

Visit St. Pete/Clearwater
MEDIA WATCH

August 2021

ORLANDO					Estimated Impressions	Week of 8/2	Week of 8/9	Week of 8/16	Week of 8/23	Week of 8/30	
Dates	Space	Details									
BROADCAST MEDIA											
ORLANDO: WESH (NBC) TV News Sponsorship Campaign	3/29/21-9/26/21	:10 Live Feed TV Spots	:10 Live Feed TV set schedule. 27 Live Camera Mentions/week			37,998,200					
OOH											
ORLANDO MCO Airport Campaign	Annual Campaign: 2/21/21-10/31/21	Display Posters	(28) Displays across (4) passenger tunnels - Annual Domination			40,224,000					
ORLANDO: Digital Bulletin Program	6/28/21-9/19/21	Display Posters	(13) Digital BB's			26,856,000					
PRINT											
TAMPA BAY AREA											
Dates	Space	Details			Estimated Impressions	Week of 8/2	Week of 8/9	Week of 8/16	Week of 8/23	Week of 8/30	
BROADCAST MEDIA											
OOH											
TAMPA: TPA Airport Campaign	Annual Campaign: 1/11/21-11/14/21	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					
ST.PETE/CLEARWATER: Airport Campaign	2/9/21-10/17/21	Video Display Program	(4) 55" LCD Display Screens (Baggage), (10) and (30) video			8,949,792					
PRINT											
Tampa International Airport – Brochure Distribution	2020 Annual Program	Maps and Magazines	Visitor Information Counters - Beach & Culture Maps and Gulf to Bay "full size" destination magazine			8,500					
Safety Harbor Visitor Guide	2020 Annual Publication	Full Page	Local Distribution			50,000					
Tampa Bay CityPASS Booklet Ad	2020 Annual Publication	2-sided Booklet Ad	Local Distribution								
Treasure Island & Madeira Beach Visitors Guide	2020 Annual Publication	Full Page	Local Distribution			50,000					
Palm Harbor Chamber Guide	2021 Annual Publication	Full Page	Local Distribution			50,000					
St. Petersburg Visitors Guide (St. Petersburg Chamber)	2021 Annual Publication	Full Page	Local Distribution			80,000					
AMPLIFY Clearwater Vacation Guide	2021 Annual Publication	Full Page	Local Distribution								
Upper Tampa Bay Directory & Community Guide	2021 Annual Publication	Full Page	Local Distribution			50,000					
Tarpon Springs Chamber of Commerce Visitors Guide	2021 Annual Publication	Full Page	Local Distribution			20,000					
Tampa Bay Beaches (St. Pete Chamber) Guide	2021 Annual Publication	Full Page	Local Distribution			50,000					
Central Pinellas Chamber Guide	2021 Annual Publication	Full Page	Local Distribution			50,000					
Greater Seminole Area Chamber & Community Guide	2021 Annual Publication	Full Page	Local Distribution								
FSAE	2021 Annual Publication	Quarter Page	Local Distribution								
St. Pete Pride Guide	2021	Full Page/Back Cover									
Best Beach Restaurant Magazine	2021 Annual Program	Full Page									
Rays Inside Pitch - Issue 4	7/27/21-8/29/21	Full Page									
Rays Inside Pitch - Issue 5	8/30/21-10/3/21	Full Page									
FLORIDA											
Dates	Space	Details			Estimated Impressions	Week of 8/2	Week of 8/9	Week of 8/16	Week of 8/23	Week of 8/30	
BROADCAST MEDIA											
OOH											
Gainesville/Ocala: I-75 Billboard Program	Annual Campaign: 11/23/20 - 11/21/21	Static Billboards	(3) Static Billboards			29,701,584					
Jacksonville: Digital Bulletin Program	6/28/21-9/19/21	Display Posters	(7) Digital BB's			12,025,000					
Ft. Myers-Naples: Digital Bulletin Program	6/28/21-9/19/21	Display Posters	(6) Digital BB's			9,800,000					
PRINT											
Visit Florida Welcome Centers – Brochure Distribution	Annual Program	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	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					
Florida Plus	2021 Annual Program	Full Page									
FL Travel & Lifestyle / Southern Travel & Lifestyle	July/August 2021	Full Page Spread	Advertorial provided alongside Clearwater Jazz Holiday's ad.								
Florida Golf Guide	Summer/Fall 2021	Full Page + Advertorial									
Ruth Eckerd Q3	Q3 2021	Full Page									
NATIONAL/ OUT OF STATE / NICHE											
Dates	Space	Details			Estimated Impressions	Week of 8/2	Week of 8/9	Week of 8/16	Week of 8/23	Week of 8/30	
BROADCAST MEDIA											
Atlanta: Broadcast Media TV	6/7/21-9/13/21	:30	High indexing programming/networks			21,750,000					
Atlanta: Broadcast Media Radio	6/14/21-9/20/21	:30	High-Indexing Station Formats: AC, Country, Rock, Soft AC, Classic Rock and News Talk			26,585,000					
Indianapolis: Broadcast Media TV	6/7/21-9/13/21	:30	High indexing programming/networks			11,750,000					
Indianapolis: Broadcast Media Radio	6/14/21-9/20/21	:30	High-Indexing Station Formats: AC, Country, Rock, Soft AC, Classic Rock and News Talk			7,900,000					
Cincinnati: Broadcast Media TV	6/7/21-9/13/21	:30	High indexing programming/networks			11,750,000					
Cincinnati: Broadcast Media Radio	6/14/21-9/20/21	:30	High-Indexing Station Formats: AC, Country, Rock, Soft AC, Classic Rock and News Talk			6,585,000					
Nashville: Broadcast Media TV	6/7/21-9/13/21	:30	High indexing programming/networks			11,750,000					
Nashville: Broadcast Media Radio	6/14/21-9/20/21	:30	High-Indexing Station Formats: AC, Country, Rock, Soft AC, Classic Rock and News Talk			6,585,000					
CTV Campaign	6/7/21-9/26/21	:30	Programmatic			15,000,000					
OOH											
Atlanta: Digital Bulletin Program	6/28/21-9/19/21	Display Posters	(14) Digital BB's			56,800,000					
Indianapolis: Digital Bulletin Program	6/28/21-9/19/21	Display Posters	(8) Digital BB's			12,600,000					
Cincinnati: Digital Bulletin Program	6/28/21-9/19/21	Display Posters	(7) Digital BB's			12,600,000					

Nashville: Digital Bulletin Program	6/28/21-9/19/21	Display Posters	(8) Digital BB's	21,069,000						
PRINT										
Gulf to Bay Magazine	2021 Annual Publication	Full Page		500,000						
Visit Florida Magazine	2021 Annual Publication	2-Page Spread Ad	National Distribution	500,000						
Tampa Bay Visitors Guide	2021 Annual Publication	Full Page	National Distribution	100,000						
MIC of Colorado	2020 Issue	Full Page								
MNI: Custom Network	August Issue	Full Page		305,390						
Atlanta Magazine	August Issue	Full Page		69,975						
Indianapolis Magazine	August Issue	Full Page		37,573						
Connect Magazine	August/Fall Issue	Full Page								
Cincinnati Magazine	August Issue	Full Page		29,275						
Nashville Lifestyles Magazine	August Issue	Full Page		21,954						
OUTvoices Nashville	August Issue	Full Page		8,641						
Sports Business Journal	August Issue	1/4 page ad & advertorial								
SportsEvents	August Issue	Full Page								
PROMOTION										
U.S. Travel: Let's Go There	2020-2021	Silver Level	U.S. Travel Association – Let's Go There Coalition							
INTERNATIONAL					Estimated Impressions	Week of 8/2	Week of 8/9	Week of 8/16	Week of 8/23	Week of 8/30
MULTI-MEDIA MARKET										
Brand USA Discovery Program	2019/2020	Multi-Media Partnership	Trade Program: Brand USA's official online agent training tool							
Canada						Week of 8/2	Week of 8/9	Week of 8/16	Week of 8/23	Week of 8/30
Brazil						Week of 8/2	Week of 8/9	Week of 8/16	Week of 8/23	Week of 8/30
UK						Week of 8/2	Week of 8/9	Week of 8/16	Week of 8/23	Week of 8/30
Central Europe						Week of 8/2	Week of 8/9	Week of 8/16	Week of 8/23	Week of 8/30
SPORTS MARKETING PARTNERSHIPS					Estimated Impressions	Week of 8/2	Week of 8/9	Week of 8/16	Week of 8/23	Week of 8/30
Tampa Bay Rays	2021 Season	Multi-Media Partnership	Rays Baseball Marketing Partnership / 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 / In-Stadium: One (1) Outfield Wall sign during Rays home games at Tropicana Field Left, One (1) Half Inning Home Plate Rotator in (40) Rays Regular Season Home Games Two (2) 28" Modules / Print: Full-Page in 2021 Season Yearbook and all Inside Pitch Issues							
Philadelphia Union (MLS Soccer)	2021 Season	Multi-Media Partnership	Television Radio Social/Website Exposure Data Collection							
Philadelphia Phillies	2021 Season	Multi-Media Partnership	Phillies Baseball Marketing Partnership / Pre-season: (12) :30 commercials Spring Training TV, (32) :30 commercials Spring Training radio on WPHT, opportunity for on air interview - TV, (1) Print insertion in the Spring Training Program and Pocket Schedule / Regular Season: (20) :30 commercials on Over-the-Air TV (NBC10), (40) :30 commercials on cable TV (NBCSP), (162) :30 commercials on radio station WPHT, In-Stadium- (81) :30 ads on the Jumbo Video Board. (81 x4) :30 ads on the LED Side Message Board, (1) print insertion in the Pocket Schedule and Yearbook.							
Toronto Blue Jays	2021 Season	Multi-Media Partnership	Starting July 30th, the Blue Jays moved to Toronto. Our benefits changed to: Digital mound branding for 1/2 inning per home game at Rogers Centre, Toronto, ON.							