

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

2

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>

3

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**

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.

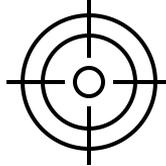
Why Participate in this Co-Op Program?

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

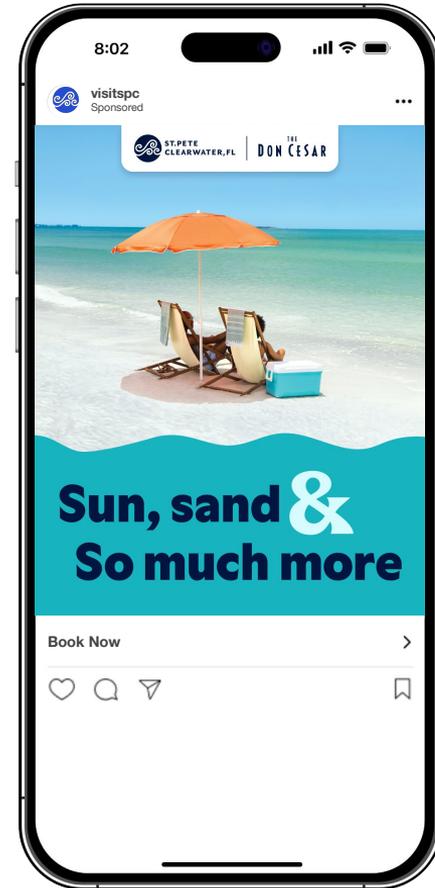
Campaigns would be targeted towards the following DMAs: New York City, Philadelphia, Chicago, Atlanta, Boston, Washington DC, Detroit, Dallas, Orlando/Daytona, Ft. Myers/Naples, Miami-Ft. Lauderdale, West Palm Beach, Jacksonville

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. Stogie 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

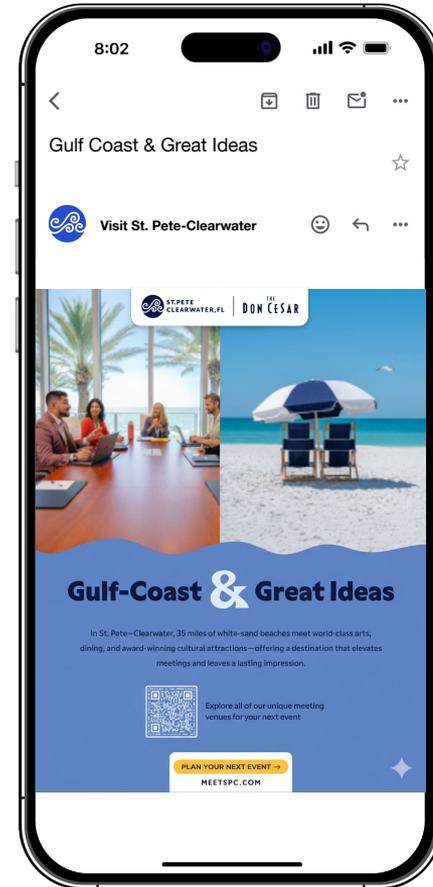
Second email drop will be the week of June 15th

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

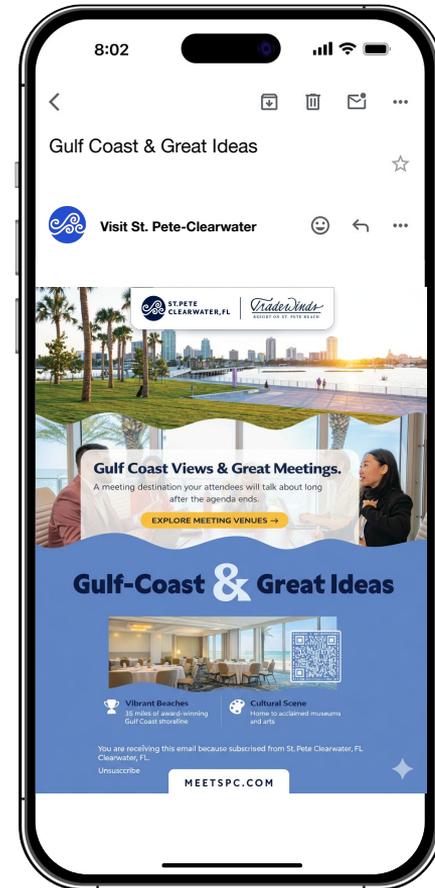
Email drop to be scheduled in April or May.

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 top portion of the 'Due South' newsletter. At the top right, it says 'Wednesday, February 4, 2026' and 'Brought to you by ConventionSouth'. The main header features the 'Due SOUTH' logo with the tagline 'News and Views Connecting Planners to the South'. Below this is a banner for 'THE ISLAND FOR deck networking' with a 'PLAN YOUR MEETING' button. The first article is titled 'Golf Coast & Great Ideas: Elevate your next meeting' and describes St. Pete-Clearwater as a destination for meetings. The second article is 'Talking Points: 'Golf Capital of the World' is a Hole-in-One for Groups' featuring a photo of Cynthia Mohr. 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' with a photo of the resort's interior. At the bottom, there is a large blue banner that says 'STILL NEED TO REGISTER?' with a 'CLICK HERE' button and a 'Rendezvous SOUTH' logo.

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

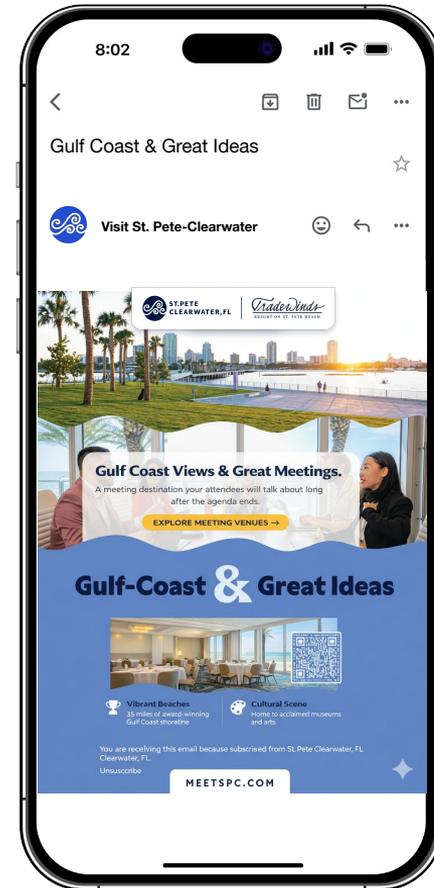
Email drop to be scheduled in May.

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