

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

August 2018

BROADCAST				
Program	Dates	Details	Estimated Impressions	Notes
Orlando: iHeart Media Marketing Partnership	week of 5/7/18 - week of 8/20/18	:60 / :30 Second Spot Schedule	12,809,600	:60 & :30 Radio
Orlando: TV/Cable Campaign	(8) Weeks: 6/4, 6/18, 7/2, 7/16, 7/30, 8/13, 8/27, 9/10/18	Brand TV / Cable Campaign	11,306,200	:30 TV
Orlando: iHeart Media Marketing Partnership	week of 6/18/18 - week of 9/24/18	Promotional/Event Spot Schedule	630,000	Radio Added Value
Orlando: WESH (NBC) TV News Sponsorship Campaign	Annual Campaign:: 8/21/17 to 8/20/18 (23 spots per week)	:10 spots in News Inventory/ consistent positioning (right after weather) in five program areas – M-F 6-7a (5 spots), M-F 4-5p (5 spots), M-F 5-6p (5 spots), Sa/Su 6-8a (4 spots) and Sa/Su 8-10a (4 spots)	68,700,000	:10 TV
Tampa/St. Pete: iHeart Media Marketing Partnership	week of 6/18/18 - week of 8/19/18	:10 & :15 Traffic Radio	4,687,600	Traffic Radio
Tampa/St. Pete: iHeart Media Marketing Partnership	week of 6/18/18 - week of 8/19/18	:60 / :30 Second Spot Schedule	1,865,470	:60 & :30 Radio
Tampa/ St. Pete: TV/Cable Campaign	(8) Weeks: 6/4, 6/18, 7/2, 7/16, 7/30, 8/13, 8/27, 9/10/18	Brand TV / Cable Campaign	13,098,832	:30 TV
Tampa/ St. Pete: WFUS Radio Campaign	(9) Weeks 7/2 – 8/27/18	Eddie from the Bobby Bones Show will spend two days in destination (6/20-6/23/18) enjoying activities and socially post about the experience 2x as a Facebook Live post on the show's social channel. Plus, he will go to iHeart and cut a promotional spot about being in the market and a 9 week schedule of :15s to run on WFUS: 7/2 – 8/27, (17) spots Monday through Sunday from 6A-8P.	172,800	:15 Radio Schedule
Tampa/St. Pete: iHeart Radio In Destination Broadcast -- WFUS	8/27 - 8/29/18	"Get Me To The Beach" Promotion - Broadcast Dates: 8/29/10 Broadcast, (96) live/recorded promotional mentions, digital and social activation	172,800	In-Destination Radio Broadcast/Promotion
Jacksonville: iHeart Media Marketing Partnership	(8) Weeks: 7/30, 8/6, 8/13, 8/20, 8/27, 9/3, 9/10, 9/17/18	:10 & :15 Traffic Radio	2,500,000	Traffic Radio
Jacksonville: iHeart Media Marketing Partnership	(8) Weeks: 7/30, 8/6, 8/13, 8/20, 8/27, 9/3, 9/10, 9/17/18	:60 / :30 Second Spot Schedule	6,060,000	:60 & :30 Radio
Jacksonville: iHeart Media Marketing Partnership	(8) Weeks: 7/2, 7/16, 7/30, 8/13, 8/27, 9/10, 9/24, 10/8	Brand TV / Cable Campaign	5,575,000	:30 TV
Jacksonville: iHeart Radio Promotion -- WKSL	8/6 - 8/10/18	"Get Me To The Beach" Promotion: (40) recorded/live promotional mentions, digital and social activation	102,000	Radio Promotion
Jacksonville: iHeart Radio Promotion -- WSOL	8/13 - 8/24/18	"Throwback to the Beach" Promotion: (40) recorded/live promotional mentions, digital and social activation	70,600	Radio Promotion
Jacksonville: iHeart Radio Promotion -- WQIK	8/20 - 8/24/18	"Dog Days of Summer" Promotion: (35) recorded/live promotional mentions, digital and social activation	114,800	Radio Promotion
National Public Radio (NPR) Network Radio	Annual Campaign: June-December 2018 Weeks of: 6/18, 6/25, 7/9, 7/23, 8/6, 8/20, 9/3, 9/17, 10/1, 10/8, 10/15, 11/5, 11/12, 11/26, 12/10/18	:15 Spot Schedule in key programs	9,036,400	:15 Radio
CBS Sports Network: St. Pete/Clearwater Open (PWBA)	8/4/2018	St. Pete/Clearwater Open, Professional Women's Bowling Association (PWBA) event, hosted at Seminole Lanes. Sponsorship includes one (1) :30 commercial spot on CBS Sports Network.	5,000	:30 TV
Rays Baseball TV	2018 Season (4/7/18 - 9/23/18)	One (1) :30 spot during 60 Rays Baseball Games on Fox Sports Sun	1,285,088	:30 TV
Philadelphia Union TV	2018 Season (3/3/18 - 10/28/18)	Twenty (20) :30 units in locally produced Union television game broadcasts (airing on PHL17 and 6abc)	875,873	:30 TV
Bethlehem Steel TV	2018 Season (3/18/18 - 10/14/18)	Two (2) :30 units in each of the fifteen (15) Bethlehem Steel FC Games (airing on Service Electric Sports)	437,936	:30 TV
D.C. United TV	2018 Season (3/3/18 - 10/28/18)	One (1) :30 commercial spot per match during each 2018 D.C. United locally televised match	40,000	:30 TV
Phillies Regular Season TV	2018 Season (3/29/18 - 9/30/18)	:30 TV placement as part of the Phillies sponsorship	2,043,703	:30 TV

PRINT				
Publication	Dates	Details	Estimated Impressions	Notes
Orlando Sentinel	8/2/18	Front Page Newspaper-Main News	596,063	Strip Ad
Powerboat P1 Official Event Program - Whiting, IL	8/4-8/5/18	Event Program Ad	5,000	Full Page
Orlando Sentinel	8/9/18	Front Page Newspaper-Main News	596,063	Strip Ad
Tampa Bay Times - Bay Magazine	8/12/18	Issue Theme: Destination Tampa Bay (Staycation)	54,550	Full Page

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Orlando Sentinel	8/16/18	Front Page Newspaper-Main News	596,063	Strip Ad
Powerboat P1 Official Event Program - North Point, IL	8/18-8/19/18	Event Program Ad	5,000	Full Page
BHG / Traditional Home / Martha Stewart Living	September 2018 Issue (8/20/18 on sale)	4-Page Destination Insert / State of Florida Edition of the magazines	3,916,000	4-Page Insert
Watermark Magazine	8/23/18	Fall Arts Guide	150,000	Full Page
Orlando Sentinel	8/23/18	Front Page Newspaper-Main News	596,063	Strip Ad
Tampa Bay Rays Inside Pitch Magazine	Issue 4 (7/31 - 9/6/18)		150,000	Full Page
Tampa Bay Rowdies Program Ad	2018 Season		500,000	Full Page
Phillies Regular Season Pocket Schedule	2018 Season (3/29/18 - 9/30/18)	Regular Season Procket Brochure	300,000	Pocket Brochure Ad
Blue Jays Playball Program	2018 Season (3/29/18-9/30/18)	Regular Season Program	88,144	Full Page
Clearwater Insider's Guide & It's Island Beaches (Clearwater Regional Chamber)	2018 Summer Edition (June-Sept 2018)	Local Distribution	50,000	Full Page
Visit Florida Magazine	2018 Annual Publication	National Distribution	450,000	2-Page Spread Ad
Visit Florida Official Travel Guide	2018 Annual Publication	Consumers and travel professionals in the UK, Europe, and Canada	90,000	Full Page
Visit Florida International Travel Guide	2018 Annual Publication	English, French and German Versions	500,000	Half Page
Tampa Bay Visitors Guide	2018 Annual Publication	National Distribution	150,000	Full Page
Upper Tampa Bay Directory & Community Guide	2018 Annual Publication	Local Distribution	50,000	Full Page
Palm Harbor Chamber Guide	2018 Annual Publication	Local Distribution	50,000	Full Page
Central Pinellas Chamber Guide	2018 Annual Publication	Local Distribution	50,000	Full Page
Saftey Harbor Visitor Guide	2018 Annual Publication	Local Distribution	50,000	Full Page
Tampa Bay Beaches (St. Pete Chamber) Guide	2018 Annual Publication	Local Distribution	50,000	Full Page
Treasure Island & Madeira Beach Visitors Guide	2018 Annual Publication	Local Distribution	50,000	Full Page
St. Petersburg Visitors Guide (St. Petersburg Chamber)	2018 Annual Publication	Local Distribution	80,000	Full Page
Clearwater Beach & Gulf Beaches Fun Map	2018-2019 Publication	Local Distribution	50,000	Full Panel Ad

**DIGITAL**

Program	Dates	Details	Estimated Impressions	Notes
Homepage Roadblock WESH.com (NBC) Orlando	8/6/2018	Homepage Roadblock: once per month.	300,000	Web Banners
High Impact Interscroller Display Banner WESH.com (NBC) Orlando	March-August 2018 (Wednesday - Friday)	Interscroller Ad: runs Wed-Friday only. Supply assets to WESH for creation.	50,000	Custom Web Banner Placement
Pre-Roll & Display Banners WESH.com (NBC) Orlando	March -August 2018	Pre-Roll: runs all month long. :15 video plus 300x250, 728x90, 320x50 companion ads.	64,000	Web Banners/ Video
Tampa/ St. Pete Metro iHeart Media Marketing Partnership	week of 6/18/18 - week of 8/19/18	Retargeting: 320x50, 300x250, 728x90 Web Banners	3,000,000	Web Banners
Jacksonville iHeart Media Marketing Partnership	(8) Weeks: 7/30, 8/6, 8/13, 8/20, 8/27, 9/3, 9/10, 9/17/18	Retargeting: 320x50, 300x250, 728x90 Web Banners	1,750,000	Web Banners

**OOH**

Program	Dates	Details	Estimated Impressions	Notes
ORLANDO MCO Airport Campaign	1/1/18-12/31/18 (13) 4-week periods	(28) Displays across (4) passenger tunnels - Annual Domination	41,900,000	Display Posters
LED Truck - ORLANDO & TAMPA (iHeart)	Annual Contract Period: 10/31/17 - 9/30/18	Annual LED Truck Program - runs when there are events in Orlando or Tampa. Side Panels: 864x432, Back Panel: 432x432, Fully Extended Panel: 432x2160 -- Static or Video Display	1,500,000	Digital Billboard/ Truck
Tampa/St. Pete: iHeart Media Marketing Partnership	week of 6/18/18 - week of 8/19/18	Outdoor Digital Smart Billboards	4,500,000	Digital Billboards
International Plaza Mall Campaign (TAMPA)	Annual Contract Period: 12/20/16-5/15/19	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	Pole Banners, Elevator Wraps, Custom Counter with DM Distribution
TAMPA Airport Billboard	Annual Contract: 7/23/18-7/21/19 (13: 4-week periods)	#158 ES Memorial Hwy, 100' N/O Cypress (S) - 14x48 Static Billboard/ Illuminated 24-hours	15,500,000	Static Billboard

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TAMPA TPA Airport Campaign	Annual Contract Period: 1/16/17-1/13/19	<ul style="list-style-type: none"> <li>▪ 100% VSPC Shuttle Inventory</li> <li>▪ (16) Shuttles / (16) Lobby Doors / (32) Baggage Claim LCD / (7) Baggage Claim Video Walls</li> <li>→ Note: Lobby Doors (Landside) will be discontinued with new construction</li> </ul>	53,009,376	Display Posters/ Door Wraps/ Digital Displays
TAMPA Live Nation/ MIDFLORIDA Amphitheatre Sponsorship	Sponsorship Period: 8/1/18 – 11/30/18	Integrated promotional sponsorship featuring naming rights of the Lawn of MIDFLORIDA Credit Union Amphitheatre for the 2018 Summer Concert Season. Sponsorship also includes: in-venue and online branding, on-site activations, social media and a targeted digital campaign, artist exclusive promotions.	2,100,000	Integrated Sponsorship
CLEARWATER PIE Airport Campaign	Annual Contract Period: 2/12/18-2/11/19	▪ 60-seconds of video time on (8) LCD Displays in the PIE Baggage Claim Area	2,650,468	Digital Displays
PINELLAS COUNTY PSTA/St. Pete Buses	Annual Program	Two (2) PSTA full wrapped VPSC branded buses with downtown St. Pete area routes.	1,977,676	Bus Wraps
Gainesville/Ocala: I-75 Billboard Program	Annual Contract Period: 11/16/17-11/14/18	(3) Static Billboards	29,701,584	Static Billboards
Jacksonville: iHeart Media Marketing Partnership	(8) Weeks: 7/30, 8/6, 8/13, 8/20, 8/27, 9/3, 9/10, 9/17/18	Outdoor Digital Smart Billboards	2,500,000	Digital Billboards
NYC: Chelsea Market Digital Display Screens	1/18/18-9/9/18	Digital Display Screens: (9) Screen Network including: (6) 47.9" x 27" Portrait Display, (1) 27" x 47.9" Landscape Display, (1) 67.8" x 40.1 Array Display, (1) 110.19"x 65.38" Large Arrage Display + SAB	7,700,000	Digital Display Screens
UK: Boardmasters Event Activation	8/8 - 8/12/18	Boardmasters (UK Surfing Competition) Event Activation. Includes branded activation structure, games and sweeps.	n/a	Activation
Phillies Regular Season Stadium Graphics	2018 Season (3/29/18 - 9/30/18)	Main scoreboard (Phanavision) Video and Side Message Boards 462W x 66H pixels.	1,977,676	In-Stadium Video/ Game Graphics
D.C United Stadium Graphics	6/13/18 - 10/28/18	(1) concourse-level sign for all Audi Field events that D.C. United controls inventory	2,500,000	In-Stadium Graphics