

2008-09 Media Plan	2008												2009												• Easter Sunday 4/12/09		• Memorial Day 5/25/09		• July 4th Holiday		• Labor Day Monday, 9/7/09																																	
	October				November				December				January				February				March				April				May				June				July				August				September				October				November				December							
	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	2	9	16	23	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14
Out of Home Media																																																																
New York City DMA																																																																
Station Domination Campaign																																																																
Location: Herald Square/34th Street (5,665,000 circ)																																																																
Station Domination Campaign																																																																
Location: Bloomingdale's/59th Street - Lex (2,816,000 circ)																																																																
Orlando DMA																																																																
Delivery Truck Campaign (10-Trucks / 10,000,000 circ)																																																																
Outdoor Billboards (14' x 48' - 10 locations/month)																																																																
City of Tampa																																																																
Outdoor Billboards on Pinellas Bridges (3 Perm Locations)																																																																
Outdoor Billboards (14' x 48' - 6 locations/month)																																																																
Super Bowl Outdoor																																																																
Online Media																																																																
Paid Search (SEO/SEM)																																																																
Google and Yahoo Campaign(s)																																																																
250-300 Key Words																																																																
Evaluation of Key Words / Optimization Included																																																																
Dedicated St Pete-Clearwater CVB Key Work Search (Annual)																																																																
Grand Prix SEM																																																																
Pride Fest SEM																																																																
Winter Festival Season SEM																																																																
Cultural Key Work Search (Annual)																																																																
Indian Summer Fest SEM																																																																
New York Times "Great Getaway's" e-Blast																																																																
Total National Distribution																																																																
E-mail Blast to the NYT Opt-in Database interested in information on travel.																																																																
Banner Ad/Dedicated Direct Email Campaign																																																																
Web Sites for Consideration:																																																																
▶ Trip Advisor																																																																
▶ Travelocity																																																																
▶ Expedia																																																																
▶ Orbitz																																																																
▶ Travel Ad Network																																																																
▶ Weather.com																																																																
▶ Facebook.com																																																																
▶ Centro - Local Market Web Sites																																																																
▶ Advertising.com (Ad Network)																																																																
▶ Specific Media (Ad Network)																																																																

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Print Media	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21
Newspaper Insert Program (St Pete-Clearwater Co-op) 10.5" x 11" - 4 Pages 50 lb - #3 Bright White Matte Two Insertion Drops in 2009 - Total Distribution Including Overruns: 1,974,000 - Overruns total 3,000 per version Includes Six (6) Plate Changes/Versions Newspapers/Markets (circulation per insertion):																																																													
o Asbury Park Press (25,000 circulation)																																																													
o Bergen County Record (50,000 circulation)																																																													
o Boston Globe (65,000 circulation)																																																													
o Boston Herald (25,000 circulation)																																																													
o Bradenton Herald (25,000 circulation)																																																													
o Chicago Herald (15,000 circulation)																																																													
o Chicago Tribune (60,000 circulation)																																																													
o Cincinnati Enquirer (35,000 circulation)																																																													
o Detroit News & Free Press (70,000 circulation)																																																													
o Greater Philadelphia News (35,000 circulation)																																																													
o Indianapolis Star (75,000 circulation)																																																													
o Minneapolis Star Tribune (65,000 circulation)																																																													
o New York Newsday (25,000 circulation)																																																													
o New York Times (59,000 circulation)																																																													
o Orlando Sentinel (58,000 circulation)																																																													
o Lakeland Ledger (35,000 circulation)																																																													
o Sarasota Herald Tribune (30,000 circulation)																																																													
o Pittsburgh Post-Gazette (50,000 circulation)																																																													
o Suburban Chicago (40,000 circulation)																																																													
o Tampa Tribune (60,000 circulation)																																																													
o Washington Suburban Press (180,000 circulation)																																																													
o Westchester Journal News (50,000 circulation)																																																													
Out-of-State Newspaper Insert Program (Madden) Brochure Ad, 4-Color (VF Co-op) Circulation: 1,250,000																																																													
Florida Drive Market Newspaper Insert Program (Madden) Brochure Ad, 4-Color (VF Co-op) Circulation: 1,000,000 - Atlanta, Birmingham, Charlotte, Louisville, Memphis, Nashville, New Orleans, Raleigh																																																													
Midwest Vacation Guide Newspaper Insert Brochure Ad, 4-Color Circulation: 4,005,000 - IL, IA, MI, NE, MO, WI, KY, MN, IN, OH																																																													
Chicago Tribune Sunday Magazine 1/2 Page, 4-Color (VF Co-op) Circulation: 917,868																																																													

