

ORLANDO				Estimated Impressions	Week of 9/6	Week of 9/13	Week of 9/20	Week of 9/27
Dates	Space	Details						
<b>BROADCAST MEDIA</b>								
ORLANDO: Broadcast Media In-State Radio	7/5/21-9/26/21	:30 Radio Spots	High-Indexing Station Formats: AC, Country, Rock, Soft AC, Classic Rock and News Talk		16,585,000			
ORLANDO: WESH (NBC) TV News Sponsorship Campaign	3/29/21-9/26/21	:10 Live Feed TV Spots	:10 Live Feed TV set schedule. 27 Live Camera Mentions/week		37,998,200			
<b>OOH</b>								
ORLANDO MCO Airport Campaign	Annual Campaign: 2/22/21-12/25/22	Display Posters	(28) Displays across (4) passenger tunnels - Annual Domination		40,224,000			
ORLANDO: Digital Bulletin Program	7/5/21-9/26/21	Display Posters	(13) Digital BB's		26,856,000			
<b>PRINT</b>								
<b>TAMPA BAY AREA</b>								
Dates	Space	Details		Estimated Impressions	Week of 9/6	Week of 9/13	Week of 9/20	Week of 9/27
<b>BROADCAST MEDIA</b>								
<b>OOH</b>								
TAMPA: TPA Airport Campaign	Annual Campaign: 1/11/21-1/10/23	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	2/8/21-2/6/22	Video Display Program	(4) 55" LCD Display Screens (Baggage), (10) and (30) video		8,949,792			
<b>PRINT</b>								
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			
Safety Harbor Visitor Guide	2020 Annual Publication	Full Page	Local Distribution		50,000			
Tampa Bay CityPASS Booklet Ad	2020 Annual Publication	2-sided Booklet Ad	Local Distribution					
Treasure Island & Madeira Beach Visitors Guide	2020 Annual Publication	Full Page	Local Distribution		50,000			
Palm Harbor Chamber Guide	2021 Annual Publication	Full Page	Local Distribution		50,000			
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					
Upper Tampa Bay Directory & Community Guide	2021 Annual Publication	Full Page	Local Distribution		50,000			
Tarpon Springs Chamber of Commerce Visitors Guide	2021 Annual Publication	Full Page	Local Distribution		20,000			
Tampa Bay Beaches (St. Pete Chamber) Guide	2021 Annual Publication	Full Page	Local Distribution		50,000			
Central Pinellas Chamber Guide	2021 Annual Publication	Full Page	Local Distribution		50,000			
Greater Seminole Area Chamber & Community Guide	2021 Annual Publication	Full Page	Local Distribution					
FSAE	2021 Annual Publication	Quarter Page	Local Distribution					
St. Pete Pride Guide	2021	Full Page/Back Cover						
Best Beach Restaurant Magazine	2021 Annual Program	Full Page						
Rays Inside Pitch - Issue 5	8/30/21-10/3/21	Full Page						
<b>FLORIDA</b>								
Dates	Space	Details		Estimated Impressions	Week of 9/6	Week of 9/13	Week of 9/20	Week of 9/27
<b>BROADCAST MEDIA</b>								
Jacksonville: Broadcast Media In-State Radio	7/5/21-9/26/21	:30 Radio Spots	High-Indexing Station Formats: AC, Country, Rock, Soft AC, Classic Rock and News Talk		12,585,000			
Ft. Myers-Naples: Broadcast Media In-State Radio	7/5/21-9/26/21	:30 Radio Spots	High-Indexing Station Formats: AC, Country, Rock, Soft AC, Classic Rock and News Talk		10,500,000			
<b>OOH</b>								
Gainesville/Ocala: I-75 Billboard Program	Annual Campaign: 11/23/20 - 11/21/21	Static Billboards	(3) Static Billboards		29,701,584			
Jacksonville: Digital Bulletin Program	7/5/21-9/26/21	Display Posters	(7) Digital BB's		12,025,000			
Ft. Myers-Naples: Digital Bulletin Program	7/5/21-9/26/21	Display Posters	(6) Digital BB's		9,800,000			
<b>PRINT</b>								
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			
Florida Plus	2021 Annual Program	Full Page						
Florida Golf Guide	Summer/Fall 2021	Full Page + Advertorial						
Ruth Eckerd Q3	Q3 2021	Full Page						
<b>NATIONAL/ OUT OF STATE / NICHE</b>								
Dates	Space	Details		Estimated Impressions	Week of 9/6	Week of 9/13	Week of 9/20	Week of 9/27
<b>BROADCAST MEDIA</b>								
Atlanta: Broadcast Media TV	6/7/21-9/13/21	:30	High indexing programming/networks		21,750,000			
Atlanta: Broadcast Media Radio	6/14/21-9/20/21	:30	High-Indexing Station Formats: AC, Country, Rock, Soft AC, Classic Rock and News Talk		26,585,000			
Indianapolis: Broadcast Media TV	6/7/21-9/13/21	:30	High indexing programming/networks		11,750,000			
Indianapolis: Broadcast Media Radio	6/14/21-9/20/21	:30	High-Indexing Station Formats: AC, Country, Rock, Soft AC, Classic Rock and News Talk		7,900,000			
Cincinnati: Broadcast Media TV	6/7/21-9/13/21	:30	High indexing programming/networks		11,750,000			
Cincinnati: Broadcast Media Radio	6/14/21-9/20/21	:30	High-Indexing Station Formats: AC, Country, Rock, Soft AC, Classic Rock and News Talk		6,585,000			
Nashville: Broadcast Media TV	6/7/21-9/13/21	:30	High indexing programming/networks		11,750,000			
Nashville: Broadcast Media Radio	6/14/21-9/20/21	:30	High-Indexing Station Formats: AC, Country, Rock, Soft AC, Classic Rock and News Talk		6,585,000			
CTV Campaign	6/7/21-9/19/21	:30	Programmatic		15,000,000			
<b>OOH</b>								
Atlanta: Digital Bulletin Program	6/28/21-9/19/21	Display Posters	(14) Digital BB's		56,800,000			
Indianapolis: Digital Bulletin Program	6/28/21-9/19/21	Display Posters	(8) Digital BB's		12,600,000			
Cincinnati: Digital Bulletin Program	6/28/21-9/19/21	Display Posters	(7) Digital BB's		12,600,000			

Nashville: Digital Bulletin Program	6/28/21-9/19/21	Display Posters	(8) Digital BB's	21,069,000					
<b>PRINT</b>									
New York Times (Sunday FSI Program)	9/12/21	Destination Publication	Columbus/Dayton/Cleveland/Akron/Pittsburg, Nashville, Cincinnati/Chicago/Indianapolis, Boston, Atlanta, Washington, D.C., Detroit, Minneapolis/St. Paul/Rochester/Duluth, Philadelphia	184,200					
Gulf to Bay Magazine	2021 Annual Publication	Full Page		500,000					
Visit Florida Magazine	2021 Annual Publication	2-Page Spread Ad	National Distribution	500,000					
Tampa Bay Visitors Guide	2021 Annual Publication	Full Page	National Distribution	100,000					
MIC of Colorado	2020 Issue	Full Page							
MNI: Luxury Network	September issue	Full Page	Elle Decor, Food & Wine, Town & Country, Martha Stewart Living	198,960					
OUTvoices Nashville	September issue	Full Page		8,641					
Nashville Lifestyles Magazine	September issue	Full Page		21,954					
Indianapolis Magazine	September issue	Full Page		37,573					
Cincinnati Magazine	September issue	Full Page		29,275					
Atlanta Magazine	September issue	Full Page	Plus an added-value advertorial.	69,975					
<b>PROMOTION</b>									
U.S. Travel: Let's Go There	2020-2021	Silver Level	U.S. Travel Association - Let's Go There Coalition						
<b>INTERNATIONAL</b>					Estimated Impressions	Week of 9/6	Week of 9/13	Week of 9/20	Week of 9/27
<b>MULTI-MEDIA MARKET</b>									
Brand USA Discovery Program	2019/2020	Multi-Media Partnership	Trade Program: Brand USA's official online agent training tool						
<b>Canada</b>						Week of 9/6	Week of 9/13	Week of 9/20	Week of 9/27
<b>Brazil</b>						Week of 9/6	Week of 9/13	Week of 9/20	Week of 9/27
<b>UK</b>						Week of 9/6	Week of 9/13	Week of 9/20	Week of 9/27
<b>Central Europe</b>						Week of 9/6	Week of 9/13	Week of 9/20	Week of 9/27
<b>SPORTS MARKETING PARTNERSHIPS</b>					Estimated Impressions	Week of 9/6	Week of 9/13	Week of 9/20	Week of 9/27
Tampa Bay Rays	2021 Season	Multi-Media Partnership	Rays Baseball Marketing Partnership / One (1) Live Mention on the Rays Radio Network in (162) Regular Season Games & One (1) :30 Recorded Spot on the Rays Radio Network in (162) Regular Season Games / In-Stadium: One (1) Outfield Wall sign during Rays home games at Tropicana Field Left, One (1) Half Inning Home Plate Rotator in (40) Rays Regular Season Home Games Two (2) 28" Modules / Print: Full-Page in 2021 Season Yearbook and all Inside Pitch Issues						
Philadelphia Union (MLS Soccer)	2021 Season	Multi-Media Partnership	Television Radio Social/Website Exposure Data Collection						
Philadelphia Phillies	2021 Season	Multi-Media Partnership	Phillies Baseball Marketing Partnership / Pre-season: (12) :30 commercials Spring Training TV, (32) :30 commercials Spring Training radio on WPHT, opportunity for on air interview - TV, (1) Print insertion in the Spring Training Program and Pocket Schedule / Regular Season: (20) :30 commercials on Over-the-Air TV (NBC10), (40) :30 commercials on cable TV (NBCSP), (162) :30 commercials on radio station WPHT, In-Stadium- (81) :30 ads on the Jumbo Video Board. (81 x4) :30 ads on the LED Side Message Board, (1) print insertion in the Pocket Schedule and Yearbook						
Toronto Blue Jays	2021 Season	Multi-Media Partnership	Starting July 30th, the Blue Jays moved to Toronto. Our benefits changed to: Digital mound branding for 1/2 inning per home game at Rogers Centre, Toronto, ON.						