

MEDIA WATCH
Visit St. Pete/Clearwater

February 2019

BROADCAST				
Program	Dates	Notes	Details	Estimated Impressions
UK: Visit Florida Winter 2019 Co-Op Campaign / Fexy	1/1/19 - 3/31/19	:30 TV Spots	UK Digital TV -- Video :30	n/a
National Public Radio (NPR) Network Radio	Annual Campaign :: 2019 weeks of: 1/7, 1/14, 1/21, 2/4, 2/18, 3/4, 3/18/19	:15 Radio	:15 Spot Schedule in key programs	44,127,300
National ESPN Network: Elite Softball Invitational Event	2/14/19 - 2/17/19	:30 TV Spots	VSPC sponsorship includes: Six (6) :30 commercial units per game broadcast on ESPN2, ESPNU, SEC Network, and Longhorn Network -- Opening and closing billboards in each linear broadcast -- Exposure in game programs distributed on select EPI digital platforms, as determined by EPI, to include: Two (2) :30 commercial units per program	717,600
NEW YORK: WLTW-FM Radio / Spot Schedule	12/31/18 - 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	12/31/18 - 2/8/19	:15 Radio Spots	:15 Brand Spots (18x Th-Su 6a-7p/ 6 weeks) -- 108 spots/ station	156,000
NEW YORK WLTW-FM Radio Live Broadcast	2/23/2019	Live Radio Broadcast	In-Destination Live Broadcast (2/23/19 9am - 1pm) with Social and on-air promotion	5,000,000
Phillies Spring Training TV & Radio	2/22/19 - 3/25/19	:30 TV & Radio	Phillies Spring Training TV (12) :30 commercials Phillies Spring Training Radio (WPHT) (32) :30 commercials	n/a
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
ORLANDO: Radio Campaign	Weeks of: 1/7, 1/21, 2/4, 2/18, 3/4, 3/18/19	:60 Radio Spots	Orlando Market: AC, Country, Rock, Soft AC, Classic Rock and News	5,800,000
ORLANDO: TV Broadcast Campaign	Weeks of: 1/14, 1/28, 2/11, 2/25, 3/11, 3/25/19	:30 TV Spots	Orlando Market: NBC, CBS, ABC, FOX, PBS & Cable	8,600,000
Orlando Radio: WTKS "Get Me to The Beach" Promotion	2/11/19 - 2/17/19	Radio Promotion/ Sweepstakes	(56) recorded/live promotional mentions, digital and social activation. 1 trip for 2	74,500
Orlando TV: WFTV-ABC "Beach Getaway" Promotion	2/18/19-3/1/19	Radio Promotion/ Sweepstakes	On-air 2 minute segment (Film TBA, air on TBA), Banner ads, social and contest page. 2 trips for 2	173,000
Orlando TV: WESH-NBC "Beach Getaway" Promotion	2/18/19-3/1/19	Radio Promotion/ Sweepstakes	Digital and social activation. Brand banner creative& Contest banner ads. 2 trips for 2	254,000
Orlando Radio: WMMO "Beach Getaway" Promotion	2/18-3/3/19	Radio Promotion/ Sweepstakes	Broadcast with social activation, (60) recorded/live promotional mentions, digital and social activation. 2 trips for 2	159,600
Orlando Radio: WWKA "Beach Getaway" Promotion	2/18-3/3/19	Radio Promotion/ Sweepstakes	Broadcast with social activation, (60) recorded/live promotional mentions, digital and social activation. 2 trips for 2	105,500
Orlando Radio: WMGF "Weekends of Winning" Promotion	2/20-2/24/19	Radio Promotion/ Sweepstakes	Broadcast, (112) recorded/live promotional mentions, digital and social activation. 10 trips for 2	184,000
Orlando Radio: WXXL "Weekends of Winning" Promotion	2/20-2/24/19	Radio Promotion/ Sweepstakes	Broadcast, (112) recorded/live promotional mentions, digital and social activation. 10 trips for 2	211,600

PRINT				
Publication	Dates	Notes	Details	Estimated Impressions
Watermark Magazine	February 2019 Issue	Full Page	Spring Arts Guide	60,000
Orlando Style Magazine	February 2019 Issue	Full Page	n/a	170,000
Chicago Magazine	February 2019 Issue	Full Page	Visit Florida Co-Op Section + Full Page Advertorial	151,983
Orlando Magazine	February 2019 Issue	Full Page	n/a	158,130
Florida Sports Foundation Spring Training Guide	February/March 2019	Full Page	n/a	250,000
Orlando Sentinel - Front Page Ad	2/3/19	Strip Ad	Front Page Newspaper-Main News	630,540
New York Times Sunday Newspaper Insert: Out-of-State Markets	2/3/19	Newspaper Insert	Gulf to Bay Magazine Insert in the NY Times subscriptions in the following markets, targeted distribution: Atlanta, Cincinnati, Indianapolis, Minneapolis, Detroit, Cleveland, Pittsburgh, Philadelphia, Chicago, Boston, Houston, Columbus, Denver	225,300
Orlando Sentinel - Front Page Ad	2/10/19	Strip Ad	Front Page Newspaper-Main News	630,540
Orlando Sentinel - Front Page Ad	2/14/19	Strip Ad	Front Page Newspaper-Main News	596,063

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ESPN Elite Softball Invitational Event	2/14/19 - 2/17/19	Full Page	Program Ad	
Madeira Beach Spring Invitational Event	2/15/19 - 3/3/19	Full Page	Program Ad	
Orlando Sentinel - Front Page Ad	2/17/19	Strip Ad	Front Page Newspaper-Main News	630,540
The Philadelphia Inquirer	2/17/19	Newspaper Topper	Gulf to Bay Magazine Topper with the Inquirer subscriptions, targeted distribution.	50,000
Sarasota Herald	2/17/19	Newspaper Insert	Gulf to Bay Magazine Insert in the Herald subscriptions, targeted distribution	28,901
The Villages: Daily Sun	2/17/19	Newspaper Insert	Gulf to Bay Magazine Insert in the Daily Sun	38,000
Phillies Spring Training Pocket Schedule	2/22/19 - 3/25/19	Pocket Guide Ad	n/a	250,000
Phillies Spring Training Program Ad	2/22/19 - 3/25/19	Full Page	n/a	250,000
Toronto Blue Jays Spring Training Pocket Schedule	2/23/19 - 3/30/19	Pocket Guide Ad	n/a	250,000
Orlando Sentinel - Front Page Ad	2/24/19	Strip Ad	Front Page Newspaper-Main News	630,540
Orlando Sentinel - Front Page Ad	2/28/19	Strip Ad	Front Page Newspaper-Main News	596,063
The Honda Classic Pairings Guide	2/28/19 - 3/3/19	Full Page	n/a	50,000
Visit Florida Magazine	2019 Annual Publication	2-Page Spread Ad	National Distribution	450,000
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	2018 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	2018-2019 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
Safety Harbor Visitor Guide	2019 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	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	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
Meetings Today	January - February 2019	Web Banners	MeetingsToday.com -- January: 728x90 & 150x150 Banner Ad - February: 728x90 Banner Ad	25,000
NEW YORK WLTW.com (106.7 FM)	12/31 - 2/8/19	Web Banners	Branded Digital Placements -- 300x250, 728x90, 320x50	1,250,000
UK Brand USA Co-Op Campaign	1/1/19 - 3/31/19	Web Banners	Brand USA Co-Op Web Banners + Video Assets	n/a
UK: Visit Florida Winter 2019 Co-Op Campaign / Expedia.co.uk Landing Page	1/1/19 - 3/31/19	Landing Page	Expedia UK - Florida Landing Page Content & Images	n/a
UK: Visit Florida Winter 2019 Co-Op Campaign / Expedia.co.uk Banner Ads	1/15/19 - 3/31/19	Web Banners	Expedia.co.uk Banner Ads: 160x600, 300x250, 970x90, 728x90, 468x60, 300x50	n/a
NEW YORK, CHICAGO, ATLANTA, BOSTON, ORLANDO: Facebook Targeted Custom Native Video	Starts 2/4/19 - runs until guaranteed views fulfilled	Video Content	Video #1: Amazing Experiences the Gulf has to Offer -- 50,000 guaranteed views per market (watched >10 seconds) Served via Facebook to targeted markets via station sites - WESH Orlando; WCVB Boston; WJCL Savannah; WLWT Cincinnati; WPTZ 'My NBC5' Vermont, northern New York and New Hampshire's Upper Valley.	250,000

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NEW YORK, CHICAGO, ATLANTA, BOSTON, ORLANDO: Facebook Targeted Custom Native Video	Starts 2/4/19 - runs until guaranteed views fulfilled	Video Content	Video #2 Fresh Gulf Dishes You Have to Try -- 20,000 guaranteed views per market (watched >10 seconds) Served via Facebook to targeted markets via station sites - WESH Orlando; WCVB Boston; WJCL Savannah; WLWT Cincinnati; WPTZ 'My NBC5' Vermont, northern New York and New Hampshire's Upper Valley.	100,000
CANADA: Visit Florida/ TravelBrands Canada Co-Op 2019 -- Travel Agent Campaign	2/4-2/10/19	Digital Banners & Flyers	Access Package (B2B - travel agents): One newsletter inclusion banner & flyer; One big box banner & flyer	220,000
CANADA: Visit Florida/ TravelBrands Canada Co-Op 2019 -- Consumer Direct Campaign	2/4-2/10/19	Digital Banners & Social Media	Sunquest.ca (consumer direct): One newsletter inclusion & landing page; One home page banner & landing page; One social media post on FB, Instagram or Twitter	108,150
Meet Well & Prevue Visionary Summit Web Banners	2/5/19	Web Banners	PREVUE BIWEEKLY E-NEWSLETTER Banner Ads	n/a
Homepage Roadblock WESH.com (NBC) Orlando	2/8/2019	Web Banners	Homepage Roadblock: runs for 24 hours once per month. 300x250, 728x90, 320x50 banner ads	200,000
Homepage Roadblock WESH.com (NBC) Orlando	2/21/2019	Web Banners	Homepage Roadblock: runs for 24 hours once per month. 300x250, 728x90, 320x50 banner ads	200,000

OOH				
Program	Dates	Notes	Details	Estimated Impressions
ORLANDO: Movie Theater Program	1/4/19-3/28/19	:30 Video Spots	(10) Theaters/ 3 Vendors	868,200
ORLANDO: Bus Wraps	1/7/19-4/7/19	Bus Wraps	(5) buses fully wrapped – Orange County Routes	12,600,000
ORLANDO: Transit Shelter Program	1/7/19-3/31/19	Posters	(35) locations / 69" x 48" backlit	2,100,000
ORLANDO: Digital Billboard Network	1/7/19-3/31/19	Digital Billboards	(13) boards – Rotating across 20 locations	25,600,000
ORLANDO: Gas Station Digital Program	1/7/19-3/31/19	:30 Outdoor Video Spots	Outside Stations: (38) Gas Stations / 30-second spot with sound / 4-minute loop	3,600,000
ATLANTA: Visit Florida Digital Billboard Program	1/7/19 - 3/31/19	Digital Billboards	Visit Florida Co-Op/ (:10) ad message - 45 to 60 times per hour	15,000,000
BOSTON: Visit Florida Digital Billboard Program	1/7/19 - 3/31/19	Digital Billboards	Visit Florida Co-Op/ (:10) ad message - 45 to 60 times per hour	12,000,000
CHICAGO: Visit Florida Digital Billboard Program	1/7/19 - 3/31/19	Digital Billboards	Visit Florida Co-Op/ (:10) ad message - 45 to 60 times per hour	15,000,000
UK: Visit Florida Winter 2019 Co-Op Campaign / Mall Takeover	1/13/19 - 2/10/19	Mall Graphics	Mall Takeovers: Braehead Balastrades Wrapped Pillars & Arndale Mall Escalator Wraps Balastrades	n/a
UK: Visit Florida Winter 2019 Co-Op Campaign / Tube Car Dominations	1/28/19 - 2/24/19	Posters	Tube Car Panels	n/a
NEW YORK CITY: Double-Decker Bus Wraps	1/28/19-3/24/19	Bus Wraps	(4) Fully Wrapped Manhattan Double-Decker Buses	105,141,120
NEW YORK: LIRR/Metro North Commuter Rail	1/28/19-3/24/19	Interior Posters	(670) Interior Cards - system wide +300 space available bonus	26,137,716
NEW JERSEY: Commuter Rail	1/28/19-3/24/19	Interior Posters	(246) Interior Rail Cards - System wide +492 space available bonus	7,841,315
NEW YORK CITY: Urban Panels	1/28/19-3/24/19	Street Level Posters	(22) Static Urban Panels (Manhattan Only)	97,600,000
NEW YORK: Brand Trains	2/4/19 - 3/3/19	Interior Posters	z(570) Half Car Brand Trains (all interior cards on one side of subway cars) NYC System Wide Program	317,663,000
CANADA: Visit Florida/ TravelBrands Canada Co-Op 2019	2/4/19 - 2/10/19	:15 Outdoor Video Spots	Tim's TV :15 TV Spot (355 Tim Horton's in-restaurant channel-Greater Toronto area)	596,310
ESPN Elite Softball Invitational Event	2/14/19 - 2/17/19	Outfield Fence Banners	n/a	n/a
UK: Visit Florida Winter 2019 Co-Op Campaign / Trafford Center	Mid-February	Video Display	Larger Format Video Screen Placement at Trafford Center	n/a
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
International Plaza Mall Campaign (TAMPA)	Annual Contract Period: 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 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: 1/14/19-1/10/21	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

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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