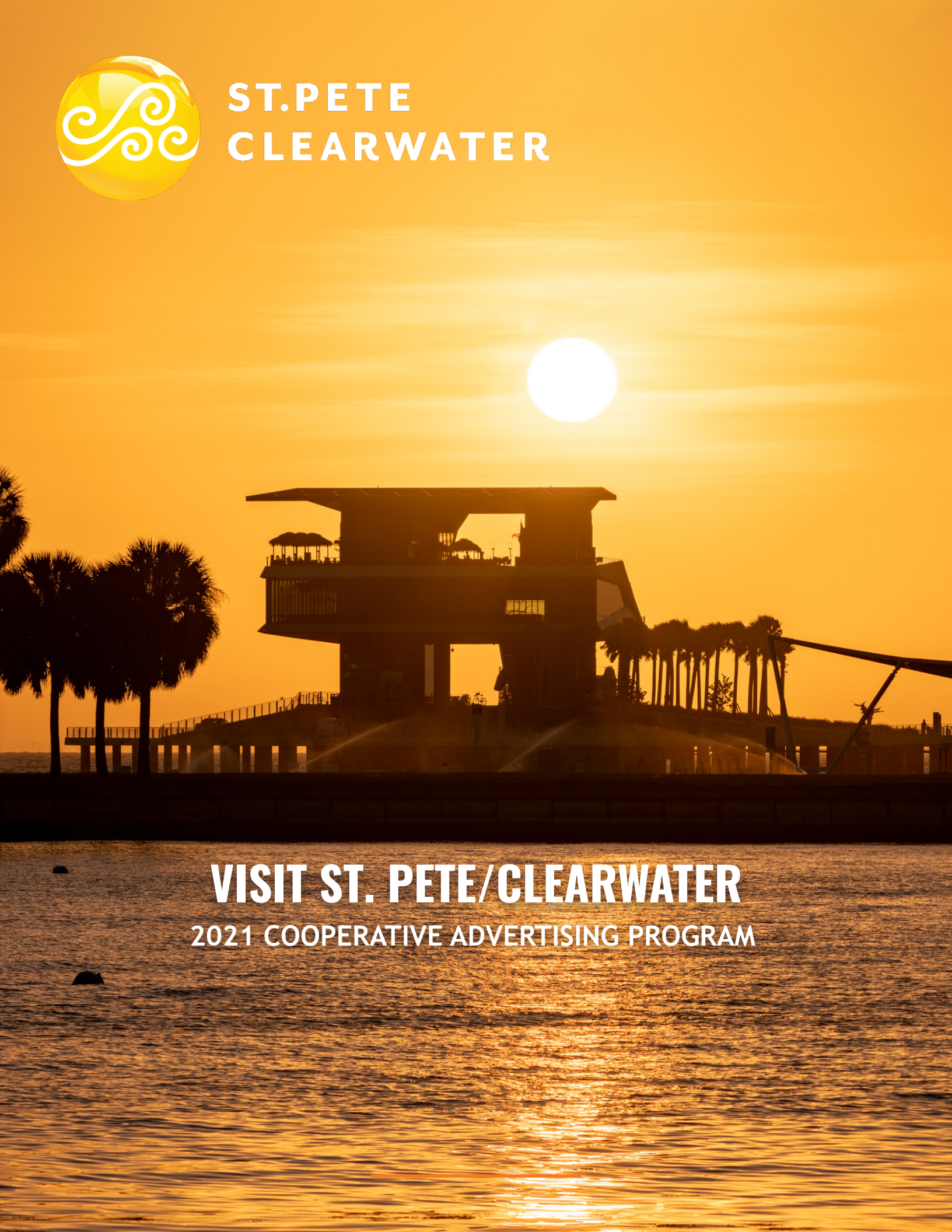




**ST.PETE  
CLEARWATER**



**VISIT ST. PETE/CLEARWATER**  
**2021 COOPERATIVE ADVERTISING PROGRAM**



## Program Opportunities Overview

For participation in the following programs, refer to the "HOW TO PARTICIPATE" steps included in this flyer.	Program Dates	Rate
Digital Advertising on <a href="http://VisitStPeteClearwater.com">VisitStPeteClearwater.com</a> Contact Irish Carroll to purchase Office (941) 342-2390 Cell (941) 320-6447 <a href="mailto:Irish.Carroll@MilesPartnership.com">Irish.Carroll@MilesPartnership.com</a>	Ongoing	Impressions/Rate 25,000/\$600 50,000/\$1,100 125,000/\$2,500 200,000/\$3,600 350,000/\$5,600
Digital Advertising on <a href="https://www.facebook.com/VisitStPeteClearwater">Facebook.com/VisitStPeteClearwater</a> Contact Jimmy Fashner to purchase <a href="mailto:Jimmy@VisitSPC.com">Jimmy@VisitSPC.com</a>	As needed & mutually agreed upon	Up to \$1,000 match
VSPC Consumer Email	January - December 2021	Featured Partner: \$995 Sponsored Content: \$650
VSPC Dedicated Email	4 times per year	\$3,250
Sojern Display, Native & Video Ads	As mutually agreed upon	Tier 1: \$5,000 Tier 2: \$2,500 Tier 3: \$1,000
2022 VISIT FLORIDA Official Florida Vacation Guide	2022 Annual (Publishes 12/21)	\$950

## QUESTIONS?

### For questions regarding PARTICIPATION STEPS, GUIDELINES OR BILLING:

Visit St. Pete/Clearwater  
Katie Bridges, Senior Advertising Manager  
727.464.7462 | [Katie@VisitSPC.com](mailto:Katie@VisitSPC.com)

### For questions regarding PASSWORDS OR ONLINE FORMS:

Miles/Data Department  
Contact Us Form  
[VisitSPC.com/CoOp](http://VisitSPC.com/CoOp)



## How To Participate

**STEP 1:** Obtain a password. If you already have a password, go to step 2.  
Obtain a password by filling out the contact us form at [VisitSPC.com/CoOp](http://VisitSPC.com/CoOp).

**FOR YOUR CONVENIENCE:** Use the lines below to record your access information. If at any time you lose your username and/or password please fill out the contact us form at [VisitSPC.com/CoOp](http://VisitSPC.com/CoOp).

My username is: \_\_\_\_\_

My password is: \_\_\_\_\_

**STEP 2:** Log on to the partnership site at [VisitSPC.com/CoOp](http://VisitSPC.com/CoOp).

**STEP 3:** Enter your username and password and select your property/attraction to gain access to the online Co-Op forms.

- If you represent more than one property, each property\* should be listed under your login.
- If all of your properties are not listed, please fill out the contact us form at [VisitSPC.com/CoOp](http://VisitSPC.com/CoOp).

\*You must submit a Co-Op form for each property individually.

**STEP 4 REGISTRATION:** Fill out the participation form and save it for submission day.

- You will be able to fill out and modify your form at any time between November 18 and December 7, 2020. Fill out the form and click on the SAVE button to save your selections and contact information.
- Once you click on SAVE, you will see a message that your form has been successfully saved (but not submitted) and a reminder that you must return to the site to submit your forms on Tuesday, December 8, 2020 at 9am.

**STEP 5:** Submission Day: Tuesday, December 8, 2020 (9am - 11:59pm)

- Return to [VisitSPC.com/CoOp](http://VisitSPC.com/CoOp) and enter your username and password and select your property/attraction to gain access to the Co-Op forms.
- Review/modify your previous selections and submit your form.

**Once your form has been submitted, you will not be able to modify or change your selections.**

- You will not be able to submit prior to December 8, 2020 at 9am or after 11:59pm.
- You will receive a confirmation that your Co-Op forms have been successfully submitted.
- Please only submit for those programs in which you are interested. Once a partner is accepted into a program, cancellations will not be permitted.

**STEP 6:** Wait patiently to find out which Co-Op programs you secured. You will receive a notification on or before Tuesday, December 15, 2020, instructing you to log back on to the Co-Op site to see what programs you secured.

**STEP 7:** Return signed contracts by Thursday, December 31, 2020.

- Return to [VisitSPC.com/CoOp](http://VisitSPC.com/CoOp), enter your username and password and select your property/attraction to gain access to the Co-Op forms.
- Follow the step-by-step process to print out and return your contract.

**STEP 8:** Payment for Co-Op programs is due by Friday, February 12, 2021.

- 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.

## Program Guidelines

1. 2021 Co-Op programs are available on a first-come, first-served basis.
2. Priority will be determined by the date/time in which we receive submissions on December 8, 2020.
3. 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 on December 8, 2020.
4. Each partner may request participation in MULTIPLE programs but can only reserve ONE ad unit per program.
5. Programs are limited to a select number of participants.
6. All partner costs listed are net costs.
7. Implementation of some programs may be contingent upon Co-Op participation.
8. 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.
9. Partners are able to view their Co-Op contract by logging on to the Co-Op website.
10. Log on to the partnership site [VisitSPC.com/CoOp](https://VisitSPC.com/CoOp).
  - Enter your username and password and select your property/attraction to gain access to the Co-Op forms.
  - Select "View Programs/Official Contract"
11. For any image supplied for Co-Op use, you grant VSPC 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 to the image and that you have obtained all releases necessary to grant VSPC the rights described herein.

### **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.





## Benefits of Advertising on VisitStPeteClearwater.com

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



### CONNECT WITH AN EXTREMELY QUALIFIED AUDIENCE!



**79%** OF WEBSITE USERS ARE  
NON-RESIDENTS



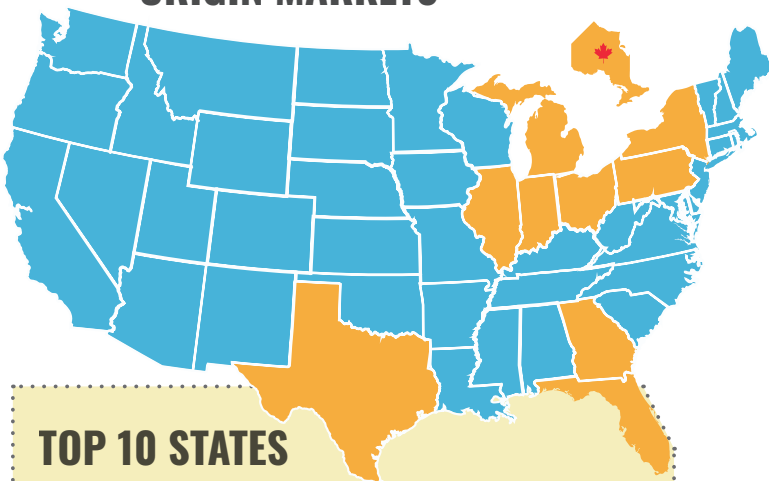
**47%** OF WEBSITE VISITORS ACTUALLY  
TRAVEL TO THE DESTINATION



**30%** OF WEBSITE USERS ARE  
POTENTIAL VISITORS LOOKING  
FOR LODGING INFORMATION



### ORIGIN MARKETS\*

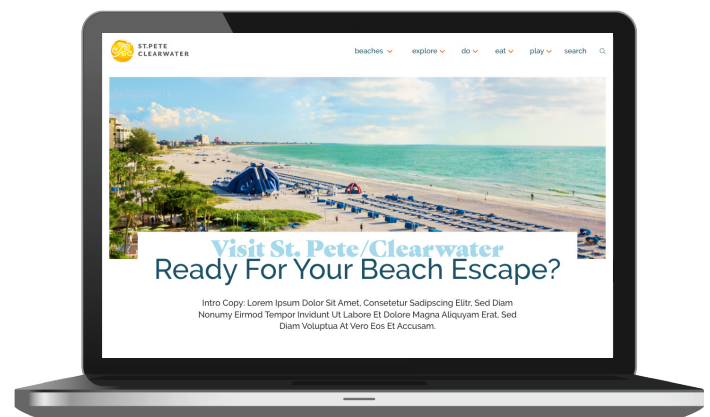


#### TOP 10 STATES

- |             |                 |             |
|-------------|-----------------|-------------|
| 1. Florida  | 5. Ohio         | 8. Michigan |
| 2. Illinois | 6. Pennsylvania | 9. Indiana  |
| 3. Georgia  | 7. Ontario, CA  | 10. Texas   |
| 4. New York |                 |             |

### COMING SOON

New website design coming late  
spring/early summer 2021



\*Based on website visitation



## Digital Advertising on VisitStPeteClearwater.com

Display 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!

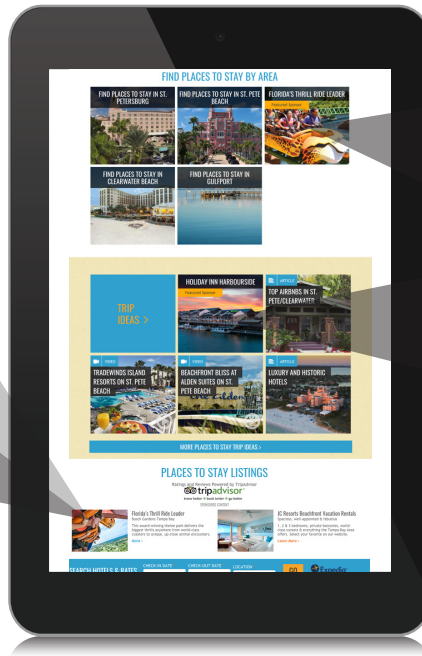
### TARGETING YOUR MESSAGE

Your message is delivered across the website (ROS) with additional focus on desired ad channels.



### SPONSORSHIP

Tell your story with a photo, headline and body copy.



### FEATURED SPONSOR

Capture attention with a powerful image alongside featured content.

## RATES

Both units (Sponsorship and Featured Sponsor) are included as a package. Buy more impressions and save! You'll earn a lower CPM (Cost-Per-Thousand) at each discount tier below. Impression amounts are available in between participation levels.

Total Impressions *	Rate	CPM	Rewards Potential Impressions**
25,000	\$600	\$24	25,000
50,000	\$1,100	\$22	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 both ad units with 55% being the Sponsorship Ad (formatted) and 45% the Featured Sponsor Ad (big image)

\*\*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).

## 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:

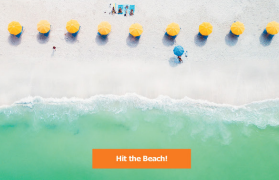
Property name in bold, image or basic animated .gif, up to 50 characters (with spaces) for headline and 200 characters (with spaces) for body copy to feature a timely vacation offer/special travel deal, price point and URL with direct link to partner website.

FEATURED  
PARTNER

SPONSORED  
CONTENT

Average (Per Email)	
Opens	<b>22,111</b>
Open Rate	<b>7.38%</b>
Total Clicks	<b>1,984</b>
Total CTR	<b>8.97%</b>


**ST.PETE  
CLEARWATER**




**Hit the Beach!**

**Our Fall Colors are Still Going Strong!**

If things are starting to get a little gray and chilly up your way - or if you just need a purposeful change of scenery - a fall escape to St. Pete/Clearwater could be just the thing to lift your autumn spirits. Here, the sun is shining on our 35 miles of **soft, white-sand beaches**, our warm Gulf waters are perfect for swimming, and you can enjoy a tropical drink and a fresh grouper sandwich at a local **cafe**, bar with your toes in the sand. You'll find plenty of other **outdoor adventures** here, too - from visiting beautiful nature parks to kayaking and zip lining. There's even the brand-new **St. Pete Pier District** to explore. We look forward to welcoming you to America's Best Beaches soon!

FEATURED PARTNER


**Sirata Beach Resort**



**Fall Time is Fun Time at St. Pete Beach**

Celebrate the colors of autumn with a world-renowned sunset. Choose the offer that best fits your needs, from **Simply Sirata** to local savings with the **Florida Residents** special! #getsiratafed!

[View Offers](#)




**It's Island Time for You**

Take a moment to just relax and breathe while watching our outdoor immersion video about pristine Weedon Island. This tranquil park in northeast St. Pete offers extensive boardwalks, a 45-foot observation tower and nature trails where you can get away from the cares of the world. It's also a great place to kayak, with mysterious mangrove tunnels you can paddle through. Don't miss it!

[Wonderful Weedon](#)

SPONSORED CONTENT

**DoubleTree Beach Resort by Hilton**



**Your View of Paradise Awaits**

Relax on your own private balcony overlooking paradise at this award-winning beachfront resort on the Gulf of Mexico. Reserve your spot in the sand now and experience your dream beach getaway!

[Escape Now](#)

## VSPC Dedicated Email

### Co-Op Opportunity: **Featured Partner Placement**

**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.

**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	Markets	Average Distribution	Cost
4 times per year	National	314,000	\$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)	
<b>Opens</b>	<b>24,746</b>
<b>Open Rate</b>	<b>8%</b>
<b>Total Clicks</b>	<b>2,529</b>
<b>Total CTR</b>	<b>10.22%</b>


YOUR  
MESSAGE

[Click here](#) to view this message in a browser window.
 10/1/19



ST.PETE  
CLEARWATER


STAY EAT EVENTS



**Make Your Next Getaway Legendary at The Don**

Known as Florida's iconic Pink Palace®, the Don CeSar sits upon seven miles of sugar-white shoreline along the Gulf of Mexico on St. Pete Beach. Bask in coastal elegance and discover the Don yourself. Book by Sept. 2 to enjoy exclusive rates starting at \$179 now through Dec. 21, 2019.

[Escape Now!](#)



[Unsubscribe from this mailing list](#) | [Privacy Policy](#)  
 Copyright © 2019 Visit St Petersburg Clearwater Area CVB | 8200 Bryan Dairy Rd, Suite 200, Largo, FL 33777, United States

Sample creative. Actual creative may vary.



# Sojern

## Co-Op Opportunity: Display, Native and Video Ads

**Opportunity Overview:** Target a highly qualified audience with low minimum entry with this premier travel-specific programmatic partner.

Banner ads, native ads and videos will target users across the web who Sojern has identified as being real-time travel intenders to St. Pete/Clearwater and competitive destinations. Campaign will be optimized toward landing page views to ensure maximum efficiencies on a meaningful user action.

**Triple your investment! When a partner participates in this program, Visit St. Pete/Clearwater and Sojern will both match the partner's investment, 1:1:1.**

**To Participate:** Visit St. Pete/Clearwater will be actively running media with Sojern throughout 2021. Cooperative advertising opportunities for VSPC partners are available to showcase the partner within a Visit St. Pete/Clearwater branded display ad, branded native ad, or partner supplied video.

**Participants are required to place Sojern pixel on the desired landing page to participate in the program.**

Tier Level	Package Includes	Markets	Time Period	Estimated Impressions	Partner Investment	Total Value
1	Select up to 2 from display, native or video	National Travelers intending to travel to St. Pete/Clearwater and competitive destinations	3–5 months	Varies based on tactics chosen	\$5,000	\$15,000
2	Display or Native		1–2 months	Varies based on tactics chosen	\$2,500	\$7,500
3	Display Only		Less than 1 month	400,000	\$1,000	\$3,000

For a custom investment level, please contact Katie Bridges directly.

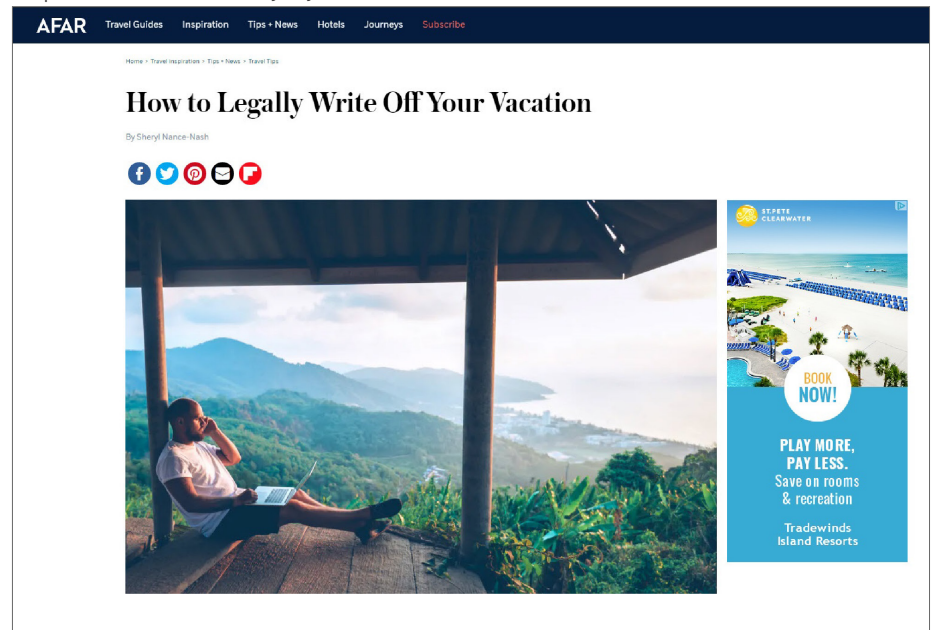
## Partners Receive:

Display banner ads to be designed by VSPC with partner supplied materials with a direct link to partner website.

Native ads to be created with partner supplied copy, images, and direct link to partner website.

Video ads require partner supplied 15-second or 30-second video.

Sample creative. Actual creative may vary.



AFAR Travel Guides Inspiration Tips • News Hotels Journeys Subscribe

Home • Travel Inspiration • Tips • News • Travel Tips

## How to Legally Write Off Your Vacation

By Sheryl Nance-Nash

f t p e y

PLAY MORE, PAY LESS. Save on rooms & recreation

Tradewinds Island Resorts

## 2022 VISIT FLORIDA Official Florida Vacation Guide

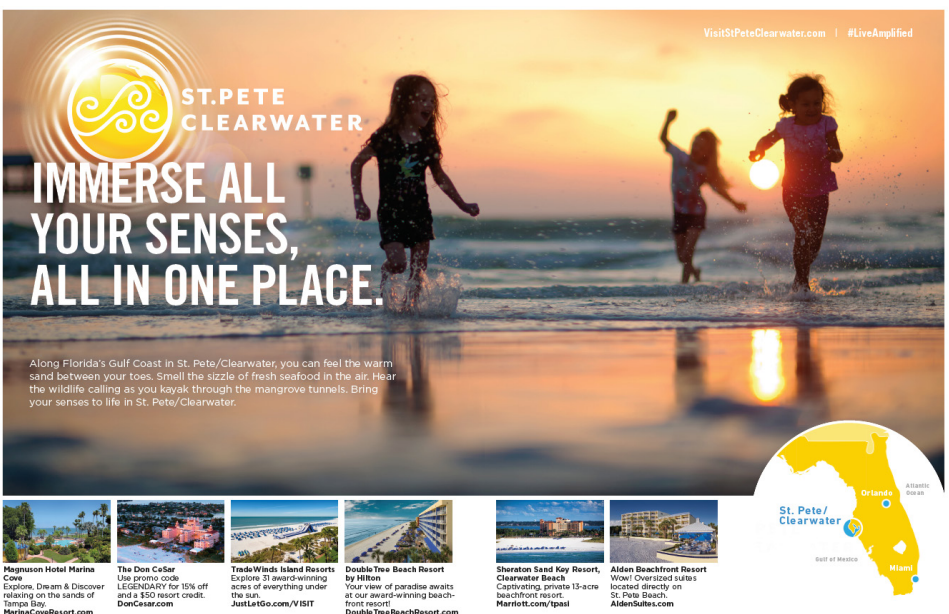
**Opportunity Overview:** VISIT FLORIDA Official Florida Vacation Guide is a high-end lifestyle magazine format with short, engaging copy to inform and inspire the reader to visit Florida. The magazine emphasizes short features on what makes Florida special – the beaches, family activities, golf, and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

**To Participate:** A 2-page spread destination-branded advertisement will run in the 2022 issue. VSPC partners who participate in this program will have their materials integrated within the destination creative to form a cohesive brand message. 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.

Time Period	Estimated Distribution	Cost
2022 Annual (Publishes 12/21)	250,000 Print Circulation	\$950

Sample creative. Actual creative may vary.

CO-OP  
AD SPACE



VisitStPeteClearwater.com | #LiveAmplified

Along Florida's Gulf Coast in St. Pete/Clearwater, you can feel the warm sand between your toes. Smell the sizzle of fresh seafood in the air. Hear the wildlife calling as you kayak through the mangrove tunnels. Bring your senses to life in St. Pete/Clearwater.

**Magnuson Hotel Marina Cove**  
Explore, Dream & Discover relaxing on the sands of Tampa Bay.  
[MarinaCoveResort.com](http://MarinaCoveResort.com)


**The Don CeSar**  
Use promo code LEGENDARY for 15% off and a \$50 resort credit.  
[DonCeSar.com](http://DonCeSar.com)

**TeddyWoods Island Resorts**  
Explore 31 award-winning acres of everything under the sun.  
[JustLetGo.com/VISIT](http://JustLetGo.com/VISIT)

**DoubleTree Beach Resort by Hilton**  
Your view of paradise awaits at our award-winning beachfront resort.  
[DoubleTreeBeachResort.com](http://DoubleTreeBeachResort.com)

**Sheraton Sand Key Resort, Clearwater Beach**  
Captivating, private 13-acre beachfront resort.  
[Marriott.com/spal](http://Marriott.com/spal)

**Alden Beachfront Resort**  
Wow! Overlaid suites located directly on St. Pete Beach.  
[AldenDella.com](http://AldenDella.com)



St. Pete/Clearwater

Limited to six partner opportunities for full year of support.

## Facebook

### Co-Op Opportunity: Facebook Advertising

**Opportunity Overview:** Creating Facebook ads gives you the opportunity to share your story to a targeted audience using Facebook's geographic, demographic and interest-based targeting capabilities. Whether 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.

**To Participate:** Each month, Visit St. Pete/Clearwater will work with a participating partner to create and deliver a social media campaign. VSPC will match up to \$1,000 for one campaign/month on an as-needed basis. This opportunity is available throughout the year and is first-come, first-served. Partners will be asked to supply an image or video, descriptive copy and a URL, which will be designed to fit within the overall brand creative. The creative may vary and will be determined on a case-by-case basis. If interested, reach out to [Jimmy@VisitSPC.com](mailto:Jimmy@VisitSPC.com) for availability.

Dates	Rate
As needed & mutually agreed upon	Up to \$1,000 match

Sample creative. Actual creative may vary.

