

Visit St. Pete/Clearwater
MEDIA WATCH

June 2020

ORLANDO				Estimated Impressions	Week of 6/1	Week of 6/8	Week of 6/15	Week of 6/22	Week of 6/29
Dates	Space	Details							
BROADCAST MEDIA									
WESH (NBC) TV PSA/Bonus Spots	6/1/20 - 6/30/20	:30 TV Spot	VSPC3T2028H "Brighter Days Ahead" spot at 100%						
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)					
OOH									
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					
PRINT									
Orlando Sentinel	6/21/2020	FSI	Gulf To Bay Insert	30,000					
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 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					
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					
Tampa International Plaza - Brochure Distribution	2020 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	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						
FLORIDA									
BROADCAST MEDIA									
OOH									
Gainesville/Ocala: I-75 Billboard Program	Annual Campaign: 11/4/19 - 11/1/20	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					
NATIONAL/ OUT OF STATE / NICHE									
BROADCAST MEDIA									
Phillies Radio: "Best of" & Post-Season Game Re-Runs	4/1/20 - 6/30/20	:30 Radio Spot	VSPC3R2027 "Brighter Days Ahead" spot at 100%						
Phillies TV: Game Rebroadcasts	4/1/20 - 6/30/20	:30 TV Spot	VSPC3T2028H "Brighter Days Ahead" spot at 100%						
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							

Meetings & Conventions Magazine	May-June 2020	Full Page								
Atlanta Magazine	6/1/20	Full Page			70,000					
PROMOTION										
INTERNATIONAL										
	Dates	Space	Details		Estimated Impressions	Week of 6/1	Week of 6/8	Week of 6/15	Week of 6/22	Week of 6/29
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 6/1	Week of 6/8	Week of 6/15	Week of 6/22	Week of 6/29
UK										
Central Europe										