Visit St. Pete/Clearwater
MEDIA WATCH

January 2020

ORLANDO	Dates	Space	Details	Estimated Impressions	Week of 2/3	Week of 2/10	Week of 2/17	Week of 2/24
BROADCAST MEDIA								
ORLANDO: WESH (NBC) TV News Sponsorship Campaign	Annual Campaign :: 9/1/19-8/31/20	:15 TV Spots	:15 Produced TV schedule-set placement in tandem with set :10 Live Feed TV schedule. 19 Spots/ week -- M-F daily: (1) 6-7am, (1) 6-6:30pm; M-Sun daily: (1) 11-11:35pm; SAT (1) 8-10am Today Show, SUN (1) 8-9am Today Show -- On-going Pre/Mid-Roll ads during live streaming (news)	88,900,000				
ORLANDO: WESH (NBC) TV News Sponsorship Campaign	Annual Campaign :: 9/1/19-8/31/20	: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	12 Weeks: 1/6/20 - 3/29/20	:60 Radio Spots	Orlando Market: AC, Country, Rock, Soft AC, Classic Rock and News	8,700,000				
OOH								
ORLANDO: Bus Wraps	1/6/20-3/29/20	Bus Wraps	(5) buses fully wrapped – Orange County Routes	25,200,000				
ORLANDO: Digital Billboard Network	1/6/20-3/29/20	Digital Billboards	(13) boards – Rotating across 20 locations	51,200,000				
ORLANDO: Gas Station Digital Program	1/6/20-3/29/20	:30 Outdoor Video Spots	Outside Stations: (38) Gas Stations / 30-second spot with sound / 4-minute loop	7,200,000				
ORLANDO MCO Airport Campaign	Annual Campaign: 12/30/19-12/29/20	Display Posters	(28) Displays across (4) passenger tunnels - Annual Domination	50,280,000				
PRINT								
Orlando Sentinel	2/2/20	Print Ad	Orlando Sentinel Front Page - Strip Ad	630,540				
Orlando Sentinel	2/9/20	Print Ad	Orlando Sentinel Front Page - Strip Ad	630,540				
Orlando Sentinel	2/13/20	Print Ad	Orlando Sentinel Front Page - Strip Ad	596,063				
Orlando Sentinel	2/16/20	Print Ad	Orlando Sentinel Front Page - Strip Ad	630,540				
Orlando Sentinel	2/23/20	Print Ad	Orlando Sentinel Front Page - Strip Ad	630,540				

TAMPA BAY AREA	Dates	Space	Details	Estimated Impressions	Week of 2/3	Week of 2/10	Week of 2/17	Week of 2/24
OOH								
TAMPA BAY International Plaza Mall Campaign	Annual Campaign: 5/20/19 -6/19/20	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: 7/22/19-7/19/20	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				
PRINT								
Ruth Eckerd Hall Spotlight Program	February 2020	Full Page	Local Distribution					
Griffin Directories - Best Beaches Restaurant Magazine	September 1, 2019 - March 1, 2020	Full Page	Local Distribution					
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				
Tampa International Plaza – Brochure Distribution	2020 Annual Program	Maps and Magazines	Visitor Information Counters - Beach & Culture Maps and Gulf to Bay "full size" destination magazine	25,000				
Central Pinellas Chamber Guide	2020 Annual Publication	Full Page	Local Distribution	50,000				
Clearwater Beach Visitors Guide	2020 Annual Publication	Full Page	Local Distribution	50,000				
Clearwater Beach & Gulf Beaches Fun Map	2020 Annual Publication	Full Panel Ad	Local Distribution	50,000				
Clearwater Insider's Guide & It's Island Beaches (Clearwater Regional Chamber)	2020 Annual Publication	Full Page	Local Distribution	50,000				
Fun Map	2019-20 Annual Publication	Map Panel Ad	Clearwater Beach & Gulf Beaches Fun Map / Local Distribution					
Palm Harbor Chamber Guide	2020 Annual Publication	Full Page	Local Distribution	50,000				
Saftey Harbor Visitor Guide	2020 Annual Publication	Full Page	Local Distribution	50,000				
St. Petersburg Visitors Guide (St. Petersburg Chamber)	2020 Annual Publication	Full Page	Local Distribution	80,000				
Tampa Bay Beaches (St. Pete Chamber) Guide	2020 Annual Publication	Full Page	Local Distribution	50,000				
Tampa Bay CityPASS Booket Ad	2020 Annual Publication	2-sided Booklet Ad	Local Distribution					
Tarpon Springs Chamber of Commerce Visitors Guide	2020 Annual Publication	Full Page	Local Distribution	20,000				
Treasure Island & Madeira Beach Visitors Guide	2020 Annual Publication	Full Page	Local Distribution	50,000				
Upper Tampa Bay Directory & Community Guide	2020 Annual Publication	Full Page	Local Distribution	50,000				
Gulf to Bay Magazine	2020 Annual Publication	Full Page						

FLORIDA	Dates	Space	Details	Estimated Impressions	Week of 2/3	Week of 2/10	Week of 2/17	Week of 2/24
BROADCAST MEDIA								
OOH								
Gainesville/Ocala: I-75 Billboard Program	Annual Campaign: 11/4/19 - 11/1/20	Static Billboards	(3) Static Billboards	29,701,584				
PRINT								
St. Pete Pride Travel Guide	2019-20 Issue	Full Page/ Back Cover	Annual Publication / distributed at all LGBTQ trade shows attended by St. Pete Pride. Printed in early October 2019 for LGBT History Month					
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 Sports Foundation Spring Training Guide	2020 Issue	Full Page						
IITA Summit Program 2020	2020 Issue	11" x 8.5" (horizontal)	Event in St. Pete Clearwater, February 2-5					
St. Pete/Clearwater Elite Invitational Program	2020 Issue	Full Page	Event in Clearwater, February 13-16					

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Phillies Spring Training Pocket Schedule	2020 Issue	Pocket Guide						
Phillies Spring Training Program	2020 Issue	Full Page						
The Honda Classic Pairings Guide	2020 Issue	Full Page						
ATLANTA	Dates	Space	Details	Estimated Impressions	Week of 2/3	Week of 2/10	Week of 2/17	Week of 2/24
OOH								
ATLANTA: Digital Billboard Network	10/7/19 - 3/29/20	Digital Billboards	(6) Boards - High Income/High Profile pockets in Atlanta – Buckhead, Midtown, Lenox Westside, N Druid Hills, Piedmont Park	66,879,093				
ATLANTA: Digital Transit Shelters	1/6/20-3/29/20	Digital Displays	(13) Shelters - High Income/High Profile pockets in Atlanta – Buckhead, Midtown, Lenox Westside, N Druid Hills, Piedmont Park	2,043,992				
ATLANTA: Bus Wraps	1/6/20-3/29/20	Bus Wraps	(5) Fully Wrapped MARTA Buses - Alpharetta, Buckhead and Midtown Routes	1,983,535				
BROADCAST MEDIA								
ATLANTA: WKHX Radio Promotion & In-Destination Live Broadcast	1/24/20 - 2/7/20	Radio Promotion & Live Broadcast	WKHX Atlanta Beach Getaway Radio Promotion (1/24-2/7/20) giving listeners the chance to win one of (15) trips for 2 to the destination. Station will be in destination (1/25) for a Live Broadcast from the Wyndham Grand Clearwater Beach -- Broadcast, on-air and online giveaway promoted with (105) recorded/live promotional mentions, digital and social activation	173,000				
NEW YORK	Dates	Space	Details	Estimated Impressions	Week of 2/3	Week of 2/10	Week of 2/17	Week of 2/24
BROADCAST MEDIA								
NEW YORK: WLTW Lite-FM Radio	12/30/19 - 2/9/20	:60 Radio Spots	:60 Brand Spots (10x M-F 6a-10a, M-F 10a-3p & 3p-7p/ 6 weeks), (8x Mon-Sun 7a-Mid & 8x Sat/Sun 7a-8p) 276 spots	10,000,000				
NEW YORK: WNBC TV Campaign	1/13/20 - 2/9/20	:30 TV Spots	26 (:30) branded spots					
NEW YORK: NY Live/ WNBC TV Campaign Featured Spots	1/16; 1/23; 1/30; 2/6/20	2:30 TV Segment Features	NY Live feature spots shot in-destination with WNBC talent host - (4) 2:30 minute features, 4 (:30) branded spots, 4 (:10) branded billboards					
OOH								
NEW YORK: Urban Panels	1/27/20-3/22/20	Display Posters	(22) Static Urban Panels in key locations throughout Manhattan	97,600,000				
NEW YORK: Commuter Rail: Long Island, Metro North	1/27/20-3/22/20	Display Posters	(670) Interior Cards - System wide + (300) Bonus Space Available	26,137,716				
NEW YORK: Commuter Rail: New Jersey	1/27/20-3/22/20	Display Posters	(246) Interior Cards - System wide + (492) Bonus Space Available	7,841,315				
NEW YORK: Bus Wraps	1/27/20-3/22/20	Bus Wraps	(4) Fully Wrapped Buses with illuminated embellishments	105,141,120				
DIGITAL								
NEW YORK: WNBC Campaign Winter 2020	1/13/20 - 2/9/20	Web Banners	Branded Digital Placements: 300x250, 728x90, 320x50	2,500,000				
NEW YORK: WLTW Lite-FM Radio - WLTW.com	12/30/19 - 4/5/20	Web Banners	Branded Digital Placements: 300x250, 728x90, 320x50 -- Mobile In App Banner	4,500,000				
PROMOTION								
NEW YORK: WLTW Lite-FM Radio - WLTW.com	12/16/19 - 2/1/20	Sweepstakes/ Promotion	(12) Winners will be awarded as follows during WLTW Sponsorship: (10) on-air giveaways; (1) on-line giveaway; (1) on-air/sponsor of trip giveaway (potentially). Winners will receive a trip for two (2) people valid 4/30-5/3/20 to travel to the St. Pete/Clearwater area with hotel accommodations at Wyndham for 3 nights and a $200 gift card for experiential activities, plus roundtrip air. Travel will coincide with the WLTW Live Broadcast event from the destination 4/30 - 5/3/20.					
NEW YORK: WNBC TV Campaign	1/13/20 - 2/9/20	Sweepstakes/ Promotion	The Don CeSar is the hotel promotional partner for the in-destination video production and will provide the sweepstakes certificate, in exchange for the sweepstakes promotion on-air during the segments and online. -- One Grand Prize Winner winner reciev: two (2) roundtrip standard economy airfare tickets; one (1) certificate redeemable for a standard double occupancy hotel room accommodation for Winner and Guest for four (4) nights provided by The Don CeSar; one (1) $250 resort credit at The Don CeSar for Winner; one (1) Visit St. Pete/Clearwater Tote Bag with branded swag for Winner					
NATIONAL/ OUT OF STATE / NICHE	Dates	Space	Details	Estimated Impressions	Week of 2/3	Week of 2/10	Week of 2/17	Week of 2/24
BROADCAST MEDIA								
National Public Radio (NPR)	1/6/20 - 3/29/20	:15 Scripts	(170 qty) :15 script mentions in Programming: 1A, All Things Considered, Ask Me Another, Morning Edition, Weekend Edition, Wait Wait Don't Tell Me -- Bonus: Newscast Overnight, Sirius XM Satellite Radio NPR Now Channel, World Café	62,475,900				
Gulf to Bay Magazine	2020 Annual Publication	Full Page						
PRINT								
Visit Florida Magazine	2020 Annual Publication	2-Page Spread Ad	National Distribution	450,000				
Tampa Bay Visitors Guide	2020 Annual Publication	Full Page	National Distribution	150,000				
CBI PharmaForum 2020 Vendor Show Guide	2020 Issue	Half Page	Vendor Show Guide Advertisement in New York					
Successful Meetings	January/Feburary issue	Full Page						
Chicago Magazine	February 2020 issue	Full Page						
PROMOTION								
Tampa Bay Beer Week Sweepstakes	12/19/19 - 2/3/20	Sweepstakes/ Promotion	Community & Brand Engagement will be targeting out of region & out of market events in mid-January to support marketing of Gulp Coast campaign and Tampa Bay Beer Week (March 7 – 15). -- One Grand Prize Winner will receive: Round-trip air for two (2); 3-night standard (single) hotel accommodations in St. Pete/Clearwater (room + tax only) for March 5 – 8, 2020; $250 gift card; Visit St. Pete/Clearwater Tote Bag; two (2) VIP tickets to Florida Brewers Guild Craft Beer Festival on March 7th.					
INTERNATIONAL	Dates	Space	Details	Estimated Impressions	Week of 2/3	Week of 2/10	Week of 2/17	Week of 2/24
Multi-Market								
Brand USA Discovery Program	2019/2020	Multi-Media Partnership	Trade Program: Brand USA's official online agent training tool					
Visit Florida Official Travel Guide	2020 Annual Publication	Full Page	Consumers and travel professionals in the UK, Europe, and Canada	90,000				
Visit Florida International Travel Guide	2020 Annual Publication	Half Page	English, French and German Versions	500,000				
Canada								
CANADA: Brand USA Multi-Channel (Tier 2) Program	Winter 2020	Digital Program	Consumer Program: Postmedia Digital Campaign: Custom article content (750 word); GDN Traffic Gen (4,000 clicks); Facebook Carousel Ad Unit: Added value, Tile 3 or 4 position in one unit; Expedia Activation Partner Marketing					
Sunwing Airlines	December 2019 - March 2020	Multi-Media Partnership	Consumer & Trade Program: Newspaper: Halifax Chronicle Herald; Trade: Travel Industry Today sweepstakes; Social Media: Online Media Booster, Social Video Ad, Google Display Ad; Sales; Radio; Outdoor					
Brazil								
UK								

UK: Brand USA Multi-Channel (Tier 2) Program	Winter 19/20	Digital	Adtheorent mobile ads, 6 week google display, FB Carousel Ad, Expedia CTA	5,000,000	[redacted]
UK: VISIT FLORIDA Co-Op Digital Campaign	1/6/20 - 3/20/20	Web Banners	Digital banner placements through programmatic partner Conversant plus custom content article on SkyScanner: 300x250, 160x600, 728x90, 300x600, 320x480, 320x50	500,000	[redacted]
UK: Expedia	Jan - March 20	Web Banners	Multiple ROS and retargeting ad formats on Expedia.co.uk and hotels.com driving to a dedicated VSPC landing page	3,646,412	[redacted]
UK: Expedia Nordics	Jan - March 20	Web Banners	Multiple ROS and retargeting ad formats on hotels.com Sweden, Denmark & Norway driving to a dedicated VSPC landing page.	1,107,574	[redacted]
UK: Visit FloridaConsumer Campaign	Jan - March 20	Multi-Media Program	Out of Home, Digital Banners, Social Media Influencer, Paid Social, Virgin Holidays CTA	6,000,000	[redacted]
Central Europe					
DE - FTI Touristik	Nov 19 - Feb 20	Digital & Radio			[redacted]
CH - Hotelplan Suisse	Dec 19 - Feb 20	Digital & Print			[redacted]
DE - Visit Florida Co-Op/ Canusa	10/1/19 - 6/30/20	Multi-Media Campaign	Digital, Print, Out-of-Home (Bus Wrap)	2,242,000	[redacted]
DE - Visit Florida Co-Op/ Consumer Campaign	Jan/Feb 20	Multi-Media Campaign	Digital, Print, Cross Marketing (Sunscreen)	2,242,000	[redacted]
DE - BrainClash	Jan - March 20	Multi-Media Campaign	Consumer Campaign - Digital & Cross Marketing (Capri-Sun)	24,500,000	[redacted]
Expedia	mid-Jan - mid March 20	Digital	Consumer Program: 75% Germany (85% Expedia / 15% Hotels.com); 15% Switzerland (100% Hotels.com); 10% Netherlands (100% Expedia)	1,400,000	[redacted]
DE - TUI Deutschland	Jan-Feb 20	Digital & Print		2,242,000	[redacted]