

ORLANDO				Estimated Impressions	Week of 12/6	Week of 12/13	Week of 12/20	Week of 12/27
Dates	Space	Details						
BROADCAST MEDIA								
WESH-NBC	9/27/21-3/26/22	Television	<ul style="list-style-type: none"> News Content Integration - Live Beach Camera 772 Live Camera Mentions (10-sec) 	33,800,000				
OOH								
ORLANDO MCO Airport Campaign	Annual Campaign: 2/22/21-12/25/22	Display Posters	(28) Displays across (4) passenger tunnels - Annual Domination	40,224,000				
PRINT								
Orlando Magazine	December 2021 issue	Full Page	Arts/Culture Focus Editorial	29,516				
TAMPA BAY AREA				Estimated Impressions	Week of 12/6	Week of 12/13	Week of 12/20	Week of 12/27
Dates	Space	Details						
BROADCAST MEDIA								
OOH								
TAMPA: TPA Airport Campaign	Annual Campaign: 1/11/21-1/10/23	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				
ST.PETE/CLEARWATER: Airport Campaign	10/18/21-2/6/22	Video Display Program	(4) 55" LCD Display Screens (Baggage), (10) and (30) video	8,949,792				
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				
Safety Harbor Visitor Guide	2020 Annual Publication	Full Page	Local Distribution	50,000				
Tampa Bay CityPASS Booklet Ad	2020 Annual Publication	2-sided Booklet Ad	Local Distribution					
Treasure Island & Madeira Beach Visitors Guide	2020 Annual Publication	Full Page	Local Distribution	50,000				
Palm Harbor Chamber Guide	2021 Annual Publication	Full Page	Local Distribution	50,000				
St. Petersburg Visitors Guide (St. Petersburg Chamber)	2021 Annual Publication	Full Page	Local Distribution	80,000				
AMPLIFY Clearwater Vacation Guide	2021 Annual Publication	Full Page	Local Distribution					
Upper Tampa Bay Directory & Community Guide	2021 Annual Publication	Full Page	Local Distribution	50,000				
Tarpon Springs Chamber of Commerce Visitors Guide	2021 Annual Publication	Full Page	Local Distribution	20,000				
Tampa Bay Beaches (St. Pete Chamber) Guide	2021 Annual Publication	Full Page	Local Distribution	50,000				
Central Pinellas Chamber Guide	2021 Annual Publication	Full Page	Local Distribution	50,000				
Greater Seminole Area Chamber & Community Guide	2021 Annual Publication	Full Page	Local Distribution					
St. Pete Pride Guide	2021	Full Page/Back Cover						
Best Beach Restaurant Magazine	2021 Annual Program	Full Page						
FLORIDA				Estimated Impressions	Week of 12/6	Week of 12/13	Week of 12/20	Week of 12/27
Dates	Space	Details						
BROADCAST MEDIA								
OOH								
PRINT								
Visit Florida - Dolphin Displays	9/1/21-8/31/22	Welcome Center Dolphin Displays I-75 and I-95 Center Locations	Large Scale Outdoor Displays	2,700,000				
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				
Florida Plus	2021 Annual Program	Full Page						
Ruth Eckerd Q3	Q4 2021	Full Page						
NATIONAL/ OUT OF STATE / NICHE				Estimated Impressions	Week of 12/6	Week of 12/13	Week of 12/20	Week of 12/27
Dates	Space	Details						
BROADCAST MEDIA								
OOH								
PRINT								
Gulf to Bay Magazine	2021 Annual Publication	Full Page		500,000				
Visit Florida Magazine	2022 Annual Publication	2-Page Spread Ad + Advertorial	National Distribution	500,000				
Tampa Bay Visitors Guide	2021 Annual Publication	Full Page	National Distribution	100,000				
MIC of Colorado	2020 Issue	Full Page						
Screen International	2021 Campaign	Full Page						
Passport Magazine	November/December 2021	Full Page		134,000				
Art in America	November/December 2021	Full Page		43,000				
ArtNews Magazine	December 2021/January 2022	Full Page	Arts / Culture Focus Editorial	55,000				
Atlanta Magazine	December 2021 issue	2-Page Spread Ad	Beach Focus Editorial Visit Florida Co-op	69,975				
Rolling Out Magazine (Atlanta)	12/9/21	Full Page	African-American Editorial Focus	62,797				
Encore Theater Program	December 2021 issue	Full Page	Arts / Culture Focus Editorial Fox Broadway Atlanta Ballet Atlanta Symphony Program	485,000				
Chicago Magazine	December 2021 issue	Full Page	Beach Focus Editorial	105,000				
Rolling Out Magazine (Chicago)	12/16/21	Full Page	African-American Editorial Focus	67,965				
Chicagoland Forum	December 2021 issue	Full Page	Holiday Showcase Event Issue	10,060				
Nashville Lifestyles Magazine	December 2021 issue	Full Page	City Magazine Right Read Ad Position - Front of Magazine	21,954				
OUTvoices Nashville	December 2021 issue	Full Page	LGBTQ Focus Editorial	8,641				
Indianapolis Magazine	December 2021 issue	Full Page	City Magazine Right Read Ad Position - Front of Magazine	37,573				

Cincinnati Magazine	December 2021 issue	Full Page	City Magazine Right Read Ad Position - Front of Magazine	29,275					
Garden & Gun Magazine	December 2021/January 2022	2-Page Spread Ad + Advertorial	Level 1 Partnership	400,000					
PROMOTION									
U.S. Travel: Let's Go There	2020-2021	Silver Level	U.S. Travel Association – Let's Go There Coalition						
Expedia Group Vrbo.com	10/1/21-12/31/21	vrbo.com Sweepstakes "Ultimate Fall Beach Reunion"	Vrbo.com Sweepstakes "Ultimate Fall Beach Reunion" • Visit St. Pete Clearwater is sponsoring Vrbo's sweepstakes program offering new and existing customers the chance to win a Vrbo stay allowance worth \$5K. • Sweeps Paid Media Extension: Vrbo to launch integrated paid media extension to amplify program reach on Vrbo owned paid and organic channels including social, email, app banner, homepage, and newsletter.	4,000,000					
INTERNATIONAL					Estimated Impressions	Week of 12/6	Week of 12/13	Week of 12/20	Week of 12/27
MULTI-MEDIA MARKET									
Brand USA Discovery Program	2019/2020	Multi-Media Partnership	Trade Program: Brand USA's official online agent training tool						
Canada						Week of 12/6	Week of 12/13	Week of 12/20	Week of 12/27
Brazil						Week of 12/6	Week of 12/13	Week of 12/20	Week of 12/27
UK						Week of 12/6	Week of 12/13	Week of 12/20	Week of 12/27
Central Europe						Week of 12/6	Week of 12/13	Week of 12/20	Week of 12/27
SPORTS MARKETING PARTNERSHIPS									
Philadelphia Union (MLS Soccer)	2021 Season	Multi-Media Partnership	Television Radio Social/Website Exposure Data Collection						
Philadelphia Phillies	2021 Season	Multi-Media Partnership	Phillies Baseball Marketing Partnership / Pre-season: (12) :30 commercials Spring Training TV, (32) :30 commercials Spring Training radio on WPHT, opportunity for on air interview - TV, (1) Print insertion in the Spring Training Program and Pocket Schedule / Regular Season: (20) :30 commercials on Over-the-Air TV (NBC10), (40) :30 commercials on cable TV (NBCSP), (162) :30 commercials on radio station WPHT, In-Stadium- (81) :30 ads on the Jumbo Video Board. (81 x4) :30 ads on the LED Side Message Board, (1) print insertion in the Pocket Schedule and Yearbook.						
Multiview, Inc.	8/19/21-9/30/22	Multi-Targeted Campaign	• Association Site Retargeting (8/19/21-12/31/21) • Association H.D. (8/19/21-9/18/21) • Audience Extension 250K (6/29/21-9/30/22)						
AIR SERVICE MARKETING PARTNERSHIPS					Estimated Impressions	Week of 12/6	Week of 12/13	Week of 12/20	Week of 12/27
Swoop Airlines	October 2021 Launch	Direct Marketing Co-Op Program							