

FEBRUARY 19, 2026 WEBINAR

2026 Co-Op & Gulf to Bay Magazine

Webinar Agenda

- 1. Welcome & 2026 Marketing Vision**
 - Brief overview of VisitSPC's 2026 strategy
- 2. 2026 Co-Op Advertising Program Overview**
 - Program timing & guidelines
 - Partner benefits to participating
 - Review available opportunities
 - Request form process
- 3. 2026–2027 Gulf to Bay Destination Magazine**
 - Publication overview
 - Distribution details
 - Ad formats, editorial integration & rates
 - Deadline
- 4. Important Dates and Contact Info**
- 5. More Ways to Get Involved**
- 6. Q&A**



New Advertising Agency

Their scope includes media planning and buying, brand strategy, creative development, and content production.

envisionit.®



Marketing transformation:
a fundamental shift in who we reach,
how we target, and what we measure.

We're shifting dollars to where our audiences actually are, targeting with precision, and measuring what matters most.

THREE BIG SHIFTS:

Audiences: From broad demographics to 5 precise segments (younger, more affluent)

Targeting: From "spray and pray" to precision (geography + demographics + intent + context)

Channels: From traditional (TV, radio) to digital (social, streaming, programmatic)

2026 Cooperative Advertising Program

Program Timing

February 19, 2026

Join VisitSPC for an official webinar to learn all about the new 2026 Co-Op products, as well as details for how to submit selections before submission deadline

1

February 19, 2026

Download the 2026 Cooperative Advertising Program media kit, and access link to the submission form at

<https://www.visitspc.com/partners/2026-visitspc-co-op>

2

February 19 through March 3, 2026

Click on submission form link on the Co-Op website to select which products you are interested in for 2026. All submissions must be made by **Tuesday, March 3, 2026 at 11:59 pm EST**

3

4

March 9, 2026

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

5

April 30, 2026

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.

6

April through September

Advertising is running.

Program Guidelines

- Due to limited inventory, VisitSPC staff will do its best to share opportunities with all partners who sign up. For some opportunities, a random drawing will be conducted.
- 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 end of day March 3, 2026.
- Each partner may request participation in MULTIPLE programs but can reserve only ONE ad unit per program/time period.
- Programs are limited to a select number of participants.
- All partner costs are net costs.
- Implementation of some programs may be contingent upon Co-Op participation.
- 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.
- For any image supplied for Co-Op, you grant VisitSPC a nonexclusive, perpetual worldwide license to use, reproduce, modify, and publish the supplied image. You may warrant, and represent that you are the copyright holder of the image and that you have obtained all releases necessary to grant VisitSPC the rights described herein.
- Partners will be provided a link to their Co-Op Recap Report.

Note:

Ad production is provided from partner-supplied materials.

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

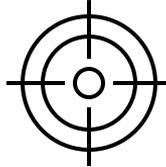
Why Participate in this Co-Op Program?

Scale Your Reach. Own the Destination.



SCALE

Leverage collective budgets for lower CPMs and placements. Stretch your dollars to make them go further!



PRECISION

Employ precise targeting to reach the traveler segment that aligns best with your business goals.



CREDIBILITY

Align with the official VisitSPC brand, which helps to provide instant authority and trust.

Success isn't just about impressions; it's about being the final destination!

Opportunities

Paid Social | Meta

Co-Op Opportunity

In-Feed Ads (Static & Carousel) running on Facebook & Instagram

Opportunity Overview

Leverage high-intent travel signals and VisitSPC website retargeting to push users towards booking. This program will allow for 5-10 partner-supplied images to show off the best things your business has to offer. 57% of leisure travelers use Meta (Facebook/Instagram) to plan their travel experiences.*

Time Period

Running 2 partners a month (4 week) that are available starting April - September 2026.

Markets

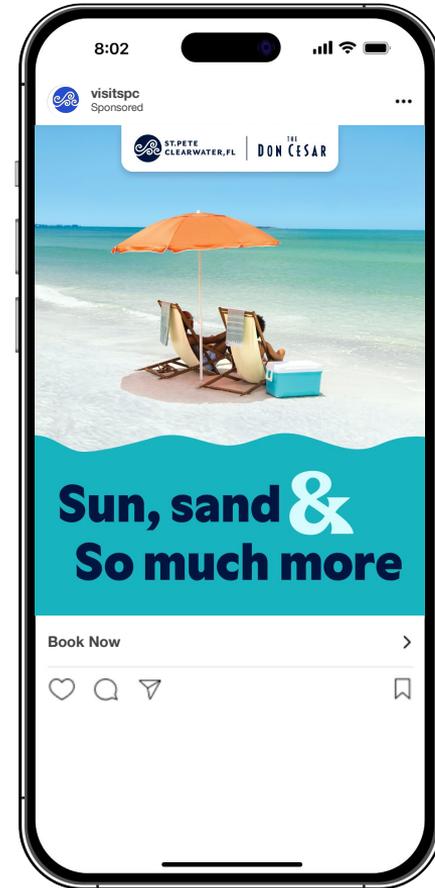
Campaigns would be targeted towards the following DMAs: New York City, Philadelphia, Chicago, Atlanta, Boston, Washington DC, Detroit, Dallas, Orlando/Daytona, Ft. Myers/Naples, Miami-Ft. Lauderdale, West Palm Beach, Jacksonville

Cost & Estimated Impact

- Partner cost \$500 a month
- VisitSPC would match 1:1, giving a \$1,000 total spend
- Estimated impact would bring around 1,000 clicks

Partners Provide

Partners will be asked to provide 1-10 high-res single images in a 4:5 aspect ratio. Include primary text of 125 characters.



Source: WTM Global Hub

Paid Social | LinkedIn

Co-Op Opportunity

Promote your business through a sponsored content ad on LinkedIn, targeted to professional networks of **meeting & event planners**.

Opportunity Overview

Highly niche targeted B2B program using advanced targeting (via job title, job function, and seniority) to reach meeting & event planners interested in planning their next business event in Florida. The partner website will be promoted to drive demand among this audience and encourage them to host their next event at the partner's venue.

Time Period

Opportunity for 2 partners a month (4 week campaign) and available in May and June.

Markets

Campaigns would be targeted towards the following DMAs: New York City, Philadelphia, Chicago, Atlanta, Boston, Washington DC, Detroit, Dallas, Houston, Minneapolis, Cincinnati, Charlotte, Pittsburgh, Cleveland, Columbus, Nashville, Indianapolis, St. Louis

Cost & Estimated Impact

- Partner cost \$1,500 a month
- VisitSPC would match 1:1, giving a \$3,000 total spend
- Would receive 200,000 impressions

Partners Provide

Partners will be asked to provide high res image. Concise headline that is under 150 characters and descriptive copy under 70 characters. Clear call to action directed to meeting & event planners.



Programmatic | Stack Adapt

Co-Op Opportunity

Re-engage users who have already shown intent by visiting the VisitSPC website.

Opportunity Overview

Target a highly qualified, low-funnel audience with banner display ads and native ads reaching travelers across the web. This will remind travelers of where to stay and what to do, pushing them towards booking activities or visiting local attractions.

Markets

Campaigns would be targeted towards the following DMAs: New York City, Philadelphia, Chicago, Atlanta, Boston, Washington DC, Detroit, Dallas, Houston, Minneapolis, Cincinnati, Charlotte, Pittsburgh, Cleveland, Columbus, Nashville, Indianapolis, St. Louis, Orlando/Daytona, Ft. Myers/Naples, Miami-Ft. Lauderdale, West Palm Beach, Jacksonville

Time Period

Running 2 partners a month (4 week) that are available starting April - September 2026.

Cost & Estimated Impact

- Partner cost \$1,500 a month
- VisitSPC would match 1:1, giving a \$3,000 total spend
- Would receive 1,200,000 impressions

Partners Receive

Display and Native ads will be designed by VisitSPC to meet final specs using partner supplied materials with a direct link to the partner website.



Programmatic | Adara

Co-Op Opportunity

Leverage rich travel intent data to target users based on their actual booking patterns and search data.

Opportunity Overview

Target a highly qualified traveler audience using travel intent signals and overlays with precision demographic data. Banner ads would be shown across a variety of sites that reach travelers across the web.

Markets

Campaigns would be targeted towards the following DMAs: New York City, Philadelphia, Chicago, Atlanta, Boston, Washington DC, Detroit, Dallas, Houston, Minneapolis, Cincinnati, Charlotte, Pittsburgh, Cleveland, Columbus, Nashville, Indianapolis, St. Louis, Orlando/Daytona, Ft. Myers/Naples, Miami-Ft. Lauderdale, West Palm Beach, Jacksonville

Time Period

Running 2 partners a month (4 week) that are available starting April - September 2026.

Cost & Estimated Impact

- Partner cost \$2,500 a month
- VisitSPC & Adara would match 1:1:1 giving a \$7,500 total spend
- Would receive 937,500 impressions

Partners Receive

Display and Native ads will be designed by VisitSPC to meet final specs using partner supplied materials with a direct link to the partner website.



Travel Endemic | Expedia

Co-Op Opportunity

Native and IAB ads running across Expedia Group

Opportunity Overview

Reach travelers and researchers on Expedia with native and banner ads. Native ads match the look and feel of organic Expedia content, which generates higher engagement from users. This program targets US customers searching for destinations on the Gulf Coast of Florida.

Time Period

Ads would be live from May 1 - August 31

Markets

Campaigns would be targeted towards the following DMAs: New York City, Philadelphia, Chicago, Atlanta, Boston, Washington DC, Detroit, Dallas, Houston, Minneapolis, Cincinnati, Charlotte, Pittsburgh, Cleveland, Columbus, Nashville, Indianapolis, St. Louis, Orlando/Daytona, Ft. Myers/Naples, Miami-Ft. Lauderdale, West Palm Beach, Jacksonville

Cost & Estimated Impact

- Total cost will be reflective based on how many partners sign up
 - Presenting Listings: 4 available listings \$5,500 (each) and VSPC would offer 2:1 match
 - Featured Listings: 12 available listings \$4,500 (each) and VSPC would offer 2:1 match
 - Participating Listing: 30 available listings \$2,250 (each) and VSPC would offer 2:1 match
- Total impressions (not guaranteed) would be roughly 3,000,000

Partners Provide

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



The Luce
Newly renovated oceanfront hotel on St. Pete Beach offering 200 modern rooms with plush comforts and premium amenities. Enjoy coastal dining, a lounge beach club with cabanas and DJs, and daily brunch, plus sunset socials, rum tastings, and sunrise yoga.

[Book now](#)



THE DON CESAR
Set on the white sands of St. Pete Beach, The Don Cesar offers a luxurious beachfront escape with Gulf views, stylish rooms and suites, pools, and direct beach access. Enjoy beachfront dining, live entertainment, and full-service amenities near downtown St. Petersburg's attractions.

[Book now](#)



HYATT REGENCY
CLEARWATER BEACH RESORT & SPA
Experience relaxation at the "Best Resort in Florida", as named in the 2025 Condé Nast Traveler Readers' Choice Awards. Nestled along the sugar-white sands of Clearwater Beach, this resort offers an unforgettable escape for families—from expansive suites to rooftop poolside lounging and ocean-view dining. Your most memorable getaway starts here.

[Book now](#)



Island Grand at TradeWinds

Enjoy the perfect family getaway on St. Pete Beach. While you relax on white sands, your kids can splash around in pools, zoom down the waterslide, or join craft classes and kids' camps. Adventure seekers can kayak, parasail, or jet ski. Dine al fresco at Palm Court Italian or savor Peter's Gulf Bistro, The Hall, and Sunshine Grounds N' Goods.

[Book now](#)



RumFish Beach at TradeWinds

Immerse yourself in the beauty of RumFish Beach, where paddleboarding, snorkeling, and dolphin cruises meet stunning Gulf views. Enjoy coastal-inspired accommodations, relax at the adults-only pool, and sip tropical drinks at the SandBar. Don't miss the dining experiences: Peter's Gulf Bistro, The Hall, and Sunshine Grounds N' Goods.

[Book now](#)



The Hotel Zamora

Experience coastal luxury at The Hotel Zamora, a Mediterranean-inspired escape nestled on St. Pete Beach. With stunning Gulf and Intracoastal views, spacious rooms with private balconies, a waterfront pool, private docks, a chic rooftop lounge, and elevated waterfront dining, it blends modern elegance with relaxed luxury.

[Book now](#)



Bilmar Beach Resort

Right on Treasure Island's Gulf shores, this beachfront resort puts you steps from white-sand beaches. Unwind in heated pools, soak in the whirlpool spa, or catch rays on the rooftop sun deck. Stoggy Joe's on the Beach offers live music and cocktails, while St. Pete Beach and John's Pass are nearby.

[Book now](#)

Direct Digital | Incentives Today

Co-Op Opportunity

Meetings & Conventions Dedicated Email Blast

Opportunity Overview

These dedicated emails are delivered by Incentives Today to active and engaged meeting planners from a custom audience list specifically created for VisitSPC. These emails provide VisitSPC and their partners an opportunity to reach this highly targeted audience with inspiring and informative messaging. There will be an opportunity for only 2 partners to participate in this.

Time Period

First email drop will be the week of April 20th

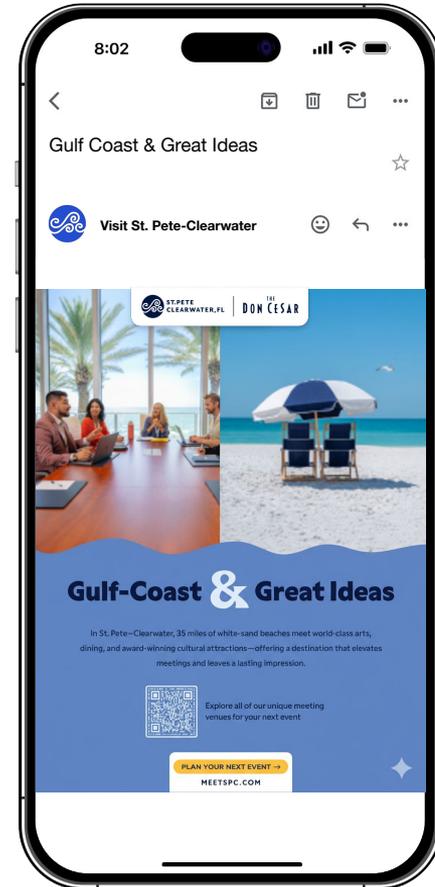
Second email drop will be the week of June 15th

Markets

We can only target at a national level with this opportunity

Cost & Estimated Impact

- Partner Cost is \$750
- VisitSPC would offer a 1:1 match, giving a \$1,500 total spend.
- Email will go out to 5,000 targeted meeting & event planners and typically Incentives Today sees an average open rate of 24-26%



Direct Digital | Prevue

Co-Op Opportunity

Meetings & Conventions Dedicated Email Blast

Opportunity Overview

This dedicated email is delivered by Prevue to active and engaged meeting planners from a custom audience list specifically created for VisitSPC. This email provides VisitSPC and a partner an opportunity to reach this highly targeted audience with inspiring and informative messaging. There is only an opportunity for 1 partner to participate in this.

Time Period

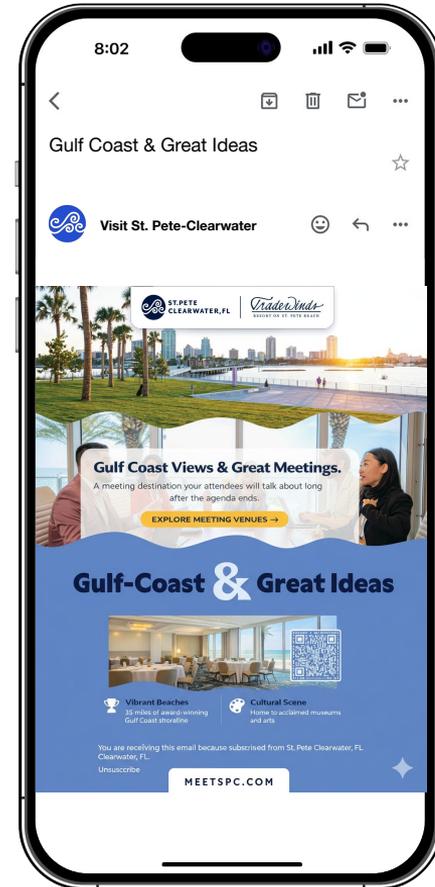
Email drop to be scheduled in April or May.

Markets

We can only target at a national level with this opportunity

Cost & Estimated Impact

- Partner Cost is \$1,750
- VSPC would offer a 1:1 match, giving a \$3,500 total spend.
- Email will go out to 30,000 targeted meeting & event planners and typically Prevue sees an average open rate of 11-20% with a 0.3-2% CTR (based off 30,000 sent)



Direct Digital | Convention South

Co-Op Opportunity

Native advertising in the Due South bi-monthly newsletter.

Opportunity Overview

Native advertising in the Due South newsletter, allows for our advertisement to seem like an organic story within the newsletter. This newsletter features breaking news, trends information, and exclusive how-to insight and advice for planners. There is only room for 2 partner within this option.

Time Period

First eNewsletter placement will appear in the April 13th issue.

Second eNewsletter placement will appear in the June 15th issue.

Markets

We can only target at a national level with this opportunity

Cost & Estimated Impact

- Partner cost for one newsletter is \$600
- VSPC would offer a 1:1 match, giving a \$1,200 total spend.
- Newsletter goes out to 19,000 targeted meeting & event planners.

The screenshot shows the 'Due South' newsletter header with the date 'Wednesday, February 4, 2026'. Below the header is a banner for 'THE ISLAND FOR deck networking' with a 'PLAN YOUR MEETING' button. The main content includes two articles: 'Golf Coast & Great Ideas: Elevate your next meeting' featuring a photo of people at a table and a 'More at ConventionSouth.com' link; and 'Talking Points: 'Golf Capital of the World' is a Hole-in-One for Groups' featuring a portrait of a woman and another 'More at ConventionSouth.com' link. Below these is a 'visit Plano TEXAS' banner with the text 'LET'S GO!' and 'IT'S NOT A BUSINESS TRIP. IT'S A BUSINESS DESTINATION. PLAN YOUR TRIP'. The next article is 'Paroquet Springs: Book now for half off room rentals on Monday – Friday bookings before March 1, 2026', featuring a photo of a resort lobby and a 'More at ConventionSouth.com' link. At the bottom is a large blue banner with the text 'STILL NEED TO REGISTER?' and a 'CLICK HERE' button, alongside a 'Rendezvous SOUTH' logo and a scenic view of a beach resort.

Direct Digital | Florida Trend

Co-Op Opportunity

Meetings & Conventions Dedicated Email Blast

Opportunity Overview

This dedicated email is delivered by Florida Trend to active and engaged meeting planners from a custom audience list specifically created for VisitSPC. This email provides VisitSPC and a partner an opportunity to reach this highly targeted audience with inspiring and informative messaging. There is only an opportunity for 1 partner to participate in this.

Time Period

Email drop to be scheduled in May.

Markets

We can only target at a national level with this opportunity

Cost & Estimated Impact

- Partner cost is \$850
- VSPC would offer a 1:1 match, giving a \$1,700 total spend.
- Email goes out to 100,000 targeted meeting & event planners.



DOOH | St. Pete-Clearwater International Airport Baggage Claim

Co-Op Opportunity

PIE Airport Digital Boards

Opportunity Overview

Dedicated static ads will run in rotation of other ads on 4 prominent digital displays in the baggage claim area of the airport. These ads provide premier exposure to visitors and residents arriving into St. Pete-Clearwater International Airport. Selected participants will receive a :07 second static ad that will run on 4 displays for a 2-week flight (Monday-Sunday).

Time Period

2 week campaigns (Monday-Sunday) available in April through September.

Cost & Estimated Impact

- Partner cost is \$330.00
- VisitSPC will do a 1:1 match.
- 394,024 estimated impressions

Target

- In-Market Visitors and Residents traveling through St. Pete-Clearwater International Airport



Partners Provide

1-2 high res images (preferably horizontal), organization/event name to promote <10 words including event dates, location, CTA, etc.

DOOH | Tampa International Airport Baggage Claim

Co-Op Opportunity

TPA Baggage Claim Digital Network

Opportunity Overview

Dedicated static ads will run in rotation of other ads on 32 prominent digital displays in the baggage claim area of the airport. These ads provide premier exposure to visitors and residents arriving into Tampa International Airport. Selected participants will receive a :10 second static ad that will run on 32 displays for a 2-week flight (Monday-Sunday).

Time Period

2 week campaigns (Monday-Sunday) available in April through September.

Cost & Estimated Impact

- Partner cost is \$650.
- VPSC will do a 1:1 match.
- 750,000 estimated impressions

Target

- In-Market Visitors and Residents traveling through Tampa International Airport



Partners Provide

1-2 high res images (preferably horizontal), organization/event name to promote <10 words including event dates, location, CTA, etc.

Print | 2027 Visit Florida Official Vacation Guide

Co-Op Opportunity

Official Florida Vacation Guide

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 distributed at the Official Florida Welcome Centers and 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 2027 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

2027 Annual (Publishes December 2026)

Markets	Average Distribution	Partner Cost	VSPC Match
National	300,000 Print Circulation	\$1,200	1:1

Partners Provide

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



Submission Form

<https://www.visitspc.com/partners/2026-visitspc-co-op>



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

2026 Cooperative Advertising Program Request Form

Please enter the requested contact information. Then select the media item(s) you're interested in and choose the specific flight(s) you wish to purchase. The submission deadline is Tuesday, March 3 at 11:59 p.m. ET. All requests will be reviewed, and if multiple requests are received for the same opportunity, a random drawing will be conducted. You will receive an email on or before Monday, March 9 confirming the opportunities you secured and instructions for downloading and paying your invoice.

Company Name *

Primary Contact Name *

First Name Last Name

Primary Contact Title *

Primary Contact E-mail *

example@example.com

Primary Contact Phone *

Please enter a valid phone number.

Billing Address *

Street Address

Street Address Line 2

City

State / Province

Search Categories: All Sort By

Paid Social



Meta (Facebook & Instagram)

\$500.00

Leverage high-intent travel signals and VisitSPC website retargeting to push users towards booking. This program will allow for 5-10 partner-supplied images to show off the best things your business has to offer. 1-month (4 week) campaign available April - September 2026.

Item subtotal: \$0.00



LinkedIn (M&C)

\$1,500.00

Highly niche targeted B2B program using advanced targeting (via job title, job function, and seniority) to reach meeting & event planners interested in planning their next business event in Florida. 1-month (4 week) campaign available in May and June.

Item subtotal: \$0.00

Programmatic



Stack Adapt

\$1,500.00

Target a highly qualified, low-funnel audience with banner display ads and native ads reaching travelers across the web. This will remind travelers of where to stay and what to do, pushing them towards booking activities or visiting local attractions. 1-month (4 week) campaign available April - September 2026.

Item subtotal: \$0.00



Adara

\$2,500.00

Target a highly qualified traveler audience using travel intent signals and overlays with precision demographic data. Banner ads would be shown across a variety of sites that reach travelers across the web. 1-month (4-week) campaign available April - September 2026.

Flight Quantity

April 2026

1

May 2026

▼

June 2026

▼

July 2026

▼

August 2026

▼

September 2026

▼

Item subtotal: \$2,500.00

Travel Endemic - Expedia



Expedia - Presenting Listing (4 available)

\$5,500.00

Reach travelers and researchers on Expedia with native and banner ads. Native ads match the look and feel of organic Expedia content, which generates higher engagement from users. This program targets US customers searching for destinations on the Gulf Coast

Digital Out-of-Home - Airport



St. Pete-Clearwater Airport (PIE) Baggage Claim

\$330.00

Dedicated static ads will run in rotation of other ads on 4 prominent digital displays in the baggage claim area of the airport. These ads provide premier exposure to visitors and residents arriving into St. Pete-Clearwater International Airport. Selected participants will receive a :07 second static ad that will run on 4 displays for a 2-week flight (Monday-Sunday). Timing is flexible (partners can request which 2-week period(s) in 2026 they would like) between April 6 and September 27.

Flight

Please provide your desired dates (2 week period) in the box at the bottom of the form after selecting your quantity.

Quantity

1

Item subtotal: \$330.00



Tampa Airport (TPA) Baggage Claim

\$650.00

Dedicated static ads will run in rotation of other ads on 32 prominent digital displays in the baggage claim area of the airport. These ads provide premier exposure to visitors and residents arriving into Tampa International Airport. Selected participants will receive a :10 second static ad that will run on 32 displays for a 2-week flight (Monday-Sunday). Timing is flexible (partners can request which 2-week period(s) in 2026 they would like) between April 6 and September 27.

Item subtotal: \$0.00

Print



2027 VISIT FLORIDA Official Vacation Guide

\$1,200.00

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. A 2-page spread destination-branded advertisement will run in the 2027 issue. VisitSPC partners who participate in this program will have their materials integrated within the destination creative to form a cohesive brand message.

Item subtotal: \$0.00

Total **\$2,830.00**

Note your desired 2 week period(s) for the St. Pete-Clearwater Airport (TPA) Baggage Claim - Must be between April 6 - September 27, 2026, and must be a Monday start, and Sunday end. *

Monday, April 9 - Sunday, April 19



Submit



2026-2027
Gulf to Bay
Destination Magazine

Survey Results | 2025-2026 Gulf to Bay Magazine Guide

“ Magazine photos made me wish I was flying there today! Clearwater looks like the best place ever. This layout will make everyone run to make travel plans. ”

“ Always excited when it comes in the mail. It's colorful and I can't wait to sit down and go through it page by page! It gets me excited for a St. Pete-Clearwater trip! ”

“ I really love the guide. It was a nice surprise to find in our newspaper. Planning any travel can sometimes be a nightmare, but having the guide in front of me makes planning and finding options a lot easier. ”

▶ Lodging, attractions and dining are the most sought-after subjects.

98%
Reader
satisfaction
rating.

Survey of 500+ recipients of
the 2025-26 Gulf to Bay

83%
of readers felt
the magazine was
important/very
important to their
travel planning
process.

2026-2027 Gulf to Bay Magazine Guide

In-Market

Late August 2026 (timed with Besties)

Opportunity Overview

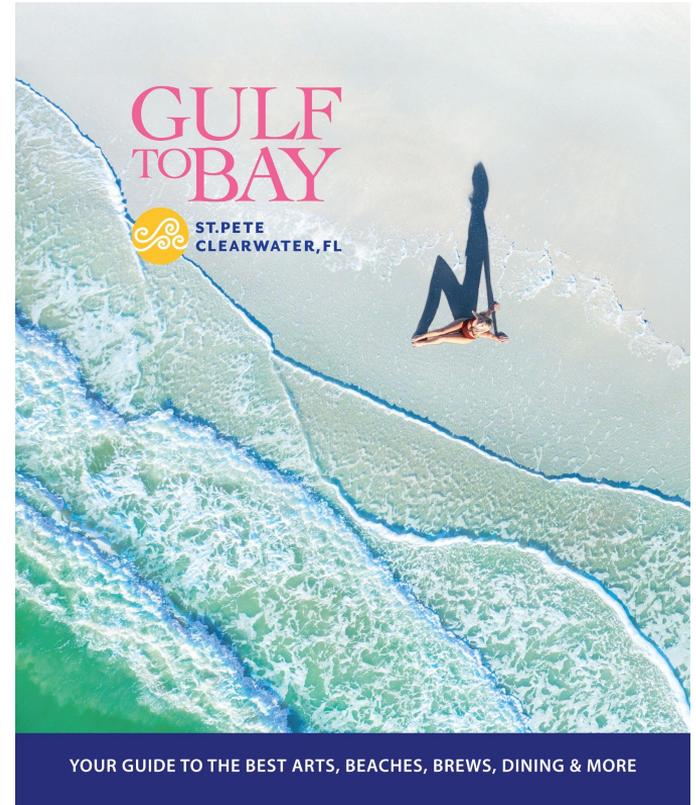
Attract 500,000+ people to your business. Reach 5X more people than other area visitors guides with an ad in Gulf to Bay magazine! Now in its 14th year, Gulf to Bay is produced by Times Total Media, the advertising and marketing division of the Tampa Bay Times in partnership with Visit St. Pete-Clearwater. This award-winning magazine reaches your potential customers throughout the United States and internationally.

505,000+ Total Distribution

- Newspaper Inserts (The New York Times)
- Stand-Alone Distribution (Trade Shows, Welcome Centers, Airports, Chambers)
- Global Direct Mail (Targeted Facebook Ads, Website Visitors)
- Online Digital Session

Important Dates

- **Sales close:** April 3, 2026
- **Materials due:** June 24, 2026



2025-2026 Magazine Cover

2026-2027 Gulf to Bay Magazine Guide

Great Value!

Your ad will reach people interested in St. Pete-Clearwater for less than \$20 per thousand readers!

Display Advertising

Tell your story, your way with a display ad.



TWO-PAGE SPREAD

\$15,500

18" x 10.75"



FULL PAGE

\$8,500

9" x 10.75"



HALF PAGE

\$5,250

7.875" x 4.5833"

Native Advertising

Blend your story seamlessly with editorial content.

TWO-PAGE SPREAD \$18,600

Approx. 250 words, 3-8 images

FULL PAGE \$10,200

Approx. 150 words, 2-4 images

HALF PAGE \$6,300

Approx. 125 words, 1-3 images

THIRD PAGE \$4,200

Approx. 75 words, 1-2 images

SIXTH PAGE \$3,100

Approx. 25 words, 1 image



Arts Week 2026

exhibits and has a scholar program for youth. Contemporary African American and Black artists are showcased in special curated exhibitions.

THINGS TO SEE: Visit the "Black History Matters" mural painted by local artists on the street in front of the museum. Connect with talent in the legacy Gardens on the main's picturesque grounds. The museum is also the starting point for the African American Heritage Trail, a walking tour of the neighborhood's history told through placards.

The Florida Holocaust Museum

The museum has more than 60,000 items, some new and old, that have been offered at the Holocaust is one of the largest in the world. It tells the story of victims and survivors through network and educational and traveling exhibits, with a mission to prevent future genocide. The museum recently underwent a renovation and expansion.

THINGS TO SEE: One of the few remaining railroad cars the Nazis used to transport Jews and other victims to concentration camps like Auschwitz. With the museum's recent expansion came two new permanent exhibits on the ground: a section of victim and producer of the Nazis, including the writings and Nobel Prize, and the recently acquired rescue boat. They will honor Denmark's Jewish population during the Holocaust. Please visit the shop for details on upcoming.

Great Explorations Children's Museum

It's all get hands-on fun learning at the museum, which is a state-of-the-art educational and interactive. It's the Center for Autism and Related Disabilities Autism-friendly gallery and located on the grounds of the Gardens, one of the oldest public structures in the country. The building's plan is to have more than 10,000 tropical and subtropical plants, an indoor pool and waterfalls. Susan, Sarah Gardner has two own Florida's first museum and other exhibits.

THINGS TO SEE: "Laugh Cove" is a fun-to-ride circular structure that provides 360-degree views of the museum at the top. It can be seen and heard by the great-grandchildren and offspring of "Big First Market," sponsored by Public Housing in the 1930s. It's the "Big Market" is a flying disc and sits at on two tree trunks, complete with a disc.



THE DALÍ MUSEUM

Step into the surreal world of Salvador Dalí and walk in the footsteps of St. Pete's modern art as you explore an unparalleled collection of works from one of the most celebrated artists of all time. Discover the art of the groundbreaking surrealist — from a melting clock to his controversial digital artworks — including "Dalí's 1000" an immersive experience on being Dalí, work to the blue never before. Plus, enjoy "Open to the Night" special Café Gala while taking in the late evening architecture on display.

727-425-3747
[#thedalimuseum](#)
[@thedalimuseum](#)
[thedalimuseum](#)



THE BAYCARE SOUND

Here and there, there's a building at The BayCare Sound, Clearwater's new waterfront entertainment district. Opened in 2019, the award-winning, state-of-the-art venue offers concert sets for all.

727-791-7600
[TheBayCareSound.com](#)
[@thebaycaresound](#)
[thebaycaresound](#)

Fit into Dewey's "The Ball Ball" is a striking kinetic installation inspired by "Shed of the Ball and human mobility?"

St. Petersburg Museum of History

Located at the entrance of the promenade Pier District, the museum has over 100 years of educational history. It's the largest of the city's museums. It's the largest of the city's museums. It's the largest of the city's museums.

THINGS TO SEE: Annual reenactment of the Florida Phalanx "Garrison" (1837) the only suffragist full-scale production in the world. The museum also holds its collection from the Gulf Coast Museum of Art, which opened in 2006, in the building works by notable Florida artists the Currier-Phillips. The museum also owns a collection of works by the 19th-century African American painter Winslow Homer.

The Woodson African Burial Grounds of Florida

Named for Dr. Carter G. Woodson, the scholar who led the Black 14 story effort, the museum seeks to preserve and present African American history. Located in the 18th-century townhouse built at the DuSable Live District, it displays historical

EXPLORE THE WORLD. CHOOSE YOUR ADVENTURE.

From art and culture to contemporary art and architecture, there's something for everyone in Clearwater's historic downtown. The Art Deco, historic BayCare Sound, the renowned MUSA Collection, award-winning botanical gardens and the ever-changing special exhibits are just a few of the many adventures you can enjoy in Clearwater. Discover the world's most interesting and unique experiences in Clearwater. It's all here at the BayCare Sound. It's all here at the BayCare Sound. It's all here at the BayCare Sound.

1800 BAYVIEW BL., ST. PETERSBURG, FLORIDA 33706
MUSEUM OF FINE ARTS ST. PETE

Important Dates and Contact Info



Important Dates & Contact Info

Important Dates:

- **Submit Co-op Program Requests**
 - Tuesday, March 3, 2026 at 11:59 pm EST
- **Sign-up with Tampa Bay Times to Advertise in Gulf to Bay**
 - Friday, April 3

Contact Info:

- **General questions & request form help**
 - Katie Bridges & Eddie Kirsch, Coop@VisitSPC.com
- **Specific media questions related to Co-Op Advertising Program**
 - Lee Hillerich, lee.hillerich@envisionitagency.com
- **Advertising in Gulf to Bay Destination Magazine**
 - Jennifer Bonin, jbonin@tampabay.com



More Ways to Get Involved

Other Opportunities to Partner with VisitSPC Marketing Department

- Digital Advertising on [VisitStPeteClearwater.com](https://www.VisitStPeteClearwater.com)
- Participate in Our Consumer Email Marketing Program
- Access Research Reports at [VisitSPC.com/Partners](https://www.VisitSPC.com/Partners)
- Update Your FREE Business Listing on [VisitStPeteClearwater.com](https://www.VisitStPeteClearwater.com)
- Sign Up for Our Bi-Monthly Industry Update eNewsletter at [VisitSPC.com/PartnerNewsletter](https://www.VisitSPC.com/PartnerNewsletter)
- Submit Your Events to our calendar at [VisitSPC.com/Partners](https://www.VisitSPC.com/Partners)
- Share Your Story — tell us what's new, noteworthy or upcoming
- Tag @VisitSPC so we can amplify your social media posts
- Host Influencers & Media
- Participate in Sweepstakes Promotions
- Promote Your “Best of St. Pete-Clearwater” Nomination or Award
- Feature a Deal in the FunShine Savings Passport or participate in our 727 Day promotion targeting local residents
- Host Our Social Team and/or 727 Society Influencers for content creation

Q & A

