

ORLANDO				Estimated Impressions	Week of 2/7	Week of 2/14	Week of 2/21	Week of 2/28
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 International Airport Domination Program	11/1/21-10/30/22 (13) 4-week periods	Display Posters	(28) Displays in all (4) passenger tunnels - Annual Domination	40,224,000				
Digital Bulletin Program (Orlando)	1/17/22-3/13/22	(20) Digital BB's		28,600,000				
PRINT								
TAMPA BAY AREA								
Dates	Space	Details	Estimated Impressions	Week of 2/7	Week of 2/14	Week of 2/21	Week of 2/28	
BROADCAST MEDIA								
OOH								
Tampa International Airport Program Passenger Shuttle Domination	11/15/21-11/13/22 (13) 4-week periods	(16) Shuttles, (16) Lobby Doors, (32) Baggage Claims, (7) Baggage Claim Video Walls	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					
Best Beach Restaurant Magazine	2021 Annual Program	Full Page						
FLORIDA								
Dates	Space	Details	Estimated Impressions	Week of 2/7	Week of 2/14	Week of 2/21	Week of 2/28	
BROADCAST MEDIA								
Radio (Orlando)	2022: 1/17, 1/31, 2/14, 2/28, 3/14	30-Second Spots	<ul style="list-style-type: none"> High-Indexing Station Formats: AC, Country, Rock, Soft AC, Classic Rock and News Talk 1100 Total Rating Points 	13,500,000				
Radio (Jacksonville)	2022: 1/17, 1/31, 2/14, 2/28, 3/14	30-Second Spots	<ul style="list-style-type: none"> High-Indexing Station Formats: AC, Country, Rock, Soft AC, Classic Rock and News Talk 1100 Total Rating Points 	8,500,000				
Radio (Fort Myers-Naples)	2022: 1/17, 1/31, 2/14, 2/28, 3/14	30-Second Spots	<ul style="list-style-type: none"> High-Indexing Station Formats: AC, Country, Rock, Soft AC, Classic Rock and News Talk 1100 Total Rating Points 	5,000,000				
OOH								
Ocala/Gainesville I-75 Perm OOH Billboard	Annual Program	(3) Billboard Program		12,500,000				
Digital Bulletin Program (Jacksonville)	1/17/22-3/13/22	(10) Digital BB's		12,600,000				
Digital Bulletin Program (Fort Myers-Naples)	1/17/22-3/13/22	(8) Digital BB's		10,000,000				
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				
2022 Visit Florida Magazine	2022 Annual	Print, eGuide, Post/Flyer		500,000				
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						
Florida Society of Assoc. Executives (FSAE)	January/February 2022	Full Page		1,500				
Florida Society of Assoc. Executives (FSAE)	2/10/22	HTML Email	Dedicated VSPC Branded HTML Email.	1,000				
Orlando Magazine	February 2022 Issue	Full Page	Arts / Culture Focus Editorial	29,516				
City & Shore Magazine	February 2022 Issue	Two Page Spread	Arts / Culture Focus Editorial	46,220				
NATIONAL/ OUT OF STATE / NICHE								
Dates	Space	Details	Estimated Impressions	Week of 2/7	Week of 2/14	Week of 2/21	Week of 2/28	
BROADCAST MEDIA								
Radio (Atlanta)	2022: 1/17, 1/31, 2/14, 2/28, 3/14	30-Second Spots	<ul style="list-style-type: none"> High-Indexing Station Formats: AC, Country, Rock, Soft AC, Classic Rock and News Talk 1100 Total Rating Points 	33,600,000				
Television (Atlanta)	2022: 1/10, 1/24, 2/7, 2/21, 3/7	30-Second Spots	<ul style="list-style-type: none"> High-Indexing programming/networks Targeting with \$100K+ LUU 	21,300,000				
Radio (Indianapolis)	2022: 1/17, 1/31, 2/14, 2/28, 3/14	30-Second Spots	<ul style="list-style-type: none"> High-Indexing Station Formats: AC, Country, Rock, Soft AC, Classic Rock and News Talk 1100 Total Rating Points 	10,500,000				
Television (Indianapolis)	2022: 1/10, 1/24, 2/7, 2/21, 3/7	30-Second Spots	<ul style="list-style-type: none"> High-Indexing programming/networks Targeting with \$100K+ LUU 	12,500,000				
Radio (Cincinnati)	2022: 1/17, 1/31, 2/14, 2/28, 3/14	30-Second Spots	<ul style="list-style-type: none"> High-Indexing Station Formats: AC, Country, Rock, Soft AC, Classic Rock and News Talk 1100 Total Rating Points 	11,400,000				

Television (Cincinnati)	2022: 1/10, 1/24, 2/7, 2/21, 3/7	30-Second Spots	Cable Television • 30-second spots • High indexing programming/networks Targeting with \$100K - 1.1M	9,500,000					
Radio (Nashville)	2022: 1/17, 1/31, 2/14, 2/28, 3/14	30-Second Spots	• High-Indexing Station Formats: AC, Country, Rock, Soft AC, Classic Rock and News Talk • 1100 Total Rating Points	10,300,000					
Television (Nashville)	2022: 1/10, 1/24, 2/7, 2/21, 3/7	30-Second Spots	Cable Television • 30-second spots • High indexing programming/networks Targeting with \$100K - 1.1M	11,400,000					
Radio (Chicago)	2022: 1/17, 1/31, 2/14, 2/28, 3/14	30-Second Spots	• High-Indexing Station Formats: AC, Country, Rock, Soft AC, Classic Rock and News Talk • 1100 Total Rating Points	51,700,000					
Television (Chicago)	2022: 1/10, 1/24, 2/7, 2/21, 3/7	30-Second Spots	Cable Television • 30-second spots • High indexing programming/networks Targeting with \$100K - 1.1M	30,000,000					
OOH									
Digital Bulletin Program (Atlanta)	1/17/22-3/13/22	(15) Digital BB's		34,000,000					
Digital Bulletin Program (Indianapolis)	1/17/22-3/13/22	(8) Digital BB's		7,800,000					
Digital Bulletin Program (Cincinnati)	1/17/22-3/13/22	(8) Digital BB's		36,900,000					
Digital Bulletin Program (Nashville)	1/17/22-3/13/22	(10) Digital BB's		7,800,000					
Digital Bulletin Program (Chicago)	1/17/22-3/13/22	(18) Digital BB's		70,000,000					
Digital Urban Panels (Chicago)	1/17/22-3/13/22	(45) Digital Urban Panels 55"		14,300,000					
Carvertise Branded Fleet of Cars (Atlanta)	1/17/22-3/13/22	(25) Fully Wrapped Cars		21,000,000					
Carvertise Branded Fleet of Cars (Indianapolis)	1/17/22-3/13/22	(25) Fully Wrapped Cars		21,000,000					
Carvertise Branded Fleet of Cars (Cincinnati)	1/17/22-3/13/22	(25) Fully Wrapped Cars		21,000,000					
Carvertise Branded Fleet of Cars (Nashville)	1/17/22-3/13/22	(25) Fully Wrapped Cars		21,000,000					
Carvertise Branded Fleet of Cars (Chicago)	1/17/22-3/13/22	(25) Fully Wrapped Cars		21,000,000					
CTA "L" Train Wrap (Chicago)	1/17/22-3/13/22	(4) Train Cars		42,600,000					
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							
Art in America	January/February 2022	Full Page	Arts / Culture Focus Editorial	134,000					
ArtNews Magazine	February/March 2022	Full Page	Arts / Culture Focus Editorial	55,000					
AFAR Magazine	January/February 2022	Full Page + Advertorial		282,915					
Passport Magazine	January/February 2022	Full Page		134,000					
MNI Targeted Media: Custom Luxury Travel Network	February	Full Page	Magazines: Real Simple, Food & Wine, InStyle, HGTV, Hapers Bazaar Markets: Chicago, Atlanta, Nashville, Indianapolis, Cincinnati	458,880					
MNI Targeted Media: Hispanic Travel Network	February	Full Page	Magazines: Latina and People En Espanol Markets: Chicago, Atlanta, Orlando and Miami-Ft Lauderdale	275,300					
Atlanta Magazine	February 2022 Issue	Full Page	Beach Focus Editorial	69,975					
Indianapolis Magazine	February 2022 Issue	Full Page		37,573					
Cincinnati Magazine	February 2022 Issue	Full Page		29,275					
Nashville Lifestyles Magazine	February 2022 Issue	Full Page		21,954					
Chicago Magazine	February 2022 Issue	Two Page Spread	Beach Focus Editorial Visit Florida Co-op	105,200					
Encore Theatre Program	February 2022 Issue	Full Page	Arts / Culture Focus Editorial Atlanta Ballet Atlanta Symphony Program	485,000					
OUTvoices Nashville	February 2022 Issue	Full Page	LGBTQ Focus Editorial	8,641					
NorthStar Travel Group Meetings	February 2022 Issue	Webcast	• (1) Hour Webcast • 300K Impressions + Leads	300,000					
Rolling Out (Atlanta) Magazine	2/17/22	Full Page	African-American Editorial Focus	62,797					
Rolling Out (Chicago) Magazine	2/24/22	Full Page	African-American Editorial Focus	67,965					
PROMOTION									
U.S. Travel: Let's Go There	2020-2021	Silver Level	U.S. Travel Association - Let's Go There Coalition						
INTERNATIONAL					Estimated Impressions	Week of 2/7	Week of 2/14	Week of 2/21	Week of 2/28
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 2/7	Week of 2/14	Week of 2/21	Week of 2/28	
Brazil					Week of 2/7	Week of 2/14	Week of 2/21	Week of 2/28	
UK					Week of 2/7	Week of 2/14	Week of 2/21	Week of 2/28	
Central Europe					Week of 2/7	Week of 2/14	Week of 2/21	Week of 2/28	
SPORTS MARKETING PARTNERSHIPS					Estimated Impressions	Week of 2/7	Week of 2/14	Week of 2/21	Week of 2/28
Multiview, Inc.	8/19/21-9/30/22	Multi-Targeted Campaign	• Audience Extension 250K (6/29/21-9/30/22)						

ESPN Productions, Inc.	February 17-20, 2022		ESPN Elite Invitational - Marketing Partnership						
Nashville Predators	2/23/22-2/26/22		<ul style="list-style-type: none"> • On-site & In-area Activations • Social Media Promotion • Website Promotion • Television Promotion • Email Promotion 	15,000,000					
AIR SERVICE MARKETING PARTNERSHIPS				Estimated Impressions	Week of 2/7	Week of 2/14	Week of 2/21	Week of 2/28	
Swoop Airlines	October 2021 Launch	Direct Marketing Co-Op Program							