

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

Status	Media	BVK IO#	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						
	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	Outdoor First Contract	2/1/10 to 4/30/10	Regional Delivery Truck Program	22,000,000	Wrapped Truck Display (13 Trucks Total)
X	New York City	Outdoor First Contract	December '09	Station Domination: Bloomingdales & 59th Street	2,816,000	Concourse Signage & Platform Dioramas
	New York City		March '10	Station Domination: Final Location TDB	5,665,000	Concourse Signage & Platform Dioramas
	New York City		March '10	Station Domination: Final Location TDB	5,665,000	Concourse Signage & Platform Dioramas
	New York City		2/1/10 to 3/31/10	Taxi Television Campaign	14,560,000	30-Second Spot
X	Orlando	Outdoor First Contract	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
	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
	Tampa		10/1/10 to 4/25/11	Location: #47420A: N/S I-275, 250' E/O Westshore Blvd.	1,000,000	14' x 48' - Creative Changed Monthly

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	Tampa & Orlando		7/2/10 to 8/5/10	21 Theaters with over 187 screens	1,194,000	60-Second Premium Position Spot
Newspaper Niche						
	"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	51808	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	51808	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	51808	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	51808	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	51808	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	51808	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	51808	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	51808	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	51100	11/15/2009	Visit Florida Co-op Section	596,000	1/3 Page, 4C
	Boston Globe Sunday Magazine		3/8/2010	National Distribution in the Sunday Edition of the Boston Globe	596,000	Full Page, 4C (Dedicated Co-op)
	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)
	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)
	Midwest Vacation Guide (Travel Marketing Group)		4/11/10	Newspaper Insert: IA, IL, IN, KY, MI, MN, MO, NE, OH, TN, WI	8,000,000	Travel Directory, 4C
	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)
	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)
	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)
	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)
	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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2009-10 Media Plan/Budget Recap

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	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)
	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)
	Parade Magazine (Madden Publishing)		4/18/10	Newspaper Insert: Northern Midwest / Midwest / Northeast Regional Editions	7,241,072	Standard Unit, 4C
	USA Weekend Magazine		3/14/10	Newspaper Insert: New England / Mid-Atlantic / Central Great Lakes Regional Editions	11,500,000	Travel Directory, 4C
	USA Weekend Magazine		5/16/10	Newspaper Insert: New England / Mid-Atlantic / Central Great Lakes Regional Editions	11,500,000	Travel Directory, 4C
	USA Weekend Magazine		8/22/10	Newspaper Insert: New England / Mid-Atlantic / Central Great Lakes Regional Editions	11,500,000	Travel Directory, 4C
	USA Weekend Magazine		11/7/10	Newspaper Insert: New England / Mid-Atlantic / Central Great Lakes Regional Editions	11,500,000	Travel Directory, 4C
	Visit Florida In-State Newspaper Insert Program (Collinson Publishing)		4/18/2010	Florida In-State Campaign	1,682,557	Travel Directory, 4C
	Visit Florida In-State Newspaper Insert Program (Collinson Publishing)		6/6/2010	Florida In-State Campaign	1,682,557	Travel Directory, 4C
	Visit Florida Out-of-State Newspaper Insert Program (Collinson Publishing)		2/7/2010	Out-of-State Campaign	1,500,000	Travel Directory, 4C
	Visit St Pete-Clearwater Newspaper Insert Program (Madden Publishing)		4/14/10	Markets: Bradenton, Lakeland, Orlando, Sarasota, Tampa	500,000	10.5" x 11" (4-Page) / 50# GS Matte Paper (Dedicated Co-op)
	Visit St Pete-Clearwater Newspaper Insert Program (Madden Publishing)		6/2/10	Markets: Bradenton, Lakeland, Orlando, Sarasota, Tampa	500,000	10.5" x 11" (4-Page) / 50# GS Matte Paper (Dedicated Co-op)
	Visit St Pete-Clearwater Newspaper Insert Program (Madden Publishing)		8/18/10	Markets: Bradenton, Lakeland, Orlando, Sarasota, Tampa	500,000	10.5" x 11" (4-Page) / 50# GS Matte Paper (Dedicated Co-op)
Magazine Niche						
	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)
	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)

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

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X	Arthur Frommer's Budget Travel Magazine	51956	February '10	Visit Florida Co-op Section	697,938	1/3 Page, 4C
X	Arthur Frommer's Budget Travel Magazine	51956	June '10	Visit Florida Co-op Section	697,938	1/3 Page, 4C
X	Arthur Frommer's Budget Travel Magazine	51956	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)
	Cigar Aficionado Magazine		May/June '10	National Distribution	250,620	Full Page, 4C (Dedicated Co-op)
	Cigar Aficionado Magazine		Sept/Oct '10	National Distribution	250,620	Full Page, 4C (Dedicated Co-op)
	Coastal Living Magazine		February '10	Visit Florida Co-op Section	475,000	1/6 Page, 4C
	Coastal Living Magazine		March '10	NE & Midwest Region	251,029	2/3 Page Spread, 4C (Dedicated Co-op)
	Coastal Living Magazine		June '10	Visit Florida Co-op Section	475,000	1/6 Page, 4C
	Coastal Living Magazine		July/August '10	NE & Midwest Region	251,029	2/3 Page Spread, 4C (Dedicated Co-op)
	Coastal Living Magazine		September '10	State of Florida Edition	81,680	2-Page Insert, 4C (Dedicated Co-op)
	Conde Nast Traveler Magazine		May '10	NY and IL + Newsstand Copies	153,650	2-Page Insert, 4C (Dedicated Co-op)
	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)	51845	2010 Annual (Published 4/2010)	Position with the Beaches Editorial	300,000	2-Page Spread, 4C (Dedicated Co-op)
	MNI Media Network Magazine Group		May '10	Family Network (Orlando): American Baby, Family Fun, Parents, Parenting	57,780	2-Page Spread, 4C (Dedicated Co-op)
	MNI Media Network Magazine Group		July '10	Entertainment Network (Orlando): Entertainment Weekly, People, InStyle	73,958	2-Page Spread, 4C (Dedicated Co-op)
	National Geographic Traveler Magazine		Jan/Feb '10	Visit Florida Co-op Section	405,000	1/6 Page, 4C
	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)
	Natural History Magazine		May '10	National Distribution	252,789	Full Page, 4C (Dedicated Co-op)
	Natural History Magazine		July/August '10	National Distribution	252,789	Full Page, 4C (Dedicated Co-op)
X	Oprah Magazine (Madden Publishing)	51846	February '10	Visit Florida Co-op Section	670,000	1/6 Page, 4C
X	Oprah Magazine (Madden Publishing)	51846	March '10	East/Midwest Regions	610,000	1/6 Page, 4C

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2009-10 Media Plan/Budget Recap

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X	Oprah Magazine (Madden Publishing)	51846	April '10	East/Midwest Regions	610,000	1/6 Page, 4C
X	Oprah Magazine (Madden Publishing)	51846	May '10	East/Midwest Regions	610,000	1/6 Page, 4C
	People Magazine (Collinson Publishing)		4/12/10	Southeast / Midwest and Northeast Regional Editions	2,210,000	Travel Directory, 4C
	Philadelphia Magazine		March '10	Visit Florida Co-op Section	127,730	2-Page Spread, 4C (Dedicated Co-op)
	Real Simple Magazine		April '10	Regional Insert in the Northeast Edition of Real Simple Magazine	828,180	2-Page Insert, 4C (Dedicated Co-op)
	Southern Living Magazine		March '10	Visit Florida Co-op Section	2,590,000	1/6 Page, 4C
	Southern Living Magazine		April '10	Florida, East and Midwest Regions	725,000	2-Page Insert, 4C (Dedicated Co-op)
	Southern Living Magazine		May '10	Visit Florida Co-op Section	2,590,000	1/6 Page, 4C
	Southern Living Magazine		July '10	State of Florida Edition	260,000	2-Page Insert, 4C (Dedicated Co-op)
	Southern Living Magazine		August '10	State of Florida Edition	260,000	2-Page Insert, 4C (Dedicated Co-op)
	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)
	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)
	Travel & Leisure Magazine		March/April '10	Visit Florida Co-op Section	534,778	1/6 Page, 4C
	Travel & Leisure Magazine		June '10	Regional Insert Program: New York, Chicago, Tampa, Orlando, Boston, Philadelphia, Detroit, Indianapolis, Pittsburgh, Cincinnati, Cleveland	330,276	2-Page Insert, 4C (Dedicated Co-op)
	Vanity Fair Magazine		April '10	NY Metro / Boston / IL Regional Editions	214,041	2-Page Insert, 4C (Dedicated Co-op)
	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)	50076	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	47846	2009-10 Annual Edition	Orlando Edition	78,000	Full Page, 4C

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

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X	Where Magazine	47850	Nov/Dec '09	Orlando Edition	78,000	Full Page, 4C
	Where Magazine		Mar/Apr '10	Orlando Edition	78,000	2-Page Spread, 4C (Dedicated Co-op)
	Where Magazine		May/June '10	Orlando Edition	78,000	2-Page Spread, 4C (Dedicated Co-op)
	Where Magazine		Jul/Aug '10	Orlando Edition	78,000	2-Page Spread, 4C (Dedicated Co-op)
	Where Magazine		Sept/Oct '10	Orlando Edition	78,000	2-Page Spread, 4C (Dedicated Co-op)
	Wine Spectator Magazine		April '10	National Distribution	389,003	Full Page, 4C (Dedicated Co-op)
	Wine Spectator Magazine		September '10	National Distribution	389,003	Full Page, 4C (Dedicated Co-op)
SEO/SEM - Online Media Niche						
	Boston Globe		2/22/10	Boston Globe Traveler - Dedicated Opt-in Email Blast	65,000	HTML Email (Dedicated Co-op)
	Boston Globe		3/29/10	Boston Globe Traveler - Dedicated Opt-in Email Blast	65,000	HTML Email (Dedicated Co-op)
	Boston Globe		5/3/10	Boston Globe Traveler - Dedicated Opt-in Email Blast	65,000	HTML Email (Dedicated Co-op)
	Boston Globe		6/7/10	Boston Globe Traveler - Dedicated Opt-in Email Blast	65,000	HTML Email (Dedicated Co-op)
	Boston Globe		7/19/10	Boston Globe Traveler - Dedicated Opt-in Email Blast	65,000	HTML Email (Dedicated Co-op)
	Boston Globe		8/23/10	Boston Globe Traveler - Dedicated Opt-in Email Blast	65,000	HTML Email (Dedicated Co-op)
	Facebook.com		Jan '10 / Mar '10 / May '10 / July '10 / September '10 (5-Months)	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)
	New York Times		2/8/10	Great Getaways - Dedicated Opt-in Email Blast	420,000	HTML Email (Dedicated Co-op)
	New York Times		3/15/10	Great Getaways - Dedicated Opt-in Email Blast	420,000	HTML Email (Dedicated Co-op)
	New York Times		4/12/10	Great Getaways - Dedicated Opt-in Email Blast	420,000	HTML Email (Dedicated Co-op)
	New York Times		6/14/10	Great Getaways - Dedicated Opt-in Email Blast	420,000	HTML Email (Dedicated Co-op)
	New York Times		7/12/10	Great Getaways - Dedicated Opt-in Email Blast	420,000	HTML Email (Dedicated Co-op)
	New York Times		8/9/10	Great Getaways - Dedicated Opt-in Email Blast	420,000	HTML Email (Dedicated Co-op)
X	Reprise Media Group	51626	11/1/09 to 9/30/10	SEO/SEM - Domestic	458,750	Paid Search Campaign on Google/Yahoo

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	Rich Media Banner Co-op Campaigns (Madden Publishing)		Mar/Apr '10 and Jul/Aug '10	Geo-Targeted Campaign on Leading Sites: CNN.com/TripAdvisor.com	10,661,568	Multi-Unit Expandable Banner Ad Campaign
International - Canada Niche						
X	Canadian Geographic Travel Magazine	51112	March '10	Visit Florida Co-op Section	122,692	2-Page Spread, 4C (Dedicated Co-op)
X	Dreamscapes Magazine	51104	Nov/Dec '09	Visit Florida Co-op Section	127,000	2-Page Spread, 4C
X	Dreamscapes Magazine	51104	Jan/Feb '10	Visit Florida Co-op Section	127,000	2-Page Spread, 4C
X	Horizon Travel	51107	12/3/09	Visit Florida Co-op Section	60,000	Full Page, 4C
	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	51103	10/17/2009	Visit Florida Co-op Section	608,000	1/2 Page, 4C
X	Toronto Star	51103	11/14/2009	Visit Florida Co-op Section	608,000	1/2 Page, 4C
X	Toronto Star	51103	1/16/2010	Visit Florida Co-op Section	608,000	1/2 Page, 4C
X	Travel Courier Magazine	51080	12/10/09 to 12/17/09	Travel Courier Contest	500,000	Editorial and Web Site Exposure
	Travel Week - Canada		1/14/2010	National Distribution to Canadian Travel Agents - Primarily Toronto	15,000	Full Page, 4C
	Travel Week - Canada		1/28/2010	National Distribution to Canadian Travel Agents - Primarily Toronto	15,000	Full Page, 4C
	Travel Week - Canada		2/4/2010	National Distribution to Canadian Travel Agents - Primarily Toronto	15,000	Full Page, 4C
	Travel Week - Canada		2/25/2010	National Distribution to Canadian Travel Agents - Primarily Toronto	15,000	Full Page, 4C
	Travel Week - Canada		3/11/2010	National Distribution to Canadian Travel Agents - Primarily Toronto	15,000	Full Page, 4C
	Travel Week - Canada		3/18/2010	National Distribution to Canadian Travel Agents - Primarily Toronto	15,000	Full Page, 4C
	Travel Week - Canada		4/1/2010	National Distribution to Canadian Travel Agents - Primarily Toronto	15,000	Full Page, 4C
	Travel Week - Canada		1/5/2010	Email Blast to the Opt-in Canadian Travel Agents Subscribers	10,000	HTML Email
	Travel Week - Canada		2/9/2010	Email Blast to the Opt-in Canadian Travel Agents Subscribers	10,000	HTML Email
	Travel Week - Canada		2/16/2010	Email Blast to the Opt-in Canadian Travel Agents Subscribers	10,000	HTML Email

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

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	Travel Week - Canada		2/23/2010	Email Blast to the Opt-in Canadian Travel Agents Subscribers	10,000	HTML Email
	Travel Week - Canada		3/2/2010	Email Blast to the Opt-in Canadian Travel Agents Subscribers	10,000	HTML Email
	Travel Week - Canada		4/6/2010	Email Blast to the Opt-in Canadian Travel Agents Subscribers	10,000	HTML Email
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

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

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	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
	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

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

Status	Media	BVK IO#	Issue	Edition/Position	Circulation	Ad Size
	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
	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	50619	Nov/Dec '09	Co-op Campaign with TB&Co.	250,000	24-32 Page Editorial Feature

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

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Meetings & Conventions Niche						
X	Florida Trend Magazine	47605	December '09	"Corp Travel Guide to Meetings/Conventions"	384,820	2-Page Spread, 4C
X	Florida Trend Magazine	51098	January '10	Spot Light on Visit St Petersburg-Clearwater Issue	384,820	2-Page Spread, 4C
X	Florida Trend Magazine	51098	May '10	CVB Issue	384,820	2-Page Spread, 4C
X	FSAE/Florida Society of Assoc Executions	47843	Nov/Dec '09	National Distribution	5,000	2-Page Spread, 4C
	FSAE/Florida Society of Assoc Executions		March '10	National Distribution	5,000	2/3 Page Spread, 4C (Dedicated Co-op)
	FSAE/Florida Society of Assoc Executions		May '10	National Distribution	5,000	2/3 Page Spread, 4C (Dedicated Co-op)
	FSAE/Florida Society of Assoc Executions		July '10	National Distribution	5,000	2/3 Page Spread, 4C (Dedicated Co-op)
	FSAE/Florida Society of Assoc Executions		Sept '10	National Distribution	5,000	2/3 Page Spread, 4C (Dedicated Co-op)
	FSAE/Florida Society of Assoc Executions		Nov/Dec '10	National Distribution	5,000	2/3 Page Spread, 4C (Dedicated Co-op)
	Meetings & Conventions Magazine		3/9/10	Dedicated Email Blast to the Opt-in Meeting Planner Database	44,179	HTML Email Blast (Dedicated Co-op)
	Meetings & Conventions Magazine		4/6/10	Dedicated Email Blast to the Opt-in Meeting Planner Database	44,179	HTML Email Blast (Dedicated Co-op)
	Meetings & Conventions Magazine		5/11/10	Dedicated Email Blast to the Opt-in Meeting Planner Database	44,179	HTML Email Blast (Dedicated Co-op)
	Meetings & Conventions Magazine		6/15/10	Dedicated Email Blast to the Opt-in Meeting Planner Database	44,179	HTML Email Blast (Dedicated Co-op)
	Meetings & Conventions Magazine		7/13/10	Dedicated Email Blast to the Opt-in Meeting Planner Database	44,179	HTML Email Blast (Dedicated Co-op)
	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	47845	Winter 2009 (Pub 12/9/09)	National Distribution	5,000	2-Page Spread, 4C
	TSAE/Capital Executive Magazine		Spring 2010 (Published in March)	National Distribution	1,500	2/3 Page Spread, 4C (Dedicated Co-op)
	TSAE/Capital Executive Magazine		Summer 2010 (Published in June)	National Distribution	1,500	2/3 Page Spread, 4C (Dedicated Co-op)
	TSAE/Capital Executive Magazine		Fall 2010 (Published in Sept)	National Distribution	1,500	2/3 Page Spread, 4C (Dedicated Co-op)
	TSAE/Capital Executive Magazine		Winter 2010 (Published in Dec)	National Distribution	1,500	2/3 Page Spread, 4C (Dedicated Co-op)
Strategic Partnerships Niche						

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

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	Allegiant Air Co-op	N/A	2010 Future Co-op Opportunities	2010 Future Co-op Opportunities	N/A	2010 Future Co-op Opportunities
X	ESPN Sponsorship	N/A	12/21/09-1/3/10	2009-10 Outback Bowl Sponsorship	5,500,000	Includes 30-Second Spots and a Feature on the Destination
X	ESPN Sponsorship	22865	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	N/A	2010 Promotions / Brand Partnerships	2010 Promotions / Brand Partnerships	N/A	2010 Promotions / Brand Partnerships
X	U.S. Travel Association	N/A	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	Placed by VSPC	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						
	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
	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
	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
	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

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

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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						
X	HTI.com	51700	1/1/10 to 9/30/10	Exclusive Premium Sponsorship of the Orlando Metro	600,000	728x90 Leaderboard Banner Ad
X	HTI.com	51700	10/1/09 to 12/26/10	Exclusive Premium Sponsorship of the Orlando Metro	600,000	728x90 Leaderboard Banner Ad
X	Travel Weekly Magazine	51699	3/1/10	TravelWeekly.com Email Blast to Opt-in Travel Agents	39,816	HTML Email Blast (Dedicated Co-op)
X	Travel Weekly Magazine	51699	3/5/10	TravelWeekly.com Email Blast to Opt-in Travel Agents	39,816	HTML Email Blast (Dedicated Co-op)
X	Travel Weekly Magazine	51699	5/10/10	TravelWeekly.com Email Blast to Opt-in Travel Agents	39,816	HTML Email Blast (Dedicated Co-op)
X	Travel Weekly Magazine	51699	6/7/10	TravelWeekly.com Email Blast to Opt-in Travel Agents	39,816	HTML Email Blast (Dedicated Co-op)
X	Travel Weekly Magazine	51699	7/12/10	TravelWeekly.com Email Blast to Opt-in Travel Agents	39,816	HTML Email Blast (Dedicated Co-op)
X	Travel Weekly Magazine	51699	8/9/10	TravelWeekly.com Email Blast to Opt-in Travel Agents	39,816	HTML Email Blast (Dedicated Co-op)
X	Travel Weekly Magazine	51698	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 SFBSM-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

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

Status	Media	BVK IO#	Issue	Edition/Position	Circulation	Ad Size
X	ServiceNET Exp		Contingency for Equipment Replacement	Contingency for Equipment Replacement	Contingency for Equipment Replacement	Contingency for Equipment Replacement