

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

July 2020

ORLANDO					Estimated Impressions	Week of 7/6	Week of 7/13	Week of 7/20	Week of 7/27
Dates	Space	Details							
<b>BROADCAST MEDIA</b>									
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)				
<b>OOH</b>									
ORLANDO MCO Airport Campaign	Annual Campaign: 12/30/19-12/29/20	Display Posters	(28) Displays across (4) passenger tunnels - Annual Domination		50,280,000				
<b>PRINT</b>									
<b>TAMPA BAY AREA</b>									
Dates	Space	Details		Estimated Impressions	Week of 7/6	Week of 7/13	Week of 7/20	Week of 7/27	
<b>OOH</b>									
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				
<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				
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				
St. Petersburg Visitors Guide (St. Petersburg Chamber)	2020 Annual Publication	Full Page	Local Distribution		80,000				
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						
<b>FLORIDA</b>									
Dates	Space	Details		Estimated Impressions	Week of 7/6	Week of 7/13	Week of 7/20	Week of 7/27	
<b>BROADCAST MEDIA</b>									
<b>OOH</b>									
Gainesville/Ocala: I-75 Billboard Program	Annual Campaign: 11/4/19 - 11/1/20	Static Billboards	(3) Static Billboards		29,701,584				
<b>PRINT</b>									
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				
<b>NATIONAL/ OUT OF STATE / NICHE</b>									
Dates	Space	Details		Estimated Impressions	Week of 7/6	Week of 7/13	Week of 7/20	Week of 7/27	
<b>BROADCAST MEDIA</b>									
<b>PRINT</b>									
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							
COMPETE'S Sports Diversity Playbook	7/12/20	Full Page							
Atlanta Magazine	July Issue	Full Page			70,000				
Incentive Magazine	July/August	Page							
<b>PROMOTION</b>									

INTERNATIONAL				Estimated Impressions	Week of 7/6	Week of 7/13	Week of 7/20	Week of 7/27
MULTI-MEDIA MARKET								
Dates	Space	Details						
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				
<b>Canada</b>								
<b>Brazil</b>					Week of 7/6	Week of 7/13	Week of 7/20	Week of 7/27
Visit Florida Latin American Vacation Guide								
<b>UK</b>								
<b>Central Europe</b>								