

# Real. Fun. Cooperative Programs. Fall/Winter 2019





# Real. Fun. Partners.

Welcome to the final round of the **2019 Panama City Beach Real Fun Cooperative Programs**. We have listened to your feedback and we are excited to provide both traditional and innovative strategies for you and your company. These partnerships will help strengthen your brand, as well as effectively utilize your company's marketing budget to its full potential.

Our relationship with the industry leading social platform, Facebook, remains strong within this year's program, continuing to increase exposure and opportunity for your business. Opportunities for the fall/winter programs includes print circulation within Orlando Magazine, Canadian Snowbird Association News, Visit Florida Atlanta Magazine Co-op, targeted digital displays for families and couples looking to take a vacation, as well as past favorites from previous programs.

Thank you for your participation, we look forward to continuing to make 2019 a wonderful year for Panama City Beach businesses!

Sunny Regards,  
Jayna Leach



Real. Fun. Digital Opportunities.



# Families Targeted Display

## Highlights

- Utilizing programmatic digital ad buying, partner display banner ads will reach both:
  - Families planning to take a beach vacation along the Gulf coast
- Display banners will run across hundreds of websites based on the target audience online behaviors
- The campaign will be geo-targeted to PCB primary drive markets in Alabama, Georgia and Tennessee, and Florida

## Opportunity

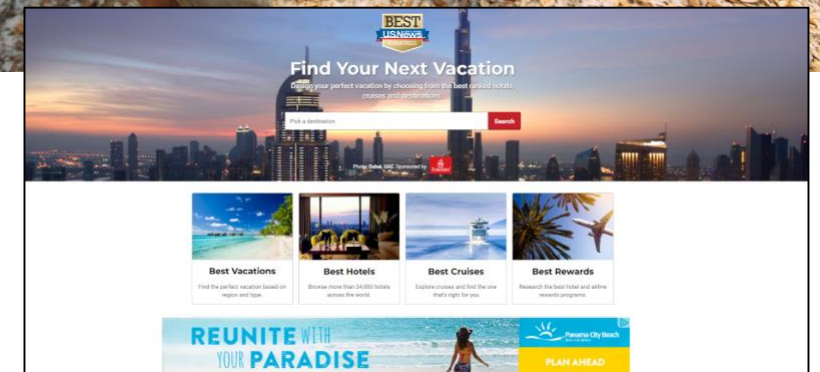
- PCB will serve partner desktop/mobile banner ads in four sizes
- Partner spots available: 6 per segment
- Minimum partners required: 4
- Partner must provide: one image, one logo, 40-character-max headline, 17-character-max call to action and click-thru URL (see banner guidelines for details)

## Timing

- Sept 1 – Nov 30
- **Deadline to submit assets to PCB: August 20**

## Investment

- Cost to PCB – \$1,500 – \$3,000
- Cost per partner – \$500





# Couples Targeted Display

## Highlights

- Utilizing programmatic digital ad buying, partner display banner ads will reach to:
  - Couples planning fall travel
- Display banners will run across hundreds of websites based on the target audience online behaviors
- The campaign will be geo-targeted to PCB primary drive markets in Alabama, Georgia and Tennessee, and Florida

## Opportunity

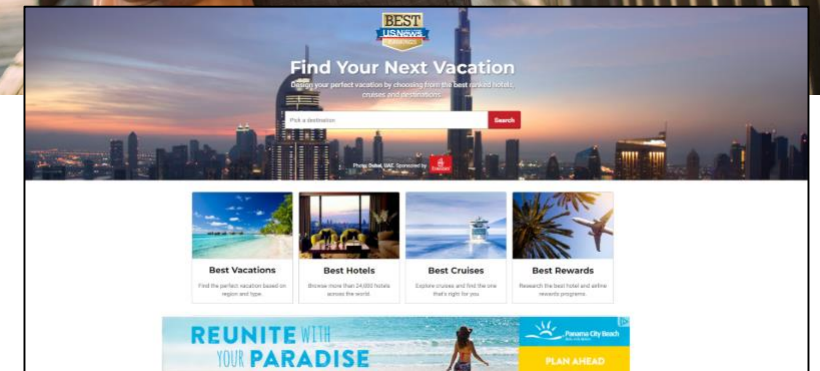
- PCB will serve partner desktop/mobile banner ads in four sizes
- Partner spots available: 6 per segment
- Minimum partners required: 4
- Partner must provide: one image, one logo, 40-character-max headline, 17-character-max call to action and click-thru URL (see banner guidelines for details)

## Timing

- Sept 1 – Nov 30
- Deadline to submit assets to PCB: August 20**

## Investment

- Cost to PCB – \$1,500 – \$3,000
- Cost per partner – \$500



Real. Fun. Social Opportunities.



# Facebook Carousel Ads



## Highlights

- Target active PCB followers, friends of followers and vacation/beach intenders on Facebook
- Showcase multiple images and links within a single ad unit to direct people to individual partner websites
- In 2018, Carousels drove more clicks (14,472) and impressions (1.16M) (at lower CPCs (\$0.51)) than Canvas

## Opportunity

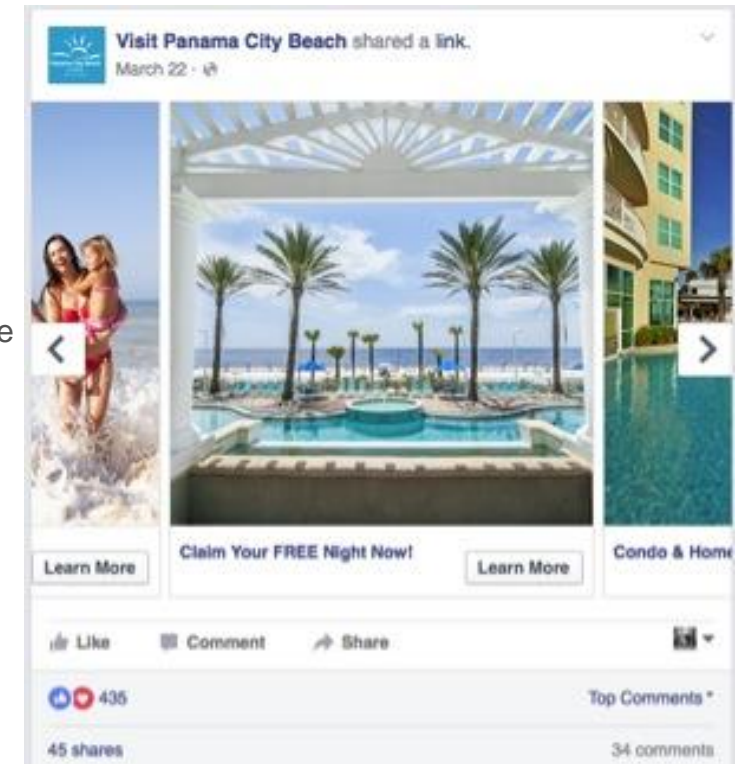
- PCB will run a carousel ad on Facebook, allowing four partners to participate in the ad unit each flight, partners may run in multiple flights
- Partner spaces available: 4 per flight (limited to one image per month from each partner)
- Minimum required partners: 3 per flight
- Partners must provide: one image, a destination URL, 30-character copy, and one color vector logo and are encouraged to include a special offer

## Available Dates

- September, October, November 2019
- **Deadline to submit assets to PCB: August 20**

## Investment & Return (will fluctuate based on # of partners)

- Cost to PCB – \$3,666
- Cost per partner – \$750
- Reach – ~500k Impressions, site links and engagements



# Facebook Live Partnership



## Highlights

- Provide Facebook users with inspiring content connecting them to the destination in real time
- Visit Panama City Beach Facebook has over 780,000 likes on Facebook, offering a large pool of dedicated fans
- Video will link back to the partner page and be promoted to the PCB Facebook audience to continue views for seven days following

## Opportunity

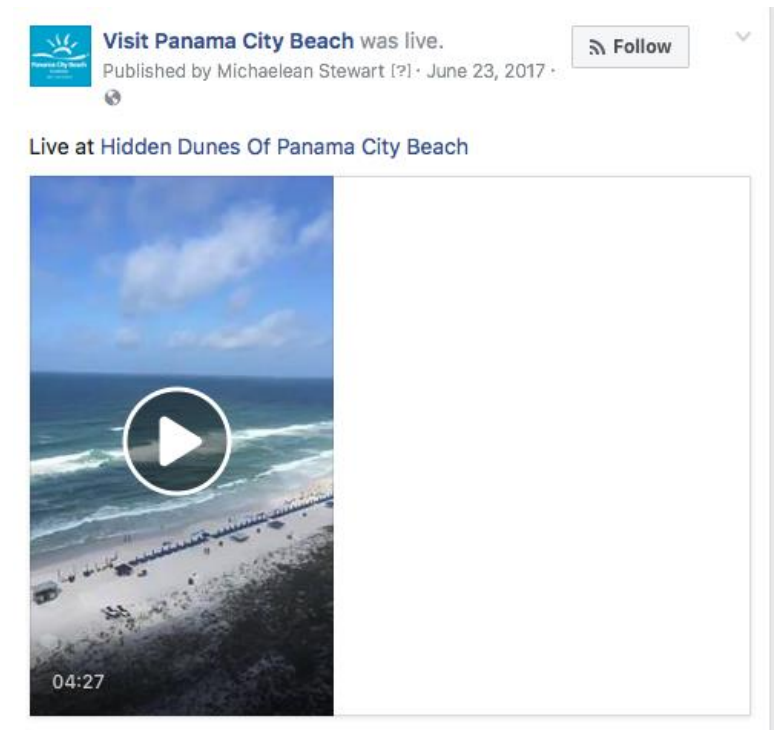
- PCB is allowing 1 partner each month to be highlighted in a Facebook Live video
- Partner spaces available: 1 per month
- The ideal candidate for this co-op is an accommodation partner who wants to show off a view from a balcony, a spectacular pool or tiki bar with a Gulf view, or perhaps outdoor kids activities where the beach is visible
- Partners can provide five to ten talking points for staff hosting the Live video
- No interview styles permitted, hours available to shoot video is from 8am-5pm Monday-Friday

## Available Dates

- September **ASSET DEADLINE:** September 1
- October **ASSET DEADLINE:** October 1
- November **ASSET DEADLINE:** November 1

## Investment & Return

- Cost per partner per month – \$200
- Views – an estimated 25,000





# Facebook Promoted Posts

## Highlights

- Partner content is posted directly to the official PCB Facebook page
- Posts are promoted to targeted, active PCB followers and avid fans on Facebook
- In 2018 the promoted posts thus far have reached over 135K users delivering nearly 10K actions including likes, shares, comments and clicks to site

## Opportunity

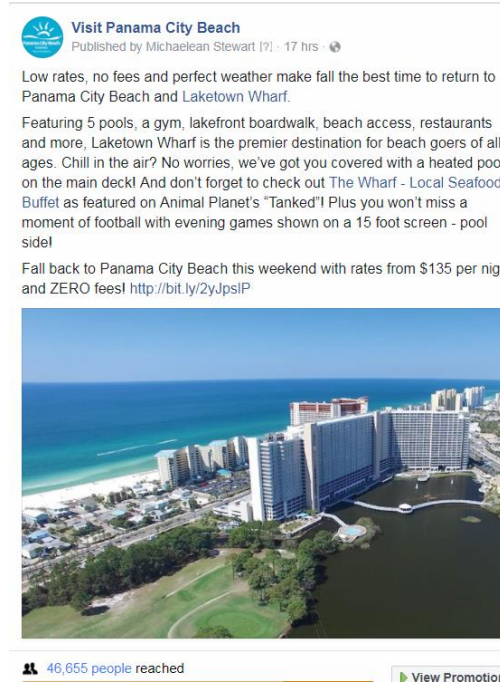
- PCB is offering a promoted Facebook post on the official PCB Facebook page each month
- Partner spaces available: 2 per month
- Partner must provide: Copy and image or a video for 1 Facebook post, which must be approved by PCB before going live, link to special offer if any
- Posts will link to the partner listing on VisitPanamaCityBeach.com

## Available Dates

- **September ASSET DEADLINE: September 1**
- **October ASSET DEADLINE: October 1**
- **November ASSET DEADLINE: November 1**

## Investment & Return:

- PCB cost: \$2,000
- Cost per partner per month: \$500
- Reach between 12,000 – 32,000 users



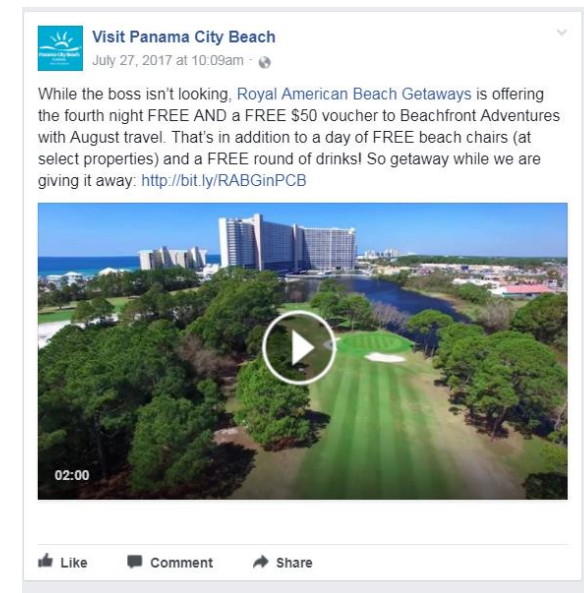
**Visit Panama City Beach**  
Published by Michaellean Stewart [?] · 17 hrs · 🌐

Low rates, no fees and perfect weather make fall the best time to return to Panama City Beach and Laketown Wharf.

Featuring 5 pools, a gym, lakefront boardwalk, beach access, restaurants and more, Laketown Wharf is the premier destination for beach goers of all ages. Chill in the air? No worries, we've got you covered with a heated pool on the main deck! And don't forget to check out The Wharf - Local Seafood Buffet as featured on Animal Planet's "Tanked"! Plus you won't miss a moment of football with evening games shown on a 15 foot screen - pool side!

Fall back to Panama City Beach this weekend with rates from \$135 per night and ZERO fees! <http://bit.ly/2yJpslP>

46,655 people reached [View Promotion](#)



**Visit Panama City Beach**  
July 27, 2017 at 10:09am · 🌐

While the boss isn't looking, Royal American Beach Getaways is offering the fourth night FREE AND a FREE \$50 voucher to Beachfront Adventures with August travel. That's in addition to a day of FREE beach chairs (at select properties) and a FREE round of drinks! So getaway while we are giving it away: <http://bit.ly/RABGinPCB>

02:00

Like Comment Share

Real. Fun. Email.



# AJC.com Custom Targeted Email

## Highlights:

- Custom PCB/Partner email delivered to 50,000 opt-in subscribers, plus retargeting to users who open first email
- PCB 2018 emails saw strong open rates of 24% (double the average of 12%)
- Capture recipients who engage and click on the initial email with retargeted message knowing they showed interest or intent

## Opportunity:

- 50,000 initial emails and retargeted email to recipients who open initial email
- Partnerships available – up to 6 per email
- Partner must provide – one high-res photo, 40-45 word description, 20-30 character headline, 15-20 character call to action, logo and click-thru URL
- Partner must include a special offer

## Available dates:

- One email deployed per month plus retargeting – Thursday 9/5
- **Deadline to submit assets to PCB: August 25th**

## Investment & Return:

- PCB Cost: \$500
- Cost per partner: \$500

The email banner features a vibrant image of a man and a woman kayaking on a body of water. The man is in the foreground, wearing a blue life vest and holding a paddle. The woman is behind him, wearing an orange life vest. The background shows a clear blue sky and distant palm trees. The text 'ESCAPE TO THE REAL FUN BEACH' is overlaid on the image in a mix of white and yellow fonts. A small logo for 'Panama City Beach FLORIDA' is in the top right corner. A yellow button with the text 'PLAN YOUR ESCAPE' is in the bottom right corner.

ESCAPE TO THE REAL FUN BEACH

Panama City Beach FLORIDA

PLAN YOUR ESCAPE

No matter the season, the good times never end at the Real. FUN. Beach. Book your fall or winter vacation today to score a great deal on our amazing accommodations. We have awesome events and activities to make us your year-round vacation destination for family fun, heart-pounding action, eco-adventure and romance. Plan your escape and make it yours!

PLAN YOUR ESCAPE >

**ROYAL AMERICAN BEACH GETAWAYS**

Give back when you get away in November and December! Royal American Beach Getaways guests can win a FREE Beach Getaway, a FREE Gulf World Dolphin Encounter, a FREE \$50 Gift Card and other big prizes by donating a canned good at our Welcome Center. Call 1-800-234-4653 or visit: [RABeachGetaways.com](http://RABeachGetaways.com) to treat yourself to a beach getaway with prizes and others to a holiday meal! Beachfront condos start at just \$79 nightly!

SAVE TODAY >

**LAKETOWN WHARF**

For awesome Panama City Beach resort accommodations and value, Laketown Wharf is your gateway to fun. Low rates, no fees and great weather make the fall the best time to return to PC Beach and Laketown Wharf. Fall weekends from \$135 per night.

SAVE TODAY >

**SHERATON BAY POINT RESORT**

Enjoy a family-friendly getaway – even for the fur babies – at the Four Diamond, Sheraton Bay Point Resort on St. Andrews Bay. Book 2 nights in October or November, get the third night FREE at the Sheraton Bay Point Resort.

SAVE TODAY >

Plan your getaway today.  
1-800-PCBEACH (800-722-3224)  
Visit [PanamaCityBeach.com](http://PanamaCityBeach.com)  
Info@VisitPanamaCityBeach.com

REAL FUN BEACH

f t i

Terms | Privacy | Unsubscribe



# AL.com Dedicated Email

## Highlights:

- Tap into an engaged audience of opt-in consumers through Alabama Media Group (al.com), located across Alabama and the Southeast
- PCB open rates in 2018 averaged over 9%
- Reach AL.com's Real Deals subscribers of over 41K users

## Opportunity:

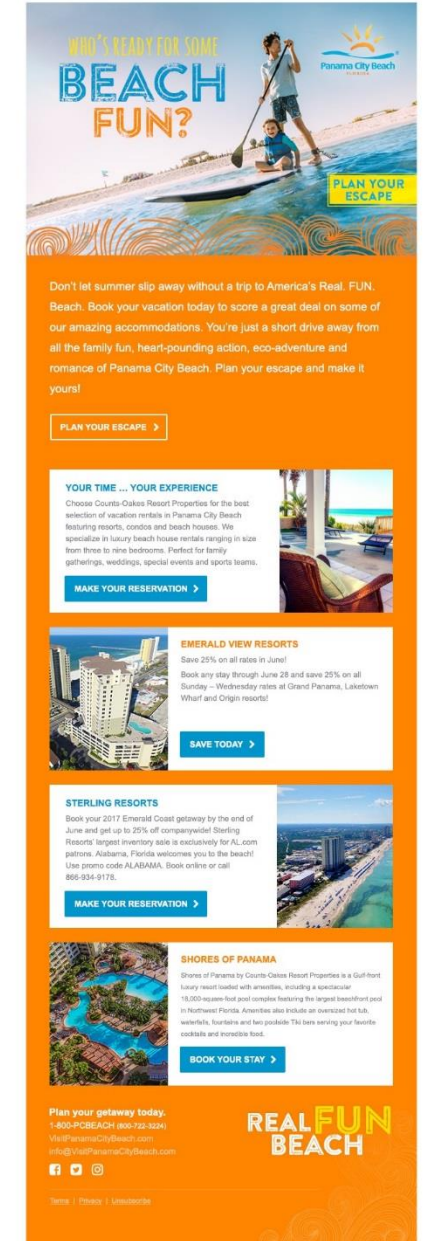
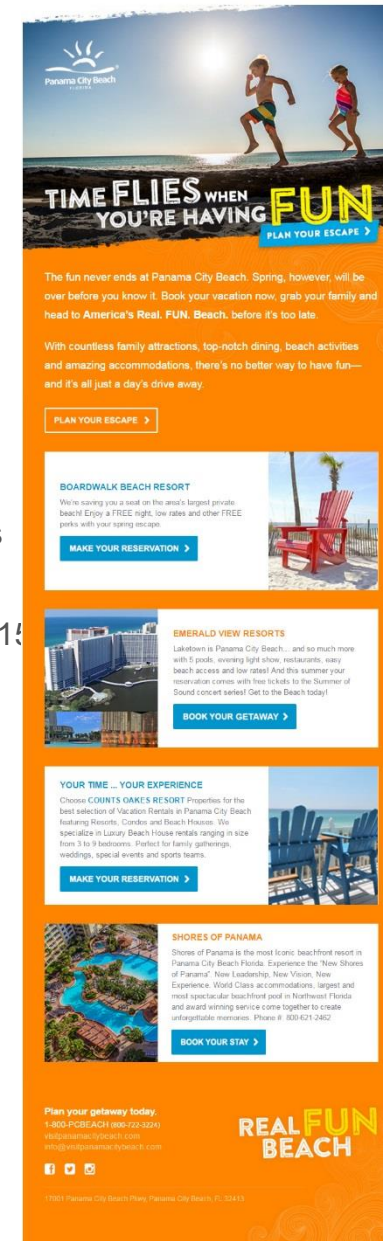
- PCB will send one custom email per month including partner content and click-thru capabilities
- Partnerships available – four per email
- Partner must provide – one high-res photo, 40-45 word description, 20-30 character headline, 15-20 character call to action, logo and click-thru URL
- Partner must include a special offer

## Available dates:

- One email deployed per month – Tuesday September 10
- **Deadline to submit assets to PCB: August 25th**

## Investment & Return:

- PCB Cost: \$200
- Cost per partner: \$200 per email





# Birmingham Magazine

## Highlights

- Panama City Beach 2 page spread in *Birmingham* magazine's "Trick or Treat" issue
- *Birmingham* magazine is the definitive guide to life in and around the Magic City
- Total readership 100,000+

## Opportunity

- PCB will have a full color, 2 page spread
- Partner spots available: 6
- Partners must provide: 1 high resolution photo, 40--45 words of copy, logo, web address, phone number, and special offer (optional)

## Available Dates

- October – with Travel section
- **Deadline to submit assets to PCB: July 29th**

## Investment & Return

- PCB cost: \$900
- Cost per partner: \$350 (with 6 partners)
- ~45k+ Impressions in key PCB drive market-Birmingham, AL





# Atlanta Magazine Visit Florida Coop\*

## Highlights

- Panama City Beach FP4C ad in Visit Florida's Coop section in *Atlanta Magazine's* September issue
- Circulation: 70,000

## Opportunity

- Placement within a full page PCB brand ad
- Partner spots available: 4
- Minimum partners required: 2 (fewer partners will affect cost)
- Partners must provide: 1 high resolution photo, 40--45 words of copy, logo, web address, phone number, and special offer (optional)

## Available Dates

- September – Visit Florida Editorial section
- **Deadline to submit assets to PCB: June 19th**

## Investment & Return

- PCB cost: \$3,725
- Cost per partner: \$425

\*Pending Visit Florida's new fiscal co-op plan



# Nashville Lifestyles Magazine

## Highlights

- Panama City Beach Full Page ad in Nashville Lifestyle's October issue
- Circulation: 40,000

## Opportunity

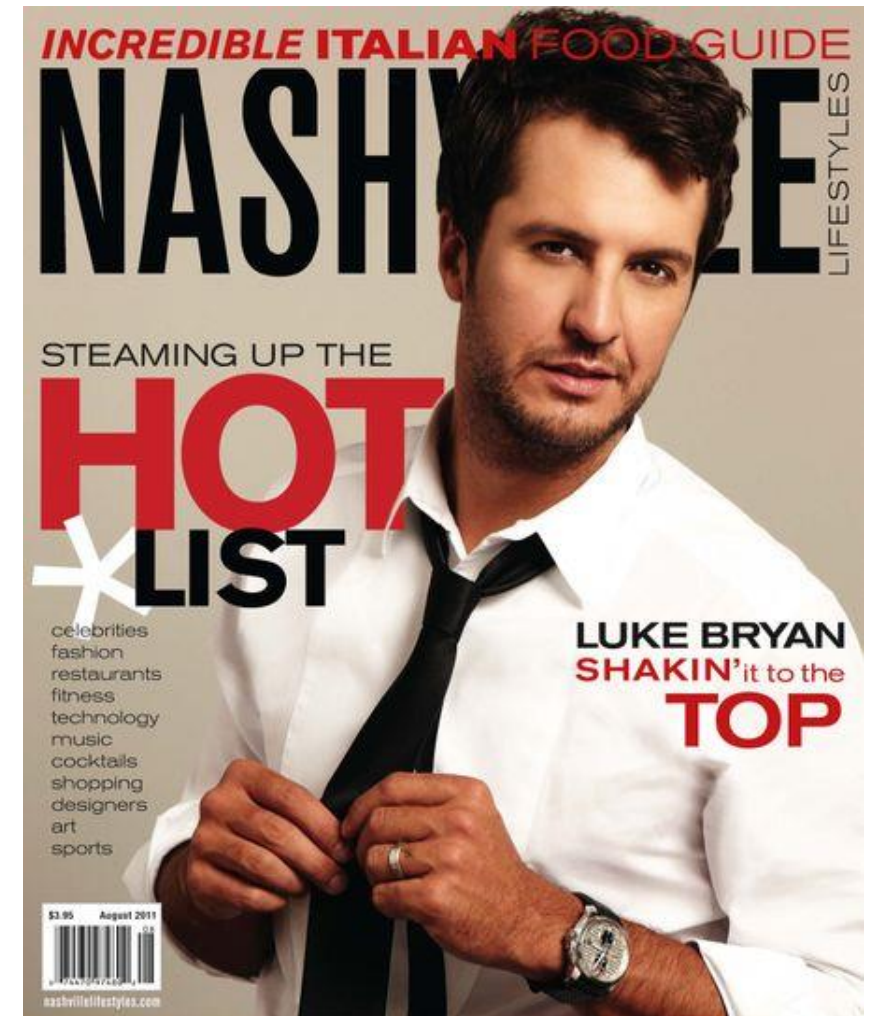
- PCB will have a full color ad
- Partner spots available: 4
- Partners must provide: 1 high resolution photo, 40--45 words of copy, logo, web address, phone number, and special offer (optional)

## Available Dates

- October Issue – Fall Weekend Getaways
- **Deadline to submit assets to PCB: July 29th**

## Investment & Return

- PCB cost: \$2,540
- Cost per partner: \$300 (with 4 partners)



# Orlando Magazine

## Highlights

- Panama City Beach Full Page ad in Orlando Magazine's September issue
- Circulation: 31,000

## Opportunity

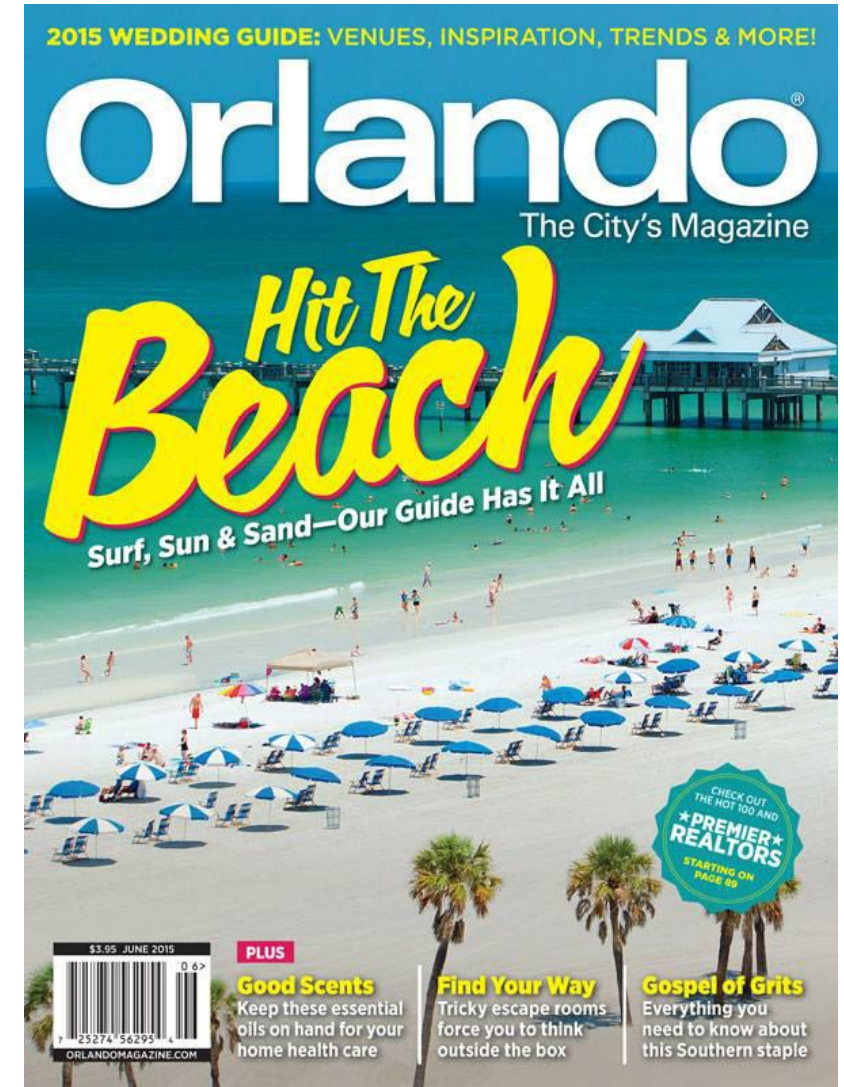
- PCB will have a full color ad
- Partner spots available: 4
- Partners must provide: 1 high resolution photo, 40--45 words of copy, logo, web address, phone number, and special offer (optional)

## Available Dates

- September issue- Fall Getaways
- **Deadline to submit assets to PCB: June 26th**

## Investment & Return

- PCB cost: \$1,698
- Cost per partner: \$300 (with 4 partners)





# Canadian Snowbird Association News

## Highlights

- Official publication of the Canadian Snowbird Association, CSA News is the source of news and information for traveling Canadians over the age of 50
- Panama City Beach Branded Full Page color ad in CSA's Fall News issue
- Circulation: 95,000

## Opportunity

- Partner spots available: 4
- Minimum partners required: 2
- Partners must provide: 1 high resolution photo, 40--45 words of copy, logo, web address, phone number, and special offer (optional)

## Available Dates

- Fall Issue – (in-home 9/4)
- **Deadline to submit assets to PCB: July 8th**

## Investment & Return

- Media Cost: \$3,993
- PCB cost: \$1,993
- Cost per partner: \$500 (with 4 partners)





# Pandora

## Highlights

- Message delivery to a highly-engaged listener on any device
- Targeted to Adults 25-54 in key PCB drive markets

## Opportunity

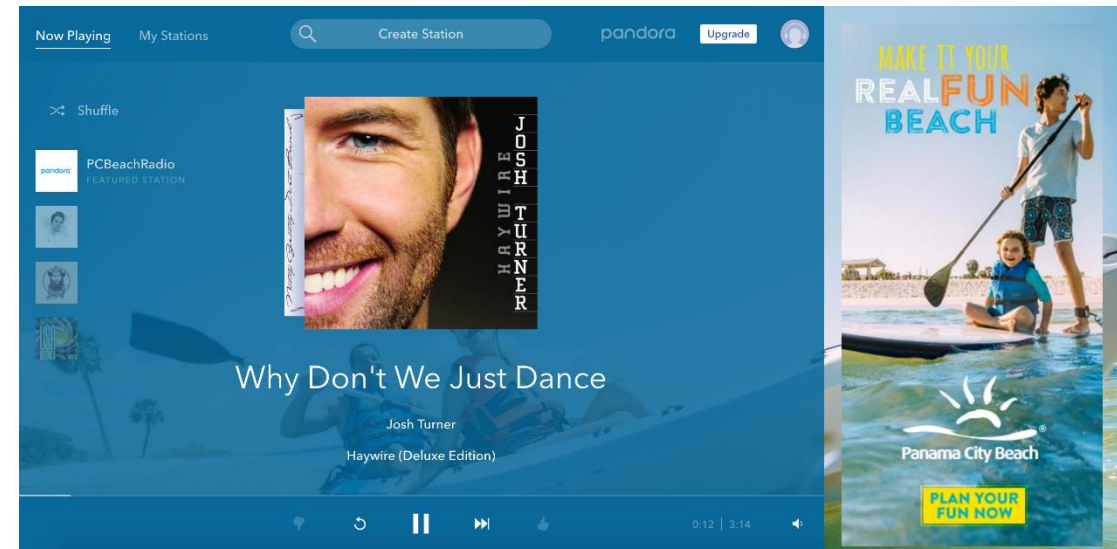
- :15 or :30 Audio Spot will run with 300x250 companion banner
- 1,000,000 impressions will be split among 4 partners evenly
- Partner spots available: 4 total
- Minimum partners required: 4
- Partners must provide: :30 script or copy points and Pandora will produce audio spot. For companion banner, provide one image, one logo, 40-character-max headline, 17-character-max call to action and click-thru URL (see banner guidelines for details)

## Available Dates

- 8/1-10/21
- **Deadline to submit assets to PCB: July 1**

## Investment & Return

- PCB cost: \$2,000/flight
- Cost per partner: \$750





Real. Fun. Images.



# Photo Library

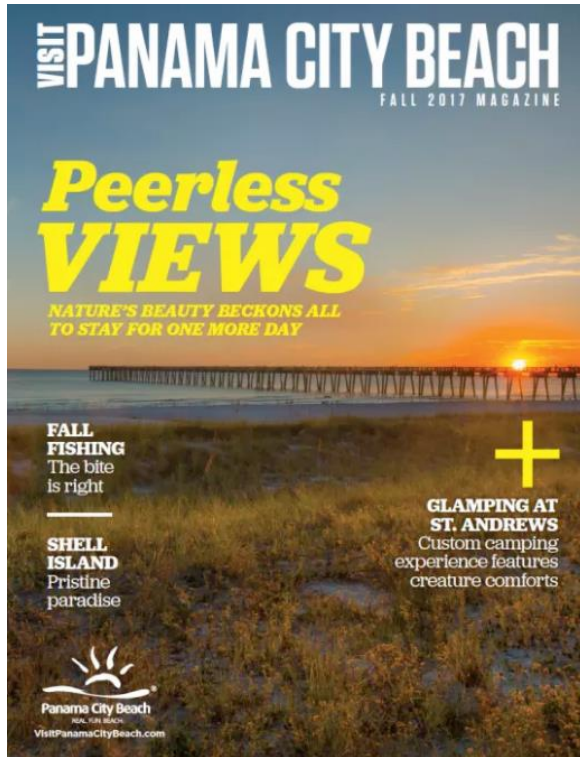
## Opportunity

- Partners can continue to utilize a library of high-quality PCB images
- There is no limit to the number of images partners can use
- This is available to all partners at no charge

Visit: <http://barberstock.com/visitpanamacitybeach>



# 2019 Visitors Guide-Fall/Winter issue



Click [here](#) to view the digital versions of past issues



# 2019 Visitors Guide-Fall/Winter issue



## 2019 VISIT PANAMA CITY BEACH OFFICIAL VISITORS GUIDE

### FACTS

- 1.63 billion dollars are spent by tourists each year
- Over 2.7 billion dollars result in economic impact
- More than 17 million visitor days/nights each year

### DESCRIPTION & CONTENT

The Visit Panama City Beach Visitors Guide is a high quality magazine that is editorial in format, visually engaging and addresses the destination by season – allowing us to showcase Panama City Beach and its incredible attributes all year round. Each edition is 100 pages, of which over 60 pages is editorial content. In addition to timely feature stories, there are 6–10 departments that focus on regular activities, events, sports and other leisure lifestyle interests.

### Circulation/Distribution

Issues: Spring/Summer and Fall/Winter	
Press-run each edition (varies per season)	
Press-run yearly total	165,000
Direct-mail	80%
PCB Visitors Center; Visit Florida Welcome Centers on I-10, Hwy 231 and I-75	20%



### DEADLINES

#### Spring/Summer 2019

Space and Materials ..... January 15, 2019

#### Fall/Winter 2019

Space and Materials ..... July 15, 2019

### IN MARKET

Spring/Summer Issue ..... March 2019

Fall/Winter Issue ..... September 2019

### RATES

#### NET PER ISSUE

Full Page .....	\$800
1/2 Page .....	\$500
1/4 Page .....	\$300

#### PREFERRED POSITIONS (NET PER ISSUE, 4x ONLY)

Back Cover .....	\$2,400
Inside Front Cover .....	\$2,100
Inside Back Cover .....	\$2,100
Page 3 .....	\$2,200
Page 4 .....	\$2,000
Page 5 .....	\$2,050
Across from Welcome Letter .....	\$2,000
Across from Table of Contents 1 or 2 .....	\$2,000
Other Guaranteed Positions .....	Add 15%

To advertise in the Visitors Guide, please fill out the following form [here](#) and return to Lacey Rudd or Jayna Leach at [lrudd@visitpanamacitybeach.com](mailto:lrudd@visitpanamacitybeach.com) and [jleach@visitpanamacitybeach.com](mailto:jleach@visitpanamacitybeach.com)

# Notes

A few important details:

- If more partners sign up than spaces are available, we will use a lottery system to choose final partners
- You may request your insertion date/month if applicable to the program; however, we will also implement a lottery system in this scenario if more than one partner chooses the same date
- If minimum partners are not fulfilled, a program presented may not be available
- All commitments are due **Monday, May 27<sup>th</sup>** via email to [bwebb@visitpanamacitybeach.com](mailto:bwebb@visitpanamacitybeach.com)



# Fall Co-op Program Sign-Up





# Fall/Winter Sign-Up Form

Please return completed form by **Monday, May 27<sup>th</sup>** via email to **[bwebb@visitpanamacitybeach.com](mailto:bwebb@visitpanamacitybeach.com)**

Partner/Tactic	Program Details	Program Cost	Units Available	Available Months/Time Period-Please choose one per program	Total Cost
Orlando Magazine	Panama City Beach Full page ad in Orlando Magazine's September issue	\$300 w/4 partners	Minimum: 2 Maximum: 4	September issue	
Birmingham Magazine	2-page spread in Birmingham Magazine's "Trick or Treat" issue	\$350 w/ 6 partners	Minimum: 6 Maximum: 6	October issue	
Spring Family Targeted Display	PCB will serve partner desktop/mobile banner ads in four sizes with 1.2 million impressions divided among participating partners	\$500 w/4 partners	Minimum: 4 Maximum: 6	Sept 1st- Nov 30th 2019	
Couples Targeted Display	PCB will serve partner desktop/mobile banner ads in four sizes with 1.2 million impressions divided among participating partners	\$500 w/4 partners	Minimum: 4 Maximum: 6	Sept 1st- Nov 30th 2019	
Atlanta Magazine-Visit FL Co-op	Panama City Beach FP4C ad in Visit Florida's Coop section in Atlanta Magazine's September issue	\$425 per partner	Minimum: 2 Maximum: 4	September issue	
Nashville Magazine	Panama City Beach Full Page ad in Nashville Lifestyle's October issue	\$300 w/ 4 partners	Minimum: 2 Maximum: 4	October issue	
Canadian Snowbird Association News	Official publication of the Canadian Snowbird Association, CSA News is the source of news and information for traveling Canadians over the age of 50	\$500 w/ 4 partners	Minimum: 2 Maximum: 4	Fall issue	
AJC.com Custom Targeted Email	Custom email delivered to opt-in subscribers and then deliver a retargeting message to those who opened the initial email	\$500 per email	Minimum: 2/ 1 monthly email Maximum: 6/ 1 monthly email	September 9 <sup>th</sup> 2019 Deployment	
AL.com Dedicated Email	PCB will send one custom email per month including partner content and click-thru capabilities	\$200 per email	Minimum: 2/ 1 monthly email Maximum: 4/ 1 monthly email	September 10 <sup>th</sup> 2019 Deployment	
PCB Consumer Sweepstakes	PCB will send an email to their database on behalf of a partner promoting that partner's sweepstakes	\$500 (plus prizing)	1 per quarter	September, October, November 2019	
Pandora	Message delivery to a highly-engaged listener on any device Targeted to Adults 25-54 in key PCB drive markets	\$750	Minimum: 4 Maximum: 4	August 1 – October 21 2019	
Facebook Carousel Ads	Target the PCB audience with image and URL Driving traffic to site, each flight will be 3 weeks, 4 partner spots available per flight	\$750.00	Minimum: 3 per flight Maximum: 4 per flight	September, October, November 2019	
Facebook Promoted Posts	Post on the PCB Facebook page and promoted for additional exposure	\$500.00	2/month	September, October, November 2019	
Facebook Live Partnership	Post on the PCB Facebook page and promoted for additional exposure	\$200.00	1/month	September, October, November 2019	

Name \_\_\_\_\_

Phone \_\_\_\_\_

Company \_\_\_\_\_

Email \_\_\_\_\_

Total \_\_\_\_\_