

Visit St Pete-Clearwater
FY23 Media Plan

Updated: May 3, 2023

FY23 Media Plan October '22-September '23	2022					2023																																																		
	October					November					December				January				February				March				April				May				June				July				August				September				October					
	26	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	6	13	20	27	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11	18	25	2	9	16
General Market (Consumer Travel)																																																								
National / Regional																																																								
Print Media: 2023 Visit Florida Magazine • 2-Page Spread Placement • 500,000 Total Distribution Nationally (300,000 print, 100,000 post/flyer, 100,000 eGuide)	2022 Annual - Placed and paid in FY22																				2023 Annual																																			
	Placed FY22																				D: 9/16																																			
2023-24 Visit Tampa Bay Destination Guide • Full Page, 4C • 100,000 Total Distribution Nationally (Plus eGuide Distribution)	2022-23 Annual																				2023-24 Annual																																			
	Placed FY22																				D: 2/10																																			
Conde Nast Traveler Magazine • Visit Florida Co-op • Full Page, 4C • 708,748 Total Distribution Nationally						November '22										April / May '23					May/June '23 (5/3/23 on-sale): "The Hot List" Issue																																			
						D: 8/1										D: 1/26					D: 3/1																																			
Bon Appetit Magazine • Visit Florida Co-op • Full Page, 4C • 1,506,015 Total Distribution Nationally						November '22															May '23 (4/26/23 on-sale): "Travel" Issue																																			
						D: 8/1															D: 2/14																																			
Garden & Gun Magazine • Visit Florida Co-op • Full Page, 4C + Full Page Advertorial • Circulation: 414,764 national						December '22															Spring '23 Issue (4/25/23 on-sale)																																			
						D: 9/22															D: 2/24																																			
AFAR Magazine • Visit Florida Co-op • Full Page, 4C + Full Page Advertorial • Circulation: 414,764 national											Winter '23 Issue (12/13/22 on-sale)															June '23-August '23 Issue																														
											D: 10/25															D: 3/17																														
AAA Living (South) • Visit Florida Co-op • Full Page, 4C + Full Page Advertorial • States of Florida and Georgia Editions • Circulation: 1,900,000						11/13/22															3/26/23					5/14/23					6/25/23					8/20/23					9/24/23															
						T-Magazine "Winter Travel"															Voyages Magazine "Spring Issue"					T-Magazine "Summer Travel"					NYT Magazine					NYT Magazine					T-Magazine "Design & Luxury"															
						D: 9/27															D: 2/24					D: 3/28					D: 5/26					D: 7/21					D: 8/8															
New York Times: Sunday Magazine • Full Page, 4C • National Distribution: Over 50% outside city of New York • Circulation: 861,267																																																								
Broadcast Media: Winter Co-op (Gold): Linear Television • Visit Florida Co-op • > National linear TV (Advanced TV) + Auto content recognition + Mobile remarketing • Target Markets: Atlanta, Boston, Chicago, New York, Philadelphia, Washington DC, Houston, Dallas, Louisiana, Alabama, Mississippi, Baltimore, Detroit, Indianapolis, Nashville, Raleigh, St. Louis, Minneapolis • Estimated Impressions: 7.0M																					4-week Flight (1/2-1/29)																																			
																					Placed FY23																																			
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 • 49.5M estimated impressions											100 GRP's / Week																				100 GRP's / Week																									
Atlanta DMA • Cable Only: Hyper-zip targeted + Direct Response Technology • 49.1M estimated impressions											100 GRP's / Week																				100 GRP's / Week																									
Indianapolis DMA											100 GRP's / Week																				100 GRP's / Week																									

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<ul style="list-style-type: none"> Cable Only: Hyper-zip targeted + Direct Response Technology 15.1M estimated impressions 																																																																	
Developmental Markets																																																																	
Broadcast Media:																																																																	
<u>Minneapolis DMA</u>																																																																	
<ul style="list-style-type: none"> Cable Only: Hyper-zip targeted + Direct Response Technology 24.1M estimated impressions 						100 GRP's / Week																				100 GRP's / Week																																							
						█																				█																																							
<u>Detroit DMA</u>																																																																	
<ul style="list-style-type: none"> Cable Only: Hyper-zip targeted + Direct Response Technology 23.8M estimated impressions 						100 GRP's / Week																				100 GRP's / Week																																							
						█																				█																																							
Broadcast Media: Radio																																																																	
<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 																																																																	
<u>Chicago DMA</u>																																																																	
65.6M estimated impressions											100 GRP's / Week																				100 GRP's / Week																																		
											█																				█																																		
<u>Atlanta DMA</u>																																																																	
41.4M estimated impressions											100 GRP's / Week																				100 GRP's / Week																																		
											█																				█																																		
<u>Indianapolis DMA</u>																																																																	
12.2M estimated impressions											100 GRP's / Week																				100 GRP's / Week																																		
											█																				█																																		
<u>Minneapolis DMA</u>																																																																	
23.2M estimated impressions											100 GRP's / Week																				100 GRP's / Week																																		
											█																				█																																		
<u>Detroit DMA</u>																																																																	
27.4M estimated impressions											100 GRP's / Week																				100 GRP's / Week																																		
											█																				█																																		
Out-of-Home Media:																																																																	
<u>Chicago DMA</u>																																																																	
Digital Billboard Network: 30 locations hyper targeted to align with cable HH's						(3) 4-week Periods																									(4) 4-week Periods																																		
157.7M estimated impressions						█																									█																																		
																															Includes 3.0M Exposed Mobile Retargeting Banners																																		
Gas Station TV: 176 stations / 1762 screens hyper targeted to align with cable HH's						(3) 4-week Periods																														(4) 4-week Periods																													
11.2M estimated impressions						█																									█																																		
																															Includes 3.0M Exposed Mobile Retargeting Banners																																		
Digital EV Charging Station: 33 screens / :08 second duration - (179 index Tesla ownership)						(3) 4-week Periods																														(4) 4-week Periods																													
9.8M estimated impressions						█																									█																																		
																															Includes 3.0M Exposed Mobile Retargeting Banners																																		
Movie Theater: Prime position 30 sec spot / 23 venues / 242 screens hyper targeted to align with cable HH's											(1) 4-week period																																																						
930K estimated impressions - (121 index movie goers)											█																																																						
3.0M estimated impressions																																																																	
Carvertise VSPC Vehicle Fleet (20 cars): Partial Vehicle Wrap + Collateral Distribution and Driver Brand Engagement																																																																	
8.2M estimated impressions																																									█																								
																																									Includes Production/Installation																								
<u>Atlanta DMA</u>																																																																	
Digital Billboard Network: 21 locations hyper targeted to align with cable HH's						(3) 4-week Periods																														(4) 4-week Periods																													
170.8M estimated impressions						█																									█																																		
																															Includes 3.0M Exposed Mobile Retargeting Banners																																		
Gas Station TV: 114 stations / 902 screens hyper targeted to align with cable HH's						(3) 4-week Periods																														(4) 4-week Periods																													
3.8M estimated impressions						█																									█																																		
																															Includes 3.0M Exposed Mobile Retargeting Banners																																		
Digital EV Charging Station: 45 screens / :08 second duration - (179 index Tesla ownership)						(3) 4-week Periods																														(4) 4-week Periods																													
7.9M estimated impressions						█																									█																																		
																															Includes 3.0M Exposed Mobile Retargeting Banners																																		
Carvertise VSPC Vehicle Fleet (20 cars): Partial Vehicle Wrap + Collateral Distribution and Driver Brand Engagement																																																																	
7.4M estimated impressions																																				█																													
																																				Includes Production/Installation																													
Out-of-Home Media:																																																																	
<u>Indianapolis DMA</u>																																																																	
Digital Billboard Network: 5 locations hyper targeted to align with cable HH's						(3) 4-week Periods																														(4) 4-week Periods																													
23.1M estimated impressions						█																									█																																		
																															Includes 1.5M Exposed Mobile Retargeting Banners																																		
																																				(4) 4-week Periods																													

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Maintenance Markets																																																								
Broadcast Media:																																																								
Broadcast Media: Television																																																								
<u>Orlando DMA</u>																																																								
<ul style="list-style-type: none"> WESH News Sponsorship Program 10-second spot (2,288 total mentions) 135.2MM estimated impressions 																																																								
10/24/22-3/26/23																																																								
Delayed Launch - Hurricane Ian																																																								
3/27/23-9/25/23																																																								
Broadcast Media: Radio																																																								
<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 																																																								
<u>Orlando MSA</u>																																																								
15.8M estimated impressions																																																								
<u>Jacksonville MSA</u>																																																								
10.2M estimated impressions																																																								
<u>Tampa-St Pete MSA</u>																																																								
<ul style="list-style-type: none"> Steve Hayes Interviews - WFLA-AM (Tampa-St Pete) (1x) 3-5 minute interview with Steve Hayes and any other guests per month (10x) :15 second commercial announcements to promote the interview both before and after it airs \$2,000 net each month, with this cost also covering talent and production fees 																																																								
March-December '23																																																								
<u>Nashville DMA</u>																																																								
12.2M estimated impressions																																																								
<u>Cincinnati DMA</u>																																																								
13.4M estimated impressions																																																								
Out-of-Home Media:																																																								
<u>Orlando DMA</u>																																																								
<ul style="list-style-type: none"> Digital Billboard Network: 12 locations hyper targeted to high indexing HH's 41.3MM estimated impressions 																																																								
(2) 4-week Periods																																																								
(4) 4-week Periods																																																								
Includes 1.5M Exposed Mobile Retargeting Banners																																																								
<ul style="list-style-type: none"> Gas Station TV: 57 stations / 491 screens hyper targeted to align with VSPC Persona 2.8M estimated impressions 																																																								
(3) 4-week Periods																																																								
(4) 4-week Periods																																																								
Includes 1.5M Exposed Mobile Retargeting Banners																																																								
<ul style="list-style-type: none"> GymTV: Non-sound video or static spots play overhead screens within a skinned frame (15-second) - 6 gyms 1.2M estimated impressions - (142 index gym memberships) 																																																								
(4) 4-week Periods																																																								
MCO Airport: Passenger Tunnel Domination																																																								
<ul style="list-style-type: none"> (28) Displays in all (4) Passenger Tunnels - Exclusive domination Program 40.5MM estimated impressions 																																																								
11/28/22-12/25/22 (1) Period - FY22																																																								
12/26/22-12/24/23 (13) 4-week periods - FY23																																																								
<u>Jacksonville DMA</u>																																																								
<ul style="list-style-type: none"> Digital Billboard Network: 10 locations hyper targeted to high indexing HH's 26.8MM estimated impressions 																																																								
(2) 4-week Periods																																																								
(4) 4-week Periods																																																								
Includes 1.5M Exposed Mobile Retargeting Banners																																																								
<ul style="list-style-type: none"> Gas Station TV: 41 stations / 402 screens hyper targeted to align with VSPC Persona 2.4M estimated impressions 																																																								
(3) 4-week Periods																																																								
(4) 4-week Periods																																																								
Includes 1.5M Exposed Mobile Retargeting Banners																																																								
<u>Tampa St Pete DMA</u>																																																								
<ul style="list-style-type: none"> TPA Airport: Passenger Shuttle Domination Program - Exclusive VSPC Domination (16) Shuttles / (16) Lobby Doors / (32) Baggage Claim LCD / (7) Baggage Claim Video Walls 65.5MM estimated impressions 																																																								
11/14/22-1/8/23 (2) 4-week periods - FY22																																																								
1/9/23-11/12/23 (11) 4-week periods - FY23																																																								
Contract Period: 8/1/22-8/31/23																																																								
PLACED - FY22 Budgets																																																								
<u>Nashville DMA</u>																																																								
<ul style="list-style-type: none"> Digital Billboard Network: 6 locations hyper targeted to high indexing HH's 40.7MM estimated impressions 																																																								
(2) 4-week Periods																																																								
(4) 4-week Periods																																																								
Includes 1.5M Exposed Mobile Retargeting Banners																																																								
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	26	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	6	13	20	27	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11	18	25	2	9	16	23																		
<ul style="list-style-type: none"> Gas Station TV: 12 stations / 105 screens hyper targeted to align with VSPC Persona 583K estimated impressions 																										Includes 1.5M Exposed Mobile Retargeting Banners																																																	
Out-of-Home Media:																																																																											
<p><u>Cincinnati DMA</u></p> <ul style="list-style-type: none"> Digital Billboard Network: 15 locations hyper targeted to high indexing HH's 35.9MM estimated impressions <p>(2) 4-week Periods →</p>																										(4) 4-week Periods →																																																	
<ul style="list-style-type: none"> Gas Station TV: 75 stations / 661 screens hyper targeted to align with VSPC Persona 4.1M estimated impressions <p>(3) 4-week Periods →</p>																										Includes 1.5M Exposed Mobile Retargeting Banners																																																	
<ul style="list-style-type: none"> GymTV: Non-sound video or static spots play overhead screens within a skinned frame (15-second) - 7 gyms 1.5M estimated impressions - (142 index gym memberships) 																										(4) 4-week Periods →																																																	
<p><u>Gainesville/Ocala DMA</u></p> <ul style="list-style-type: none"> (3) Billboards located on I-75 (#2287, #7131SO, #4604) - Annual Perm Program 12.5MM estimated impressions 	Contract Period: Oct '22-Oct '23																																																																										
Print Media:																																																																											
<p><u>Nashville Lifestyles Magazine</u></p> <ul style="list-style-type: none"> Full Page, 4C 21,954 Total Circulation 	September '22 and October '22 Issues																																																																										
<p><u>Orlando Family Magazine (NEW!)</u></p> <ul style="list-style-type: none"> Full Page, 4C 100,000 Total Circulation (Mailed to Subs + Orlando Families with Minimum \$150K HHI) 																										May '23 Summer Getaways					June '23					July '23 Annual Parenting Guide					August '23					September '23 Fall Arts & Culture																													
<p><u>Explore Florida Magazine (NEW!)</u></p> <ul style="list-style-type: none"> Full Page, 4C Glossy FSI in the Orlando Sentinel + Fort Lauderdale Sun Sentinel 40,000 Total Circulation (Mailed to Subs in affluent HH's - \$150K+ HHI) + Emailed to 657,000 opt-in subscribers 																										D: 4/13					D: 5/12					D: 6/9					D: 7/10					D: 8/10																													
																									May '23															D: 4/19																																			
																									Arts / Culture																																																		
Print Media:																																																																											
<p><u>Playbill Magazine</u></p> <ul style="list-style-type: none"> Full Page, 4C Market: Chicago Total Circulation: 360,905 per month (CIBC Theater, Nederlander Theater, Cadillac Palace Theater, Broadway Playhouse, Goodman Theater, Drury Lane Theater, Marriott Theater, Paramount Theater) 																										November '22					December '22					February '23					March '23					May '23					June '23					July '23					August '23					September '23									
<p><u>Encore Magazine (NEW for FY23)</u></p> <ul style="list-style-type: none"> Full Page, 4C Market: Atlanta Total Circulation: 230,000 Fox Theater 																										D: 10/7					D: 11/4					D: 1/3					D: 2/1					D: 3/31					D: 5/16					D: 6/5					D: 7/3					D: 7/26									
<p><u>Art in America Magazine</u></p> <ul style="list-style-type: none"> Full Page, 4C National Distribution Total Circulation: 43,000 	October '22																									March '23					May '23					August/September '23 "Art Icons Issue"					Nov/Dec '23 Issue																																		
<p><u>Orlando Magazine</u></p> <ul style="list-style-type: none"> Full Page, 4-color Total Circulation: 29,516 	Placed FY22																									D: 1/20					D: 3/31					D: 6/27					D: 9/29																																		
<p><u>City & Shore Magazine: Miami Lifestyle</u></p> <ul style="list-style-type: none"> Full Page, 4-color Total Circulation: 46,220 	October '22																									November '22					February '23					March '23					May '23 Summer Getaways					June '23					July '23					August '23 Best of Orlando					September '23 Fall Getaways					October '23									
<p><u>Flamingo Magazine (NEW!)</u></p> <ul style="list-style-type: none"> (2) Pages: Full Page, 4-color ad + Adjacent Page Advertorial (600 words) - Written / Designed by Flamingo Magazine Front of book - Premium Placement + Magazine is available online indefinitely archived Total Circulation: 20,000 	Placed FY22																									D: 9/10					D: 10/10					D: 12/16					D: 1/13					D: 3/17					D: 4/14					D: 5/19					D: 6/16					D: 7/14					D: 8/18				
<p><u>National Public Radio (NPR)</u></p> <ul style="list-style-type: none"> Local Market Buys: Chicago, Atlanta, Indianapolis, Minneapolis, Detroit, Cincinnati, Nashville, Orlando, Jacksonville 15 / 30 second creative dedicated to arts messaging 	10/2 Issue																									11/20 Issue					2/5 Issue					4/2 Issue					6/11 Issue					9/10 Issue					10/1 Issue																								
<p><u>Arts and Culture Co-op Advertising Program with Creative Pinellas</u></p> <ul style="list-style-type: none"> 2023 Marketing Partnerships 	Placed FY22																									D: 11/2 - Holiday Issue					D: 1/18 - Luxury					D: 3/15 - Design					D: 5/24 - Summer					D: 8/23 - Food & Wine					D: 9/13 - The Arts Issue																								
																									Spring/Summer '23 Issue "The Icons Issue"					Fall/Winter '23 Issue					D: 3/15					D: 8/15																																			
																									Part of Overall Radio Budget					Part of Overall Radio Budget																																													
																									LGBTQ Audience																																																		

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Passport Magazine • Full Page, 4-color • National Distribution (Value add - Bonus Page or Bonus Advertorial Page issue TBD) • Total Circulation: 134,000	Sept/Oct '22					November/December '22					January/February '23					March/April '23					May/June '23 (Bonus)					July/August '23 "Culinary Travels Issue"					Sept/Oct '23 "Adventure/Wellness Travel Issue"					Placed FY22																													
Lavendar Magazine • Full Page, 4-color • Minneapolis - Minnesota's LGBTQ Magazine • Total Circulation: 181,959						11/17/22 D: 11/2 Holiday Gift Guide					12/15/22 D: 11/30 Winter What-to-Do Bonus: Cover Image					1/12/23 D: 12/28 Health & Wellness					2/9/23 D: 1/25 Spring Arts Issue					3/23/23 D: 3/8 Midwest Travel Issue					4/20/23 #728 D: 4/5 Summer Preview					6/1/23 #731 D: 5/12 24th Annual Pride Issu					6/29/23 #733 D: 6/14 Summer Getaways					8/24/23 #737 D: 8/9					9/7/23 #738 D: 8/23 Fall Getaways Issue														
Black Audience																																																																	
Rolling Out Magazine • Full Page, 4-color • Atlanta Market • Total Circulation: 62,797 • Chicago Market • Total Circulation: 67,965 Radio (African American Format Stations) • Local Market Buys: Chicago, Atlanta, Indianapolis, Minneapolis, Detroit, Cincinnati, Nashville, Orlando, Jacksonville • 30 second spot																					5/11/23 "Travel Issue" D: 5/1					5/25/23 "Best of Atlanta" D: 5/15					6/26/23 "Star Studio" D: 6/19					7/27/23 "Health" D: 7/17					8/24/23 "Travel Issue" D: 8/14					9/21/23 "RIDE Con 2023" D: 9/11																			
																				5/11/23 "Travel Issue" D: 5/1					6/1/23 D: 5/22					6/22/23 "Best of Chicago" D: 6/12					7/27/23 "Health" D: 7/17					8/24/23 "Travel Issue" D: 8/14					9/21/23 "RIDE Con 2023" D: 9/11																				
															Part of Overall Radio Budget										Part of Overall Radio Budget																																								
Latin Audience																																																																	
Radio (Hispanic Format Stations) • Local Market Buys: Chicago, Atlanta, Orlando • 30 second spot																Part of Overall Radio Budget										Part of Overall Radio Budget																																							
Meetings & Conventions Niche																																																																	
NorthStar Meetings Group Print Media Incentive Magazine • Full Page, 4C • FSI: Meetings & Conventions Magazine • Distribution: 75,000 (50,000 Insert and 25,000 Trade Shows) Discover Quiz Program: "Discover St Pete-Clearwater" • VSPC Discover Quiz - Unique way to drive awareness/engagement with NTG 1st party database + drive leads for one month. • Customized month-long quiz lives in brand-safe environment on NTG sites • VSPC supplied brand guidelines/overview: 80 words, logo, 3-5 survey questions w/answers, quiz contest incentive and partner logos (3 max) • 728x90, 300x250 or 300x600 to run as exclusive sponsorship placements in survey landing pages • NTG builds all landing pages and email newsletters to promote the contest/quiz • Sales leads will be supplied at completion of the quiz. • 200 Direct Sales Leads Digital Media Dedicated VSPC Branded Email Campaign • 15,000 Opt-in Subscribers (30% open rate) per deployment • HTML Dedicated Custom Email Florida Society of Association Executives Print Media SOURCE Magazine • Full Page, 4C + Advertorial (125 words + Image) • Circulation: 1,500 association members • Value added: (2) Magazine Covers if available at time of request Annual SOURCE Directory/Guide • 1/3 Page, 4C																March '23																				September '23																													
																									July '23 - Quiz is promoted for (1) month																																								
					Nov/Dec '22					Jan/Feb '23															May/Jun '23					July/Aug '23					Sept/Oct '23																														
					\$1840.25					\$1840.25															\$1840.25					\$1840.25					\$1840.25																														
																														Annual: Publishes in June 2023																																			

Visit St Pete-Clearwater
FY23 Media Plan

Updated: May 3, 2023

FY23 Media Plan October '22-September '23	2022					2023																																																											
	October					November					December					January					February					March					April					May					June					July					August					September					October				
	26	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	6	13	20	27	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11	18	25	2	9	16	23								
• 2023 Marketing Partnership																																																																	
Marketing Partnerships																																																																	
ESPN (Elite Invitational) • 2023 Marketing Partnership																																																																	
Tampa Bay Rays • 2022 Post-Season (Radio Partnership) • 2023 Marketing Partnership	10/7 & 10/8 (Post-Season)																																																																
Philadelphia Union MLS Soccer • 2022 & 2023 Marketing Partnership																																																																	
St Pete Grand Prix • 2023 Marketing Partnership																																																																	
CMG Events: Fall Fiesta in Orlando, FL • Presenting Sponsor • Fall Fiesta @ Lake Eola Park, Orlando						11/5-11/6 PLACED																																																											
Lets Take It Outside: Misty Wells • Season 4 - Marketing Partnership • (2) Episodes filmed in VSPC + 30 second spots to run in all episodes of season 4																																																																	
Toronto Blue Jays • 2022 Regular Season • In-Stadium Exposure																																																																	
Philadelphia Phillies • 2022 Regular Season • In-Stadium Exposure																																																																	
Clearwater Threshers Baseball • 2022 Regular Season • In-Stadium Exposure																																																																	
International																																																																	
Brand USA • 2023 Marketing Partnership																																																																	
Film Commission																																																																	
MBI Screen International • Fall 2022 Marketing Partnership Screen November Issue (1 ad) AFM Dailies (1 ad, Day 2) 50,000 online impressions																																																																	
Leisure: Travel Agent / Tour Operator																																																																	
Leisure Travel Programs • 2023 Marketing Partnerships																																																																	
Sports & Events Marketing Partnerships																																																																	
Sports Events Media Group Annual Planners' Guide to Sports, Commissions, CVBs & Venues • Full Page, 4C						2023 Annual (Published in December 22)																																																											
Sports Events Magazine • Full Page, 4C • Reaches qualified sports events planners, league managers, directors and associations • Total Circulation: 18,014						January '23 Florida State Spotlight Issue D: 12/16 (S) 12/22 (M)					March '23 Small Markets Big On Sports Issue Bonus Full Page Advertorial D: 2/13 (S) 2/21 (M)					May '23 Annual Soccer and Lacrosse Sourcebook Bonus Directory Listing D: 4/13 (S) 4/20 (M)										October '23 Annual Baseball & Softball Sourcebook Bonus Directory Listing D: 9/13 (S) 9/20 (M)																																							
E-Newsletter Sponsorship • Weekly email deployment to over 4,900 opt-in subscribers																																																																	
NorthStar Meetings/Events Group: Sports Travel & TEAMS																																																																	
Sports Travel Magazine	Spring 2023 Issue: Published in March '23															Fall 2023 Issue: Published in September '23																																																	

