

BROADCAST				
Program	Dates	Notes	Details	Estimated Impressions
NEW YORK: New York Live TV Segment	12/13/18	3 minute show integration	Theme: VSPC "Bringing the Sun" to Central Park Ice Skating.	157,000
NEW YORK: New York Live TV Segment	12/19/2018	3 minute show integration	Theme: WNBC Host Discovering St. Pete/Clearwater	157,000
NEW YORK: WLTW-FM Radio / Spot Schedule	11/24 - 12/23/18	:30 & :15 Radio Spots	:30 Brand Spots (8x Sa-Su 5a-10p/ 5 weekends), (5x M-F 5a-8p & 5x M-F 8p-Mid/ 4 weeks) -- :15 Brand Spots (5x M-F 5a-8p & 5x M-F 8p-Mid/ 4 weeks) -- 120 spots	8,169,000
NEW YORK: WNBC TV / Spot Schedule	11/28 - 12/23/18	:30 TV Spots	Broadcast TV Spot Schedule -- 51 Spots	2,760,000
NEW YORK: WLTW-FM Radio / Spot Schedule	12/31 - 2/8/19	:60 Radio Spots	:60 Brand Spots (10x M-F 6a-10p, M-F 10a-3p & 3p-8p/ 6 weeks), (8x M-F 7p-8p & M-Su 7a-8p) -- 276 spots	18,493,200
NEW YORK: WLTW, WKTU & WAXQ Radio / Total Traffic Weather Network Sponsorship	12/31 - 2/8/19	:15 Radio Spots	:15 Brand Spots (18x Th-Su 6a-7p/ 6 weeks) -- 108 spots/ station	156,000
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	3,600,000
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	630,000
National Public Radio (NPR) Network Radio	Annual Campaign :: 2018 Weeks of: 6/18, 6/25, 7/9, 7/16, 7/23, 8/6, 8/20, 9/3, 9/17, 10/1, 10/8, 10/15, 10/29, 11/5, 11/12, 11/26, 12/10/18	:15 Radio	:15 Spot Schedule in key programs	9,036,400

PRINT				
Publication	Dates	Notes	Details	Estimated Impressions
Orlando Sentinel - Front Page Ad		Strip Ad	Front Page Newspaper-Main News	596,063
Atlanta Magazine	December 2018 Issue	Full Page	Visit Florida Co-Op Section/ Full Page	70,000
Florida Trend Magazine	December 2018 Issue	Full Page	Florida Travel Guide: Includes Full Page Advertorial (Image + Copy)	75,000
AAC Conference Championship Program	12/1/18	Half Page	Spectrum Stadium, Orlando	45,000
NEW YORK: WLTW-FM Radio / Ultimate Gift Guide	12/1/18	Full Page	Full Page Brand Ad in the WLTW Ultimate Gift Guide and Full Page Promo Ad produced by WLTW including content about "Jocks Top 7 Reasons to Travel to VSPC"	50,000
Tampa Bay Times - Bay Magazine	12/9/18	Full Page		54,550
Clearwater Insider's Guide & It's Island Beaches (Clearwater Regional Chamber)	2018 Summer Fall Edition (Sept-December 2018)	Full Page	Local Distribution	50,000
Visit Florida Magazine	2018 Annual Publication	2-Page Spread Ad	National Distribution	450,000
Visit Florida Official Travel Guide	2018 Annual Publication	Full Page	Consumers and travel professionals in the UK, Europe, and Canada	90,000
Visit Florida International Travel Guide	2018 Annual Publication	Half Page	English, French and German Versions	500,000
Central Pinellas Chamber Guide	2018 Annual Publication	Full Page	Local Distribution	50,000
Clearwater Beach & Gulf Beaches Fun Map	2018-2019 Publication	Full Panel Ad	Local Distribution	50,000
Palm Harbor Chamber Guide	2018 Annual Publication	Full Page	Local Distribution	50,000
Saftey Harbor Visitor Guide	2018 Annual Publication	Full Page	Local Distribution	50,000
St. Petersburg Visitors Guide (St. Petersburg Chamber)	2018 Annual Publication	Full Page	Local Distribution	80,000
Tampa Bay Beaches (St. Pete Chamber) Guide	2018 Annual Publication	Full Page	Local Distribution	50,000
Tampa Bay Visitors Guide	2018 Annual Publication	Full Page	National Distribution	150,000
Tarpon Springs Chamber of Commerce Visitors Guide	2018 Annual Publication	Full Page	Local Distribution	20,000
Treasure Island & Madeira Beach Visitors Guide	2018 Annual Publication	Full Page	Local Distribution	50,000
Upper Tampa Bay Directory & Community Guide	2018 Annual Publication	Full Page	Local Distribution	50,000

DIGITAL				
Program	Dates	Notes	Details	Estimated Impressions
WLTW.com (106.7 FM) New York	11/24 - 12/25/2018	Web Banners	Christmas Music Sponsorship Branded Digital Placements -- 300x250, 728x90, 320x50	250,000
WLTW.com (106.7 FM) New York	12/8/2018	Web Banners	Branded Homepage Takeover -- 300x250, 728x90, 970x90, 970x415, 750x145 (2x side rails)	9,467
Homepage Roadblock WESH.com (NBC) Orlando	12/13/2018	Web Banners	Homepage Roadblock: runs for 24 hours once per month. 300x250, 728x90, 320x50 banner ads	200,000
Homepage Roadblock WESH.com (NBC) Orlando	12/27/2018	Web Banners	Homepage Roadblock: runs for 24 hours once per month. 300x250, 728x90, 320x50 banner ads	200,000
WLTW.com (106.7 FM) New York	12/31 - 2/8/19	Web Banners	Branded Digital Placements -- 300x250, 728x90, 320x50	1,250,000

OOH				
Program	Dates	Notes	Details	Estimated Impressions
NEW YORK: NBC Everywhere Captivate Video Screens	11/28 - 12/23/18	:15 Video	NBC Everywhere Captivate Video Screens are located in Elevators and Lobbies of premier office buildings in NY. Production of :15 Commercials (no audio). Ads will run Monday – Friday from 7A – 7P, 10x per hour for 28 days.	2,000,000
NEW YORK: WLTW-FM Radio / Skating in the Park Event Activation	12/8 - 12/9/18	Promotional Event Activation	10 x 10 Booth Space at WLTW (106.7 Lite FM) "Skating in Central Park" event, the stations big event of the year, hosted by the Lite-FM personalities. Saturday, 12/8 and Sunday, 12/9, Wollman Rink, Central Park (10am-5pm)	6,000
ORLANDO MCO Airport Campaign	Annual Campaign: 1/1/18-12/31/18	Display Posters	(28) Displays across (4) passenger tunnels - Annual Domination	41,900,000
International Plaza Mall Campaign (TAMPA)	Annual Contract Period: 12/20/16-5/15/19	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 Contract: 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 Contract Period: 1/16/17-1/13/19	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 Contract Period: 2/12/18-2/11/19	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 Contract Period: 11/5/18 - 11/3/19	Static Billboards	(3) Static Billboards	29,701,584
PINELLAS COUNTY PSTA/St. Pete Buses	Annual Program	Bus Wraps	Two (2) PSTA full wrapped VPSC branded buses with downtown St. Pete area routes.	1,977,676