

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

January 2020

ORLANDO				Estimated Impressions	Week of 12/30	Week of 1/6	Week of 1/13	Week of 1/20	Week of 1/27
Dates	Space	Details							
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					
ORLANDO: WOMX Radio Promotion & In-Destination Live Broadcast	1/24/20 - 1/31/20	Radio Promotion & Live Broadcast	WOMX Orlando Beach Getaway Radio Promotion (1/24 - 1/31/20) giving listeners the chance to win one trip for 2 to the destination. Station will be in destination (1/25) for a Live Broadcast from the Wyndham Grand Clearwater Beach -- Broadcast, online giveaway promoted with (60) recorded/live promotional mentions, digital and social activation	182,100					
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	1/5/20	Print Ad	Orlando Sentinel Front Page - Strip Ad	596,063					
Orlando Sentinel	1/9/20	Print Ad	Orlando Sentinel Front Page - Strip Ad	596,063					
Orlando Sentinel	1/19/20	Print Ad	Orlando Sentinel Front Page - Strip Ad	630,540					
Orlando Sentinel	1/23/20	Print Ad	Orlando Sentinel Front Page - Strip Ad	630,540					
Orlando Sentinel	1/30/20	Print Ad	Orlando Sentinel Front Page - Strip Ad	596,063					
TAMPA BAY AREA				Estimated Impressions	Week of 12/30	Week of 1/6	Week of 1/13	Week of 1/20	Week of 1/27
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	January 2020	Full Page	Local Distribution						
Outback Bowl Fan Guide	1/1/20	Program Ad	Distribution at the game in Tampa						
Outback Bowl the Official Souvenir Game Program	1/1/20	Full Page	Distribution at the game in Tampa						
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					
Safety 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 Booklet 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					
FLORIDA				Estimated Impressions	Week of 12/30	Week of 1/6	Week of 1/13	Week of 1/20	Week of 1/27
BROADCAST MEDIA									
Florida Headline News Radio Network (FHN)	12/13/2019 - 1/31/20	:30 Radio Spot	All-news network distributed ONLINE through newspaper / publication websites in Florida -- Positioned as a streaming audio player at the top of each website (22) publication sites: Markets: Jacksonville, Gainesville, Ocala, St Augustine, Daytona Beach, Lakeland, Palm Beach, Sarasota, Panama City, Ft Walton Beach, NW Florida.	Estimated 10 million unique visits every month / 450 spots					
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					

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ATLANTA				Estimated Impressions	Week of 12/30	Week of 1/6	Week of 1/13	Week of 1/20	Week of 1/27	
Dates	Space	Details								
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	(6) 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						
				Estimated Impressions	Week of 12/30	Week of 1/6	Week of 1/13	Week of 1/20	Week of 1/27	
NEW YORK										
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 receive: 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					Estimated Impressions	Week of 12/30	Week of 1/6	Week of 1/13	Week of 1/20	Week of 1/27
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 Cafe	62,475,900						
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						
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					Estimated Impressions	Week of 12/30	Week of 1/6	Week of 1/13	Week of 1/20	Week of 1/27
Multi-Market										
Brand USA Global Inspiration Program	Jan - Dec 2020	Multi-Media Program	Inspiration Guide: Mobile Ad Takeover; eGuide							
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, Title 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							
Sunwing - Travel Industry Today Sweepstakes	January 2020	Sweepstakes/ Promotion	A prominent banner will be placed at the top of travelindustrytoday.com to promote the contest linking to the contest page. The contest page will have St. Pete/Clearwater images and the logos. To enter the contest agents will be asked to submit a "tip" on how to "Vacation Better" in the St. Pete/Clearwater area. Agents will be able to enter multiple times which allows us to gain more content. -- One Grand Prize Winner will receive: Round-trip air for two (2) provided by Sunwing; 3-night standard (single) hotel accommodations in St. Pete/Clearwater (room + tax only) at a Sunwing hotel partner (https://www.sunwing.ca/en/destinations/united-states/st-pete); \$250 gift card; Visit St. Pete/Clearwater Tote Bag.							
Brazil										
2020 Official Visit Florida Latin American Vacation Guide	January 20-January 21 (Annual Publication)	Print Ad	Half-Page Ad: Printing Trade & Consumer Guide	30,000						
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						
UK: MAG Digital Campaign	Dec 19/Jan 20	Digital	Digital ad campaign - Admedo, YouTube, Spotify, Social Media, Target TV, IceLolly	14,000,000						
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						

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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					
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					
UK: Visit Florida Consumer Campaign	Jan - March 20	Multi-Media Program	Out of Home, Digital Banners, Social Media Influencer, Paid Social, Virgin Holidays CTA	6,000,000					
Central Europe									
DE - FTI Touristik	Nov 19 - Feb 20	Digital & Radio							
DE - Secret Escapes	Nov 19 - Jan 20	Digital							
CH - Hotelplan Suisse	Dec 19 - Feb 20	Digital & Print							
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					
DE - Visit Florida Co-Op/ Consumer Campaign	Jan/Feb 20	Multi-Media Campaign	Digital, Print, Cross Marketing (Sunscreen)	2,242,000					
DE - BrainClash	Jan - March 20	Multi-Media Campaign	Consumer Campaign - Digital & Cross Marketing (Capri-Sun)	24,500,000					
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					
DE - Canusa	Nov 19 - Jan 20	Digital		2,242,000					
DE - TUI Deutschland	Jan-Feb 20	Digital & Print		2,242,000					
NL - Travelution / The e Training Co.	Jan-Dec 20	Digital / eLearning		2,242,000					