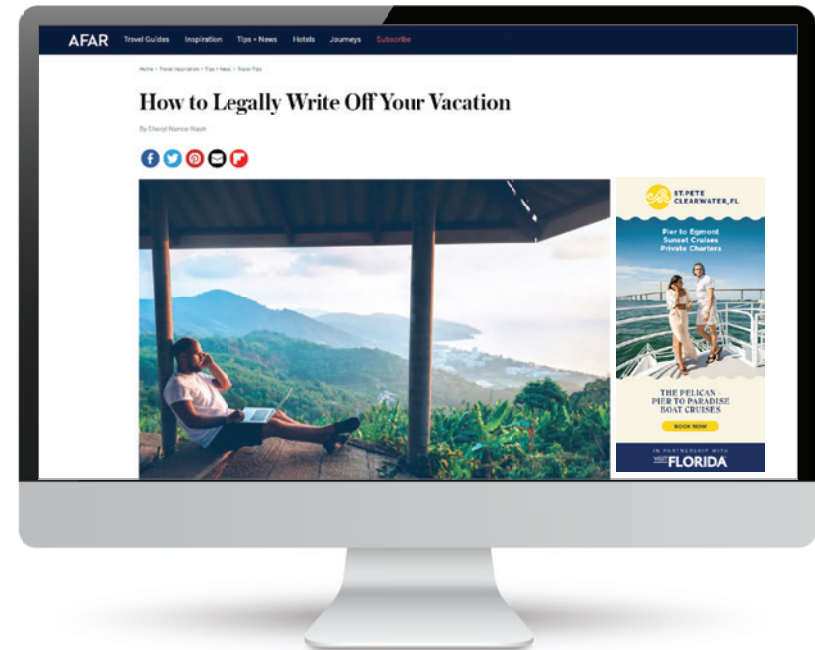
ESTIMATED DISTRIBUTION

1,428,571 impressions

COST

\$2,500

3 TO 1 MATCH



Sample creative. Actual creative may vary.

PARTNERS RECEIVE

Display banner ads must meet VISIT FLORIDA provided specs and be designed by VisitSPC using partner supplied materials with a direct link to the partner website.

TRIPADVISOR NATIVE ADS

CO-OP OPPORTUNITY

Native Boost Ads

OPPORTUNITY OVERVIEW

Reach travelers and researchers on Tripadvisor.com with native boost ads. Native ads match the look and feel of organic Tripadvisor content, which generates higher engagement from users. To make things better, VisitSPC will do a 3 to 1 match to each participating partner.

Don't miss this limited-time opportunity, there are only 6 spots available!

HOW TO PARTICIPATE

VisitSPC will be actively running media with Tripadvisor throughout 2025. VisitSPC partners are able to showcase their business within Tripadvisor's templated native design.

TIME PERIOD

2025 | Jan Feb Mar Apr May Jun
Jul Aug Sep Oct Nov Dec

MARKETS

All US states east of the Mississippi River + Texas (excluding Tampa DMA)

ESTIMATED DISTRIBUTION

277,778 impressions

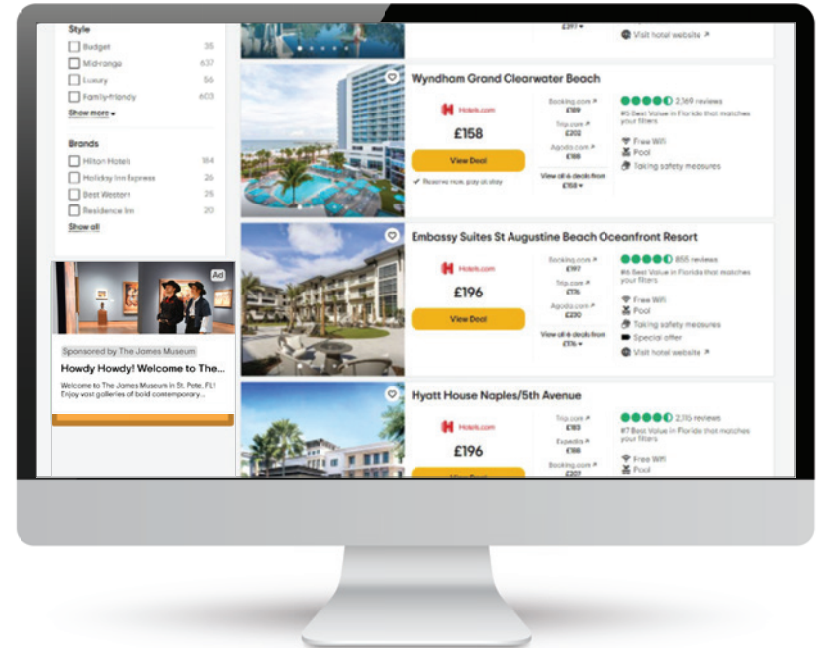
COST

\$1,250

PARTNERS RECEIVE

Ads to be created within a pre-defined Tripadvisor template with partner supplied image, name, headline, and description.

3 TO 1 MATCH



Sample creative. Actual creative may vary.

2026 VISIT FLORIDA OFFICIAL VACATION GUIDE

CO-OP OPPORTUNITY

Official Florida Vacation Guide - Print

OPPORTUNITY OVERVIEW

VISIT FLORIDA Official Florida Vacation Guide is a high-end lifestyle magazine format with short, engaging copy to inform and inspire the reader to visit Florida. The magazine emphasizes short features on what makes Florida special – the beaches, family activities, golf, and more. The magazine is sent in response to requests for information about a Florida vacation received by VISIT FLORIDA.

The magazine is also available digitally through VisitFlorida.com, giving readers more ways to engage with the magazine content.

HOW TO PARTICIPATE

A 2-page spread destination-branded advertisement will run in the 2026 issue. VisitSPC partners who participate in this program will have their materials integrated within the destination creative to form a cohesive brand message.

TIME PERIOD

2026 Annual (Publishes December 2025)

MARKETS AVERAGE DISTRIBUTION

National 300,000 Print Circulation

COST

\$1,200

PARTNERS RECEIVE

Partners will be asked to supply an image, 60 characters of promotional copy and a URL which will be designed to fit within the overall brand creative.



Limited to six partner opportunities for full year of support. Sample creative. Actual creative may vary.

WESH (NBC) ORLANDO MONTHLY CONTEST

CO-OP OPPORTUNITY

Monthly Contest

OPPORTUNITY OVERVIEW

WESH is a television station serving the Orlando area as an affiliate of NBC. Contest will reside on WESH.com and managed by WESH.

Broadcast

- :05 contest message preceded by VisitSPC's :10 beach cam
- 29 mentions per select contest week

Digital + Social

- Landing Page (with email address opt-ins from contest entry page) and homepage promotion created by WESH

HOW TO PARTICIPATE

The partner will be featured for 1 week during the month selected. There will be 5 months available for co-op participation (only 1 contest running per month).

TIME PERIOD

April - August

MARKETS

Orlando DMA

AVERAGE DISTRIBUTION

1,875,512 impressions

COST

\$2,200 and 2-night certificate

PARTNERS PROVIDE

Prize certificate including 2-night accommodations, :05 VO message points, digital assets including imagery and copy points



Sample creative. Actual creative may vary.

BROADCAST RADIO

CO-OP OPPORTUNITY

:30 Radio Ads

OPPORTUNITY OVERVIEW

Partner will be included in our broadcast radio buy for two week flights. They will receive a partner specific spot with a :10 VisitSPC Tag. Opportunity is available in the following DMAs: Tampa, Atlanta, Miami-Ft. Lauderdale and Orlando.

HOW TO PARTICIPATE

Each placement will run over two weeks on a variety of stations running between 125 to 200 spots total.

TIME PERIOD

2025 | Weeks of 5/5 & 5/19
Weeks of 6/2 & 6/16
Weeks of 8/11 & 8/25
Weeks of 9/8 & 9/22

**For Tampa DMA only, will also accept requests for these two week consecutive periods:
3/31 - 4/13
4/14 - 4/27
6/23 - 7/6
7/7 - 7/20
7/21 - 8/3*

TARGET

- Tampa DMA
- Atlanta DMA
- Orlando DMA
- Miami-Ft. Lauderdale DMA

ESTIMATED IMPRESSIONS*

1,500,000
2,500,000
1,300,000
1,433,000

COST*

\$6,800
\$8,500
\$4,250
\$7,650

2 TO 1 MATCH

Sample Radio Script

[:10 VISITSPC]

Visit St. Pete-Clearwater, home to America's Favorite Beaches. Find just what you're looking for, and then some.

[:20 PARTNER]

Explore the mind behind surreal masterpieces through a glimpse of Salvador Dalí's creative process in The Dalí's latest exhibition. Over one hundred recently conserved and rarely displayed drawings from the iconic artist are now on display from the Museum's vault. Learn more at The Dalí' dot org.

PARTNERS PROVIDE
Talking points

DIGITAL BILLBOARD NETWORK

CO-OP OPPORTUNITY

Digital Billboards

OPPORTUNITY OVERVIEW

Dedicated :08 second placements will run in rotation on digital billboards in high-profile, highly-trafficked highways/roads in the following DMAs: Tampa, Atlanta, Orlando and Miami-Ft. Lauderdale.

HOW TO PARTICIPATE

Each placement will run for a 2-week flight on a network of 10 boards.

TIME PERIOD

2025	Time Period
	May 19 - June 1
	June 2 - 15
	Aug. 4 - 17
	Aug. 18 - 31
	Sept. 1 - 14
	Sept. 15 - 28

TARGET

- Tampa DMA
- Atlanta DMA
- Orlando DMA
- Miami-Ft. Lauderdale DMA

ESTIMATED IMPRESSIONS*

1,783,825
2,200,000
1,366,667
1,892,103

COST*

\$1,416
\$1,416
\$1,416
\$1,993

2 TO 1 MATCH



Sample creative. Actual creative may vary.

PARTNERS PROVIDE
1-2 hi-res image (preferably horizontal), organization/event name to promote and <10 words including event dates, location, CTA, etc.

*Estimated impressions and cost are dependent on market.

ST. PETE-CLEARWATER AIRPORT BAGGAGE CLAIM

CO-OP OPPORTUNITY

PIE Airport Digital Boards

100% MATCH

OPPORTUNITY OVERVIEW

Dedicated static ads will run in rotation of other non-affiliated ads on 4 prominent digital displays in the baggage claim area of airport. These ads provide great exposure to visitors and residents arriving in to St. Pete-Clearwater International Airport.

HOW TO PARTICIPATE

Each participant will receive one :07 second static ad that will run on 4 displays for a 2-week flight (Monday - Sunday).

TIME PERIOD

2025	Jan	Feb	Mar	Apr	May	Jun
	Jul	Aug	Sep	Oct	Nov	Dec

Timing is flexible (partners can request what 2-week period(s) in 2025 they would like).

TARGET

Travel decision-makers and arts/culture enthusiasts:

- Visitors and Residents
- St Pete-Clearwater International Airport (PIE)

ESTIMATED IMPRESSIONS

229,167

COST

\$370



Sample creative. Actual creative may vary.

PARTNERS PROVIDE
1-2 hi-res image (prefably horizontal), organization/event name to promote and <10 words including event dates, location, CTA, etc.

TAMPA INTERNATIONAL AIRPORT DIGITAL NETWORK

CO-OP OPPORTUNITY

TPA Baggage Claim Digital Network

100% MATCH

OPPORTUNITY OVERVIEW

A package of :10 second dedicated ad placements will run in rotation with other non-affiliated ads on prominent digital billboards. This package includes 32 baggage deck monitors. This package provides premier exposure to visitors and residents arriving in to the airport.

HOW TO PARTICIPATE

All displays are available as a package for a 2-week flight (Monday - Sunday).

TIME PERIOD

2025	Jan	Feb	Mar	Apr	May	Jun
	Jul	Aug	Sep	Oct	Nov	Dec

Timing is flexible (partners can request what 2-week period(s) in 2025 they would like).

TARGET

Travel decision-makers and arts/culture enthusiasts:

- Visitors and Residents
- Tampa International Airport (TPA)

ESTIMATED IMPRESSIONS

750,000

COST

\$650



Sample creative. Actual creative may vary.

PARTNERS PROVIDE
1-2 hi-res image (preferably horizontal), organization/event name to promote and <10 words including event dates, location, CTA, etc.

NORTHSTAR — MEETINGS & CONVENTIONS/ SUCCESSFUL MEETINGS DEDICATED EMAIL

CO-OP OPPORTUNITY

M&C Custom Email

OPPORTUNITY OVERVIEW

These dedicated emails are delivered by Northstar Travel Media to active and engaged meeting planners from a custom audience list specifically created for VisitSPC. These emails provide Visit St. Pete-Clearwater and their partners an opportunity to reach this highly targeted audience with inspiring and informative messaging.

HOW TO PARTICIPATE

There will be 2 emails available for cooperative advertising opportunities. Each email will allow for a **single partner** to highlight important information about their property.

TIME PERIOD

2025	Jan	Feb	Mar	Apr	May	Jun
	Jul	Aug	Sep	Oct	Nov	Dec

MARKETS AVERAGE DISTRIBUTION

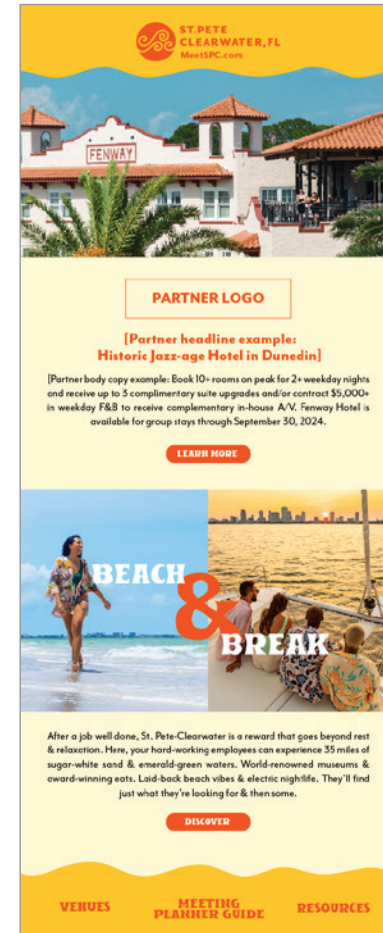
National	15,000
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COST

Featured Partner: \$1,650

PARTNERS RECEIVE

Property name in bold, image, up to 50 characters (with spaces) for headline and 200 characters (with spaces) for body copy and URL with direct link to partner website.



Sample creative. Actual creative may vary.

FLORIDA SOCIETY OF ASSOCIATION EXECUTIONS (FSAE) — DEDICATED EMAIL

CO-OP OPPORTUNITY

M&C Custom Email

OPPORTUNITY OVERVIEW

This is a package offering dedicated emails that are delivered by FSAE to association planners and executives within the state of Florida providing an opportunity to highlight what is new and inspiring in St. Pete-Clearwater.

HOW TO PARTICIPATE

There will be 3 emails available for cooperative advertising opportunities. Each email will allow for a **single partner** to highlight important information about their property.

TIME PERIOD

2025 | Jan Feb Mar Apr May Jun
Jul Aug Sep Oct Nov Dec

MARKETS AVERAGE DISTRIBUTION

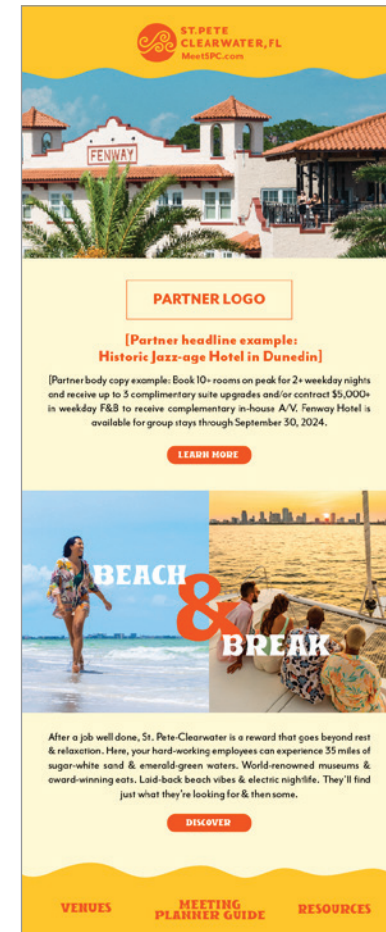
Florida 1,000 email subscribers

COST

Featured Partner: \$750

PARTNERS RECEIVE

Property name in bold, image, up to 50 characters (with spaces) for headline and 200 characters (with spaces) for body copy and URL with direct link to partner website.



Sample creative. Actual creative may vary.

MEETINGS TODAY – DEDICATED EMAIL

CO-OP OPPORTUNITY

M&C Custom Email

OPPORTUNITY OVERVIEW

These dedicated emails are delivered by Meetings Today to meeting planners and executives (with a heavy focus on corporate planners) providing an opportunity to highlight what is new and inspiring in St. Pete-Clearwater.

HOW TO PARTICIPATE

There will be 2 emails available for cooperative advertising opportunities. Each email will allow for a **single partner** to highlight important information about their property.

TIME PERIOD

2025 | Jan Feb Mar Apr May Jun
Jul Aug Sep Oct Nov Dec

MARKETS AVERAGE DISTRIBUTION

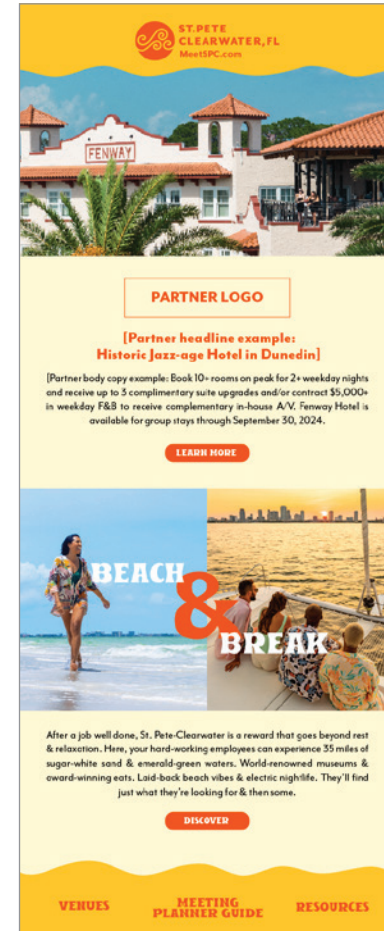
National 7,500

COST

Featured Partner: \$1,000

PARTNERS RECEIVE

Property name in bold, image, up to 50 characters (with spaces) for headline and 200 characters (with spaces) for body copy and URL with direct link to partner website.



Sample creative. Actual creative may vary.

CONVENTION SOUTH – DEDICATED EMAIL

CO-OP OPPORTUNITY

M&C Custom Email

OPPORTUNITY OVERVIEW

Drive awareness and leads through a dedicated email delivered by Convention South. This email will provide an opportunity to highlight what is new and inspiring in St. Pete-Clearwater.

HOW TO PARTICIPATE

There will be 1 email available for cooperative advertising opportunity. The email will allow for a **single partner** to highlight important information about their property.

TIME PERIOD

2025	Jan	Feb	Mar	Apr	May	Jun
	Jul	Aug	Sep	Oct	Nov	Dec

MARKETS AVERAGE DISTRIBUTION

National	17,000
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COST

Featured Partner: \$1,350

PARTNERS RECEIVE

Property name in bold, image, up to 50 characters (with spaces) for headline and 200 characters (with spaces) for body copy and URL with direct link to partner website.



Sample creative. Actual creative may vary.

PROGRAMMATIC DISPLAY ADS

CO-OP OPPORTUNITY

Arts, Dining, Attractions & Events Programmatic Display Ads

OPPORTUNITY OVERVIEW

Reach qualified in-market travelers and travelers who have confirmed upcoming trips to St. Pete-Clearwater using sophisticated programmatic targeting. These eye-catching Display Ads increase awareness and help drive travelers to your specific event, attraction, or business. For all participating partners, VisitSPC will provide a 3 to 1 match.

Don't miss this limited-time opportunity, there are only 10 spots available!

HOW TO PARTICIPATE

Each package is a 4-week flight, timing is flexible (partners can request what 4-week period). Each ad will allow for a single partner to highlight important information about its business, attraction or event.

TIME PERIOD

2025	Jan	Feb	Mar	Apr	May	Jun
	Jul	Aug	Sep	Oct	Nov	Dec

MARKETS

Targeting: Non-residents in Tampa DMA plus US travelers with confirmed upcoming trips to Pinellas County

ESTIMATED DISTRIBUTION

428,571 impressions

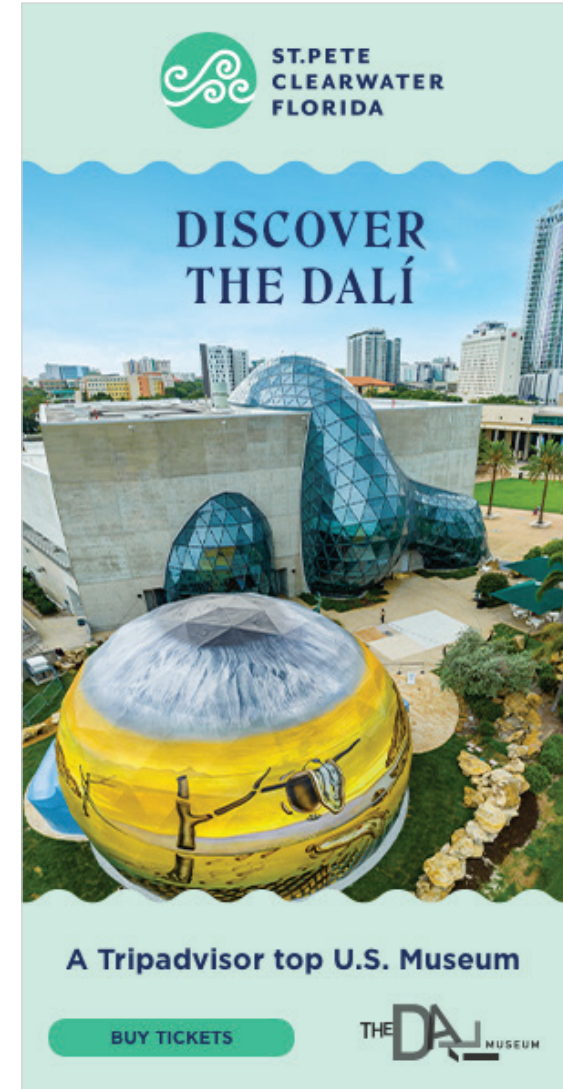
COST

\$750

PARTNERS RECEIVE

Banner ad designed by VisitSPC using partner supplied materials with a direct link to the partner website.

3 TO 1 MATCH



Sample creative. Actual creative may vary.

DIGITAL BILLBOARD NETWORK

CO-OP OPPORTUNITY

Arts, Dining, Attractions & Events Digital Billboards

OPPORTUNITY OVERVIEW

Dedicated :08 second placements will run in rotation on digital billboards in high-profile, highly-trafficked highways/roads in Pinellas County reaching in-market visitors.

HOW TO PARTICIPATE

Each placement will run for a 2-week flight on a network of 10 boards.

TIME PERIOD

2025 | Jan Feb Mar Apr May Jun
Jul Aug Sep Oct Nov Dec

Timing is flexible (partners can request what 2-week period(s) in 2025 they would like).

TARGET

Travel decision-makers and arts/culture enthusiasts:

- Visitors and Residents
- Tampa-St Pete DMA

ESTIMATED IMPRESSIONS

2,317,650

COST

\$2,415

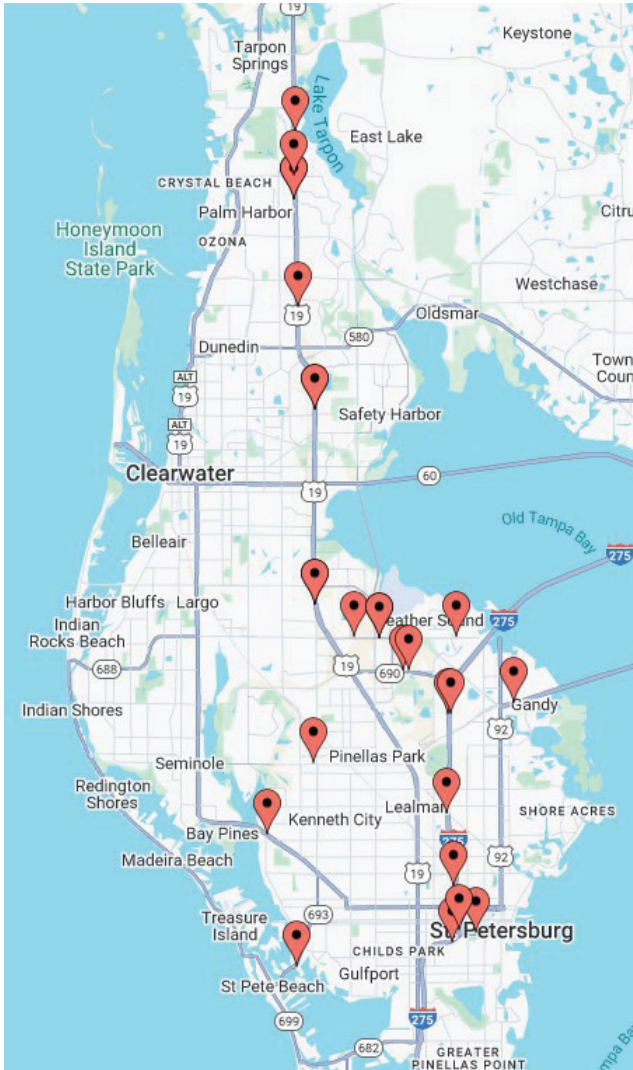
2 TO 1 MATCH



Sample creative. Actual creative may vary.

PARTNERS PROVIDE
1-2 hi-res image (prefably horizontal), organization/event name to promote and <10 words including event dates, location, CTA, etc.

DIGITAL BILLBOARD NETWORK LOCATIONS





**ST.PETE
CLEARWATER, FL
VisitSPC.com**