

ORLANDO					Estimated Impressions	Week of 11/1	Week of 11/8	Week of 11/15	Week of 11/22	Week of 11/29
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						
Orlando Radio	10/11/21-11/21/21	30-second sports	<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						
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						
Orlando: Digital Bulletin Program	10/4/21-11/28/21	Digital Bulletins	(20) Digital BB's - Locations will rotate in a pool of boards within high indexing neighborhoods	28,600,000						
PRINT										
TAMPA BAY AREA										
Dates	Space	Details		Estimated Impressions	Week of 11/1	Week of 11/8	Week of 11/15	Week of 11/22	Week of 11/29	
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										
Dates	Space	Details		Estimated Impressions	Week of 11/1	Week of 11/8	Week of 11/15	Week of 11/22	Week of 11/29	
BROADCAST MEDIA										
Jacksonville Radio	10/11/21-11/21/21	30-second sports	<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						
Fort Myers-Naples Radio	10/11/21-11/21/21	30-second sports	<ul style="list-style-type: none"> High-Indexing Station Formats: AC, Country, Rock, Soft AC, Classic Rock and News Talk 1375 Total Rating Points 	5,000,000						
OOH										
Gainesville/Ocala: I-75 Billboard Program	11/23/20 - 11/21/21	Static Billboards	(3) Static Billboards	12,500,000						
Fort Myers-Naples: Digital Bulletin Program	10/4/21-11/28/21	Digital Bulletins	(8) Digital BB's - Locations will rotate in a pool of boards within high indexing neighborhoods.	10,000,000						
Jacksonville: Digital Bulletin Program	10/4/21-11/28/21	Digital Bulletins	(10) Digital BB's - Locations will rotate in a pool of boards within high indexing neighborhoods.	12,600,000						
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						
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 Golf Guide	Summer/Fall 2021	Full Page + Advertorial								
Ruth Eckerd Q3	Q4 2021	Full Page								
City & Shore Magazine	November 2021 issue	Full Page		46,200						
NATIONAL/ OUT OF STATE / NICHE										
Dates	Space	Details		Estimated Impressions	Week of 11/1	Week of 11/8	Week of 11/15	Week of 11/22	Week of 11/29	
BROADCAST MEDIA										
Atlanta Radio	10/11/21-11/21/21	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						
Atlanta Television	11/1/21-11/21/21	30-second spots	<ul style="list-style-type: none"> Cable Television 30-second spots High indexing programming/networks Target zips with \$100K+ HHI 1,100 total rating points 	21,300,000						
Indianapolis Radio	10/11/21-11/21/21	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						
Indianapolis Television	11/1/21-11/21/21	30-second spots	<ul style="list-style-type: none"> Cable Television 30-second spots High indexing programming/networks 	12,500,000						
Cincinnati Radio	10/11/21-11/21/21	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						
Cincinnati Television	11/1/21-11/21/21	30-second spots	<ul style="list-style-type: none"> Cable Television 30-second spots High indexing programming/networks 	9,500,000						
Nashville Radio	10/11/21-11/21/21	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						
Nashville Television	11/1/21-11/21/21	30-second spots	<ul style="list-style-type: none"> Cable Television 30-second spots High indexing programming/networks 	11,400,000						
Chicago Radio	10/11/21-11/21/21	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						

Chicago Television	11/1/21-11/21/21	30-second spots	Cable Television • 30-second spots • High indexing programming/networks	30,000,000					
OOH									
Atlanta: Digital Bulletin Program	10/4/21-11/28/21	Digital Bulletins	(15) Digital BB's - Locations will rotate in a pool of boards within high indexing neighborhoods.	34,000,000					
Indianapolis: Digital Bulletin Program	10/4/21-11/28/21	Digital Bulletins	(8) Digital BB's - Locations will rotate in a pool of boards within high indexing neighborhoods.	7,800,000					
Cincinnati: Digital Bulletin Program	10/4/21-11/28/21	Digital Bulletins	(8) Digital BB's - Locations will rotate in a pool of boards within high indexing neighborhoods.	36,900,000					
Nashville: Digital Bulletin Program	10/4/21-11/28/21	Digital Bulletins	(10) Digital BB's - Locations will rotate in a pool of boards within high indexing neighborhoods.	7,800,000					
Chicago: Digital Bulletin Program	10/4/21-11/28/21	Digital Bulletins	(18) Digital BB's - Locations will rotate in a pool of boards within high indexing neighborhoods.	70,000,000					
Chicago: Digital Urban Panels	10/4/21-11/28/21	Digital Urban Panels	(45) Digital Urban Panels 55"	14,300,000					
PRINT									
Gulf to Bay Magazine	2021 Annual Publication	Full Page		500,000					
Visit Florida Magazine	2021 Annual Publication	2-Page Spread Ad	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							
Indianapolis Magazine	November 2021 issue	Full Page		37,573					
Cincinnati Magazine	November 2021 issue	Full Page		29,275					
Nashville Lifestyles Magazine	November 2021 issue	Full Page		21,954					
Chicago Magazine	November 2021 issue	2-Page Spread Ad		105,000					
Encore Theater Program	November 2021 issue	Full Page		485,000					
OUTVoices Nashville	November 2021 issue	Full Page		8,641					
Rolling Out Magazine (Atlanta)	November 2021 issue	Full Page		62,797					
Rolling Out Magazine (Chicago)	November 2021 issue	Full Page		67,965					
New York Times Sunday Magazine	11/14/21	Full Page		861,267					
Atlanta Magazine	November 2021 issue	Full Page		69,975					
Passport Magazine	November/December 2021	Full Page		134,000					
Art in America	November/December 2021	Full Page		43,000					
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									
	Dates	Space	Details	Estimated Impressions	Week of 11/1	Week of 11/8	Week of 11/15	Week of 11/22	Week of 11/29
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 11/1	Week of 11/8	Week of 11/15	Week of 11/22	Week of 11/29
Brazil									
					Week of 11/1	Week of 11/8	Week of 11/15	Week of 11/22	Week of 11/29
UK									
					Week of 11/1	Week of 11/8	Week of 11/15	Week of 11/22	Week of 11/29
Central Europe									
					Week of 11/1	Week of 11/8	Week of 11/15	Week of 11/22	Week of 11/29
SPORTS MARKETING PARTNERSHIPS									
	Dates	Space	Details	Estimated Impressions	Week of 11/1	Week of 11/8	Week of 11/15	Week of 11/22	Week of 11/29
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									
	Dates	Space	Details	Estimated Impressions	Week of 11/1	Week of 11/8	Week of 11/15	Week of 11/22	Week of 11/29
Swoop Airlines	October 2021 Launch	Direct Marketing Co-Op Program							