

ORLANDO				Estimated Impressions	Week of 7/5	Week of 7/12	Week of 7/19	Week of 7/26
Dates	Space	Details						
BROADCAST MEDIA								
ORLANDO: WESH (NBC) TV News Sponsorship Campaign	3/29/21-9/26/21	:10 Live Feed TV Spots	:10 Live Feed TV set schedule. 27 Live Camera Mentions/week	37,998,200				
OOH								
ORLANDO MCO Airport Campaign	Annual Campaign: 2/21/21-10/31/21	Display Posters	(28) Displays across (4) passenger tunnels - Annual Domination	40,224,000				
ORLANDO: Digital Bulletin Program	6/28/21-9/19/21	Display Posters	(13) Digital BB's	26,856,000				
PRINT								
TAMPA BAY AREA								
Dates	Space	Details		Estimated Impressions	Week of 7/5	Week of 7/12	Week of 7/19	Week of 7/26
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	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				
Safety Harbor Visitor 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				
Palm Harbor Chamber Guide	2021 Annual Publication	Full Page	Local Distribution	50,000				
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				
Tampa Bay Beaches (St. Pete Chamber) Guide	2021 Annual Publication	Full Page	Local Distribution	50,000				
Central Pinellas Chamber Guide	2021 Annual Publication	Full Page	Local Distribution	50,000				
Greater Seminole Area Chamber & Community Guide	2021 Annual Publication	Full Page	Local Distribution					
FSAE	2021 Annual Publication	Quarter Page	Local Distribution					
St. Pete Pride Guide	2021	Full Page/Back Cover						
Best Beach Restaurant Magazine	2021 Annual Program	Full Page						
Rays Inside Pitch - Issue 3	6/22/21-7/26/21	Full Page						
Rays Inside Pitch - Issue 4	7/27/21-9/29/21	Full Page						
FLORIDA								
Dates	Space	Details		Estimated Impressions	Week of 7/5	Week of 7/12	Week of 7/19	Week of 7/26
BROADCAST MEDIA								
OOH								
Gainesville/Ocala: I-75 Billboard Program	Annual Campaign: 11/23/20 - 11/21/21	Static Billboards	(3) Static Billboards	29,701,584				
Jacksonville: Digital Bulletin Program	6/28/21-9/19/21	Display Posters	(7) Digital BB's	12,025,000				
Ft. Myers-Naples: Digital Bulletin Program	6/28/21-9/19/21	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				
Florida Plus	2021 Annual Program	Full Page						
FL Travel & Lifestyle / Southern Travel & Lifestyle	July/August 2021	Full Page Spread	Advertorial provided alongside Clearwater Jazz Holiday's ad.					
Florida Golf Guide	Summer/Fall 2021	Full Page + Advertorial						
NATIONAL/ OUT OF STATE / NICHE								
Dates	Space	Details		Estimated Impressions	Week of 7/5	Week of 7/12	Week of 7/19	Week of 7/26
BROADCAST MEDIA								
Atlanta: Broadcast Media TV	6/7/21-9/13/21	:30	High indexing programming/networks	21,750,000				
Atlanta: Broadcast Media Radio	6/14/21-9/20/21	:30	High-Indexing Station Formats: AC, Country, Rock, Soft AC, Classic Rock and News Talk	26,585,000				
Indianapolis: Broadcast Media TV	6/7/21-9/13/21	:30	High indexing programming/networks	11,750,000				
Indianapolis: Broadcast Media Radio	6/14/21-9/20/21	:30	High-Indexing Station Formats: AC, Country, Rock, Soft AC, Classic Rock and News Talk	7,900,000				
Cincinnati: Broadcast Media TV	6/7/21-9/13/21	:30	High indexing programming/networks	11,750,000				
Cincinnati: Broadcast Media Radio	6/14/21-9/20/21	:30	High-Indexing Station Formats: AC, Country, Rock, Soft AC, Classic Rock and News Talk	6,585,000				
Nashville: Broadcast Media TV	6/7/21-9/13/21	:30	High indexing programming/networks	11,750,000				
Nashville: Broadcast Media Radio	6/14/21-9/20/21	:30	High-Indexing Station Formats: AC, Country, Rock, Soft AC, Classic Rock and News Talk	6,585,000				
CTV Campaign	6/7/21-9/26/21	:30	Programmatic	15,000,000				
OOH								
Atlanta: Digital Bulletin Program	6/28/21-9/19/21	Display Posters	(14) Digital BB's	56,800,000				
Indianapolis: Digital Bulletin Program	6/28/21-9/19/21	Display Posters	(8) Digital BB's	12,600,000				
Cincinnati: Digital Bulletin Program	6/28/21-9/19/21	Display Posters	(7) Digital BB's	12,600,000				

Visit St. Pete/Clearwater
MEDIA WATCH

July 2021

Nashville: Digital Bulletin Program	6/28/21-9/19/21	Display Posters	(8) Digital BB's	21,069,000					
PRINT									
Gulf to Bay Magazine	2021 Annual Publication	Full Page		500,000					
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							
Indianapolis Monthly	July issue	Full Page		37,573					
Cincinnati Magazine	July issue	Full Page		29,275					
Nashville Lifestyles	July issue	Full Page		21,954					
OUTVoices Nashville	July issue	Full Page		8,641					
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 7/5	Week of 7/12	Week of 7/19	Week of 7/26
MULTI-MEDIA MARKET									
Brand USA Discovery Program	2019/2020	Multi-Media Partnership	Trade Program: Brand USA's official online agent training tool						
Canada						Week of 7/5	Week of 7/12	Week of 7/19	Week of 7/26
Brazil						Week of 7/5	Week of 7/12	Week of 7/19	Week of 7/26
UK						Week of 7/5	Week of 7/12	Week of 7/19	Week of 7/26
Central Europe						Week of 7/5	Week of 7/12	Week of 7/19	Week of 7/26
SPORTS MARKETING PARTNERSHIPS					Estimated Impressions	Week of 7/5	Week of 7/12	Week of 7/19	Week of 7/26
Tampa Bay Rays	2021 Season	Multi-Media Partnership	Rays Baseball Marketing Partnership / One (1) Live Mention on the Rays Radio Network in (162) Regular Season Games & One (1) :30 Recorded Spot on the Rays Radio Network in (162) Regular Season Games / In-Stadium: One (1) Outfield Wall sign during Rays home games at Tropicana Field Left, One (1) Half Inning Home Plate Rotator in (40) Rays Regular Season Home Games Two (2) 28" Modules / Print: Full-Page in 2021 Season Yearbook and all Inside Pitch Issues						
Philadelphia Union (MLS Soccer)	2021 Season	Multi-Media Partnership	Television Radio Social/Website Exposure Data Collection						
Philadelphia Phillies	2021 Season	Multi-Media Partnership	Phillies Baseball Marketing Partnership / Pre-season: (12) :30 commercials Spring Training TV, (32) :30 commercials Spring Training radio on WPHT, opportunity for on air interview - TV, (1) Print insertion in the Spring Training Program and Pocket Schedule / Regular Season: (20) :30 commercials on Over-the-Air TV (NBC10), (40) :30 commercials on cable TV (NBCSP), (162) :30 commercials on radio station WPHT, In-Stadium- (81) :30 ads on the Jumbo Video Board. (81 x4) :30 ads on the LED Side Message Board, (1) print insertion in the Pocket Schedule and Yearbook.						
Toronto Blue Jays	2021 Season	Multi-Media Partnership	Starting June 1st, the Blue Jays moved to Buffalo. Our benefits changed to: Digital mound branding for 1/2 inning per home game at Sahlen Field, Buffalo, NY.						