

ORLANDO				Estimated Impressions	Week of 3/7	Week of 3/14	Week of 3/21	Week of 3/28
Dates	Space	Details						
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				
WESH-NBC	9/27/21-3/26/22	Television	<ul style="list-style-type: none"> News Content Integration - Live Beach Camera 	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								
Orlando Magazine	March 2022 issue	Full Page	Arts / Culture Focus Editorial	29,516				
TAMPA BAY AREA				Estimated Impressions	Week of 3/7	Week of 3/14	Week of 3/21	Week of 3/28
Dates	Space	Details						
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				
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				Estimated Impressions	Week of 3/7	Week of 3/14	Week of 3/21	Week of 3/28
Dates	Space	Details						
BROADCAST MEDIA								
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	National Distribution Print: 300,000 eGuide: 100,000	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						
NATIONAL/ OUT OF STATE / NICHE				Estimated Impressions	Week of 3/7	Week of 3/14	Week of 3/21	Week of 3/28
Dates	Space	Details						
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+ LUH 	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+ LUH 	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	<ul style="list-style-type: none"> High indexing programming/networks Targeting with \$100K+ LUH 	9,500,000				
Radio (Nashville)	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 	10,300,000				
Television (Nashville)	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+ LUH 	11,400,000				
Radio (Chicago)	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 	51,700,000				

Visit St. Pete/Clearwater
MEDIA WATCH

March 2022

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							
NorthStar Travel Group Meetings	March 2022 issue	Full Page	Incentive Magazine	75,000					
ArtNews Magazine	February/March 2022	Full Page	Arts / Culture Focus Editorial	55,000					
Chicago Magazine	March 2022 issue	Full Page	Arts / Culture Focus Editorial	105,000					
Atlanta Magazine	March 2022 issue	Two-page spread	Arts / Culture Focus Editorial	69,975					
Encore Theatre Magazine	March 2022 issue	Full Page	Arts / Culture Focus Editorial	485,000					
OUTvoices Nashville	March 2022 issue	Full Page	LGBTQ Focus Editorial	8,641					
New York Times Sunday Magazine	3/20/22	Full Page	NYT Voyages (Sunday) - BONUS	861,267					
New York Times Sunday Magazine	3/27/22	Full Page	NYT T-Magazine - "Arts & Design Issue"	861,267					
Rolling Out Magazine (Atlanta)	3/24/22	Full Page	African-American Editorial Focus	62,797					
Passport Magazine	March/April 2022	Full Page	LGBTQ Focus Editorial	134,000					
AAA Living Magazine (North)	March-May 2022	Full Page	Regional: Chicago, Indiana and Michigan	1,200,000					
AAA Living Magazine (South)	March-May 2022	Full Page	Regional: Florida and Georgia	1,900,000					
PROMOTION									
U.S. Travel: Let's Go There	2020-2021	Silver Level	U.S. Travel Association – Let's Go There Coalition						
INTERNATIONAL	Dates	Space	Details	Estimated Impressions	Week of 3/7	Week of 3/14	Week of 3/21	Week of 3/28	
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 3/7	Week of 3/14	Week of 3/21	Week of 3/28	
Brazil					Week of 3/7	Week of 3/14	Week of 3/21	Week of 3/28	
UK					Week of 3/7	Week of 3/14	Week of 3/21	Week of 3/28	
Central Europe					Week of 3/7	Week of 3/14	Week of 3/21	Week of 3/28	
SPORTS MARKETING PARTNERSHIPS					Estimated Impressions	Week of 3/7	Week of 3/14	Week of 3/21	Week of 3/28
Multiview, Inc.	8/19/21-9/30/22	Multi-Targeted Campaign	• Audience Extension 250K (6/29/21-9/30/22)						
Toronto Blue Jays	Spring Training: 3/18/22-4/5/22 Regular Season: 4/8/22-October	Digital	> Main Videoboard > Mound branding for 1/2 inning per game > :15 video on Digital concourse > Homepage Takeovers (Sept)						
Philadelphia Philly's	Spring Training: 3/18/22-4/5/22 Regular Season: 4/8/22-October	Broadcast, Digital & Print	> :30 TV commercial > :30 Radio commercial > :30 commercial on Phanavision (Jumbo Video Board) > LED Side message board > Gulf to Bay distribution, Pocket Schedules ad, Phillies Yearbook						
Philadelphia Union (MLS Soccer)	2/26/22-October	Broadcast & Activation	> (1) :30 TV & Radio commercials during locally televised matches > (1) minute of TV- Visible, rotating field ribbon signed for all matches. Occurring in two :30 increments (once per half) > Title Night "Pride Night" June 26 including a Halftime and Plaza Activation						