

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

February 2021

ORLANDO				Estimated Impressions	Week of 2/1	Week of 2/8	Week of 2/15	Week of 2/22
Dates	Space	Details						
BROADCAST MEDIA								
ORLANDO: Broadcast Media TV	1/4/21-3/15/21	:30 TV Spots	High-Indexing Programming/Networks: NBC, ABC, CBS, FOX, Cable	16,700,000				
ORLANDO: Broadcast Media Radio	1/11/21-3/22/21	:30 Radio Spots	High-Indexing Station Formats: AC, Country, Rock, Soft AC, Classic Rock and News Talk	10,600,000				
ORLANDO: WESH (NBC) TV News Sponsorship Campaign	1/4/21-3/29/21	:10 Live Feed TV Spots	:10 Live Feed TV set schedule. 27 Live Camera Mentions/week	14,750,000				
OOH								
ORLANDO MCO Airport Campaign	Annual Campaign: 12/30/19-2/21/21 2/22/21-10/31/21	Display Posters	(28) Displays across (4) passenger tunnels - Annual Domination	50,280,000				
ORLANDO: Digital Bulletin Program	1/4/21-3/29/21	Display Posters	(15) Digital BB's	28,599,260				
PRINT								
TAMPA BAY AREA								
Dates	Space	Details		Estimated Impressions	Week of 2/1	Week of 2/8	Week of 2/15	Week of 2/22
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	10/19/20-2/9/21 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				
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	2021 Annual Publication	Full Page	Local Distribution	50,000				
Safety Harbor Visitor Guide	2020 Annual Publication	Full Page	Local Distribution	50,000				
Tampa Bay Beaches (St. Pete Chamber) 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				
Gulf to Bay Magazine	2020 Annual Publication	Full Page						
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				
Ruth Eckerd Hall Spotlight Program	Q1 2021	Full Page	Local Distribution					
FLORIDA								
Dates	Space	Details		Estimated Impressions	Week of 2/1	Week of 2/8	Week of 2/15	Week of 2/22
BROADCAST MEDIA								
Miami-Ft. Lauderdale: Broadcast Media Radio	1/11/21-3/22/21	:60 Radio Spots	High-Indexing Station Formats: AC, Country, Rock, Soft AC, Classic Rock and News Talk	20,700,000				
Jacksonville: Broadcast Media Radio	1/11/21-3/22/21	:60 Radio Spots	High-Indexing Station Formats: AC, Country, Rock, Soft AC, Classic Rock and News Talk	6,800,000				
Ft. Myers-Naples: Broadcast Media Radio	1/11/21-3/22/21	:60 Radio Spots	High-Indexing Station Formats: AC, Country, Rock, Soft AC, Classic Rock and News Talk	3,600,000				
OOH								
Gainesville/Ocala: I-75 Billboard Program	Annual Campaign: 11/23/20 - 11/21/21	Static Billboards	(3) Static Billboards	29,701,584				
Miami-Ft. Lauderdale: Digital Bulletin Program	1/4/21-3/29/21	Display Posters	(14) Digital BB's	28,600,000				
Jacksonville: Digital Bulletin Program	1/4/21-3/29/21	Display Posters	(8) Digital BB's	12,600,000				
Ft. Myers-Naples: Digital Bulletin Program	1/4/21-3/29/21	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				
VF Official Florida Vacation Guide	2021 Annual Program	2 Page Spread						
Best Beach Restaurant Magazine	2021 Annual Program	Full Page						
Florida Plus	2021 Annual Program	Full Page						
NATIONAL/ OUT OF STATE / NICHE								
Dates	Space	Details		Estimated Impressions	Week of 2/1	Week of 2/8	Week of 2/15	Week of 2/22
BROADCAST MEDIA								
Atlanta: Broadcast Media TV	1/4/21-3/15/21	:30 TV Spots	High-Indexing Programming/Networks: NBC, ABC, CBS, FOX, Cable	29,100,000				
Indianapolis: Broadcast Media TV	1/4/21-3/15/22	:30 TV Spots	High-Indexing Programming/Networks: NBC, ABC, CBS, FOX, Cable	12,400,000				
Cincinnati: Broadcast Media TV	1/4/21-3/15/23	:30 TV Spots	High-Indexing Programming/Networks: NBC, ABC, CBS, FOX, Cable	9,500,000				
Atlanta: Broadcast Media Radio	1/11/21-3/22/21	:60 Radio Spots	High-Indexing Station Formats: AC, Country, Rock, Soft AC, Classic Rock and News Talk	25,500,000				
Indianapolis: Broadcast Media Radio	1/11/21-3/22/22	:60 Radio Spots	High-Indexing Station Formats: AC, Country, Rock, Soft AC, Classic Rock and News Talk	7,900,000				
Cincinnati: Broadcast Media Radio	1/11/21-3/22/23	:60 Radio Spots	High-Indexing Station Formats: AC, Country, Rock, Soft AC, Classic Rock and News Talk	8,800,000				
OOH								
Atlanta: Digital Bulletin Program	1/4/21-3/29/21	Display Posters	(18) Digital BB's	61,200,000				
Indianapolis: Digital Bulletin Program	1/4/21-3/29/22	Display Posters	(8) Digital BB's	12,600,000				

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Cincinnati: Digital Bulletin Program	1/4/21-3/29/23	Display Posters	(7) Digital BB's	12,600,000					
PRINT									
Gulf to Bay Magazine	2020 Annual Publication	Full Page							
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							
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 2/1	Week of 2/8	Week of 2/15	Week of 2/22
MULTI-MEDIA 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					
Canada						Week of 2/1	Week of 2/8	Week of 2/15	Week of 2/22
Brazil						Week of 2/1	Week of 2/8	Week of 2/15	Week of 2/22
Visit Florida Latin American Vacation Guide									
UK						Week of 2/1	Week of 2/8	Week of 2/15	Week of 2/22
Central Europe						Week of 2/1	Week of 2/8	Week of 2/15	Week of 2/22