

BROADCAST				
Program	Dates	Notes	Details	Estimated Impressions
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: June-December 2018 Weeks of: 6/18, 6/25, 7/9, 7/16, 7/23, 8/6, 8/20, 9/3, 9/17, 10/1, 10/8, 10/15, 10/29, 11/5, 11/12, 11/26, 12/10/18	:15 Radio	:15 Spot Schedule in key programs	9,036,400
NEW YORK: WLTW-FM Radio / Christmas Music Sponsorship	11/24 - 11/25/18	:15 Brand & :10 Sponsor Radio Spots	:15 Brand Spots (20x Sa-Su 6a-8p) and :10 Name Only Mentions (14x Sa-Su 6a-8p)	843,600
NEW YORK: WLTW-FM Radio / Spot Schedule	11/24 - 12/23/18	:30 & :15 Brand Radio Spots	:30 Brand Spots (8x Sa-Su 5a-10p/ 5 weekends), (5x M-F 5a-8p & 5x M-F 8p-Mid/ 4 weeks) -- :15 Brand Spots (5x M-F 5a-8p & 5x M-F 8p-Mid/ 4 weeks) -- 120 spots	8,169,000

PRINT				
Publication	Dates	Notes	Details	Estimated Impressions
Orlando Sentinel - Front Page Ad	11/4/18	Strip Ad	Front Page Newspaper-Main News	596,063
Old Salt King of the Beach Event Program	11/8 - 11/9/18	2 Page Spread		
Old Salt King of the Beach / Tampa Bay Times Insert	11/8 - 11/9/18	Half Page + Digital		
New York Times Magazine	11/11/18	Full Page	New York Times Magazine: Travel Issue Florida Travel	1,500,000
Boston Globe Magazine	11/11/18	Full Page	Visit Florida Co-Op/ Winter Travel: Full Page + Advertorial	234,000
Tampa Bay Times - Bay Magazine	11/11/18	Full Page		54,500
Suncoast Jazz Program Ad	11/16 - 11/18/18	Half Page		
Powerboat P1 Official Event Program - Ft. Lauderdale	11/18 - 11/19/18	Full Page		
Clearwater Insider's Guide & It's Island Beaches (Clearwater Regional Chamber)	2018 Summer Fall Edition (Sept-December 2018)	Full Page	Local Distribution	50,000
Visit Florida Magazine	2018 Annual Publication	2-Page Spread Ad	National Distribution	450,000
Visit Florida Official Travel Guide	2018 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 & Gulf Beaches Fun Map	2018-2019 Publication	Full Panel Ad	Local Distribution	50,000
Palm Harbor Chamber Guide	2018 Annual Publication	Full Page	Local Distribution	50,000
Safety Harbor Visitor Guide	2018 Annual Publication	Full Page	Local Distribution	50,000
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	2018 Annual Publication	Full Page	National Distribution	150,000
Tarpon Springs Chamber of Commerce Visitors Guide	2018 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
Homepage Roadblock WESH.com (NBC) Orlando	11/20/2018	Web Banners	Homepage Roadblock: runs for 24 hours once per month. 300x250, 728x90, 320x50 banner ads	200,000
WLTW.com (106.7 FM) New York	11/24 - 12/25/2018	Web Banners	Christmas Music Sponsorship Branded Digital Placements -- 300x250, 728x90, 320x50	250,000

OOH				
Program	Dates	Notes	Details	Estimated Impressions
TAMPA Live Nation/ MIDFLORIDA Amphitheatre Sponsorship	Sponsorship Period: 8/1/18 – 11/30/18	Integrated Sponsorship	Integrated promotional sponsorship featuring naming rights of the Lawn of MIDFLORIDA Credit Union Amphitheatre for the 2018 Summer Concert Season. Sponsorship also includes: in-venue and online branding, on-site activations, social media and a targeted digital campaign, artist exclusive promotions.	2,100,000
ORLANDO MCO Airport Campaign	Annual Campaign: 1/1/18-12/31/18 (13: 4-week periods)	Display Posters	(28) Displays across (4) passenger tunnels - Annual Domination	41,900,000
International Plaza Mall Campaign (TAMPA)	Annual Contract Period: 12/20/16-5/15/19	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 (13: 4-week periods)	Static Billboard	#158 ES Memorial Hwy, 100' N/O Cypress (S) - 14x48 Static Billboard/ Illuminated 24-hours	15,500,000
TAMPA TPA Airport Campaign	Annual Contract Period: 1/16/17-1/13/19	Display Posters/ Door Wraps/ Digital Displays	<ul style="list-style-type: none"> • 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
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
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
Gainesville/Ocala: I-75 Billboard Program	Annual Contract Period: 11/16/17-11/14/18	Static Billboards	(3) Static Billboards	29,701,584