

Visit St. Pete/Clearwater
MEDIA WATCH

March 2020

ORLANDO				Estimated Impressions	Week of 3/2	Week of 3/9	Week of 3/16	Week of 3/23	Week of 3/30
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					
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	3/1/20	Print Ad	Orlando Sentinel Front Page - Strip Ad	630,540					
Orlando Sentinel	3/8/20	Print Ad	Orlando Sentinel Front Page - Strip Ad	596,063					
Orlando Sentinel	3/12/20	Print Ad	Orlando Sentinel Front Page - Strip Ad	630,540					
Orlando Sentinel	3/15/20	Print Ad	Orlando Sentinel Front Page - Strip Ad	630,540					
Arnold Palmer Invitational Program	3/2 - 3/8/20	Full Page							
TAMPA BAY AREA				Estimated Impressions	Week of 3/2	Week of 3/9	Week of 3/16	Week of 3/23	Week of 3/30
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					
PRINT									
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					
Gulf to Bay Magazine	2020 Annual Publication	Full Page							
Ruth Eckerd Hall Spotlight Program	March 2020	Full Page	Local Distribution						
Tampa Bay Rays Inside Pitch - Issue 1	3/26/20 - 5/7/20	Full Page	Local Distribution						
2020 Rays Pocket Schedule	3/26/20-9/27/20	Pocket Schedule ad	Local Distribution						
FLORIDA				Estimated Impressions	Week of 3/2	Week of 3/9	Week of 3/16	Week of 3/23	Week of 3/30
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					
Florida Sports Foundation Spring Training Guide	2020 Issue	Full Page							
IITA Summit Program 2020	2020 Issue	11" x 8.5" (horizontal)	Event in St. Pete Clearwater, February 2-5						
St. Pete/Clearwater Elite Invitational Program	2020 Issue	Full Page	Event in Clearwater, February 13-16						
Phillies Spring Training Pocket Schedule	2020 Issue	Pocket Guide							
Phillies Spring Training Program	2020 Issue	Full Page							
The Honda Classic Pairings Guide	2020 Issue	Full Page							
2020 ISCA International Junior Cup	2020 Issue	Full Page							
NTI Program Ad	2020 Issue	Full Page							

ATLANTA	Dates	Space	Details	Estimated Impressions	Week of 3/2	Week of 3/9	Week of 3/16	Week of 3/23	Week of 3/30
Palm Beach Post	3/17/20	FSI	2021 Digest -Size Destination Magazine	24,960					
Phillies Regular Season Pocket Schedule	3/26/20 - 9/27/20	Pocket Schedule ad							
Phillies Yearbook	3/26/20 - 9/27/20	Full Page							
2020 Blue Jays Official Program - Issue 1	3/26/20 - 9/27/20	Full Page							
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	(5) Fully Wrapped MARTA Buses - Alpharetta, Buckhead and Midtown Routes	1,983,535					
NEW YORK									
NEW YORK	Dates	Space	Details	Estimated Impressions	Week of 3/2	Week of 3/9	Week of 3/16	Week of 3/23	Week of 3/30
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: WLTV Lite-FM Radio - WLTV.com	12/30/19 - 4/5/20	Web Banners	Branded Digital Placements: 300x250, 728x90, 320x50 -- Mobile In App Banner	4,500,000					
NATIONAL/ OUT OF STATE / NICHE									
BROADCAST MEDIA	Dates	Space	Details	Estimated Impressions	Week of 3/2	Week of 3/9	Week of 3/16	Week of 3/23	Week of 3/30
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 Café	62,475,900					
Gulf to Bay Magazine	2020 Annual Publication	Full Page							
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					
CBI PharmaForum 2020 Vendor Show Guide	2020 Issue	Half Page	Vendor Show Guide Advertisement in New York						
MIC of Colorado	2020 Issue	Full Page							
New York Times Magazine	March '2020 Issue	Full Page	National Distribution	1,500,000					
Real Simple Magazine	March '2020 Issue	Full Page	National Distribution	1,975,000					
INTERNATIONAL									
Multi-Market	Dates	Space	Details	Estimated Impressions	Week of 3/2	Week of 3/9	Week of 3/16	Week of 3/23	Week of 3/30
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, Tile 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						
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: 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					
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 - 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 - 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					