

**MEDIA WATCH**  
**Visit St. Pete/Clearwater**

April 2019

BROADCAST				
Program	Dates	Notes	Details	Estimated Impressions
National Public Radio (NPR) Network Radio	Annual Campaign :: 2019 weeks of: 1/7, 1/14, 1/21, 2/4, 2/18, 3/4, 3/18, 4/1, 4/15, 4/29, 5/13, 5/27, 6/10, 6/24, 7/8, 7/22, 8/5, 8/19, 9/2, 9/16/19	:15 Radio	:15 Spot Schedule in key programs	123,686,600
ORLANDO: WESH (NBC) TV News Sponsorship Campaign	Annual Campaign :: 9/1/18 to 8/31/19	:15 TV Spots	:15 Produced TV schedule. 17 Spots/week -- M-F daily: (1) 6-7am, (1) 6-6:30pm, (1) 11-11:35pm; SAT (1) 8-10am Today Show, SUN (1) 8-9am Today Show	85,800,000
ORLANDO: WESH (NBC) TV News Sponsorship Campaign	Annual Campaign :: 9/1/18 to 8/31/19	:10 Live Feed TV Spots	:10 Live Feed TV set schedule. 16 Spots/week M-F daily: (1) 7-9am, (1) 5-6pm; SAT/SUN (4x) 7-8am, SAT (1) 8-10am, SUN (1) 8-9am	(included in above)
ORLANDO: Radio Campaign	2019 Weeks of: 1/7, 1/21, 2/4, 2/18, 3/4, 3/18, 4/15, 4/29, 5/13, 5/27, 6/10, 6/24, 7/8, 7/22, 8/5, 8/19, 9/2/19	:60 Radio Spots	Orlando Market: AC, Country, Rock, Soft AC, Classic Rock and News	25,800,000
ORLANDO: TV Broadcast Campaign	2019 Weeks of: 1/14, 1/28, 2/11, 2/25, 3/11, 3/25, 4/22, 5/6, 5/20, 6/3, 6/17, 7/1, 7/15, 7/29, 8/12, 8/26, 9/9/19	:30 TV Spots	Orlando Market: NBC, CBS, ABC, FOX, PBS & Cable	17,400,000
Orlando TV: WFTV-ABC "Beach Getaway" Promotion	3/28 - 4/24/19	TV Promotion/ Sweepstakes	On-air 2 minute segment (on 3/20/19), Banner ads, social and contest page. 1 trip for 2	173,000
PHILADELPHIA Union Sponsorship Assets	2019 Season: 3/2/19 -10/6/19	:30 TV	Twenty (20) :30 units in locally produced Union television game broadcasts (airing on PHL17 and 6abc) & Two (2) :30 units in each of our fifteen (15) Bethlehem Steel FC games on Service Electric Sport	
WASHINGTON D.C. United Sponsorship Assets	2019 Season: 3/3/19 - 10/6/19	:30 TV	One (1) :30 commercial spot- estimated at a total of twenty-four (24) locally televised broadcasts in the 2019 season.	
TAMPA BAY Rowdies Sponsorship Assets	2019 Season: 3/9/19 - 10/19/19	:30 TV	(3) thirty-second (:30) commercial spots to be aired on all Rowdies regular season home game broadcasts	
TAMPA BAY Rays Radio Network	2019 Season: 3/28/19 - 9/29/19	:30 Radio	One (1) Live Mention on the Rays Radio Network in (162) Regular Season Games & One (1) :30 Recorded Spot on the Rays Radio Network in (162) Regular Season Games	
PHILADELPHIA Phillies Regular Season TV & Radio Sponsorship 2019	2019 Season: 3/28/19 - 9/29/19	:30 TV & Radio Spot	Phillies Regular Season Over-the-Air Television (NBC10) (20) :30 commercials; Phillies Regular Season Cable Television (NBCSP) (40) :30 commercials; Phillies Regular Season Radio (WPHT) (1/3 pre/in/post) (162) :30 commercials	

PRINT				
Publication	Dates	Notes	Details	Estimated Impressions
Rays Inside Pitch	3/28 - 5/5/19	Full Page	Issue 1 Program Ad	50,000
Blue Jays Official Program	3/28 - 5/23/19	Full Page	Issue 1 Program Ad	50,000
Orlando Sentinel - Front Page Ad	4/4/19	Strip Ad	Front Page Newspaper-Main News	596,063
Orlando Sentinel - Front Page Ad	4/25/19	Strip Ad	Front Page Newspaper-Main News	596,063
Phillies Regular Season Program	2019 Season Program: 3/28 - 9/29/19	Pocket Guide Ad	Season Program Ad	50,000
Phillies Regular Season Yearbook	2019 Season Program: 3/28 - 9/29/19	Full Page	Season Program Ad	50,000
Rays Program Ad	2019 Season Program: 3/28 - 9/29/19	Pocket Guide Ad	Season Program Ad	50,000
Visit Florida Welcome Centers – Brochure Distribution	Annual Program: 7/1/18 – 6/30/19	4x9 and 8.5x11 Brochure Slot and Postcards	I-10, I-75, I-95, US-231 and Capitol Welcome Centers – Beach & Culture Maps, Gulf to Bay "full size" destination magazine, and Dolphin Trail postcards	100,000
Florida Suncoast Tourism Promotions - Brochure Distribution	Annual Program: 10/1/18 – 9/30/19	Maps and Magazines	1,200+ locations across Florida AAA offices, Gulf coast attractions and hotels, St. Pete/Clearwater International Airport and Pinellas County chambers - Beach & Culture Maps and Gulf to Bay "digest size" destination magazine	140,000
Tampa International Airport – Brochure Distribution	2019 Annual Program	Maps and Magazines	Visitor Information Counters - Beach & Culture Maps and Gulf to Bay "full size" destination magazine	8,500
Tampa International Plaza – Brochure Distribution	2019 Annual Program	Maps and Magazines	Visitor Information Counters - Beach & Culture Maps and Gulf to Bay "full size" destination magazine	25,000
Visit Florida Magazine	2019 Annual Publication	2-Page Spread Ad	National Distribution	450,000

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Visit Florida Official Travel Guide	2019 Annual Publication	Full Page	Consumers and travel professionals in the UK, Europe, and Canada	90,000
Visit Florida International Travel Guide	2019 Annual Publication	Half Page	English, French and German Versions	500,000
Central Pinellas Chamber Guide	2019 Annual Publication	Full Page	Local Distribution	50,000
Clearwater Beach Visitors Guide	2019 Annual Publication	Full Page	Local Distribution	50,000
Clearwater Beach & Gulf Beaches Fun Map	2019 Annual Publication	Full Panel Ad	Local Distribution	50,000
Clearwater Insider's Guide & It's Island Beaches (Clearwater Regional Chamber)	2019 Annual Publication	Full Page	Local Distribution	50,000
Palm Harbor Chamber Guide	2019 Annual Publication	Full Page	Local Distribution	50,000
Saftey Harbor Visitor Guide	2019 Annual Publication	Full Page	Local Distribution	50,000
St. Petersburg Visitors Guide (St. Petersburg Chamber)	2019 Annual Publication	Full Page	Local Distribution	80,000
Tampa Bay Beaches (St. Pete Chamber) Guide	2019 Annual Publication	Full Page	Local Distribution	50,000
Tampa Bay Visitors Guide	2019 Annual Publication	Full Page	National Distribution	150,000
Tarpon Springs Chamber of Commerce Visitors Guide	2019 Annual Publication	Full Page	Local Distribution	20,000
Treasure Island & Madeira Beach Visitors Guide	2019 Annual Publication	Full Page	Local Distribution	50,000
Upper Tampa Bay Directory & Community Guide	2019 Annual Publication	Full Page	Local Distribution	50,000

DIGITAL				
Program	Dates	Notes	Details	Estimated Impressions
MIAMI, ATLANTA, ORLANDO, JACKSONVILLE : Facebook Targeted Custom Native Video	Starts 3/25/19 - runs until guaranteed views fulfilled	Video Content	Video #2 Fresh Gulf Dishes You Have to Try -- 25,000 guaranteed views per market (watched >10 seconds) Served via Facebook to targeted markets via station/sponsored sites	100,000
Homepage Roadblock WESH.com (NBC) Orlando	4/5/2019	Web Banners	Homepage Roadblock: runs for 24 hours once per month. 300x250, 728x90, 320x50 banner ads	200,000
ORLANDO City Lions Sponsorship Assets	2019 Season: 3/2/19 - 10/6/19	Web Banners	Banner advertising (728x90) on the Orlandocitysc.com	
PHILADELPHIA Union Sponsorship Assets	2019 Season: 3/2/19 - 10/6/19	Web Banners	Preseason social and videos; Halftime promotion and digital promotion	
WASHINGTON D.C. United Sponsorship Assets	2019 Season: 3/3/19 - 10/6/19	Web Banners	Sweepstakes inclusion; Preseason Social Media integration; website banner ads	
TAMPA BAY Rowdies Sponsorship Assets	2019 Season: 3/9/19 - 10/19/19	Site Exposure	Sponsor logo and hyperlink on Rowdies website.	

OOH				
Program	Dates	Notes	Details	Estimated Impressions
ORLANDO: Bus Wraps	1/7/19-9/15/19	Bus Wraps	(5) buses fully wrapped – Orange County Routes	37,800,000
ORLANDO: Transit Shelter Program	1/7/19-9/15/19	Posters	(24) locations / 69" x 48" backlit	6,300,000
ORLANDO: Digital Billboard Network	1/7/19-9/15/19	Digital Billboards	(13) boards – Rotating across 20 locations	76,800,000
ORLANDO: Gas Station Digital Program	1/7/19-9/15/19	:30 Outdoor Video Spots	Outside Stations: (38) Gas Stations / 30-second spot with sound / 4-minute loop	10,800,000
Pik-Nik/ Aquaman DVD Release Sweepstakes/Promotion	3/1/19 - 6/30/19	Packaging/ Promotion	Pik-Nik, shoestring potato sticks will host a family focused sweepstakes on over 1 million packages to promote the DVD release of Aquaman. Consumers will be invited to register to win a family getaway to St. Pete/Clearwater. 2 trips for 2	1,000,000
ORLANDO City Lions Sponsorship Assets	2019 Season: 3/2/19 - 10/6/19	In-Stadium Graphics	For all regular season Orlando City home games: One (1) minute of exposure via field side LED Ribbon; Two (2) minutes of exposure on the upper level fascia LED Ribbon; Minimum of ten (10) minutes of exposure on the in-stadium IPTV; One (1) approximately 3x20ft permanent backlit TV-visible/field facing sign on the upper level fascia on the East side. Goal of the Game Presenting Partner: Activations (7/3, 7/21 & 8/23/19)	
PHILADELPHIA Union Sponsorship Assets	2019 Season: 3/2/19 -10/6/19	In-Stadium Graphics	LED Screen Graphics; Title Night Sponsor and Plaza Activation (6/8/19)	

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WASHINGTON D.C. United Sponsorship Assets	2019 Season: 3/3/19 - 10/6/19	In-Stadium Graphics	Sponsor Promotional Night (6/26/19) including social, stadium LED graphics, program and e-newsletter inclusions plus more; One benchside field board during all home matches	
INDIANAPOLIS Indy Eleven Sponsorship Assets	2019 Season: 3/9/19 - 10/19/19	In-Stadium Graphics	Logo rotation on video board during pregame and halftime for all regular season home games; two minutes of LED Ribbon Board & Video Board first six games of regular season; Game entitlement (9/11/19) and season ticket holder game activation	
TAMPA BAY Rowdies Sponsorship Assets	2019 Season: 3/9/19 - 10/19/19	In-Stadium Graphics	Static Field Board creative; LED creative; Video Content for main board; Two (2) PA announcements; Game Entitlement (5/18/19) and activation	
PHILADELPHIA Phillies Sponsorship Assets	2019 Season: 3/28/19 - 9/29/19	In-Stadium Graphics	Phanavision (Jumbo Video Board) (81) :30 commercials	
TAMPA BAY Rays Sponsorship Assets	2019 Season: 3/28/19 - 9/29/19	In-Stadium Graphics	One (1) Outfield Wall sign during Rays home games at Tropicana Field Left: 8'3"w x 8.5'h   Right: 19'2.5"w x 8.5'h One (1) Half Inning Home Plate Rotator in (40) Rays Regular Season Home Games Two (2) 28" Modules	
ORLANDO City Pride Sponsorship Assets	2019 Season: 4/14/19 - 10/12/19	In-Stadium Graphics	For all regular season Orlando Pride home games: One (1) minute of exposure via field side LED Ribbon (Orlando Pride is shown on National TV usually 6-8 times per year on Lifetime or ESPNNews); Two (2) minutes of exposure on the upper level fascia LED Ribbon; Minimum of ten (10) minutes of exposure on the in-stadium IPTV; One (1) approximately 3x20ft permanent backlit TV-visible/field facing sign on the upper level fascia on the East side. Goal of the Game Presenting Sponsor.	
ORLANDO MCO Airport Campaign	Annual Campaign: 12/31/18-12/30/19	Display Posters	(28) Displays across (4) passenger tunnels - Annual Domination	41,900,000
TAMPA BAY International Plaza Mall Campaign	Annual Campaign: 4/16/18 -5/19/19	Pole Banners, Elevator Wraps, Custom Counter with DM Distribution	Display Program at IP including: Elevator Wraps/ both levels & 10 double-sided pole banners, 2 branded display counters with DM distribution, Valet Area Branding, PLUS added value barricade exposure.	19,000,000
TAMPA Airport Billboard	Annual Campaign: 7/23/18-7/21/19	Static Billboard	Memorial Hwy, 100' N/O Cypress (S) - 14x48 Static Billboard/ Illuminated 24-hours	15,500,000
TAMPA TPA Airport Campaign	Annual Campaign: 1/14/19-1/10/21	Display Posters/ Door Wraps/ Digital Displays	100% Shuttle Inventory: (16) shuttles / (16) Airside Lobby Door Wraps / (32) Baggage Claim LCD Screens / (7) Baggage Claim Video Walls	53,009,376
CLEARWATER PIE Airport Campaign	Annual Campaign: 2/11/19-2/9/20	Digital Displays	60-seconds of video time on (8) LCD Displays in the PIE Baggage Claim Area	2,650,468
Gainesville/Ocala: I-75 Billboard Program	Annual Campaign: 11/5/18 - 11/3/19	Static Billboards	(3) Static Billboards	29,701,584