



2009-10 Media Plan

Monthly Media Plan/Budget Report

Prepared By: BVK-Milwaukee

Visit St. Petersburg-Clearwater
2009-10 Media Plan/Budget Recap

Status	Media	Issue	Edition/Position	Circulation	Ad Size
Broadcast Media Niche					
	Cincinnati DMA (Television)	Weeks of: 3/1, 3/15, 3/29, 4/12, 4/26, 5/10	EM 25% / EN 25% / PT 15% / LN 25% / LF 10%	600 Gross Rating Points	30 and 60 Second Spots (A25-54)
	Indianapolis DMA (Television)	Weeks of: 3/1, 3/15, 3/29, 4/12, 4/26, 5/10	EM 25% / EN 25% / PT 15% / LN 25% / LF 10%	600 Gross Rating Points	30 and 60 Second Spots (A25-54)
	Orlando DMA (Radio)	Weeks of: 6/7, 6/21, 7/5, 7/19, 8/2, 8/16, 8/30	AM 25% / MD 25% / PM 25% / EV 15% / SS 10%	700 Gross Rating Points	30 and 60 Second Spots (A25-54)
	Orlando DMA (Television)	Weeks of: 5/31, 6/14, 6/28, 9/6, 9/20	EM 25% / EN 25% / PT 15% / LN 25% / LF 10%	700 Gross Rating Points	30 and 60 Second Spots (A25-54)
	Orlando DMA (Television)	Weeks of: 10/4, 10/18	EM 25% / EN 25% / PT 15% / LN 25% / LF 10%	700 Gross Rating Points	30 and 60 Second Spots (A25-54)
	Pittsburgh DMA (Television)	Weeks of: 3/1, 3/15, 3/29, 4/12, 4/26, 5/10	EM 25% / EN 25% / PT 15% / LN 25% / LF 10%	600 Gross Rating Points	30 and 60 Second Spots (A25-54)
	St Louis DMA (Television)	Weeks of: 3/1, 3/15, 3/29, 4/12, 4/26, 5/10	EM 25% / EN 25% / PT 15% / LN 25% / LF 10%	600 Gross Rating Points	30 and 60 Second Spots (A25-54)
	Tampa - Hillsborough (Cable Television)	Weeks of: 5/31, 6/14, 6/28, 9/6, 9/20	EM 25% / EN 25% / PT 15% / LN 25% / LF 10%	700 Gross Rating Points	30 and 60 Second Spots (A25-54)
	Tampa - Hillsborough (Cable Television)	Weeks of: 10/4, 10/18	EM 25% / EN 25% / PT 15% / LN 25% / LF 10%	700 Gross Rating Points	30 and 60 Second Spots (A25-54)
	Tampa DMA (Radio)	Weeks of: 6/7, 6/21, 7/5, 7/19, 8/2, 8/16, 8/30	AM 25% / MD 25% / PM 25% / EV 15% / SS 10%	700 Gross Rating Points	30 and 60 Second Spots (A25-54)
Out-of-Home Media Niche					
X	Chicago	Weeks of: 2/8, 2/22, 3/8, 3/22	Elevator Screen: Integrated Brand Campaign (91 buildings/1,329 screens)	7,500,000	15-Second Video
X	Chicago	2/1/10 to 4/30/10	Regional Delivery Truck Program	22,000,000	Wrapped Truck Display (13 Trucks Total)
X	New York City	December '09	Station Domination: Bloomingdales & 59th Street	2,816,000	Concourse Signage & Platform Dioramas
X	New York City	March '10	Station Domination: Union Square Station	5,665,000	Concourse Signage & Platform Dioramas
X	New York City	March '10	Station Domination: Union Square Station	5,665,000	Concourse Signage & Platform Dioramas
X	New York City	2/1/10 to 4/15/10	Taxi Television Campaign + LX New York Television Promotion	14,560,000	30-Second Spot
X	Orlando	5/1/10 to 8/31/10	Regional Delivery Truck Program	10,000,000	Wrapped Truck Display (10 Trucks Total)
	Orlando	5/1/10 to 8/31/10	Billboards (10) Locations Per Month	10,000,000	14' x 48' Traditional Billboards
	Tampa	5/1/10 to 8/31/10	Billboards (6-8) Locations Per Month	8,000,000	14' x 48' Traditional Billboards
X	Tampa	10/1/09 to 9/30/10	Location: #47420A: N/S I-275, 250' E/O Westshore Blvd.	1,000,000	14' x 48' - Creative Changed Monthly

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X	Tampa	10/1/10 to 5/29/11	Location: #47420A: N/S I-275, 250' E/O Westshore Blvd.	1,000,000	14' x 48' - Creative Changed Monthly
X	Tampa & Orlando	7/2/10 to 8/5/10	12 Theaters with over 113 screens	517,241	60-Second Premium Position Spot
Newspaper Niche					
X	"America's Best Vacations" Newspaper Insert Program (Collinson Publishing)	3/28/2010	Primarily East of the Mississippi Distribution	3,021,994	1/8 Page, 4C
X	AM New York	3/2/10	Tuesday Travel Section: Includes Street Team Promotion - 3/1/10 to 3/31/10	345,734	Full Page, 4C (Dedicated Co-op)
X	AM New York	3/4/10	Thursday BACK COVER: Includes Street Team Promotion - 3/1/10 to 3/31/10	345,734	Full Page, 4C (Dedicated Co-op)
X	AM New York	3/9/10	Tuesday Travel Section: Includes Street Team Promotion - 3/1/10 to 3/31/10	345,734	Full Page, 4C (Dedicated Co-op)
X	AM New York	3/11/10	Thursday BACK COVER: Includes Street Team Promotion - 3/1/10 to 3/31/10	345,734	Full Page, 4C (Dedicated Co-op)
X	AM New York	3/16/10	Tuesday Travel Section: Includes Street Team Promotion - 3/1/10 to 3/31/10	345,734	Full Page, 4C (Dedicated Co-op)
X	AM New York	3/18/10	Thursday BACK COVER: Includes Street Team Promotion - 3/1/10 to 3/31/10	345,734	Full Page, 4C (Dedicated Co-op)
X	AM New York	3/23/10	Tuesday Travel Section: Includes Street Team Promotion - 3/1/10 to 3/31/10	345,734	Full Page, 4C (Dedicated Co-op)
X	AM New York	3/25/10	Thursday BACK COVER: Includes Street Team Promotion - 3/1/10 to 3/31/10	345,734	Full Page, 4C (Dedicated Co-op)
X	Boston Globe Sunday Magazine	11/15/2009	Visit Florida Co-op Section	596,000	1/3 Page, 4C
X	Boston Globe Sunday Magazine	3/28/2010	National Distribution in the Sunday Edition of the Boston Globe	596,000	Full Page, 4C (Dedicated Co-op)
X	Boston Globe Sunday Magazine	5/16/2010	National Distribution in the Sunday Edition of the Boston Globe	596,000	Full Page, 4C (Dedicated Co-op)
X	Boston Globe Sunday Magazine	9/12/2010	National Distribution in the Sunday Edition of the Boston Globe	596,000	Full Page, 4C (Dedicated Co-op)
X	New York Times - Travel Magazine	3/28/10	National Distribution in the Sunday Edition of the New York Times	1,250,000	Full Page, 4C (Dedicated Co-op)
X	New York Times - Travel Magazine	5/23/10	National Distribution in the Sunday Edition of the New York Times	1,250,000	Full Page, 4C (Dedicated Co-op)
X	New York Times - Travel Magazine	9/26/10	National Distribution in the Sunday Edition of the New York Times	1,250,000	Full Page, 4C (Dedicated Co-op)
X	New York Times - Travel Magazine	11/21/10	National Distribution in the Sunday Edition of the New York Times	1,250,000	Full Page, 4C (Dedicated Co-op)
X	Orlando Sentinel	5/16/10	Florida Travel Magazine Insert into the Sunday Orlando Sentinel	315,298	Full Page, 4C (Dedicated Co-op)

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X	Orlando Sentinel	6/23/10	Spadeas - Cover Wrap Campaign: Main News Section	206,365	3 col x 20.25" Front Page / 3 col x 21" Inside Front Page / 6 col x 21" Inside Back Page / 6 col x 21" Back Page / 6 col x 3" Front Page Strip Ad (Dedicated Co-op)
X	Orlando Sentinel	7/21/10	Spadeas - Cover Wrap Campaign: Main News Sections	206,365	3 col x 20.25" Front Page / 3 col x 21" Inside Front Page / 6 col x 21" Inside Back Page / 6 col x 21" Back Page / 6 col x 3" Front Page Strip Ad (Dedicated Co-op)
X	Parade Magazine (Madden Publishing)	4/18/10	Newspaper Insert: Northern Midwest / Midwest / Northeast Regional Editions	7,241,072	Standard Unit, 4C
X	USA Weekend Magazine	3/14/10	Newspaper Insert: New England / Mid-Atlantic / Central Great Lakes Regional Editions	11,500,000	Travel Directory, 4C
X	USA Weekend Magazine	5/16/10	Newspaper Insert: New England / Mid-Atlantic / Central Great Lakes Regional Editions	11,500,000	Travel Directory, 4C
X	USA Weekend Magazine	8/22/10	Newspaper Insert: New England / Mid-Atlantic / Central Great Lakes Regional Editions	11,500,000	Travel Directory, 4C
X	USA Weekend Magazine	11/7/10	Newspaper Insert: New England / Mid-Atlantic / Central Great Lakes Regional Editions	11,500,000	Travel Directory, 4C
X	Visit Florida In-State Newspaper Insert Program (Collinson Publishing)	4/18/2010	Florida In-State Campaign	1,682,557	Travel Directory, 4C
X	Visit Florida In-State Newspaper Insert Program (Collinson Publishing)	6/6/2010	Florida In-State Campaign	1,682,557	Travel Directory, 4C
X	Visit Florida Out-of-State Newspaper Insert Program (Collinson Publishing)	2/7/2010	Out-of-State Campaign	1,500,000	Travel Directory, 4C
X	Visit St Pete-Clearwater Newspaper Insert Program (Collinson Publishing)	4/14/10	Markets: Bradenton, Lakeland, Orlando, Sarasota, Tampa	442,000	10.5" x 11" (4-Page) / 50# GS Matte Paper (Dedicated Co-op)
X	Visit St Pete-Clearwater Newspaper Insert Program (Collinson Publishing)	6/2/10	Markets: Bradenton, Lakeland, Orlando, Sarasota, Tampa	442,000	10.5" x 11" (4-Page) / 50# GS Matte Paper (Dedicated Co-op)
X	Visit St Pete-Clearwater Newspaper Insert Program (Collinson Publishing)	8/18/10	Markets: Bradenton, Lakeland, Orlando, Sarasota, Tampa	442,000	10.5" x 11" (4-Page) / 50# GS Matte Paper (Dedicated Co-op)
Magazine Niche					
X	AAA Going Places Magazine	May/June '10	Custom Florida Insert (Markets): City of Tampa, Orlando, Lakeland, Ocala, Bradenton, Pt. Richey and Heathrow	604,000	2-Page Insert, 4C (Dedicated Co-op)
X	AAA Going Places Magazine	Sept/Oct '10	Custom Florida Insert (Markets): City of Tampa, Orlando, Lakeland, Ocala, Bradenton, Pt. Richey and Heathrow	604,000	2-Page Insert, 4C (Dedicated Co-op)

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X	Arthur Frommer's Budget Travel Magazine	February '10	Visit Florida Co-op Section	697,938	1/3 Page, 4C
X	Arthur Frommer's Budget Travel Magazine	June '10	Visit Florida Co-op Section	697,938	1/3 Page, 4C
X	Arthur Frommer's Budget Travel Magazine	July / August '10	Regional Insert Program: New York, Chicago, Tampa, Orlando, Boston, Philadelphia, Detroit, Indianapolis, Pittsburgh, Cincinnati, Cleveland	218,041	2-Page Insert, 4C (Dedicated Co-op)
X	Cigar Aficionado Magazine	May/June '10	National Distribution	250,620	Full Page, 4C (Dedicated Co-op)
X	Cigar Aficionado Magazine	Sept/Oct '10	National Distribution	250,620	Full Page, 4C (Dedicated Co-op)
X	Coastal Living Magazine	February '10	Visit Florida Co-op Section	475,000	1/6 Page, 4C
X	Coastal Living Magazine	March '10	NE & Midwest Region	251,029	2/3 Page Spread, 4C (Dedicated Co-op)
X	Coastal Living Magazine	June '10	Visit Florida Co-op Section	475,000	1/6 Page, 4C
X	Coastal Living Magazine	July/August '10	NE & Midwest Region	251,029	2/3 Page Spread, 4C (Dedicated Co-op)
X	Coastal Living Magazine	September '10	State of Florida Edition	81,680	2-Page Insert, 4C (Dedicated Co-op)
X	Conde Nast Traveler Magazine	May '10	NY and IL + Newsstand Copies	153,650	2-Page Insert, 4C (Dedicated Co-op)
X	Conde Nast Traveler Magazine	November '10	NY and IL + Newsstand Copies	153,650	2-Page Insert, 4C (Dedicated Co-op)
X	Florida Insiders Guide (Miles Media Group)	2010 Annual (Published 4/2010)	Position with the Beaches Editorial	300,000	2-Page Spread, 4C (Dedicated Co-op)
X	MNI Media Network Magazine Group	May '10	Family Network (Orlando): Family Fun, Parenting	24,080	2-Page Spread, 4C (Dedicated Co-op)
X	MNI Media Network Magazine Group	July '10	Entertainment Network (Orlando): Entertainment Weekly, People	23,400	2-Page Spread, 4C (Dedicated Co-op)
X	National Geographic Traveler Magazine	Jan/Feb '10	Visit Florida Co-op Section	405,000	1/6 Page, 4C
X	National Geographic Traveler Magazine	September '10	Regional Insert Program: New York, Chicago, Tampa, Orlando, Boston, Philadelphia, Detroit, Indianapolis, Pittsburgh, Cincinnati, Cleveland	150,000	2-Page Insert, 4C (Dedicated Co-op)
X	Natural History Magazine	May '10	National Distribution	252,789	Full Page, 4C (Dedicated Co-op)
X	Natural History Magazine	July/August '10	National Distribution	252,789	Full Page, 4C (Dedicated Co-op)
X	Oprah Magazine (Madden Publishing)	February '10	Visit Florida Co-op Section	670,000	1/6 Page, 4C
X	Oprah Magazine (Madden Publishing)	March '10	East/Midwest Regions	610,000	1/6 Page, 4C

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X	Oprah Magazine (Madden Publishing)	April '10	East/Midwest Regions	610,000	1/6 Page, 4C
X	Oprah Magazine (Madden Publishing)	May '10	East/Midwest Regions	610,000	1/6 Page, 4C
X	People Magazine (Collinson Publishing)	4/12/10	Southeast / Midwest and Northeast Regional Editions	2,210,000	Travel Directory, 4C
X	Philadelphia Magazine	March '10	Visit Florida Co-op Section	127,730	2-Page Spread, 4C (Dedicated Co-op)
X	Real Simple Magazine	April '10	Regional Insert in the Northeast Edition of Real Simple Magazine	828,180	2-Page Insert, 4C (Dedicated Co-op)
X	Southern Living Magazine	March '10	Visit Florida Co-op Section - Includes 1/3 Page Bonus Ad in the Best of S. Living Magazine	1,260,000	1/6 Page, 4C
X	Southern Living Magazine	April '10	Florida, East and Midwest Regions	725,000	2-Page Insert, 4C (Dedicated Co-op)
X	Southern Living Magazine	May '10	Visit Florida Co-op Section - Includes 1/3 Page Bonus Ad in the Best of S. Living Magazine	2,590,000	1/6 Page, 4C
X	Southern Living Magazine	July '10	State of Florida Edition	310,000	2-Page Insert, 4C (Dedicated Co-op)
X	Southern Living Magazine	August '10	State of Florida Edition	310,000	2-Page Insert, 4C (Dedicated Co-op)
X	Traditional Home Magazine (Meredith)	May '10	Regional Insert Program: New York, Chicago, Tampa, Orlando, Boston, Philadelphia, Detroit, Indianapolis, Pittsburgh, Cincinnati, Cleveland	259,200	2-Page Insert, 4C (Dedicated Co-op)
X	Traditional Home Magazine (Meredith)	Aug/Sept '10	Regional Insert Program: New York, Chicago, Tampa, Orlando, Boston, Philadelphia, Detroit, Indianapolis, Pittsburgh, Cincinnati, Cleveland	259,200	2-Page Insert, 4C (Dedicated Co-op)
X	Travel & Leisure Magazine	March/April '10	Visit Florida Co-op Section: T&L Fam (Mar) / T&L and F&W (April)	534,778	1/6 Page, 4C
X	Travel & Leisure Magazine	June '10	Regional Insert Program: NY, IL, FL, MA, PA, MI, IN, OH	311,454	2-Page Insert, 4C (Dedicated Co-op)
X	Vanity Fair Magazine	April '10	NY Metro / Boston / IL Regional Editions	214,041	2-Page Insert, 4C (Dedicated Co-op)
X	Vanity Fair Magazine	October '10	NY Metro / Boston / IL Regional Editions	214,041	2-Page Insert, 4C (Dedicated Co-op)
X	Visit Florida Magazine (Miles Media Group)	2010 Annual (Published 12/09)	First Ad Position within the Beaches Section of the Magazine	300,000	2-Page Spread, 4C (Dedicated Co-op)
X	Where Guestbook - Annual	2009-10 Annual Edition	Orlando Edition	78,000	Full Page, 4C
X	Where Magazine	Nov/Dec '09	Orlando Edition	78,000	Full Page, 4C

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X	Where Magazine	Mar/Apr '10	Orlando Edition	78,000	2-Page Spread, 4C (Dedicated Co-op)
X	Where Magazine	May/June '10	Orlando Edition	78,000	2-Page Spread, 4C (Dedicated Co-op)
X	Where Magazine	Jul/Aug '10	Orlando Edition	78,000	2-Page Spread, 4C (Dedicated Co-op)
X	Where Magazine	Sept/Oct '10	Orlando Edition	78,000	2-Page Spread, 4C (Dedicated Co-op)
X	Wine Spectator Magazine	April '10	National Distribution	389,003	Full Page, 4C (Dedicated Co-op)
X	Wine Spectator Magazine	September '10	National Distribution	389,003	Full Page, 4C (Dedicated Co-op)
SEO/SEM - Online Media Niche					
X	Boston Globe	2/22/10	Boston Globe Traveler - Dedicated Opt-in Email Blast	65,000	HTML Email (Dedicated Co-op)
X	Boston Globe	3/29/10	Boston Globe Traveler - Dedicated Opt-in Email Blast	65,000	HTML Email (Dedicated Co-op)
X	Boston Globe	5/3/10	Boston Globe Traveler - Dedicated Opt-in Email Blast	65,000	HTML Email (Dedicated Co-op)
X	Boston Globe	6/7/10	Boston Globe Traveler - Dedicated Opt-in Email Blast	65,000	HTML Email (Dedicated Co-op)
X	Boston Globe	7/19/10	Boston Globe Traveler - Dedicated Opt-in Email Blast	65,000	HTML Email (Dedicated Co-op)
X	Boston Globe	8/23/10	Boston Globe Traveler - Dedicated Opt-in Email Blast	65,000	HTML Email (Dedicated Co-op)
X	DestinationTV c/o USATODAY.com	Nov '09 to Sept '10	Destination Video	2,000,000	Destination Video
X	Facebook.com	Feb '10 / Apr '10 / June '10 / Aug '10	Ad Campaign to Generate Brand Awareness and Continue to Grow the Facebook Fan Site for VSPC	500,000	80x110 - Banner Ad (Max 135 Characters in Body - 25 Characters in Headline)
X	New York Times	2/8/10	Great Getaways - Dedicated Opt-in Email Blast	420,000	HTML Email (Dedicated Co-op)
X	New York Times	3/15/10	Great Getaways - Dedicated Opt-in Email Blast	420,000	HTML Email (Dedicated Co-op)
X	New York Times	4/12/10	Great Getaways - Dedicated Opt-in Email Blast	420,000	HTML Email (Dedicated Co-op)
X	New York Times	6/14/10	Great Getaways - Dedicated Opt-in Email Blast	420,000	HTML Email (Dedicated Co-op)
X	New York Times	7/12/10	Great Getaways - Dedicated Opt-in Email Blast	420,000	HTML Email (Dedicated Co-op)
X	New York Times	8/9/10	Great Getaways - Dedicated Opt-in Email Blast	420,000	HTML Email (Dedicated Co-op)
X	Reprise Media Group	11/1/09 to 9/30/10	SEO/SEM - Domestic	458,750	Paid Search Campaign on Google/Yahoo
X	Rich Media Banner Co-op Campaigns (Madden Publishing)	3/1 to 4/25 and 6/28 to 8/29	Geo-Targeted Campaign on Leading Sites: CNN.com/TripAdvisor.com	14,629,310	Multi-Unit Expandable Banner Ad Campaign

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International - Canada Niche					
X	Canadian Geographic Travel Magazine	March '10	Visit Florida Co-op Section	122,692	2-Page Spread, 4C (Dedicated Co-op)
X	Dreamscapes Magazine	Nov/Dec '09	Visit Florida Co-op Section	127,000	2-Page Spread, 4C
X	Dreamscapes Magazine	Jan/Feb '10	Visit Florida Co-op Section	127,000	2-Page Spread, 4C
X	Horizon Travel	12/3/09	Visit Florida Co-op Section	60,000	Full Page, 4C
X	Online Media Campaign	1/4/10 to 3/28/10	GeoTarget: Toronto Market - Sites Include: TorontoStar.com, / Canada.com / TorontoSun.com / The Star.com / EyeWeekly.com / Toronto.com	14,000,000	Banner Ad Campaign
X	Toronto Star	10/17/2009	Visit Florida Co-op Section	608,000	1/2 Page, 4C
X	Toronto Star	11/14/2009	Visit Florida Co-op Section	608,000	1/2 Page, 4C
X	Toronto Star	1/16/2010	Visit Florida Co-op Section	608,000	1/2 Page, 4C
X	Travel Courier Magazine	12/10/09 to 12/17/09	Travel Courier Contest	500,000	Editorial and Web Site Exposure
X	Travel Week - Canada	1/28/2010	National Distribution to Canadian Travel Agents - Primarily Toronto	15,000	Full Page, 4C
X	Travel Week - Canada	2/4/2010	National Distribution to Canadian Travel Agents - Primarily Toronto	15,000	Full Page, 4C
X	Travel Week - Canada	2/25/2010	National Distribution to Canadian Travel Agents - Primarily Toronto	15,000	Full Page, 4C
X	Travel Week - Canada	3/11/2010	National Distribution to Canadian Travel Agents - Primarily Toronto	15,000	Full Page, 4C
X	Travel Week - Canada	4/1/2010	National Distribution to Canadian Travel Agents - Primarily Toronto	15,000	Full Page, 4C
X	Travel Week - Canada	1/5/2010	Email Blast to the Opt-in Canadian Travel Agents Subscribers	10,000	HTML Email
X	Travel Week - Canada	2/9/2010	Email Blast to the Opt-in Canadian Travel Agents Subscribers	10,000	HTML Email
X	Travel Week - Canada	2/16/2010	Email Blast to the Opt-in Canadian Travel Agents Subscribers	10,000	HTML Email
X	Travel Week - Canada	2/23/2010	Email Blast to the Opt-in Canadian Travel Agents Subscribers	10,000	HTML Email
X	Travel Week - Canada	3/2/2010	Email Blast to the Opt-in Canadian Travel Agents Subscribers	10,000	HTML Email
X	Travel Week - Canada	4/6/2010	Email Blast to the Opt-in Canadian Travel Agents Subscribers	10,000	HTML Email

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International - UK Niche (Forwarded by VSPC on 10-22-09)					
	Virgin Holidays	2009-10 Dates Need to Be Determined By VSPC UK Offices	2009-10 Plan Details TBD - Will be added to the recap once detailed plan is received by the UK client	2009-10 Plan Details TBD	2009-10 Plan Details TBD
	Brand Affinity Marketing Campaign (Touchdown)	2009-10 Dates Need to Be Determined By VSPC UK Offices	2009-10 Plan Details TBD - Will be added to the recap once detailed plan is received by the UK client	2009-10 Plan Details TBD	2009-10 Plan Details TBD
	Expedia	2009-10 Dates Need to Be Determined By VSPC UK Offices	2009-10 Plan Details TBD - Will be added to the recap once detailed plan is received by the UK client	2009-10 Plan Details TBD	2009-10 Plan Details TBD
	Irish Operators	2009-10 Dates Need to Be Determined By VSPC UK Offices	2009-10 Plan Details TBD - Will be added to the recap once detailed plan is received by the UK client	2009-10 Plan Details TBD	2009-10 Plan Details TBD
	Travel City Direct	2009-10 Dates Need to Be Determined By VSPC UK Offices	2009-10 Plan Details TBD - Will be added to the recap once detailed plan is received by the UK client	2009-10 Plan Details TBD	2009-10 Plan Details TBD
	Reed (WTM Coat Check)	2009-10 Dates Need to Be Determined By VSPC UK Offices	2009-10 Plan Details TBD - Will be added to the recap once detailed plan is received by the UK client	2009-10 Plan Details TBD	2009-10 Plan Details TBD
	Trailfinders	2009-10 Dates Need to Be Determined By VSPC UK Offices	2009-10 Plan Details TBD - Will be added to the recap once detailed plan is received by the UK client	2009-10 Plan Details TBD	2009-10 Plan Details TBD
	Cosmos	2009-10 Dates Need to Be Determined By VSPC UK Offices	2009-10 Plan Details TBD - Will be added to the recap once detailed plan is received by the UK client	2009-10 Plan Details TBD	2009-10 Plan Details TBD
	First Choice / TUI	2009-10 Dates Need to Be Determined By VSPC UK Offices	2009-10 Plan Details TBD - Will be added to the recap once detailed plan is received by the UK client	2009-10 Plan Details TBD	2009-10 Plan Details TBD
	Visit Florida International Guides	2009-10 Dates Need to Be Determined By VSPC UK Offices	2009-10 Plan Details TBD - Will be added to the recap once detailed plan is received by the UK client	2009-10 Plan Details TBD	2009-10 Plan Details TBD
	Funway	2009-10 Dates Need to Be Determined By VSPC UK Offices	2009-10 Plan Details TBD - Will be added to the recap once detailed plan is received by the UK client	2009-10 Plan Details TBD	2009-10 Plan Details TBD
	Marketplace Ad in Go America Guide	Spring 2010	2009-10 Plan Details TBD - Will be added to the recap once detailed plan is received by the UK client	2009-10 Plan Details TBD	2009-10 Plan Details TBD
	Premier Holidays	2009-10 Dates Need to Be Determined By VSPC UK Offices	2009-10 Plan Details TBD - Will be added to the recap once detailed plan is received by the UK client	2009-10 Plan Details TBD	2009-10 Plan Details TBD
	Dollar/Alamo Handbook	July '10 to Dec '10	2009-10 Plan Details TBD - Will be added to the recap once detailed plan is received by the UK client	2009-10 Plan Details TBD	1/4 Page, 4C

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	Contingency	2009-10 Dates Need to Be Determined By VSPC UK Offices	2009-10 Plan Details TBD - Will be added to the recap once detailed plan is received by the UK client	2009-10 Plan Details TBD	2009-10 Plan Details TBD
International - German Niche (Forwarded by VSPC on 10-22-09)					
	America Unlimited	Feb '10	Promotions	815,000	Tram Advert, eNewsletter, Newspaper Ad, 8-Page Flyer
	Canusa	Feb '10	Promotions	180,000	12-16 Page FL Newspaper Supplement & eNewsletter
	DERTOUR	October '10	Promotions	950,000	Airstream Promotion
	DERTOUR	Jan '10	Promotions	950,000	Consumer Mailing
	DERTOUR	July '10	Promotions	950,000	Winter Catalog
	DERTOUR	August '10	Promotions	950,000	Newspaper Ad
	FTI	January '10	Promotions	750,000	FTI Website Promotion
	FTI	September '10	Promotions	750,000	Winter Catalog
	Meier's Weltreisen	January '10	Promotions	46,500	American Journal - Back Cover
	Meier's Weltreisen	March '10	Promotions	46,500	Consumer VIP Mailing
	Thomas Cook AG - Neckermann Reisen	July '10	Promotions	682,500	TA Window Display, Mailings, Catalogs
	Thomas Cook AG - Thomas Cook Reisen	February '10	Promotions	682,500	eCommerce Promo
	Flex Travel	February '10	Promotions	1,200	TA Image Poster
	Flex Travel	March '10	Promotions	1,200	TA Newsletter
	Flex Travel	April '10	Promotions	1,200	TA Hanging Letter with Offer
	Hotelplan	July '10	Promotions	140,000	Winter Catalog Cover
	Hotelplan	August '10	Promotions	140,000	Homepage Destination Special
	KUONI	August '10	Promotions	100,000	4-Page TA Mailing + Internet Teaser
	Skytours	June '10	Promotions	70,000	Street Car Flyer, eNewsletter
	Jan Doets	January '10	Promotions	200,000	Truck Image Campaign & Billboard
	Jan Doets	May '10	Promotions	30,000	eNewsletter Blast

Visit St. Petersburg-Clearwater
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Status	Media	Issue	Edition/Position	Circulation	Ad Size
	American Journal	February '10	Promotions	40,000	1/2 Page, 4C
	FVW Mediengruppe / FVW	March '10	Promotions	28,000	1/4 Page, 4C
	FVW Mediengruppe / FVW	July '10	Promotions	28,000	1/4 Page, 4C
	Gayfriendly USA	January '10	Promotions	60,000	Full Page, 4C
	OpenTS	January '10	Promotions	40,000	Company Listing
	OpenTS	March '10	Promotions	40,000	Content Ads
	OpenTS	August '10	Promotions	40,000	8x eNewsletters
	TIP Austria	March '10	Promotions	10,500	1/4 Page, 4C
	Touristik Aktuell	February '10	Promotions	31,000	2x - 1/2 Page, 4C
	Touristik Aktuell	June '10	Promotions	31,000	1/4 Page, 4C
	Travel Inside Switzerland	February '10	Promotions	12,500	1/2 Page, 4C
	Travel Inside Switzerland	May '10	Promotions	12,500	1/2 Page, 4C
	Travel Manager Switzerland	April '10	Promotions	4,000	1/2 Page, 4C
	Travel One	March '10	Promotions	23,000	1/2 Page, 4C
	Travel One	April '10	Promotions	23,000	1/2 Page, 4C
	Travel Talk	December '09	Promotions	34,000	Full Page, 4C
	Travelution Holland	November '09	Promotions	10,000	2-Page Spread, 4C
	Travelution Holland	May '10	Promotions	10,000	2-Page Spread, 4C
	Visit Florida International German Guide	2009-10	Promotions	200,000	N/A
	German Contingency	German Contingency	German Contingency	German Contingency	German Contingency
International - Latin America Niche					
X	Brazil Travel News	Nov/Dec '09	Co-op Campaign with TB&Co.	250,000	24-32 Page Editorial Feature
Meetings & Conventions Niche					
X	Florida Trend Magazine	December '09	"Corp Travel Guide to Meetings/Conventions"	384,820	2-Page Spread, 4C
X	Florida Trend Magazine	January '10	Spot Light on Visit St Petersburg-Clearwater Issue	384,820	2-Page Spread, 4C

Visit St. Petersburg-Clearwater
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Status	Media	Issue	Edition/Position	Circulation	Ad Size
X	Florida Trend Magazine	May '10	CVB Issue	384,820	2-Page Spread, 4C
X	FSAE/Florida Society of Assoc Executions	Nov/Dec '09	National Distribution	5,000	2-Page Spread, 4C
X	FSAE/Florida Society of Assoc Executions	March '10	National Distribution	5,000	2/3 Page Spread, 4C (Dedicated Co-op)
X	FSAE/Florida Society of Assoc Executions	May '10	National Distribution	5,000	2/3 Page Spread, 4C (Dedicated Co-op)
X	FSAE/Florida Society of Assoc Executions	July '10	National Distribution	5,000	2/3 Page Spread, 4C (Dedicated Co-op)
X	FSAE/Florida Society of Assoc Executions	Sept '10	National Distribution	5,000	2/3 Page Spread, 4C (Dedicated Co-op)
X	FSAE/Florida Society of Assoc Executions	Nov/Dec '10	National Distribution	5,000	2/3 Page Spread, 4C (Dedicated Co-op)
X	Meetings & Conventions Magazine	3/9/10	Dedicated Email Blast to the Opt-in Meeting Planner Database	44,179	HTML Email Blast (Dedicated Co-op)
X	Meetings & Conventions Magazine	4/6/10	Dedicated Email Blast to the Opt-in Meeting Planner Database	44,179	HTML Email Blast (Dedicated Co-op)
X	Meetings & Conventions Magazine	5/11/10	Dedicated Email Blast to the Opt-in Meeting Planner Database	44,179	HTML Email Blast (Dedicated Co-op)
X	Meetings & Conventions Magazine	6/15/10	Dedicated Email Blast to the Opt-in Meeting Planner Database	44,179	HTML Email Blast (Dedicated Co-op)
X	Meetings & Conventions Magazine	7/13/10	Dedicated Email Blast to the Opt-in Meeting Planner Database	44,179	HTML Email Blast (Dedicated Co-op)
X	Meetings & Conventions Magazine	8/10/10	Dedicated Email Blast to the Opt-in Meeting Planner Database	44,179	HTML Email Blast (Dedicated Co-op)
	Meetings Contingency	2009-10 Future Plans	2009-10 Future Plans	N/A	2009-10 Future Plans
X	TSAE/Capital Executive Magazine	Winter 2009 (Pub 12/9/09)	National Distribution	5,000	2-Page Spread, 4C
X	TSAE/Capital Executive Magazine	Spring 2010 (Published in 3/15/10)	National Distribution	1,500	2/3 Page Spread, 4C (Dedicated Co-op)
X	TSAE/Capital Executive Magazine	Summer 2010 (Published in 6/14/10)	National Distribution	1,500	2/3 Page Spread, 4C (Dedicated Co-op)
X	TSAE/Capital Executive Magazine	Fall 2010 (Published in 9/8/10)	National Distribution	1,500	2/3 Page Spread, 4C (Dedicated Co-op)
X	TSAE/Capital Executive Magazine	Winter 2010 (Published in 12/8/10)	National Distribution	1,500	2/3 Page Spread, 4C (Dedicated Co-op)
X	TSAE Membership Directory	Annual (Published April 2010)	Annual Directory	5,000	Full Page, 4C
Strategic Partnerships Niche					
	Allegiant Air Co-op	2010 Future Co-op Opportunities	2010 Future Co-op Opportunities	N/A	2010 Future Co-op Opportunities
X	ESPN Sponsorship	12/21/09-1/3/10	2009-10 Outback Bowl Sponsorship	5,500,000	Includes 30-Second Spots and a Feature on the Destination

Visit St. Petersburg-Clearwater
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Status	Media	Issue	Edition/Position	Circulation	Ad Size
X	ESPN Sponsorship	12/19/2009	2009 St Pete Bowl	5,500,000	(2) 30-Second Spots / FP Ad in Program and In-Game Spot on Scoreboard
	Promotions / Brand Partnerships	2010 Promotions / Brand Partnerships	2010 Promotions / Brand Partnerships	N/A	2010 Promotions / Brand Partnerships
X	U.S. Travel Association	2010 Sponsorship	2010 International Pow Wow	1,000,000	Gold Sponsor and Delegate Badge Wallets
Misc VSPC Department Media Needs					
	Film Department	2010 Future Opportunities	2010 Future Opportunities	2010 Future Opportunities	2010 Future Opportunities
	Sports Department	2010 Future Opportunities	2010 Future Opportunities	2010 Future Opportunities	2010 Future Opportunities
Domestic/Canada Tour Operator OTA					
	Southwest Airlines Vacations	2010 Future Co-op Opportunities	2010 Future Co-op Opportunities	2010 Future Co-op Opportunities	2010 Future Co-op Opportunities
X	Travelocity Experience Finder	2009-10 Campaign	TB&Co / VSPC Co-op Effort	N/A	TB&Co / VSPC Co-op Effort
	VSPC	2010 Future Co-op Opportunities	2010 Future Co-op Opportunities	2010 Future Co-op Opportunities	2010 Future Co-op Opportunities
Brochure Distribution Campaign					
X	AdSel Associates, Inc	10/1/09 to 9/29/10	\$100/Month - Military (N) Distribution + \$100/Month - Military (S) Distribution = \$200/month Total	Working with Vendor to determine the estimated annual distribution of the guides	Brochure Distribution
X	Florida Suncoast Tourism/Promotions	10/1/09 to 9/29/10	\$900/Month Distribution + \$300/Month AAA Distribution = \$1,200 Total/Month	Working with Vendor to determine the estimated annual distribution of the guides	Brochure Distribution
X	Helinger Advertising, Inc.	10/1/09 to 9/29/10	Billed at \$230 per Month	Working with Vendor to determine the estimated annual distribution of the guides	Brochure Distribution
X	Where Quick Guide (Morris Visitor Pubs)	10/1/09 to 9/29/10	Billed at \$450 per Month	Working with Vendor to determine the estimated annual distribution of the guides	Brochure Distribution
Chamber Co-op Media Niche					
	Chamber Co-op Media Contingency for Future Plans	2009-10 Media	Media is Placed Directly by VSPC - BVK pays invoices	N/A	N/A
Travel Trade/Hotel & Resorts Program					

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Status	Media	Issue	Edition/Position	Circulation	Ad Size
X	HTI.com	1/1/10 to 9/30/10	Exclusive Premium Sponsorship of the Orlando Metro	600,000	728x90 Leaderboard Banner Ad
X	HTI.com	10/1/10 to 12/26/10	Exclusive Premium Sponsorship of the Orlando Metro	600,000	728x90 Leaderboard Banner Ad
X	Travel Weekly Magazine	3/1/10	TravelWeekly.com Email Blast to Opt-in Travel Agents	39,816	HTML Email Blast (Dedicated Co-op)
X	Travel Weekly Magazine	4/5/10	TravelWeekly.com Email Blast to Opt-in Travel Agents	39,816	HTML Email Blast (Dedicated Co-op)
X	Travel Weekly Magazine	5/10/10	TravelWeekly.com Email Blast to Opt-in Travel Agents	39,816	HTML Email Blast (Dedicated Co-op)
X	Travel Weekly Magazine	6/7/10	TravelWeekly.com Email Blast to Opt-in Travel Agents	39,816	HTML Email Blast (Dedicated Co-op)
X	Travel Weekly Magazine	7/12/10	TravelWeekly.com Email Blast to Opt-in Travel Agents	39,816	HTML Email Blast (Dedicated Co-op)
X	Travel Weekly Magazine	8/9/10	TravelWeekly.com Email Blast to Opt-in Travel Agents	39,816	HTML Email Blast (Dedicated Co-op)
X	Travel Weekly Magazine	2/8/2010 Issue	Annual Cruise Issue	55,000	2-Page Cover Wrap (Dedicated Co-op)
Clear Channel Interspace (Orlando-Sanford) International Airport					
X	Interspace Services (Sanford Airport)	10/1/08 - Beginning of Contract	Escalator to Customs Leftwall/Rightwall	Working with Vendor to determine the estimated impressions	SFBWN-1 = \$1345/mo and SFBWP-2 = \$345/mo
X	Interspace Services (Sanford Airport)	10/1/08 - Beginning of Contract	E5 Wall & Area to wrap beach sounds, music, ceiling props	Working with Vendor to determine the estimated impressions	SFBWQ-3 = \$1640/mo and SFBM-4 = \$0/mo
X	Interspace Services (Sanford Airport)	10/1/08 - Beginning of Contract	Package of four (4) LCD Screens with 2-minute Loop	Working with Vendor to determine the estimated impressions	SFBAY-1 = \$10400/mo
X	Interspace Services (Sanford Airport)	10/1/08 - Beginning of Contract	Outside Brochure Distribution Center (8.5" x 11" Stackable Bin)	Working with Vendor to determine the estimated impressions	SFB9M-63/64/65 = \$525/mo
X	Interspace Services (Sanford Airport)	10/1/08 - Beginning of Contract	Specialty Wall Location At Top of Escalator	Working with Vendor to determine the estimated impressions	SFBSC-1 = \$1590/mo
X	ServiceNET Exp	Quarterly Inspections	Quarterly Inspections	Quarterly Inspections	Quarterly Inspections
X	ServiceNET Exp	Contingency for Equipment Replacement	Contingency for Equipment Replacement	Contingency for Equipment Replacement	Contingency for Equipment Replacement
Misc Items - Media not able to bill from 2008-09					

Visit St. Petersburg-Clearwater
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Status	Media	Issue	Edition/Position	Circulation	Ad Size
X	Online Media Campaign	10/1/09-10/31/09	Media we were unable to bill due to lack of back-up/invoices from vendor in time for the final billing date	N/A	Paid Search Google/Yahoo
X	Online Media Campaign	Sept/Oct '09	Media we were unable to bill due to lack of back-up/invoices from vendor in time for the final billing date	N/A	Banner Ad Campaign
X	Orlando Television	Sept/Oct '09	Media we were unable to bill due to lack of back-up/invoices from vendor in time for the final billing date	N/A	N/A
X	Tampa Radio	Sept/Oct '09	Media we were unable to bill due to lack of back-up/invoices from vendor in time for the final billing date	N/A	N/A