

BROADCAST				
Program	Dates	Notes	Details	Estimated Impressions
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
NATIONAL: Outback Bowl TV	1/1/2019	:30 TV Spots	One (1) 30-second TV spot in the national game telecast; One (1) 30-second spot in the first re-airing on ESPN2; Two (2) 30-second TV spots in the Outback Bowl half-hour Preview Show produced by the bowl and aired nationally at least three times on ESPN2 and ESPNU.	6,089,053
NATIONAL: Outback Bowl Radio	1/1/2019	:30 Radio Spots	Two (2) 30 second spots on the national radio network broadcast of the Outback Bowl game, typically carried on 130+ stations in more than 90 markets.	N/A
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
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
PITTSBURGH, ALBANY, CINCINNATI: Allegiant Air Radio Spot Market Partnership	1/7/19 - 1/27/19	:60 Radio Spots	:60 Radio Schedule in Pittsburgh and Albany (1/7/19-1/20/19), Cincinnati (1/14/19-1/27/19)	N/A
NEW YORK: New York 1st Look TV Segment	1/12/2019	3 minute show integration	Theme: WNBC Host Discovering St. Pete/Clearwater	157,000
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: 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 :: 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

PRINT				
Publication	Dates	Notes	Details	Estimated Impressions
Real Simple Magazine	January 2019 Issue	2 Page Spread	National Distribution	1,975,000
Boston Magazine	January 2019 Issue	Full Page	Visit Florida Co-Op Section/ Full Page + Advertorial	80,000
Orlando Magazine	January 2019 Issue	Full Page	Orlando City Magazine - Full Distribution	31,626
Smart Meetings Magazine	January 2019 Issue	Full Page		47,250
Meetings & Conventions Magazine	January 2019 Issue	Full Page		50,000
Outback Bowl Fan Guide	1/1/19	Full Page		10,000
Outback Bowl Program Ad 2019	1/1/19	Full Page		65,000
Orlando Sentinel - Front Page Ad	1/6/19	Strip Ad	Front Page Newspaper-Main News	630,540
Orlando Sentinel - Front Page Ad	1/10/19	Strip Ad	Front Page Newspaper-Main News	596,063
Arts Life Magazine	1/22/19	Full Page	Dr. Phillips Performing Arts Center, Orlando /Broadway Series: Hamilton	50,000
Orlando Sentinel - Front Page Ad	1/20/19	Strip Ad	Front Page Newspaper-Main News	630,540
Orlando Sentinel - Front Page Ad	1/24/19	Strip Ad	Front Page Newspaper-Main News	596,063
Orlando Sentinel - Front Page Ad	1/31/19	Strip Ad	Front Page Newspaper-Main News	596,063
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	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 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)	2018 Summer Fall Edition (Sept-December 2018)	Full Page	Local Distribution	50,000
Palm Harbor Chamber Guide	2019 Annual Publication	Full Page	Local Distribution	50,000
Safety Harbor Visitor Guide	2018 Annual Publication	Full Page	Local Distribution	50,000

MEDIA WATCH
Visit St. Pete/Clearwater

January 2019

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
WLTW.com (106.7 FM) New York	12/31 - 2/8/19	Web Banners	Branded Digital Placements -- 300x250, 728x90, 320x50	1,250,000
Outback Bowl	1/1/2019	Web Banners	OutbackBowl.com -- Right Column banner: 195 x 120, Top of Page Banner: 760w x 100h pixels	700,000
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
Homepage Roadblock WESH.com (NBC) Orlando	1/17/2019	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 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
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

MEDIA WATCH
Visit St. Pete/Clearwater

January 2019

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
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