

MEDIA WATCH
Visit St. Pete/Clearwater

November 2019

| MARKET/ Program | Dates | Space | Details | Estimated Impressions | Week of 10/28 | Week of 11/4 | Week of 11/11 | Week of 11/18 | Week of 11/25 |
|---|--|---|---|-----------------------|---------------|--------------|---------------|---------------|---------------|
| ORLANDO | | | | | | | | | |
| 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 | Weeks of: 10/14, 10/21, 10/28, 11/4, 11/11, 11/18, 12/2, 12/9/19 | :60 Radio Spots | Orlando Market: AC, Country, Rock, Soft AC, Classic Rock and News | 5,800,000 | | | | | |
| OOH | | | | | | | | | |
| ORLANDO: Bus Wraps | 9/30/19 - 3/29/20 | Bus Wraps | (5) buses fully wrapped – Orange County Routes | 25,200,000 | | | | | |
| ORLANDO: Digital Billboard Network | 9/30/19 - 3/29/20 | Digital Billboards | (13) boards – Rotating across 20 locations | 51,200,000 | | | | | |
| ORLANDO: Gas Station Digital Program | 9/30/19 - 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: 12/31/18-12/30/19 | Display Posters | (28) Displays across (4) passenger tunnels - Annual Domination | 50,280,000 | | | | | |
| PRINT | | | | | | | | | |
| Orlando Sentinel - Front Page Ad | Sunday, 11/10/19 | Strip Ad | Front Page Newspaper-Main News | 596,063 | | | | | |
| Orlando Sentinel - Front Page Ad | Thursday, 11/14/19 | Strip Ad | Front Page Newspaper-Main News | 630,540 | | | | | |
| MARKET/ Program | Dates | Space | Details | Estimated Impressions | Week of 10/28 | Week of 11/4 | Week of 11/11 | Week of 11/18 | Week of 11/25 |
| TAMPA BAY AREA | | | | | | | | | |
| 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: MIDFLORIDA Amphitheatre Lawn Partnership - 2019 Season | May - November 2019 | Display Graphics | Venue Exposure - Signage: One 6' x 12' sign in the East plaza: One double sided 5' x 10' sign at the Lawn's East entrance: One double sided 4' x 8' sign at the Lawn's West entrance; Front of the Lawn Signage: (5) 4' x 16' signs posted at the base of each of the 5 lawn sections -- Video: 30sec non-audible -- Activation Space | 4,500,000 | | | | | |
| 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 | November 2019 Issue | Full Page | | | | | | | |
| Suncoast Jazz Program Ad | 11/22 - 11/24/19 | Half Page | | | | | | | |
| Tony Jannus Awards Event Program | 11/15/19 | Half Page | | | | | | | |
| Griffin Directories - Best Beaches Restaurant Magazine | September 1, 2019 - March 1, 2020 | Full Page | Local Distribution | | | | | | |
| Tampa International Airport – Brochure Distribution | 2019 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 | 2019 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 | 2019 Annual Publication | Full Page | Local Distribution | 50,000 | | | | | |

MEDIA WATCH
Visit St. Pete/Clearwater

November 2019

| | | | | | | | | | |
|--|------------------------------------|--|--|------------------------------|----------------------|---------------------|----------------------|----------------------|----------------------|
| Clearwater Beach Visitors Guide | 2019 Annual Publication | Full Page | Local Distribution | 50,000 | | | | | |
| Clearwater Beach & Gulf Beaches Fun Map | 2019 Annual Publication | Full Panel Ad | Local Distribution | 50,000 | | | | | |
| Clearwater Insider's Guide & It's Island Beaches (Clearwater Regional Chamber) | 2019 Annual Publication | Full Page | Local Distribution | 50,000 | | | | | |
| Palm Harbor Chamber Guide | 2019 Annual Publication | Full Page | Local Distribution | 50,000 | | | | | |
| Saftey Harbor Visitor Guide | 2019 Annual Publication | Full Page | Local Distribution | 50,000 | | | | | |
| St. Petersburg Visitors Guide (St. Petersburg Chamber) | 2019 Annual Publication | Full Page | Local Distribution | 80,000 | | | | | |
| Tampa Bay Beaches (St. Pete Chamber) Guide | 2019 Annual Publication | Full Page | Local Distribution | 50,000 | | | | | |
| Tarpon Springs Chamber of Commerce Visitors Guide | 2019 Annual Publication | Full Page | Local Distribution | 20,000 | | | | | |
| Treasure Island & Madeira Beach Visitors Guide | 2019 Annual Publication | Full Page | Local Distribution | 50,000 | | | | | |
| Upper Tampa Bay Directory & Community Guide | 2019 Annual Publication | Full Page | Local Distribution | 50,000 | | | | | |
| DIGITAL | | | | | | | | | |
| TAMPA: MIDFLORIDA Amphitheatre Lawn Partnership - 2019 Season | June - November 2019 | Web Banners | Digital on venue website: 728x90, 300x250, 160x600, 300x50, 320x50 | 2,000,000 | | | | | |
| MARKET/ Program | Dates | Space | Details | Estimated Impressions | Week of 10/28 | Week of 11/4 | Week of 11/11 | Week of 11/18 | Week of 11/25 |
| FLORIDA | | | | | | | | | |
| OOH | | | | | | | | | |
| Gainesville/Ocala: I-75 Billboard Program | Annual Campaign: 11/3/19 - 11/5/20 | Static Billboards | (3) Static Billboards | 29,701,584 | | | | | |
| PRINT | | | | | | | | | |
| P1 Powerboat Program Ad - Nassau | 11/9 - 11/10/19 | Full Page | Event Program Ad | | | | | | |
| 2019 Florida Sports Hall of Fame Enshrinement | 11/12/19 | Full Page | Event Program Ad | | | | | | |
| 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 | | | | | |

MEDIA WATCH
Visit St. Pete/Clearwater

November 2019

| MARKET/ Program | Dates | Space | Details | Estimated Impressions | Week of 10/28 | Week of 11/4 | Week of 11/11 | Week of 11/18 | Week of 11/25 |
|---|--|---------------------------------|--|-----------------------|---------------|--------------|---------------|---------------|---------------|
| ATLANTA | | | | | | | | | |
| BROADCAST MEDIA | | | | | | | | | |
| ATLANTA: Radio Campaign | Weeks of: 10/14, 10/21, 10/28, 11/4, 11/11, 11/18, 12/2, 12/9/19 | :60 Radio Spots | Orlando Market: AC, Country, Rock, Soft AC, Classic Rock and News | 5,800,000 | | | | | |
| 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 | | | | | |
| PRINT | | | | | | | | | |
| Atlanta Journal Constitution | Sunday, 11/3/19 | Strip Ad | Front Page Newspaper-Main News | 603,732 | | | | | |
| Atlanta Journal Constitution | Thursday, 11/7/19 | Strip Ad | Front Page Newspaper-Main News | 603,732 | | | | | |
| Atlanta Journal Constitution | Sunday, 11/10/19 | Strip Ad | Front Page Newspaper-Main News | 603,732 | | | | | |
| Atlanta Journal Constitution | Tuesday, 11/12/19 | Strip Ad | Front Page Newspaper-Main News | 603,732 | | | | | |
| Atlanta Journal Constitution | Sunday, 11/17/19 | Strip Ad | Front Page Newspaper-Main News | 603,732 | | | | | |
| Atlanta Journal Constitution | Friday, 11/29/19 | Strip Ad | Front Page Newspaper-Main News | 603,732 | | | | | |
| MARKET/ Program | | | | | | | | | |
| NATIONAL/ OUT OF STATE MARKETS/ NICHE | | | | | | | | | |
| DIGITAL | | | | | | | | | |
| GreatAmericanBeerFestival.com | 9/23 - 12/26/19 | Web Banners | 200x200 Banner -- Sweepstakes Creative | | | | | | |
| CraftBeer.com & HomebrewersAssociation.org | 9/23 - 11/16/19 | Web Banners | 240x400, 320x50, 728x90 -- Sweepstakes Creative | | | | | | |
| M&C: Helms Briscoe Banner Ads | July - December 2019 | Web Banner | Meetings & Conventions Program | | | | | | |
| PRINT | | | | | | | | | |
| New York Times Magazine | November 2019 | Full Page | National Distribution / New York Times Magazine: Travel Issue - Winter T-Travel Issue | 1,500,000 | | | | | |
| Zymurgy – The Journal of the American Homebrewers Association | Nov/Dec 2019 | Full Page | | 46,000 | | | | | |
| Visit Florida Magazine | 2019 Annual Publication | 2-Page Spread Ad | National Distribution | 450,000 | | | | | |
| Visit Florida Official Travel Guide | 2019 Annual Publication | Full Page | Consumers and travel professionals in the UK, Europe, and Canada | 90,000 | | | | | |
| Visit Florida International Travel Guide | 2019 Annual Publication | Half Page | English, French and German Versions | 500,000 | | | | | |
| Tampa Bay Visitors Guide | 2019 Annual Publication | Full Page | National Distribution | 150,000 | | | | | |
| MARKET/ Program | | | | | | | | | |
| INTERNATIONAL | | | | | | | | | |
| OOH | | | | | | | | | |
| CANADA: Toronto Downtown Streetcar Wrap | 10/7/19 - 12/15/19 | Streetcar Wrap | Qty: (1) Streetcar Full Exterior Wrap + All Interior Cards and Ceiling - Exterior Wrap; Interior Ceiling Wrap | 4,836,496 | | | | | |
| CANADA: Toronto GO Commuter Rail Interior Domination | 10/7/19 - 12/1/19 | Interior Rail Displays | Qty: (40) Interior Car Dominations – entire car both sides | 8,249,832 | | | | | |
| CANADA: Toronto PATH Backlit Dioramas | 10/7/19 - 12/1/19 | Backlit Posters | Qty: (13) PATH Underground Walkway Backlit Posters | 41,339,424 | | | | | |
| CANADA: Toronto Transit Commission Subway Brand Trains | 10/14/19 - 11/24/19 | Interior Rail Displays | Qty: (40) TTC Subway Brand Trains, all interior cards on one side of subway car | 18,620,000 | | | | | |
| CANADA: Toronto PATH Royal Bank Plaza Digital Spectacular | 10/14/19 - 11/10/19 | Digital :15 Full Motion Display | Qty: (1) 7.75' x 13.75' Digital Spectacular at Royal Bank Plaza on PATH Underground Walkway System. :15 Full Motion Spot of 2.5 min loop | 3,865,708 | | | | | |
| CANADA: Toronto Union Station Digital Domination | 10/28/19 - 11/24/19 | Digital :05 Full Motion Display | Qty: (13) Digital displays at Union Station, :05 Full Motion Spot of 2.5 min loop | 23,811,498 | | | | | |

MEDIA WATCH
Visit St. Pete/Clearwater

November 2019

| MARKET/ Program | Dates | Space | Details | Estimated Impressions | Week of 10/28 | Week of 11/4 | Week of 11/11 | Week of 11/18 | Week of 11/25 |
|---|--|------------------|---|-----------------------|---------------|--------------|---------------|---------------|---------------|
| PRINT | | | | | | | | | |
| CANADA: Canadian Traveller | November 2019 | Full Page | Brand USA-Canada Program | 20,000 | | | | | |
| CANADA: Toronto Star | Sunday, 11/3/19 | Newspaper Insert | Insertion of the Digest Size Gulf To Bay Magazine into the Toroton Star Newspaper | 60,000 | | | | | |
| CANADA: Toronto Star | Sunday, 11/3/19 | Strip Ad | Brand USA-Canada Program/ Front Page Newspaper-Main News | 185,159 | | | | | |
| CANADA: Toronto Star | Wednesday, 11/6/19 | Strip Ad | Brand USA-Canada Program/ Front Page Newspaper-Main News | 193,050 | | | | | |
| CANADA: Toronto Star | Sunday, 11/10/19 | Strip Ad | Brand USA-Canada Program/ Front Page Newspaper-Main News | 185,159 | | | | | |
| CANADA: Toronto Star | Sunday, 11/17/19 | Strip Ad | Brand USA-Canada Program/ Front Page Newspaper-Main News | 185,159 | | | | | |
| DIGITAL | | | | | | | | | |
| CANADA: Canadian Travel Media / Consumer | 8/12 - until impressions fulfilled (approx 3 months) | Web Banners | Brand USA-Canada Program / 300x250 and 728x90. | 150,000 | | | | | |
| CANADA: Canadian Travel Media / Where Next? Travel Consumer eNewsletter | 8/17/19, 8/24/19, 8/31/19, 9/14/19, 9/28/19, 10/12/19, 10/26/19, 11/9/19, 11/23/19 | Web Banners | Brand USA-Canada Program / 300x250 | 126,000 | | | | | |