

Visit St Pete-Clearwater  
FY23 Media Plan

Updated: July 9, 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																																																								
<b>Print Media:</b> <b>2023 Visit Florida Magazine</b> • 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																																																		
<b>2023-24 Visit Tampa Bay Destination Guide</b> • Full Page, 4C • 100,000 Total Distribution Nationally (Plus eGuide Distribution)	2022-23 Annual					2023-24 Annual																																																		
	Placed FY22					D: 2/10																																																		
<b>Conde Nast Traveler Magazine</b> • Visit Florida Co-op • Full Page, 4C • 708,748 Total Distribution Nationally	November '22					May/June '23 (5/3/23 on-sale): "The Hot List" Issue																																																		
	D: 8/1					D: 3/1																																																		
<b>Bon Appetit Magazine</b> • 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																																																		
<b>Garden &amp; Gun Magazine</b> • Visit Florida Co-op • Full Page, 4C + Full Page Advertorial • Circulation: 414,764 national	December '22					April / May '23																																																		
	D: 9/22					D: 1/26																																																		
<b>AFAR Magazine</b> • Visit Florida Co-op • Full Page, 4C + Full Page Advertorial • Circulation: 414,764 national	Winter '23 Issue (12/13/22 on-sale)					Spring '23 Issue (4/25/23 on-sale)																																																		
	D: 10/25					D: 2/24																																																		
<b>AAA Living (South)</b> • Visit Florida Co-op • Full Page, 4C + Full Page Advertorial • States of Florida and Georgia Editions • Circulation: 1,900,000	June '23-August '23 Issue					D: 3/17																																																		
<b>New York Times: Sunday Magazine</b> • Full Page, 4C • National Distribution: Over 50% outside city of New York • Circulation: 861,267	11/13/22					3/26/23					5/14/23					6/25/23					8/20/23					9/24/23																														
	T-Magazine "Winter Travel" D: 9/27					Voyages Magazine "Spring Issue" D: 2/24					T-Magazine "Summer Travel" D: 3/28					NYT Magazine D: 5/26					NYT Magazine D: 7/21					T-Magazine "Design & Luxury" D: 8/8																														
<b>Broadcast Media:</b> <b>Winter Co-op (Gold): Linear Television</b> • 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																																																								
<b>Broadcast Media:</b> <b>Broadcast Media: Linear Television-Cable</b> • (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																																			





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<b>Chicago Magazine</b> • Full Page, 4-color • Total Circulation: 105,000  <b>Atlanta Magazine</b> • 4-Page Gate-fold (Custom), 4-color • Total Circulation: 65,091  • Full Page, 4-color • Total Circulation: 65,091  • 2-Page Spread, 4-color (Value Add - Bonus Page Upgrade) • Total Circulation: 65,091	October '22					November '22					December '22										February '23					March '23										May '23 "Summer Travel"					June/July '23 "Top Docs"										August '23 "Best of Chicago"					September '23 "Fall Travel"					October '23 "Fall & Winter Getaways"														
	Placed FY22					D: 9/8 (VF Co-op)					D: 10/1										D: 12/1 (VF Co-op)					D: 1/2										D: 3/29					D: 4/26										D: 6/21					D: 7/19					D: 8/23 2-Page Spread (Bonus Ad)														
	October '22										November '22					December '22					February '23					March '23										May '23 "Summer Fun Guide"					June '23 "Food & Drink"					July '23 "Top Docs"					August '23 "Destinations Issue"					September '23 Visit Florida Co-op										"Destinations Issue"					D: 8/14				
<b>Maintenance Markets</b>																																																																											
<b>Broadcast Media:</b>  <b>Broadcast Media: Television</b>  Orlando DMA • WESH News Sponsorship Program • 10-second spot (2,288 total mentions) • 135.2MM estimated impressions  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  Orlando MSA • 15.8M estimated impressions  Jacksonville MSA • 10.2M estimated impressions  Tampa-St Pete MSA • 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  Nashville DMA • 12.2M estimated impressions  Cincinnati DMA • 13.4M estimated impressions  <b>Out-of-Home Media:</b>  Orlando DMA • Digital Billboard Network: 12 locations hyper targeted to high indexing HH's • 41.3MM estimated impressions  • Gas Station TV: 57 stations / 491 screens hyper targeted to align with VSPC Persona • 2.8M estimated impressions  • 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)  MCO Airport: Passenger Tunnel Domination • (28) Displays in all (4) Passenger Tunnels - Exclusive domination Program • 40.5MM estimated impressions						10/24/22-3/26/23 Delayed Launch - Hurricane Ian																									3/27/23-9/25/23																																												
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<ul style="list-style-type: none"> <li>2023 Marketing Partnership</li> </ul>	[Black bar]																																																							
<b>New Airline Development (Contingency)</b> <ul style="list-style-type: none"> <li>2023 Marketing Partnership</li> </ul>	[Black bar]																																																							
<b>Marketing Partnerships</b>																																																								
<b>ESPN (Elite Invitational)</b> <ul style="list-style-type: none"> <li>2023 Marketing Partnership</li> </ul>	[Black bar]																																																							
<b>Tampa Bay Rays</b> <ul style="list-style-type: none"> <li>2022 Post-Season (Radio Partnership)</li> <li>2023 Marketing Partnership</li> </ul>	10/7 & 10/8 (Post-Season)					[Black bar]																																																		
<b>Philadelphia Union MLS Soccer</b> <ul style="list-style-type: none"> <li>2022 &amp; 2023 Marketing Partnership</li> </ul>	[Black bar]																																																							
<b>St Pete Grand Prix</b> <ul style="list-style-type: none"> <li>2023 Marketing Partnership</li> </ul>	[Black bar]																																																							
<b>CMG Events: Fall Fiesta in Orlando, FL</b> <ul style="list-style-type: none"> <li>Presenting Sponsor</li> <li>Fall Fiesta @ Lake Eola Park, Orlando</li> </ul>	11/5-11/6 PLACED					[Black bar]																																																		
<b>Lets Take It Outside: Misty Wells</b> <ul style="list-style-type: none"> <li>Season 4 - Marketing Partnership</li> <li>(2) Episodes filmed in VSPC + 30 second spots to run in all episodes of season 4</li> </ul>	[Black bar]																																																							
<b>Toronto Blue Jays</b> <ul style="list-style-type: none"> <li>2022 Regular Season</li> <li>In-Stadium Exposure</li> </ul>	[Black bar]																																																							
<b>Philadelphia Phillies</b> <ul style="list-style-type: none"> <li>2022 Regular Season</li> <li>In-Stadium Exposure</li> </ul>	[Black bar]																																																							
<b>Clearwater Threshers Baseball</b> <ul style="list-style-type: none"> <li>2022 Regular Season</li> <li>In-Stadium Exposure</li> </ul>	[Black bar]																																																							
<b>International</b>																																																								
<b>Brand USA</b> <ul style="list-style-type: none"> <li>2023 Marketing Partnership</li> </ul>	[Black bar]																																																							
<b>Film Commission</b>																																																								
<b>MBI Screen International</b> <ul style="list-style-type: none"> <li>Fall 2022 Marketing Partnership</li> <li>Screen November Issue (1 ad)</li> <li>AFM Dailies (1 ad, Day 2)</li> <li>50,000 online impressions</li> </ul>	[Black bar]																																																							
<b>Leisure: Travel Agent / Tour Operator</b>																																																								
<b>Leisure Travel Programs</b> <ul style="list-style-type: none"> <li>2023 Marketing Partnerships</li> </ul>	[Black bar]																																																							
<b>Sports &amp; Events Marketing Partnerships</b>																																																								
<b>Sports Events Media Group</b> <b>Annual Planners' Guide to Sports, Commissions, CVBs &amp; Venues</b> <ul style="list-style-type: none"> <li>Full Page, 4C</li> </ul>	[Black bar]																																																							
<b>Sports Events Magazine</b> <ul style="list-style-type: none"> <li>Full Page, 4C</li> <li>Reaches qualified sports events planners, league managers, directors and associations</li> </ul>	[Black bar]										January '23 Florida State Spotlight Issue				March '23 Small Markets Big On Sports Issue				May '23 Annual Soccer and Lacrosse Sourcebook				October '23 Annual Baseball & Softball Sourcebook																																	

