

MEDIA WATCH
Visit St. Pete/Clearwater

October 2019

MARKET/ Program	Dates	Space	Details	Estimated Impressions	Week of 9/30	Week of 10/7	Week of 10/14	Week of 10/21	Week of 10/28
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	(in above)					
ORLANDO: Radio Campaign	Weeks of: 10/7, 10/14, 10/21, 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	Thursday, 10/10/19	Strip Ad	Front Page Newspaper-Main News	630,540					
Orlando Sentinel - Front Page Ad	Thursday, 10/17/19	Strip Ad	Front Page Newspaper-Main News	630,540					
Orlando Sentinel - Front Page Ad	Sunday, 10/20/19	Strip Ad	Front Page Newspaper-Main News	596,063					
Orlando Sentinel - Front Page Ad	Thursday, 10/24/19	Strip Ad	Front Page Newspaper-Main News	630,540					
DIGITAL									
ORLANDO: Facebook Targeted Custom Native Video	9/2/19 - until impressions fulfilled	Custom Native Video	Video #4 Fabulous Sunsets on the Gulf Coast - featuring Clearwater Beach Pier 60, Dolphin Landing's Sunset Cruise St. Pete Beach, Hurricane Seafood Restaurant St. Pete Beach	33,000					
SPONSORSHIPS									
ORLANDO City Lions Sponsorship Assets	2019 Season: 3/2/19 - 10/6/19	In-Stadium Graphics	For all regular season Orlando City home games: One (1) minute of exposure via field side LED Ribbon; Two (2) minutes of exposure on the upper level fascia LED Ribbon; Minimum of ten (10) minutes of exposure on the in-stadium IPTV; One (1) approximately 3x20ft permanent backlit TV-visible/field facing sign on the upper level fascia on the East side. Goal of the Game Presenting Partner; Activations (7/3, 7/21 & 8/23/19)						
ORLANDO City Lions Sponsorship Assets	2019 Season: 3/2/19 - 10/6/19	Web Banners	Banner advertising (728x90) on the Orlandocitysc.com						
ORLANDO City Pride Sponsorship Assets	2019 Season: 4/14/19 - 10/12/19	In-Stadium Graphics	For all regular season Orlando Pride home games: One (1) minute of exposure via field side LED Ribbon (Orlando Pride is shown on National TV usually 6-8 times per year on Lifetime or ESPNNews); Two (2) minutes of exposure on the upper level fascia LED Ribbon; Minimum of ten (10) minutes of exposure on the in-stadium IPTV; One (1) approximately 3x20ft permanent backlit TV-visible/field facing sign on the upper level fascia on the East side. Goal of the Game Presenting Sponsor.						

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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	October 2019 Issue	Full Page							
Clearwater Jazz Holiday Guide	10/17 - 10/20/19	Half-Page							
Creative Loafing SHINE Magazine	10/18 - 10/26/19	Full 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					
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					
Safety 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					

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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					
SPONSORSHIPS									
TAMPA BAY Rowdies Sponsorship Assets	2019 Season: 3/9/19 - 10/19/19	In-Stadium Graphics	Static Field Board creative; LED creative; Video Content for main board; Two (2) PA announcements; Game Entitlement (5/18/19) and activation						
TAMPA BAY Rowdies Sponsorship Assets	2019 Season: 3/9/19 - 10/19/19	:30 TV	(3) thirty-second (:30) commercial spots to be aired on all Rowdies regular season home game broadcasts						
TAMPA BAY Rowdies Sponsorship Assets	2019 Season: 3/9/19 - 10/19/19	Site Exposure	Sponsor logo and hyperlink on Rowdies website.						
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FLORIDA									
OOH									
Gainesville/Ocala: I-75 Billboard Program	Annual Campaign: 11/5/18 - 11/3/19	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					
DIGITAL									
JACKSONVILLE: Facebook Targeted Custom Native Video	9/2/19 - until impressions fulfilled	Custom Native Video	Video #4 Fabulous Sunsets on the Gulf Coast - featuring Clearwater Beach Pier 60, Dolphin Landing's Sunset Cruise St. Pete Beach, Hurricane Seafood Restaurant St. Pete Beach	33,000					

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ATLANTA									
BROADCAST MEDIA									
ATLANTA: Radio Campaign	Weeks of: 10/7, 10/14, 10/21, 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						
PRINT									
Atlanta Journal Constitution	Tuesday, 10/8/19	Strip Ad	Front Page Newspaper-Main News	603,732					
Atlanta Journal Constitution	Monday, 10/14/19	Strip Ad	Front Page Newspaper-Main News	603,732					
Atlanta Journal Constitution	Monday, 10/21/19	Strip Ad	Front Page Newspaper-Main News	603,732					
DIGITAL									
ATLANTA: Facebook Targeted Custom Native Video	9/2/19 - until impressions fulfilled	Custom Native Video	Video #4 Fabulous Sunsets on the Gulf Coast - featuring Clearwater Beach Pier 60, Dolphin Landing's Sunset Cruise St. Pete Beach, Hurricane Seafood Restaurant St. Pete Beach	33,000					
MARKET/ Program	Dates	Space	Details	Estimated Impressions	Week of 9/30	Week of 10/7	Week of 10/14	Week of 10/21	Week of 10/28
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: Connect Meetings - MEDI TECH Marketplace Website Home Page Takeover	9/23 - 10/6/19	Web Banner	Homepage Web Banner Takeover						
M&C: Connect Meetings - FLORIDA MKTPL WEBSITE Home Page Takeover	10/7 - 10/20/19	Web Banner	Homepage Web Banner Takeover						
M&C: Helms Briscoe Banner Ads	July - December 2019	Web Banner	Meetings & Conventions Program						
PRINT									
Real Simple Magazine	October 2019 Issue	Full Page	National Distribution / Cover 2 Ad Position	1,975,000					
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					
SPONSORSHIPS									

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Powerboat P1 Sponsorship Broadcast Traffic	2019 Season (P1 Superstock 5/11, 5/18, 5/19, 6/15, 6/16, 7/6, 7/7, 9/28 & 9/29/19) & (P1 Aquax 4/13, 4/14, 5/11, 6/15, 6/16, 8/3, 8/4, 9/7, 9/8, 9/28, 9/29, 10/26 & 10/27/19)	:30 TV	Two (2) :30 spots June 15 & 16; One (1) :30 ALL other events in this series including P1 SuperStock and P1 AquaX coverage running on Fox Sports USA; One (1) :30 spot during coverage of the Annual Superboat Clearwater Race event on each airing on CBS Sports Network. (September 28 & 29)						
INDIANAPOLIS Indy Eleven Sponsorship Assets	2019 Season: 3/9/19 - 10/19/19	In-Stadium Graphics	Logo rotation on video board during pregame and halftime for all regular season home games; two minutes of LED Ribbon Board & Video Board first six games of regular season; Game entitlement (9/11/19) and season ticket holder game activation						
PHILADELPHIA Union Sponsorship Assets	2019 Season: 3/2/19 - 10/6/19	:30 TV	Twenty (20) :30 units in locally produced Union television game broadcasts (airing on PHL17 and 6abc) & Two (2) :30 units in each of our fifteen (15) Bethlehem Steel FC games on Service Electric Sport						
PHILADELPHIA Union Sponsorship Assets	2019 Season: 3/2/19 - 10/6/19	In-Stadium Graphics	LED Screen Graphics; Title Night Sponsor and Plaza Activation (6/8/19)						
PHILADELPHIA Union Sponsorship Assets	2019 Season: 3/2/19 - 10/6/19	Web Banners	Preseason social and videos; Halftime promotion and digital promotion						
WASHINGTON D.C. United Sponsorship Assets	2019 Season: 3/3/19 - 10/6/19	In-Stadium Graphics	Sponsor Promotional Night (6/26/19) including social, stadium LED graphics, program and e-newsletter inclusions plus more; One benchside field board during all home matches						
WASHINGTON D.C. United Sponsorship Assets	2019 Season: 3/3/19 - 10/6/19	:30 TV	One (1) :30 commercial spot- estimated at a total of twenty-four (24) locally televised broadcasts in the 2019 season.						
WASHINGTON D.C. United Sponsorship Assets	2019 Season: 3/3/19 - 10/6/19	Web Banners	Sweepstakes inclusion; Preseason Social Media integration; website banner ads						

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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					

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PRINT									
CANADA: Toronto Star	Wednesday, 10/2/19	Strip Ad	Brand USA-Canada Program/ Front Page Newspaper-Main News						
CANADA: Toronto Star	Friday, 10/4/19	Strip Ad	Brand USA-Canada Program/ Front Page Newspaper-Main News						
CANADA: Toronto Star	Sunday, 10/6/19	Strip Ad	Brand USA-Canada Program/ Front Page Newspaper-Main News						
CANADA: Toronto Star	Wednesday, 10/9/19	Strip Ad	Brand USA-Canada Program/ Front Page Newspaper-Main News						
CANADA: Toronto Star	Friday, 10/11/19	Strip Ad	Brand USA-Canada Program/ Front Page Newspaper-Main News						
CANADA: Toronto Star	Sunday, 10/13/19	Strip Ad	Brand USA-Canada Program/ Front Page Newspaper-Main News						
CANADA: Toronto Star	Wednesday, 10/16/19	Strip Ad	Brand USA-Canada Program/ Front Page Newspaper-Main News						
CANADA: Toronto Star	Sunday, 10/20/19	Strip Ad	Brand USA-Canada Program/ Front Page Newspaper-Main News						
CANADA: Toronto Star	Sunday, 10/27/19	Strip Ad	Brand USA-Canada Program/ Front Page Newspaper-Main News						
CANADA: Toronto Star	Wednesday, 10/30/19	Strip Ad	Brand USA-Canada Program/ Front Page Newspaper-Main News						
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					