

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

October 2020

ORLANDO					Estimated Impressions	Week of 10/5	Week of 10/12	Week of 10/19	Week of 10/26
Dates	Space	Details							
BROADCAST MEDIA									
ORLANDO: WESH (NBC) TV News Sponsorship Campaign	9/7/20-10/25/20	: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	9/7/20-10/25/20	: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	9/7/20-11/1/20	:30 Radio Spots	High-Indexing Station Formats: AC, Country, Rock, Soft AC, Classic Rock and News Talk	9,571,000					
OOH									
ORLANDO MCO Airport Campaign	Annual Campaign: 12/30/19-2/21/21	Display Posters	(28) Displays across (4) passenger tunnels - Annual Domination	50,280,000					
ORLANDO: Gas Station Digital Program	9/21/20-10/17/20	:30 Outdoor Video Spots	Outside Stations: (38) Gas Stations / 30-second spot with sound / 4-minute loop	7,200,000					
ORLANDO: Digital Bulletin Program	9/7/20-11/1/20	Display Posters	Digital BB's	29,988,420					
PRINT									
TAMPA BAY AREA									
Dates	Space	Details		Estimated Impressions	Week of 10/5	Week of 10/12	Week of 10/19	Week of 10/26	
BROADCAST MEDIA									
TAMPA/ST.PETE: Radio	9/7/20-11/1/20	:30 Radio Spots	High-Indexing Station Formats: AC, Country, Rock, Soft AC, Classic Rock and News Talk	12,024,000					
OOH									
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					
ST.PETE/CLEARWATER: Airport Campaign	4/6/20-10/18/20 & 10/19/20-2/9/21	Video Display Program	(4) 55" LCD Display Screens (Baggage), (10) and (30) video	8,949,792					
TAMPA/ST.PETE: Digital Bulletin Program	9/7/20-11/1/20	Display Posters	Digital BB's	29,988,420					
TAMPA/ST.PETE: Jolley Trolley Program	10/12/20-1/03/21	Side Displays	(20) trolley's , Value add: (2) 30" x 20" rear displays, (2) 24" x 20" rear displays	8,500,000					
TAMPA/ST.PETE: PSTA Bus Wrap & Looper Trolley Program	10/12/20-1/03/21	Bus Wraps	(1) Suncoast Beach Trolley Wrap, (1) Looper Trolley Wrap, (2) PSTA Bus Wraps, Value add: (3) PSTA Bus Wraps	20,500,000					
PRINT									
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					
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					
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							
Tampa Bay Beaches Chamber 2020 Visitors Guide	2020 Annual Publication	Full Page	Local Distribution						
St. Petersburg Visitors Guide (St. Petersburg Chamber)	2021 Annual Publication	Full Page	Local Distribution	80,000					
AMPLIFY Clearwater Vacation Guide	2021 Annual Publication	Full Page	Local Distribution						
FLORIDA									
Dates	Space	Details		Estimated Impressions	Week of 10/5	Week of 10/12	Week of 10/19	Week of 10/26	
BROADCAST MEDIA									
OOH									
Gainesville/Ocala: I-75 Billboard Program	Annual Campaign: 11/4/19 - 11/21/21	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					
VF Official Florida Vacation Guide	2021 Annual Program	2 Page Spread							
Best Beach Restaurant Magazine	2021 Annual Program	Full Page							
Florida Plus	2022 Annual Program	Full Page							
NATIONAL/ OUT OF STATE / NICHE									
Dates	Space	Details		Estimated Impressions	Week of 10/5	Week of 10/12	Week of 10/19	Week of 10/26	

BROADCAST MEDIA								
PRINT								
Gulf to Bay Magazine	2020 Annual Publication	Full Page						
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				
MIC of Colorado	2020 Issue	Full Page						
Atlanta Magazine	October Issue	Full Page		70,000				
PROMOTION								
U.S. Travel: Let's Go There	2020-2021	Silver Level	U.S. Travel Association – Let's Go There Coalition					
INTERNATIONAL	Dates	Space	Details	Estimated Impressions	Week of 10/5	Week of 10/12	Week of 10/19	Week of 10/26
MULTI-MEDIA MARKET								
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				
Canada								
Brazil								
Visit Florida Latin American Vacation Guide					Week of 10/5	Week of 10/12	Week of 10/19	Week of 10/26
UK								
Central Europe								
SPORTS MAERKETING PARTNERSHIPS	Dates	Space	Details	Estimated Impressions	Week of 10/5	Week of 10/12	Week of 10/19	Week of 10/26
Tampa Bay Rays	2020 Season	Multi-Media Partnership	One (1) OF Wall Sign for all Rays regular season home games (30 games) One (1) half-season of HP Rectangular Rotational exposure (15 games) One (1) half-inning of half-season Joint Home Plate Rotational Signage (Adding Left & Right Squares) (15 games) One (1) thirty-second (:30) radio spot during each broadcast of a Rays' regular season home or away game on the Rays Radio Network. One (1) live read during each broadcast of a Rays' regular season home or away game on the Rays Radio Network. One (1) full-page, four-color ad in each edition of the Inside Pitch magazine (currently, five issues per MLB season)	5,410,952				
Orlando City (MLS Soccer)	2020 Season	Multi-Media Partnership	Marketing Partnership - Professional Soccer / Digital: Sweepstakes inclusion: Preseason Social Media integration: website banner ads / In-Stadium: 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)	3,378,183				
Philadelphia Union (MLS Soccer)	2020 Season	Multi-Media Partnership	Marketing Partnership - Pre-season: Landing page, Game Recaps, Game day Social Media, Countdown to Clearwater, Practice Photos, Fan Event Photos, Co-branded Logo Regular Season: (1) 30-sec TV spot and (2) 60-second per game - (5) games total in August/September 2020	3,434,340				
D.C. United (MLS Soccer)	2020 Season	Multi-Media Partnership	•Presenting Partner of D.C. United Training Camp •Run of site digital advertising for six (6) months •One (1) :30 commercial spot for one (1) local broadcast •One (1) bench side field board for two (2) matches •Two (2) :30 commercial spots for all remaining regular season local match broadcasts – sixteen (16) total •One (1) bench side field board for remaining three (3) regular season home matches •One (1) minute of field-level LED for remaining three (3) regular season home matches •One (1) minute of field-level LED for remaining three (3) regular season home matches	1,958,925				