

**MEDIA WATCH**  
**Visit St. Pete/Clearwater**

October 2018

BROADCAST				
Program	Dates	Details	Estimated Impressions	Notes
Orlando: WESH (NBC) TV News Sponsorship Campaign	Annual Campaign:: 9/1/18 to 8/31/19	: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	:15 TV Spots
Orlando: WESH (NBC) TV News Sponsorship Campaign	Annual Campaign:: 9/1/18 to 8/31/19	: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	:10 Live Feed TV Spots
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
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

PRINT				
Publication	Dates	Details	Estimated Impressions	Notes
Modern Luxury Magazine - Atlantan	October 2018 Issues	Atlanta Market/ Visit Florida Co-Op	165,000	Full Page
Modern Luxury Magazine - Manhattan	October 2018 Issues	New York Market/ Visit Florida Co-Op	216,000	Full Page
Orlando Sentinel	10/21/18	Gulf To Bay Magazine Insert	25,000	Destination Magazine Insert
Orlando Sentinel	10/4/18	Front Page Newspaper-Main News	596,063	Strip Ad
Orlando Sentinel	10/21/18	Front Page Newspaper-Main News	596,063	Strip Ad
Tampa Bay Times - Bay Magazine	10/7/18	Entertainment Issue	54,550	Full Page
New York Times Magazine	10/7/18	NYT Magazine - Culture Issue	203,460	Full Page
St Pete Pride Travel Guide	2018 Issue (October 2018)			Full Page
Tampa Bay Rowdies Program Ad	2018 Season (3/17/18 - 10/14/18)		500,000	Full Page
Clearwater Insider's Guide & It's Island Beaches (Clearwater Regional Chamber)	2018 Summer Fall Edition (Sept-December 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)	2018 Annual Publication	Local Distribution	80,000	Full Page
Clearwater Beach & Gulf Beaches Fun Map	2018-2019 Publication	Local Distribution	50,000	Full Panel Ad

DIGITAL				
Program	Dates	Details	Estimated Impressions	Notes
Homepage Roadblock WESH.com (NBC) Orlando	10/18/2018	Homepage Roadblock: runs for 24 hours once per month. 300x250, 728x90, 320x50 banner ads	200,000	Web Banners

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OOH				
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TAMPA Live Nation/ MIDFLORIDA Amphitheatre Sponsorship	Sponsorship Period: 8/1/18 – 11/30/18	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	Integrated Sponsorship
NYC: NYC: Urban Panel Program (Manhattan)	9/3/18-10/28/18	Static Urban Panels: Qty (42) 30" x 60" Panels throughout Manhattan + bonus	97,600,000	Urban Panels
ORLANDO MCO Airport Campaign	Annual Campaign: 1/1/18-12/31/18 (13: 4-week periods)	(28) Displays across (4) passenger tunnels - Annual Domination	41,900,000	Display Posters
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: 7/23/18-7/21/19 (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: 2/12/18-2/11/19	▪ 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 VPSC 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
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