

ORLANDO					Estimated Impressions	Week of 10/4	Week of 10/11	Week of 10/18	Week of 10/25
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 10/4	Week of 10/11	Week of 10/18	Week of 10/25	
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							
Rays Inside Pitch - Issue 5	8/30/21-10/3/21	Full Page							
42nd Clearwater Jazz Holiday Official Guide	10/13/21	Full Page							
FLORIDA									
Dates	Space	Details		Estimated Impressions	Week of 10/4	Week of 10/11	Week of 10/18	Week of 10/25	
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	Annual Campaign: 11/23/20 - 11/21/21	Static Billboards	(3) Static Billboards		29,701,584				
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							
Florida Society of Assoc. Executives (FSAE)	September/October 2021	Full Page			1,500				
Ruth Eckerd Q3	Q4 2021	Full Page							
NATIONAL/ OUT OF STATE / NICHE									
Dates	Space	Details		Estimated Impressions	Week of 10/4	Week of 10/11	Week of 10/18	Week of 10/25	
BROADCAST MEDIA									
Atlanta 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 		33,600,000				
Atlanta Television	10/4/21-10/24/21	30-second sports	<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 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 		10,500,000				
Indianapolis Television	10/4/21-10/24/21	30-second sports	<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 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 		11,400,000				
Cincinnati Television	10/4/21-10/24/21	30-second sports	<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 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 	10,300,000				
Nashville Television	10/4/21-10/24/21	30-second sports	<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 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 	51,700,000				
Chicago Television	10/4/21-10/24/21	30-second sports	<ul style="list-style-type: none"> 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						
Atlanta Magazine	October 2021 issue	Full Page		69,975				
Atlanta Journal-Constitution	Sunday, 10/3/21	2021 Edition		40,000				
Screen International	2021 Campaign	Full Page						
Rolling Out Magazine - Chicago	October 2021 issue	Full Page						
Rolling Out Magazine - Atlanta	October 2021 issue	Full Page						
Encore Theatre Magazine	October 2021 issue	Full Page	Atlanta Symphony Program					
SportsEvents	October 2021 issue	Full Page + Advertorial						
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"	<ul style="list-style-type: none"> 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 10/4	Week of 10/11	Week of 10/18	Week of 10/25
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 10/4	Week of 10/11	Week of 10/18	Week of 10/25
Brazil					Week of 10/4	Week of 10/11	Week of 10/18	Week of 10/25
UK					Week of 10/4	Week of 10/11	Week of 10/18	Week of 10/25
Central Europe					Week of 10/4	Week of 10/11	Week of 10/18	Week of 10/25
SPORTS MARKETING PARTNERSHIPS								
	Dates	Space	Details	Estimated Impressions	Week of 10/4	Week of 10/11	Week of 10/18	Week of 10/25
Tampa Bay Rays (MLB Baseball)	2021 Post-Season October 2021	Multi-Media Partnership	Rays Baseball Marketing Partnership / One (1) Live Mention on the Rays Radio Network in (162) Regular Season Games & One (1) :30 Recorded Spot on the Rays Radio Network in (162) Regular Season Games / In-Stadium: One (1) Outfield Wall sign during Rays home games at Tropicana Field Left, One (1) Half Inning Home Plate Rotator in (40) Rays Regular Season Home Games Two (2) 28" Modules / Print: Full-Page in 2021 Season Yearbook and all Inside Pitch Issues					
Philadelphia Union (MLS Soccer)	2021 Season	Multi-Media Partnership	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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 10/4	Week of 10/11	Week of 10/18	Week of 10/25
Swoop Airlines	October 2021 Launch	Direct Marketing Co-Op Program						