

VSPC Consumer Email

Co-Op Opportunity: Featured Partner & Sponsored Content

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.

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!

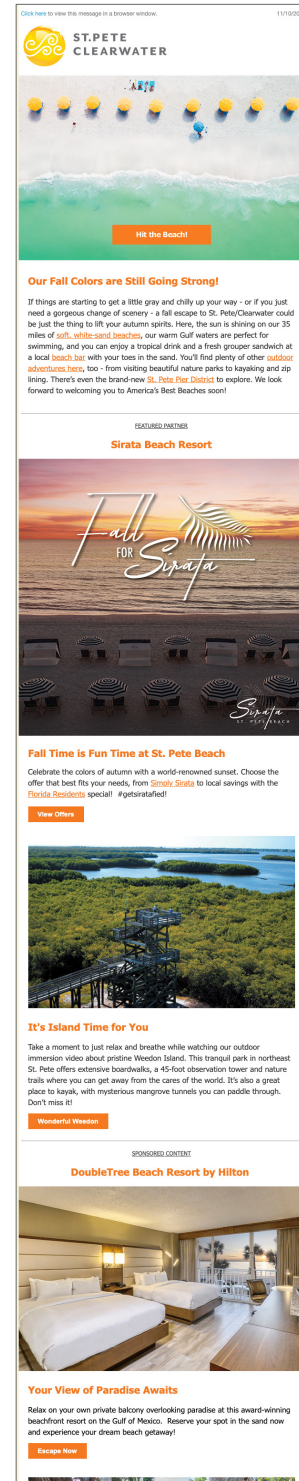
Time Period	Markets	Average Distribution	Cost
Jan 2021 Feb 2021 Mar 2021 Apr 2021 May 2021 Jun 2021 Jul 2021 Aug 2021 Sep 2021 Oct 2021 Nov 2021 Dec 2021	National	314,000	Featured Partner: \$995 Sponsored Content: \$650

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	22,111
Open Rate	7.38%
Total Clicks	1,984
Total CTR	8.97%



The screenshot shows a mobile-optimized email layout. At the top is the St. Pete Clearwater logo and a "Click here to view this message in a browser window" link. Below is a hero image of a beach with a "Hit the Beach!" button. The main content includes a featured partner section for Sirata Beach Resort with a sunset image and a "Fall Time is Fun Time at St. Pete Beach" offer. Below that is a sponsored content section for DoubleTree Beach Resort by Hilton with an image of a hotel room and a "Your View of Paradise Awaits" offer.