

BROADCAST				
Program	Dates	Details	Estimated Impressions	Notes
Orlando: iHeart Media Marketing Partnership	week of 4/2/18 - week of 7/23/18	:10 & :15 Traffic Radio	3,895,013	Traffic Radio
Orlando: iHeart Media Marketing Partnership	week of 5/7/18 - week of 8/20/18	:60 / :30 Second Spot Schedule	12,809,600	:60 & :30 Radio
Orlando: TV/Cable Campaign	(8) Weeks: 6/4, 6/18, 7/2, 7/16, 7/30, 8/13, 8/27, 9/10/18	Brand TV / Cable Campaign	11,306,200	:30 TV
Orlando: WESH (NBC) TV News Sponsorship Campaign	Annual Campaign: 8/21/17 to 8/20/18 (23 spots per week)	:10 spots in News Inventory/ consistent positioning (right after weather) in five program areas – M-F 6-7a (5 spots), M-F 4-5p (5 spots), M-F 5-6p (5 spots), Sa/Su 6-8a (4 spots) and Sa/Su 8-10a (4 spots)	68,700,000	:10 TV
Tampa/St. Pete: iHeart Media Marketing Partnership	week of 6/18/18 - week of 8/19/18	:10 & :15 Traffic Radio	4,687,600	Traffic Radio
Tampa/St. Pete: iHeart Media Marketing Partnership	week of 6/18/18 - week of 8/19/18	:60 / :30 Second Spot Schedule	1,865,470	:60 & :30 Radio
Tampa/ St. Pete: TV/Cable Campaign	(8) Weeks: 6/4, 6/18, 7/2, 7/16, 7/30, 8/13, 8/27, 9/10/18	Brand TV / Cable Campaign	13,098,832	:30 TV
Tampa/ St. Pete: WFUS Radio Campaign	(9) Weeks 7/2 – 8/27/18	Eddie from the Bobby Bones Show will spend two days in destination (6/20-6/23/18) enjoying activities and socially post about the experience 2x as a Facebook Live post on the show's social channel. Plus, he will go to iHeart and cut a promotional spot about being in the market and a 9 week schedule of :15s to run on WFUS: 7/2 – 8/27, (17) spots Monday through Sunday from 6A-8P.	172,800	:15 Radio Schedule
Jacksonville: iHeart Media Marketing Partnership	(8) Weeks: 7/30, 8/6, 8/13, 8/20, 8/27, 9/3, 9/10, 9/17/18	:10 & :15 Traffic Radio	2,500,000	Traffic Radio
Jacksonville: iHeart Media Marketing Partnership	(8) Weeks: 7/30, 8/6, 8/13, 8/20, 8/27, 9/3, 9/10, 9/17/18	:60 / :30 Second Spot Schedule	6,060,000	:60 & :30 Radio
Jacksonville: iHeart Media Marketing Partnership	(8) Weeks: 7/2, 7/16, 7/30, 8/13, 8/27, 9/10, 9/24, 10/8	Brand TV / Cable Campaign	5,575,000	:30 TV
National: HSN Partnership TV Integration	5/30/2018 - 7/30/18	Integration of VSPC video and branding on air: 5/30 Studio B video wall & HSN Sandal Event; 6/1-6/30 Left Panel Graphic; 7/1 – 7/30 :30 second promo, Sweeps Lower Third Graphic & :30 Teaser Videos; (10) 2 minute segments 7/6, 7/7, 7/8, 7/11 & 7/12/18	11,569,260	video and imagery integration
National Public Radio (NPR) Network Radio	Annual Campaign: June-December 2018 Weeks of: 6/18, 6/25, 7/9, 7/23, 8/6, 8/20, 9/3, 9/17, 10/1, 10/8, 10/15, 11/5, 11/12, 11/26, 12/10/18	:15 Spot Schedule in key programs	9,036,400	:15 Radio
Rays Baseball TV	2018 Season (4/7/18 - 9/23/18)	One (1) :30 spot during 60 Rays Baseball Games on Fox Sports Sun	1,285,088	:30 TV
Philadelphia Union TV	2018 Season (3/3/18 - 10/28/18)	Twenty (20) :30 units in locally produced Union television game broadcasts (airing on PHL17 and 6abc)	875,873	:30 TV
Bethlehem Steel TV	2018 Season (3/18/18 - 10/14/18)	Two (2) :30 units in each of the fifteen (15) Bethlehem Steel FC Games (airing on Service Electric Sports)	437,936	:30 TV
D.C. United TV	2018 Season (3/3/18 - 10/28/18)	One (1) :30 commercial spot per match during each 2018 D.C. United locally televised match	40,000	:30 TV
Phillies Regular Season TV	2018 Season (3/29/18 - 9/30/18)	:30 TV placement as part of the Phillies sponsorship	2,043,703	:30 TV

PRINT				
Publication	Dates	Details	Estimated Impressions	Notes
HSN Partnership Print Integration	6/10/18 - 7/15/18	Quantity: 1.7 million inserts to be included with HSN order packaging. • Targeting: 26 states East of Mississippi, plus CA, TX, Minnesota, Iowa, Missouri, Arkansas and Louisiana	1,700,000	Print: Package Insert
Orlando Sentinel	7/12/18	Front Page Newspaper-Main News	596,063	Strip Ad
Raleigh News-Observer	7/15/18	Destination Magazine Digest Insert	24,336	Newspaper Insert
The Villages Daily Sun	7/15/18	Destination Magazine Digest Insert	36,504	Newspaper Insert
Orlando Sentinel	7/19/18	Front Page Newspaper-Main News	596,063	Strip Ad
Orlando Sentinel	7/26/18	Front Page Newspaper-Main News	596,063	Strip Ad
Tampa Bay Rays Inside Pitch Magazine	Issue 3 (6/22 - 7/30/18)		150,000	Full Page
Tampa Bay Rays Inside Pitch Magazine	Issue 4 (7/31 - 9/6/18)		150,000	Full Page
Tampa Bay Rowdies Program Ad	2018 Season		500,000	Full Page
Phillies Regular Season Pocket Schedule	2018 Season (3/29/18 - 9/30/18)	Regular Season Procket Brochure	300,000	Pocket Brochure Ad
Blue Jays Playball Program	2018 Season (3/29/18-9/30/18)	Regular Season Program	88,144	Full Page
Clearwater Insider's Guide & It's Island Beaches (Clearwater Regional Chamber)	2018 Spring Edition (Feb-May 2018)	Local Distribution	50,000	Full Page
Visit Florida Magazine	2018 Annual Publication	National Distribution	450,000	2-Page Spread Ad
Visit Florida Official Travel Guide	2018 Annual Publication	Consumers and travel professionals in the UK, Europe, and Canada	90,000	Full Page

Visit Florida International Travel Guide	2018 Annual Publication	English, French and German Versions	500,000	Half Page
Tampa Bay Visitors Guide	2018 Annual Publication	National Distribution	150,000	Full Page
Upper Tampa Bay Directory & Community Guide	2018 Annual Publication	Local Distribution	50,000	Full Page
Palm Harbor Chamber Guide	2018 Annual Publication	Local Distribution	50,000	Full Page
Central Pinellas Chamber Guide	2018 Annual Publication	Local Distribution	50,000	Full Page
Safety Harbor Visitor Guide	2018 Annual Publication	Local Distribution	50,000	Full Page
Tampa Bay Beaches (St. Pete Chamber) Guide	2018 Annual Publication	Local Distribution	50,000	Full Page
Treasure Island & Madeira Beach Visitors Guide	2018 Annual Publication	Local Distribution	50,000	Full Page
St. Petersburg Visitors Guide (St. Petersburg Chamber)	Annual Publication	Local Distribution	80,000	Full Page

DIGITAL

Program	Dates	Details	Estimated Impressions	Notes
HSN Partnership Digital Intergration	5/15-7/31/18	VSPC Brand Feature Page on HSN > Keyword: Hometown -- Page features destination imagery and info; Special Offers; sweepstakes; and Host 1 minute videos	4,500,000	Custom Page and Banner Placement on HSN
HSN Partnership Digital Intergration	6/10/18 - 7/30/18	Promotion of the Trip-A-Day Giveaway Live in the HSN Arcade	3,920,000	Sweepstakes Promotion
HSN Partnership Digital Intergration	7/1/2018	Email featuring VSPC Trip-A-Day Giveaway to HSN Database	2,100,000	Email
HSN Partnership Digital Intergration	7/2, 7/9, 7/16, 7/23/18	HSN hosts featured in segments to post videos to their pages. -- HSN Instagram on the following days: 7/2, 7/9, 7/16, 7/23/18	1,000,000	Social
Homepage Roadblock WESH.com (NBC) Orlando	7/16/2018	Homepage Roadblock: once per month.	300,000	Web Banners
High Impact Interscroller Display Banner WESH.com (NBC) Orlando	March-August 2018 (Wednesday - Friday)	Interscroller Ad: runs Wed-Friday only. Supply assets to WESH for creation.	50,000	Custom Web Banner Placement
Pre-Roll & Display Banners WESH.com (NBC) Orlando	March -August 2018	Pre-Roll: runs all month long. :15 video plus 300x250, 728x90, 320x50 companion ads.	64,000	Web Banners/ Video
Orlando Metro iHeart Media Marketing Partnership	4/30/18 - 7/29/18	Retargeting: 320x50, 300x250, 728x90 Web Banners	1,750,000	Web Banners
Tampa/ St. Pete Metro iHeart Media Marketing Partnership	week of 6/18/18 - week of 8/19/18	Retargeting: 320x50, 300x250, 728x90 Web Banners	3,000,000	Web Banners
Jacksonville iHeart Media Marketing Partnership	(8) Weeks: 7/30, 8/6, 8/13, 8/20, 8/27, 9/3, 9/10, 9/17/18	Retargeting: 320x50, 300x250, 728x90 Web Banners	1,750,000	Web Banners

OOH

Program	Dates	Details	Estimated Impressions	Notes
ORLANDO Metro iHeart Media Marketing Partnership	4/30/18 - 7/29/18	Outdoor Digital Smart Billboards	8,400,800	Digital Billboards
ORLANDO MCO Airport Campaign	1/1/18-12/31/18 (13) 4-week periods	(28) Displays across (4) passenger tunnels - Annual Domination	41,900,000	Display Posters
LED Truck - ORLANDO & TAMPA (iHeart)	Annual Contract Period: 10/31/17 - 9/30/18	Annual LED Truck Program - runs when there are events in Orlando or Tampa. Side Panels: 864x432, Back Panel: 432x432, Fully Extended Panel: 432x2160 -- Static or Video Display	1,500,000	Digital Billboard/ Truck
Tampa/St. Pete: iHeart Media Marketing Partnership	week of 6/18/18 - week of 8/19/18	Outdoor Digital Smart Billboards	4,500,000	Digital Billboards
International Plaza Mall Campaign (TAMPA)	Annual Contract Period: 12/20/16-5/15/19	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	Pole Banners, Elevator Wraps, Custom Counter with DM Distribution
TAMPA Airport Billboard	Annual Contract: 7/24/17-7/22/18 (13) 4-week periods	#158 ES Memorial Hwy, 100' N/O Cypress (S) - 14x48 Static Billboard/ Illuminated 24-hours	15,500,000	Static Billboard
TAMPA TPA Airport Campaign	Annual Contract Period: 1/16/17-1/13/19	• 100% VSPC Shuttle Inventory • (16) Shuttles / (16) Lobby Doors / (32) Baggage Claim LCD / (7) Baggage Claim Video Walls → Note: Lobby Doors (Landside) will be discontinued with new construction	53,009,376	Display Posters/ Door Wraps/ Digital Displays
CLEARWATER PIE Airport Campaign	Annual Contract Period: 2/15/17-2/14/18	• 60-seconds of video time on (8) LCD Displays in the PIE Baggage Claim Area	2,650,468	Digital Displays
PINELLAS COUNTY PSTA/St. Pete Buses	Annual Program	Two (2) PSTA full wrapped VSPC branded buses with downtown St. Pete area routes.	1,977,676	Bus Wraps
Gainesville/Ocala: I-75 Billboard Program	Annual Contract Period: 11/16/17-11/14/18	(3) Static Billboards	29,701,584	Static Billboards
Jacksonville: iHeart Media Marketing Partnership	(8) Weeks: 7/30, 8/6, 8/13, 8/20, 8/27, 9/3, 9/10, 9/17/18	Outdoor Digital Smart Billboards	2,500,000	Digital Billboards
NYC: Chelsea Market Digital Display Screens	1/18/18-9/9/18	Digital Display Screens: (9) Screen Network including: (6) 47.9" x 27" Portrait Display, (1) 27" x 47.9" Landscape Display, (1) 67.8" x 40.1 Array Display, (1) 110.19" x 65.38" Large Arrage Display + SAB	7,700,000	Digital Display Screens

MEDIA WATCH
Visit St. Pete/Clearwater

July 2018

Phillies Regular Season Stadium Graphics	2018 Season (3/29/18 - 9/30/18)	Main scoreboard (Phanavision) Video and Side Message Boards 462W x 66H pixels.	1,977,676	In-Stadium Video/ Game Graphics
D.C United Stadium Graphics	6/13/18 - 10/28/18	(1) concourse-level sign for all Audi Field events that D.C. United controls inventory	2,500,000	In-Stadium Graphics