



**ST.PETERSBURG  
CLEARWATER**

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# COOPERATIVE ADVERTISING PROGRAM 2014

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

## **PROGRAM SUPPORT**

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

BVK

Annie Ecken > Senior Account Executive

Phone: 1-615-465-6167 > [anniee@bvk.com](mailto:anniee@bvk.com)

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

Miles

Data Department

Phone: 1-800-348-3809 > [data@milespartnership.com](mailto:data@milespartnership.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](mailto:Katie@VisitSPC.com)



PRINT	PROGRAM DATES	COST
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2015 Visit Florida Magazine	2015 Annual	\$900.00
Boston Globe Magazine	3/23/14 5/18/14 6/1/14 9/7/14 9/28/14	\$750.00/ issue

DIGITAL—EMAIL & BANNER	PROGRAM DATES	COST
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Boston.com/ Boston Globe Travel Email	1/27/14 2/24/14 4/14/14 5/12/14 6/9/14 7/14/14	\$150.00/ email
New York Times Great Getaways Email	3/24/14 4/28/14	\$550.00/ period
VSPC Consumer Opt-In Email	Winter 2014 Spring 2014 Summer 2014 Fall 2014	\$750.00/ email
MNI Digital Ad Network Web Banner — Winter Campaign	1/20/14-3/2/14	\$1,500.00
MNI Digital Ad Network Web Banner — Summer Campaign	6/9/14-8/10/14	\$1,000.00

DIGITAL—TRIPADVISOR	PROGRAM DATES	COST
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Deals Text Link—Group 1: <i>St Pete</i>	Jan-March 2014 April -June 2014 July-Sept 2014 Oct-Dec 2014	\$135.00/ period
Deals Text Link—Group 2: <i>Tarpon Springs-Dunedin-Safety Harbor-Oldsmar-Crystal Beach-Ozona-Palm Harbor</i>	Jan-March 2014 April -June 2014 July-Sept 2014 Oct-Dec 2014	\$105.00/ period
Deals Text Link— Group 3: <i>Clearwater-Clearwater Beach-Belleair-Belleair Beach-Belleair Bluffs-Largo</i>	Jan-March 2014 April -June 2014 July-Sept 2014 Oct-Dec 2014	\$300.00/ period
Deals Text Link—Group 4: <i>Indian Rocks Beach-Indian Shores-Redington Beach-N Redington Beach-Redington Shores-Madeira Beach-Kenneth City-Seminole-Pinellas Park</i>	Jan-March 2014 April -June 2014 July-Sept 2014 Oct-Dec 2014	\$105.00/ period
Deals Text Link—Group 5: <i>St Pete Beach-Treasure Island-Gulfport-Tierra Verde</i>	Jan-March 2014 April -June 2014 July-Sept 2014 Oct-Dec 2014	\$300.00/ period
Web Banner—Group 1: <i>St Pete</i>	Jan-April 2014 May-Aug 2014 Sept-Dec 2014	\$260.00/ period
Web Banner—Group 2: <i>Tarpon Springs-Dunedin-Safety Harbor-Oldsmar-Crystal Beach-Ozona-Palm Harbor</i>	Jan-April 2014 May-Aug 2014 Sept-Dec 2014	\$160.00/ period
Web Banner— Group 3: <i>Clearwater-Clearwater Beach-Belleair-Belleair Beach-Belleair Bluffs-Largo</i>	Jan-April 2014 May-Aug 2014 Sept-Dec 2014	\$520.00/ period
Web Banner—Group 4: <i>Indian Rocks Beach-Indian Shores-Redington Beach-N Redington Beach-Redington Shores-Madeira Beach-Kenneth City-Seminole-Pinellas Park</i>	Jan-April 2014 May-Aug 2014 Sept-Dec 2014	\$225.00/ period
Web Banner—Group 5: <i>St Pete Beach-Treasure Island-Gulfport-Tierra Verde</i>	Jan-April 2014 May-Aug 2014 Sept-Dec 2014	\$575.00/ period

## 2014 PROGRAM OPPORTUNITIES OVERVIEW

PROMOTIONS/ SWEEPSTAKES	PROGRAM DATES	COST
Summer/Fall Campaign Sweepstakes	May 2014- Dec 2014	N/A Vacation Sponsor(s)
Summer/Fall Promotional Sponsorships	May 2014- Dec 2014	N/A Vacation Sponsor(s)
2015 Annual Sweepstakes	Jan—Dec 2015	N/A Vacation Sponsor(s)

The following Visit St Pete/Clearwater Online Programs will be sold by Miles. Please contact Irish Carroll at 800-683-0010 x2390 or Irish.Carroll@MilesPartnership.com for more information.

*For participation in all other programs listed in this flyer, refer to the "How to Participate" steps included in this flyer.*

VISIT ST PETE/ CLEARWATER ONLINE	PROGRAM	COST
Sponsorship Advertising	Year-round	\$25 CPM for 50,000+impressions (\$1,250.00)
Sponsorship Advertising	Year-round	\$23 CPM for 100,000+impressions (\$2,300.00)
Sponsorship Advertising	Year-round	\$21 CPM for 200,000+impressions (\$4,200.00)
Sponsorship Advertising	Year-round	\$20 CPM for 500,000+impressions (\$10,000.00)
Pay-Per-Click Offers	Year-round	\$2.00 per click to advertiser's website

## HOW TO PARTICIPATE

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

Obtain a password by emailing the Data Department at Miles at [data@milespartnership.com](mailto:data@milespartnership.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 at 800-348-3809 or by email at [data@milespartnership.com](mailto:data@milespartnership.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 2014" 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 at 1-800-348-3809. \*You must submit a co-op form for each property individually.

### 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 13 and December 3, 2013. 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 Wednesday, December 4, 2013 at 9AM.

## HOW TO PARTICIPATE

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### **STEP 5: SUBMISSION DAY: WEDNESDAY, DECEMBER 4, 2013 (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 4, 2013 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 FRIDAY, DECEMBER 13, 2013 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 20, 2013.**

- 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 step-by-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: PAYMENT FOR CO-OP PROGRAMS IS DUE BY January 31, 2014**

- 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**

- 2014 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 4, 2013.
- 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 4, 2013.
- 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 and internet.

Partners are able to view their co-op contract and all of their completed co-op ads as they are published in 2014 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.

**LOG ON TO [PINELLASCVB.COM](http://PINELLASCVB.COM) TO PARTICIPATE!**

