



**ST.PETERSBURG  
CLEARWATER**

**COOPERATIVE  
ADVERTISING  
PROGRAM  
2012**

**Program Support**

**FOR QUESTIONS REGARDING  
PROGRAMS, PARTICIPATION  
STEPS OR GUIDELINES:**

BVK

Annie Ecken  
Senior Account Executive  
Phone: 1-800-226-1151  
anniee@bvk.com

**FOR QUESTIONS REGARDING  
PASSWORDS OR ONLINE  
FORMS:**

Miles Media Group

Data Department  
Phone: 1-800-683-0010  
data@milesmedia.com

**FOR QUESTIONS REGARDING  
BILLING:**

Visit St. Petersburg/Clearwater

13805 58th St. N., Suite 2-200  
Clearwater, Florida 33760

Katie Marvin  
Advertising Manager  
Phone: 727-464-7462  
Katie@VisitSPC.com

**Co-op Web Site: [www.pinellascvb.com](http://www.pinellascvb.com)**

**Destination Web Site: [www.VisitStPeteClearwater.com](http://www.VisitStPeteClearwater.com)**

## 2012 PROGRAM OPPORTUNITIES OVERVIEW

TRIP ADVISOR	PROGRAM DATES	COST
Deals Text Link—Group 1: St Pete	1/4-3/4/12 3/5-5/6/12 5/7-7/1/12 7/2-9/2/12 9/3-11/4/12 11/5-12/31/12	\$80.00/ period
Deals Text Link—Group 2: Tarpon Springs-Dunedin-Safety Harbor- Oldsmar-Crystal Beach-Ozona-Palm Harbor	1/4-3/4/12 3/5-5/6/12 5/7-7/1/12 7/2-9/2/12 9/3-11/4/12 11/5-12/31/12	\$50.00/ period
Deals Text Link— Group 3: Clearwater-Clearwater Beach-Belleair- Belleair Beach-Belleair Bluffs—Largo	1/4-3/4/12 3/5-5/6/12 5/7-7/1/12 7/2-9/2/12 9/3-11/4/12 11/5-12/31/12	\$160.00/ period
Deals Text Link—Group 4: Indian Rocks Beach-Indian Shores- Redington Beach-N Redington Beach- Redington Shores-Maderia Beach-Kenneth City-Seminole-Pinellas Park	1/4-3/4/12 3/5-5/6/12 5/7-7/1/12 7/2-9/2/12 9/3-11/4/12 11/5-12/31/12	\$70.00/ period
Deals Text Link—Group 5: St Pete Beach-Treasure Island-Gulfport- Tierra Verde	1/4-3/4/12 3/5-5/6/12 5/7-7/1/12 7/2-9/2/12 9/3-11/4/12 11/5-12/31/12	\$155.00/ period
Web Banner—Group 1: St Pete	Jan-April 2012 May-Aug 2012 Sept-Dec 2012	\$260.00/ period
Web Banner—Group 2: Tarpon Springs-Dunedin-Safety Harbor- Oldsmar-Crystal Beach-Ozona-Palm Harbor	Jan-April 2012 May-Aug 2012 Sept-Dec 2012	\$160.00/ period
Web Banner— Group 3: Clearwater-Clearwater Beach-Belleair- Belleair Beach-Belleair Bluffs—Largo	Jan-April 2012 May-Aug 2012 Sept-Dec 2012	\$520.00/ period
Web Banner—Group 4: Indian Rocks Beach-Indian Shores- Redington Beach-N Redington Beach- Redington Shores-Maderia Beach-Kenneth City-Seminole-Pinellas Park	Jan-April 2012 May-Aug 2012 Sept-Dec 2012	\$225.00/ period
Web Banner—Group 5: St Pete Beach-Treasure Island-Gulfport- Tierra Verde	Jan-April 2012 May-Aug 2012 Sept-Dec 2012	\$505.00/ period

CONSUMER PRINT	PROGRAM DATES	COST
2013 Visit Florida Magazine	2013 Annual	\$900.00
Boston Globe Magazine	3/25/12 5/13/12 9/16/12	\$750.00/ issue
Chicago Tribune Magazine	2/12/12	\$750.00
Florida Travel & Life Magazine	May/June 2012	\$675.00
MNI Luxury Network Magazines—Chicago Market: <i>Elle Décor, Food &amp; Wine, Real Simple, Town &amp; Country</i>	April 2012	\$800.00
MNI Luxury Network Magazines—Orlando Market: <i>Elle Décor, Food &amp; Wine, Real Simple, Town &amp; Country Magazines</i>	June 2012	\$800.00
MNI Entertainment Network Magazines— Tampa/ Orlando/ Jacksonville Markets: <i>Entertainment Weekly, People</i>	May 2012	\$800.00
MNI Healthy Living Network Magazines— Orlando Market: <i>Cooking Light, Fitness, Health, Food Network Magazines</i>	July 2012	\$800.00
New York Times - "T" Travel Magazine	3/25/12 5/20/12 9/23/12 11/18/12	\$1,500.00/ issue
CONSUMER PRINT— CANADA	PROGRAM DATES	COST
"Best of American Travel" Newspaper Insert—Ontario & Quebec	10/6/12	\$750.00
Toronto Life	March 2012	\$750.00

CONSUMER RADIO	PROGRAM DATES	COST
Tampa/ St Pete Metro Radio	Weeks of 5/21, 5/28, 6/18, 7/2, 7/16, 7/30, 8/13/12	\$1,500.00/ week
Orlando Metro Radio	Weeks of 5/21, 5/28, 6/18, 7/2, 7/16, 7/30, 8/13/12	\$1,500.00/ week

## 2012 PROGRAM OPPORTUNITIES OVERVIEW

CONSUMER ONLINE	PROGRAM DATES	COST
Boston.com/ Boston Globe Travel Email	2/27/12 4/23/12 6/4/12 7/9/12 8/6/12 9/10/12	\$150.00/ email
Visit Florida "Triggered Email" Program	Jan-Feb 2012 March-April 2012 May-June 2012 July-Aug 2012 Sept-Oct 2012 Nov-Dec 2012	\$350.00/ period
VSPC Consumer Opt-In Email	Feb/March 2012 May 2012 July 2012 Sept/Oct 2012	\$750.00/ email
VSPC.com Winter/ Spring Landing Page Featured Partners	Jan-Feb 2012	\$350.00
VSPC.com Winter/ Spring Landing Page Featured Partners	March-April 2012	\$175.00
VSPC.com 100 Days of Summer Landing Page Featured Partners	Weekly 5/14-8/27/12	\$75.00/ week
VSPC.com Mobile Website Featured Weekly Deal	Weekly Jan-Dec 2012	\$50.00/ week

MEETINGS CAMPAIGN	INSERTION DATE	COST
Meeting & Conventions Magazine Email Newsletter	3/7/12 4/4/12 5/9/12 6/13/12 7/11/12 8/8/12	\$450.00/ email

## HOW TO PARTICIPATE

### STEP 1: OBTAIN A PASSWORD. IF YOU ALREADY HAVE A PASSWORD, GO TO STEP 2.

Obtain a password by calling the Data Department at Miles Media Group at 800-683-0010 or by email at [data@milesmedia.com](mailto:data@milesmedia.com).

- FOR YOUR CONVENIENCE: use the lines below to record your access information. If at any time you lose your username and/or password please contact Miles Media Group at 800-683-0010 or by email at [data@milesmedia.com](mailto:data@milesmedia.com).

My username is: \_\_\_\_\_ My password is: \_\_\_\_\_

### STEP 2: LOG ON TO THE PARTNERSHIP SITE at [www.pinellascvb.com](http://www.pinellascvb.com).

- Click on the "Cooperative Advertising Program 2012" link.

### STEP 3: ENTER YOUR USERNAME AND PASSWORD AND SELECT YOUR PROPERTY/ ATTRACTION TO GAIN ACCESS TO THE ONLINE CO-OP FORMS.

- If you represent more than one property, each property should be listed under your login. If not, please contact the data department at Miles Media at 1-800-683-0010.
- You must submit a co-op form for each property individually.

## 2012 COOPERATIVE ADVERTISING PROGRAM

**STEP 4: REGISTRATION: FILL OUT THE PARTICIPATION FORM AND SAVE IT FOR SUBMISSION DAY.**

- You will be able to fill out and modify your form at anytime between November 16 and November 30, 2011. Fill out the form and click on the SAVE button to save your selections and contact information.
- Once you click on SAVE, you will see a message that your form has been successfully saved (but not submitted) and a reminder that you must return to the site to submit your forms on Thursday, December 1, 2011 at 9AM.

**STEP 5: SUBMISSION DAY: THURSDAY, DECEMBER 1, 2011 (9AM – 11:59PM)**

- Return to [www.pinellascvb.com](http://www.pinellascvb.com) and enter your username and password and select your property/attraction to gain access to the co-op forms.
- Review/modify your previous selections and submit your form.
- ONCE YOUR FORM HAS BEEN SUBMITTED, YOU WILL NOT BE ABLE TO MODIFY OR CHANGE YOUR SELECTIONS.
- You will not be able to submit prior to December 1, 2011 at 9AM or after 11:59PM.
- You will receive a confirmation that your co-op forms have been successfully submitted.
- Please only submit for those programs in which you are interested. Once a partner is accepted into a program cancellations will not be permitted.

**STEP 6: WAIT PATIENTLY TO FIND OUT WHICH CO-OP PROGRAMS YOU SECURED. YOU WILL RECEIVE A NOTIFICATION ON OR BEFORE MONDAY, DECEMBER 12, 2011 INSTRUCTING YOU TO LOG BACK ON TO THE CO-OP SITE TO SEE WHAT PROGRAMS YOU SECURED.**

**STEP 7: UPLOAD CREATIVE MATERIALS AND RETURN SIGNED CONTRACTS BY December 23, 2011.**

- Return to [www.pinellascvb.com](http://www.pinellascvb.com), enter your username and password and select your property/attraction to gain access to the co-op forms.
- Follow the four step process to printout and fax your contract and upload your creative materials. You will only be required to upload materials for the programs in which you have been accepted to participate.

**STEP 8: RETURN SIGNED CREATIVE PROOFS BY January 31, 2012.**

- You will receive a creative proof from BVK by January 16, 2012.

**STEP 9: PAYMENT FOR CO-OP PROGRAMS IS DUE BY January 31, 2012.**

- If payment is not received by this date, the contract will be declared null and void and your space(s) will be filled by other partner requests.

### ADDITIONAL PROGRAM GUIDELINES

- 2012 co-op programs are available on a first come – first serve basis.
- Priority will be determined by the date/ time in which we receive submissions on December 1, 2011.
- The co-op programs are primarily designed for collectors of the bed tax. Should any space remain in a particular program, other industry members can participate, so we encourage all interested partners to submit co-op requests on December 1, 2011.
- Each property or attraction may request participation in MULTIPLE programs but can only reserve ONE ad unit per program.
- All partner costs listed are net costs.
- Implementation of some programs may be contingent upon co-op participation.
- Some program parameters may change. If a program in which you are participating changes, you will be notified to ensure the program still meets your needs.
- No partner proof of performance will be provided for any programs including print, internet and radio.

Partners are able to view their co-op contract and all of their completed co-op ads as they are published in 2012 by logging on to the co-op web site.

- Log on to the partnership site [www.pinellascvb.com](http://www.pinellascvb.com).
- Enter your username and password and select your property/ attraction to gain access to the co-op forms.
- Select "View Programs/ Official Contract" or "View Co-op Ads"

**Ad production is provided from partner supplied materials.**

- VSPC will edit partner materials to meet the program specs as deemed necessary.
- For any image supplied for co-op use, you grant VSPC a non-exclusive, perpetual worldwide license to use, reproduce, modify and publish the supplied image. You warrant and represent that you are the copyright holder to the image and that you have obtained all releases necessary to grant VSPC the rights described herein.