

Visit St Pete-Clearwater
FY24 Media Plan

Fall-Winter Media Plan October '23-March '24	2023												2024																																															
	September				October				November				December				January			February			March			April			May			June			July			August			September			October																
	28	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	5	12	19	26	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	2	9	16	23	30	7	14
General Market (Consumer Travel)																																																												
National / Regional																																																												
Print Media:																																																												
2024 Visit Florida Magazine • 2-Page Spread Placement • 300,000 Total Distribution Nationally (200,000 print, 50,000 post/flyer, 50,000 eGuide)																																																												
2023 Annual - Placed and paid in FY22 2024 Annual D: 9/1 (PLACED)																																																												
2023-24 Visit Tampa Bay Destination Guide • Full Page, 4C • 100,000 Total Distribution Nationally (Plus eGuide Distribution)																																																												
2023-24 Annual 2024-25 Annual Placed FY23																																																												
Conde Nast Traveler Magazine • Visit Florida Co-op • Full Page, 4C + Full Page Advertorial (Spreadvertorial) • 708,748 Total Distribution Nationally																																																												
November '23 D: 8/3 (PLACED)																																																												
Bon Appetit Magazine • Visit Florida Co-op • Full Page, 4C + Full Page Advertorial (Spreadvertorial) • 1,506,015 Total Distribution Nationally																																																												
December '23 D: 10/2 (PLACED)																																																												
Garden & Gun Magazine • Visit Florida Co-op • Full Page, 4C + Full Page Advertorial • Circulation: 406,543 national																																																												
December '23 / January '24 D: 9/11 (PLACED)																																																												
April / May '24 D: 1/8 (PLACED)																																																												
AFAR Magazine • Visit Florida Co-op • Full Page, 4C + Full Page Advertorial • Circulation: 293,038 national																																																												
Winter '24 Issue D: 10/2 (PLACED)																																																												
Spring '24 Issue D: 2/13 (PLACED)																																																												
Magnolia Magazine (New Marketing Partner in FY24) • Visit Florida Co-op • Full Page, 4C (Advertorial Section) - 139 Index • Circulation: 1,078,168 national																																																												
November/December '23 D: 8/4 (PLACED)																																																												
February/March '24 D: 11/1 (PLACED)																																																												
New York Times: Sunday Magazine • Full Page, 4C • National Distribution: Over 60% outside city of New York • Circulation: 813,936																																																												
9/24/23 11/12/23 T-Magazine "Winter Issue - Florida Travel" D: 9/1 (PLACED)																																																												
3/24/24 Voyages Magazine "Spring Issue - Florida Travel" D: 2/19 (PLACED)																																																												
Broadcast Media:																																																												
Winter Co-op (Gold): Linear Television • Visit Florida Co-op > National linear TV (Advanced TV) + Auto content recognition + Mobile remarketing - Dedicated VSPC spot! • Target Markets: Atlanta, Boston, Chicago, New York, Philadelphia, Washington DC, Houston, Dallas, Louisiana, Alabama, Mississippi, Baltimore, Detroit, • Estimated Impressions: 7.0M																																																												
1/15/24-2/11/24 D: 12/22 (PLACED)																																																												
Adswerve, Inc. - Digital Monitoring/Reporting (Annual Contingency)																																																												
Developmental Markets																																																												
Broadcast Media:																																																												
Broadcast Media: Linear Television-Cable • (30) second spots • Demo: Adults 25-64 • Daypart Mix: EM 25% / DT 5% / EN 25% / PA 5% / PT 8% / LN 25% / LF 7% • High indexing networks/programming: NBC, CBS, ABC, FOX, Cable (Zip Targeting)																																																												
Chicago DMA • Cable Only: Hyper-zip targeted + Direct Response Technology • 14.8M estimated impressions																																																												
Week of 9/4/23																																																												
VF National TV 100 GRPs / Week																																																												
Atlanta DMA • Cable Only: Hyper-zip targeted + Direct Response Technology • 11.2M estimated impressions																																																												
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VF National TV 100 GRPs / Week																																																												
Indianapolis DMA • Cable Only: Hyper-zip targeted + Direct Response Technology • 4.4M estimated impressions																																																												
Week of 9/4/23																																																												
VF National TV 100 GRPs / Week																																																												
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Minneapolis DMA Week of 9/4/23 100 GRPs / Week																																																												

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<ul style="list-style-type: none"> Cable Only: Hyper-zip targeted + Direct Response Technology 7.0M estimated impressions 													<div style="background-color: #0070C0; color: white; padding: 2px;">VF National TV</div>																																															
<ul style="list-style-type: none"> Detroit DMA Cable Only: Hyper-zip targeted + Direct Response Technology 7.2M estimated impressions 	Week of 9/4/23												<div style="background-color: #0070C0; color: white; padding: 2px;">VF National TV</div>																																															
<ul style="list-style-type: none"> Broadcast Media: Radio (30) second spots + promotional partnerships/influencers Demo: Adults 25-64 Daypart Mix: AM 25% / MD 25% / PM 25% / EV 15% / SS 10% High indexing formats: AC, Country, Rock, Soft AC, Classic Rock, News Talk, NPR, African-American, Hispanic 													<div style="background-color: #0070C0; color: white; padding: 2px;">100 GRPs / Week</div>																																															
<ul style="list-style-type: none"> Chicago DMA 18.8M estimated impressions 	Weeks of 8/28 and 9/11												<div style="background-color: #0070C0; color: white; padding: 2px;">100 GRPs / Week</div>																																															
<ul style="list-style-type: none"> Atlanta DMA 12.4M estimated impressions 	Weeks of 8/28 and 9/11												<div style="background-color: #0070C0; color: white; padding: 2px;">100 GRPs / Week</div>																																															
<ul style="list-style-type: none"> Indianapolis DMA 3.9M estimated impressions 	Weeks of 8/28 and 9/11												<div style="background-color: #0070C0; color: white; padding: 2px;">100 GRPs / Week</div>																																															
<ul style="list-style-type: none"> Minneapolis DMA 6.7M estimated impressions 	Weeks of 8/28 and 9/11												<div style="background-color: #0070C0; color: white; padding: 2px;">100 GRPs / Week</div>																																															
<ul style="list-style-type: none"> Detroit DMA 8.5MM estimated impressions 	Weeks of 8/28 and 9/11												<div style="background-color: #0070C0; color: white; padding: 2px;">100 GRPs / Week</div>																																															
<ul style="list-style-type: none"> New York DMA 2.9MM estimated impressions 													<div style="background-color: #0070C0; color: white; padding: 2px;">iHeart Santa Activation</div>																																															
<ul style="list-style-type: none"> Out-of-Home Media: 													<div style="background-color: #0070C0; color: white; padding: 2px;">11/6-12/3 (Promotion) + 12/3 (Event)</div>																																															
<ul style="list-style-type: none"> Chicago DMA Digital Billboard Network: 30 locations hyper targeted to align with cable HH's 157.7M estimated impressions 	8/21/23-9/17/23				(1.5) 4-week periods (10/2/23-11/12/23)												(2) 4-week periods (2/5/24-3/31/24)																																											
<ul style="list-style-type: none"> Exposed Mobile Retargeting 3.5M estimated impressions 	8/21/23-9/17/23																																																											
<ul style="list-style-type: none"> Gas Station TV: 176 stations / 1762 screens hyper targeted to align with cable HH's 11.2M estimated impressions 	8/21/23-9/17/23																																																											
<ul style="list-style-type: none"> Digital EV Charging Station: 33 screens / :08 second duration - (179 index Tesla ownership) 9.8M estimated impressions 	8/21/23-9/17/23																																																											
<ul style="list-style-type: none"> Carvertise VSPC Vehicle Fleet (20 cars): Partial Vehicle Wrap + Collateral Distribution and Driver Brand 8.2M estimated impressions 	8/28/23-9/24/23																																																											
<ul style="list-style-type: none"> Atlanta DMA Digital Billboard Network: 21 locations hyper targeted to align with cable HH's 170.8MM estimated impressions 	8/21/23-9/17/23				(1.5) 4-week periods (10/2/23-11/12/23)												(2) 4-week periods (2/5/24-3/31/24)																																											
<ul style="list-style-type: none"> Exposed Mobile Retargeting 3.5M estimated impressions 	8/21/23-9/17/23																																																											
<ul style="list-style-type: none"> Gas Station TV: 114 stations / 902 screens hyper targeted to align with cable HH's 3.8M estimated impressions 	8/21/23-9/17/23																																																											
<ul style="list-style-type: none"> Digital EV Charging Station: 45 screens / :08 second duration - (179 index Tesla ownership) 7.9M estimated impressions 	8/21/23-9/17/23																																																											
<ul style="list-style-type: none"> Carvertise VSPC Vehicle Fleet (20 cars): Partial Vehicle Wrap + Collateral Distribution and Driver Brand 8.2M estimated impressions 	8/28/23-9/24/23																																																											
<ul style="list-style-type: none"> Out-of-Home Media: 																																																												
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• Digital Billboard Network: 5 locations hyper targeted to align with cable HH's • 23.1MM estimated impressions • Exposed Mobile Retargeting • 2.5M estimated impressions • Gas Station TV: 13 stations / 113 screens hyper targeted to align with cable HH's • 789K estimated impressions • Digital EV Charging Station: 45 screens / :08 second duration - (179 index Tesla ownership) • 1.5K estimated impressions • Carvertise VSPC Vehicle Fleet (20 cars): Partial Vehicle Wrap + Collateral Distribution and Driver Brand • 8.2M estimated impressions Minneapolis DMA • Digital Billboard Network: 9 locations hyper targeted to align with cable HH's • 37.8MM estimated impressions • Exposed Mobile Retargeting • 3.5M estimated impressions • Gas Station TV: 153 stations / 1730 screens hyper targeted to align with cable HH's • 8.9M estimated impressions • Carvertise VSPC Vehicle Fleet (20 cars): Partial Vehicle Wrap + Collateral Distribution and Driver Brand • 8.2M estimated impressions Detroit DMA • Digital Billboard Network: 11 locations hyper targeted to align with cable HH's • 67.1MM estimated impressions • Exposed Mobile Retargeting • 3.5M estimated impressions • Gas Station TV: 57 stations / 521 screens hyper targeted to align with cable HH's • 3.1M estimated impressions • Digital EV Charging Station: 22 screens / :08 second duration - (179 index Tesla ownership) • 3.1M estimated impressions • Carvertise VSPC Vehicle Fleet (20 cars): Partial Vehicle Wrap + Collateral Distribution and Driver Brand • 8.2M estimated impressions Print Media: MplsSt Paul Magazine • Full Page, 4-color • Premium Position: Opposite Table of Contents (Bonus: June-October) • Total Circulation: 67,155 Mpls + VSPC Branded Content Series • 2-Page Spread (Pages 2 & 3) • Full Page VSPC Ad Creative + Full Page Advertorial written by Studio MSP • 6x Content Series (January-September) • Value add: 6x inclusion in Daily Enewsletter - Package Value: \$152,460 Hour Detroit Magazine • Full Page, 4-color • Total Circulation: 48,265 Indianapolis Monthly Magazine • Full Page, 4-color • Total Circulation: 37,573 Chicago Magazine																																																																									
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<ul style="list-style-type: none"> • Full Page, 4-color • Total Circulation: 105,000 <p>Chicago + VSPC Branded Content Series</p> <ul style="list-style-type: none"> • 2-Page Spread (Pages 2 & 3) • Full Page VSPC Ad Creative + Full Page Advertorial written by Chicago Design Studio • 6x Content Series (January-September) • Value add: Barker ad (750x504) on home page linking to microsite; 600K ROS Banners; 6x Dedicated Email driving to microsite - Package Value: \$215,750 <p>Atlanta Magazine</p> <ul style="list-style-type: none"> • Full Page, 4-color • Total Circulation: 65,091 <p>ATL + VSPC Branded Content Series</p> <ul style="list-style-type: none"> • 2-Page Spread (Cover 2 + Page 1) • Full Page VSPC Ad Creative + Full Page Advertorial written by AM Studio • 6x Content Series (January-September) • Value add: Expanded Content on atlantamagazine.com; 6x email blast; 6x FB & IG social post; video inclusion - Package Value: \$232,625 																																																												
Maintenance Markets																																																												
<p>Broadcast Media:</p> <p>Broadcast Media: Television</p> <p>Orlando DMA</p> <ul style="list-style-type: none"> • WESH News Sponsorship Program • 10-second Beach Cam Mention (783 total mentions) • 15-second Recorded Overlay at 6pm News (96 total mentions) • Monthly Contest Overlay - 5-second mentions (120 mentions) • 163.2MM estimated impressions <p>Broadcast Media: Radio</p> <ul style="list-style-type: none"> • (30) second spots + promotional partnerships/influencers • Demo: Adults 25-64 • Daypart Mix: AM 25% / MD 25% / PM 25% / EV 15% / SS 10% • High indexing formats: AC, Country, Rock, Soft AC, Classic Rock, News Talk, NPR, African-American, Hispanic <p>Orlando MSA</p> <ul style="list-style-type: none"> • 8.0M estimated impressions <p>Jacksonville MSA</p> <ul style="list-style-type: none"> • 5.1M estimated impressions <p>Miami-Ft Lauderdale MSA</p> <ul style="list-style-type: none"> • 14.8M estimated impressions <p>Tampa-St Pete MSA</p> <ul style="list-style-type: none"> • Value of Tourism Campaign • WDAE-FM; WFLA-AM; WFLZ-FM; WMTX-FM; WFUS-FM (30-second spots) • Ryan Gorman interviews with Brian on WFLA-AM • 1,073 mentions / 5,859,200 impressions <p>Nashville DMA</p> <ul style="list-style-type: none"> • 5.8M estimated impressions <p>Cincinnati DMA</p> <ul style="list-style-type: none"> • 6.7M estimated impressions <p>Out-of-Home Media:</p> <p>Orlando DMA</p> <ul style="list-style-type: none"> • Digital Billboard Network: 12 locations hyper targeted to high indexing HH's • 41.3MM estimated impressions <ul style="list-style-type: none"> • Exposed Mobile Retargeting • 2.5M estimated impressions <ul style="list-style-type: none"> • Gas Station TV: 57 stations / 491 screens hyper targeted to align with VSPC Persona • 2.8M estimated impressions <ul style="list-style-type: none"> • MCO Airport: Passenger Tunnel Wraps - Exclusive VSPC Domination • (28) Displays (4) Passenger Tunnels • 40.2MM estimated impressions 	<table border="1" style="width: 100%; height: 600px; border-collapse: collapse;"> <tr> <td style="width: 33%; vertical-align: top;"> <p>8/28/23-9/24/23</p> <p>9/25/23-3/31/24</p> <p>Weeks of 8/28 and 9/11</p> <p>Weeks of 8/28 and 9/11</p> <p>Weeks of 8/28 and 9/11</p> <p>Weeks of 8/28 and 9/11</p> <p>November '23 - April '24</p> <p>Weeks of 8/28 and 9/11</p> <p>Weeks of 8/28 and 9/11</p> <p>8/21/23-9/17/23</p> <p>8/21/23-9/17/23</p> <p>8/21/23-9/17/23</p> <p>12/26/22-12/24/23</p> </td> <td style="width: 33%; vertical-align: top;"> <p>D: 9/13 (PLACED)</p> <p>D: 12/11 (PLACED)</p> <p>D: 10/2 (PLACED)</p> <p>D: 12/1 (PLACED)</p> <p>D: 1/5 (PLACED)</p> <p>D: 12/1 (PLACED)</p> <p>D: 1/10</p> <p>D: 2/10</p> <p>D: 3/1</p> <p>D: 4/1</p> <p>D: 6/10</p> <p>D: 7/10</p> <p>D: 12/1 (PLACED)</p> <p>D: 1/5 (PLACED)</p> <p>D: 12/1</p> <p>D: 2/10</p> <p>D: 4/10</p> <p>D: 5/10</p> <p>D: 6/10</p> <p>D: 7/10</p> </td> <td style="width: 33%; vertical-align: top;"> <p>March '24</p> <p>April '24</p> <p>May '24</p> <p>June / July '24</p> <p>August '24</p> <p>September '24</p> <p>March '24 (VF Co-op)</p> <p>February '24</p> <p>April '24</p> <p>June '24</p> <p>July '24</p> <p>August '24</p> <p>September '24</p> <p>100 GRPs / Week</p> <p>100 GRPs / Week</p> <p>100 GRPs / Week</p> <p>(3) 4-week periods (1/15/24-4/7/24)</p> <p>(1.5) 4-week periods (10/2/23-11/12/23)</p> <p>(3) 4-week periods (1/15/24-4/7/24)</p> <p>12/25/23-12/24/24: (13) 4-week periods</p> </td> </tr> </table>																																	<p>8/28/23-9/24/23</p> <p>9/25/23-3/31/24</p> <p>Weeks of 8/28 and 9/11</p> <p>Weeks of 8/28 and 9/11</p> <p>Weeks of 8/28 and 9/11</p> <p>Weeks of 8/28 and 9/11</p> <p>November '23 - April '24</p> <p>Weeks of 8/28 and 9/11</p> <p>Weeks of 8/28 and 9/11</p> <p>8/21/23-9/17/23</p> <p>8/21/23-9/17/23</p> <p>8/21/23-9/17/23</p> <p>12/26/22-12/24/23</p>	<p>D: 9/13 (PLACED)</p> <p>D: 12/11 (PLACED)</p> <p>D: 10/2 (PLACED)</p> <p>D: 12/1 (PLACED)</p> <p>D: 1/5 (PLACED)</p> <p>D: 12/1 (PLACED)</p> <p>D: 1/10</p> <p>D: 2/10</p> <p>D: 3/1</p> <p>D: 4/1</p> <p>D: 6/10</p> <p>D: 7/10</p> <p>D: 12/1 (PLACED)</p> <p>D: 1/5 (PLACED)</p> <p>D: 12/1</p> <p>D: 2/10</p> <p>D: 4/10</p> <p>D: 5/10</p> <p>D: 6/10</p> <p>D: 7/10</p>	<p>March '24</p> <p>April '24</p> <p>May '24</p> <p>June / July '24</p> <p>August '24</p> <p>September '24</p> <p>March '24 (VF Co-op)</p> <p>February '24</p> <p>April '24</p> <p>June '24</p> <p>July '24</p> <p>August '24</p> <p>September '24</p> <p>100 GRPs / Week</p> <p>100 GRPs / Week</p> <p>100 GRPs / Week</p> <p>(3) 4-week periods (1/15/24-4/7/24)</p> <p>(1.5) 4-week periods (10/2/23-11/12/23)</p> <p>(3) 4-week periods (1/15/24-4/7/24)</p> <p>12/25/23-12/24/24: (13) 4-week periods</p>																								
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Annual Planners' Guide to Sports, Commissions, CVBs & Venues <ul style="list-style-type: none"> Full Page, 4C + Full Page Advertorial 	2024 Annual																																															
Sports Events Magazine <ul style="list-style-type: none"> Full Page, 4C Reaches qualified sports events planners, league managers, directors and associations Total Circulation: 18,014 	October '23				D: 11/15				January '24				D: 12/20				March '24 (Bonus FP Advertorial)				D: 2/10				May '24				D: 4/13				October '24				D: 9/10											
E-Newsletter Sponsorship <ul style="list-style-type: none"> Weekly email deployment to over 4,900 opt-in subscribers (Top Banner Position) 					12/13								2/14								4/10								6/12				7/10				8/14				9/11							
NorthStar Meetings/Events Group: Sports Travel & TEAMS Sports Travel Magazine <ul style="list-style-type: none"> Full Page, 4C 45,000 Circulation (digital magazine + Hyper-link from ad) Sports Travel Dedicated Targeted Email Program <ul style="list-style-type: none"> Dedicated HTML Email to Sports/Events Planners - Custom List 12,000 per deployment (\$2,520 net) 																	April '24 (Spring Issue)				D: 2/1				4/15				Sports ETA Symposium				9/9				TEAMS '24				October '24 (Fall Issue)				D: 8/1			
Sports Travel E-Newsletter Sponsorship <ul style="list-style-type: none"> Horizontal Banner 600x100 (Leaderboard) Package: (2x per month) - Every other week (Wednesday) 40,000 opt-in subscribers per deployment = 80K per month Sports Travel E-Newsletter #Showcase Takeover <ul style="list-style-type: none"> Prime 'Exclusive' Showcase position on Sports Travel weekly e-newsletter - Photos, Captions and links to SportsSPC.com Package: (2x per month) - Every other week (Wednesday) - Each deployment can be an unique showcase ad 40,000 opt-in subscribers per deployment = 80K per month 													2/5				2/19				3/4				3/18												7/8				7/22							
Sports Planning Guide (SPG) Annual Sports Planning Guide <ul style="list-style-type: none"> Full Page, 4C + Two Pages of Advertorial Space (Print and Online) Florida Sports Guide Section - Reprints Publishes in June (12,000 distribution) 	2023-24 Annual Sports Planning Guide																																															
Feature Destination - SportsPlanningGuide.com <ul style="list-style-type: none"> Home Page Feature - Promoted with enewsletter and social media channels (LinkedIn) 75 WOC; Contact Information; Large Horizontal Image; Direct Link to VSPC Site Guaranteed (1) Month - Typically stays live for 3-4 months 	February 2024																																															
Weekly Email Newsletter to Sports Planners <ul style="list-style-type: none"> 728 x 90 TOP Position Banner (Premium) 5,000+ Weekly Opt-in Subscribers 26-week Program 	January-June 2024																																															
Video Promotion - SportsPlanningGuide.com <ul style="list-style-type: none"> Video is housed on the video TAB of the Home Page Annual Program Promoted on the enewsletter and social media Channels (LinkedIn) 	2023-24 Annual Video Promotion Program																																															
	March '24-February '25																																															
	D: 5/1																																															
	D: 1/15/24																																															