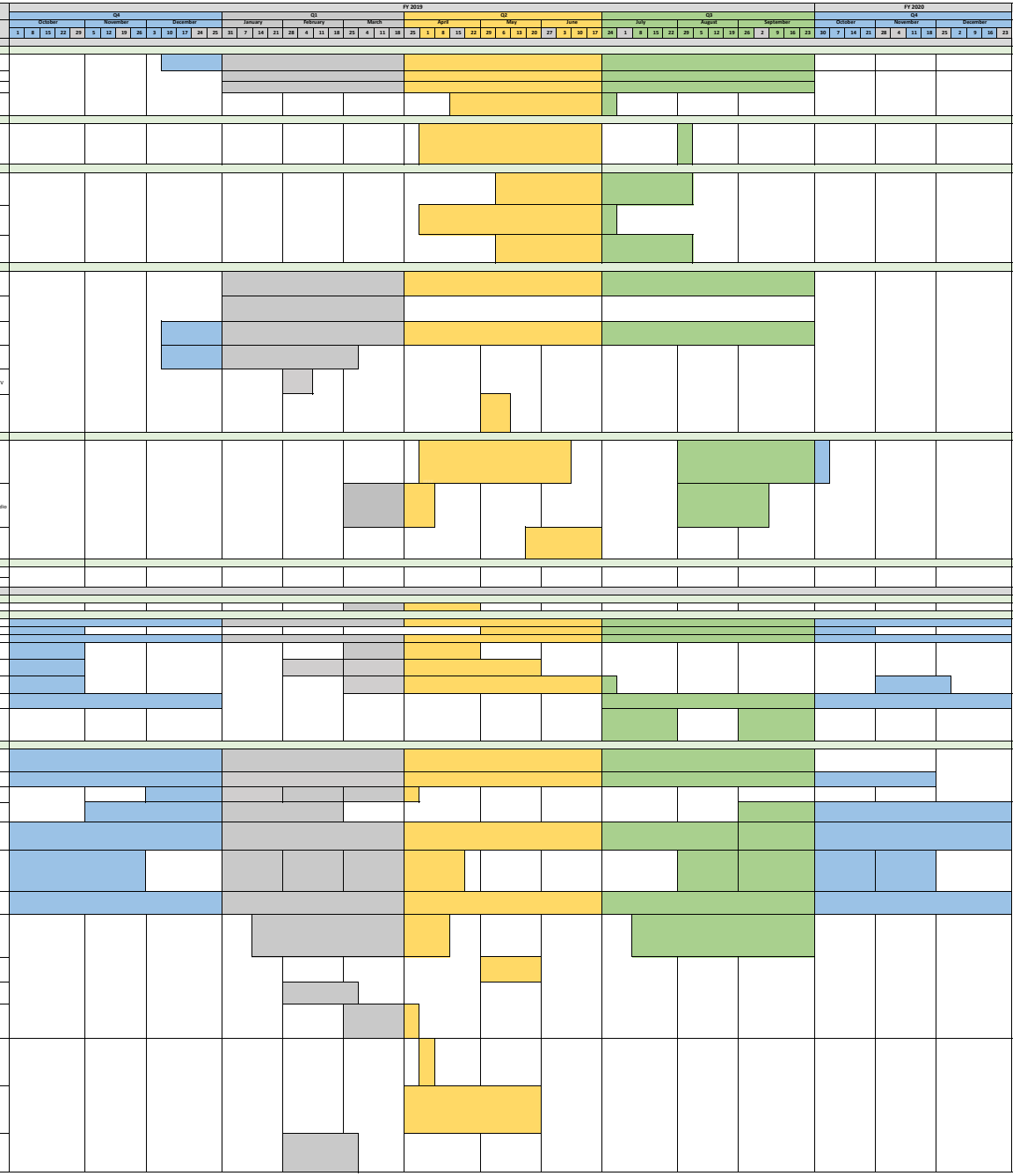
2019 Panama City Beach CVB

Vendor	Tactic	Detail	Segment(s)	Estimated Impressions	Budget
DIGITAL				122,196,856	$1,282,456
General Display and Video					
Cyllear / Display	Display and Pre-Roll	Standard Programmatic Display & Pre-Roll	All	14,859,541	$93,400
Cyllear / Native	Native Display & Native Video	Native In-Feed Ads	All	15,505,195	$106,600
Cyllear/Content Amplification	Retargeting	Editorial Promotions	All	59,841	$42,000
Tremor Alphonso	TV Targeting, Conquesting	Targeting specific segments for general awareness and competitive conquesting	All	3,636,364	$100,000
Brand Engagement					
Gaming vendor - Zynga	Mobile gaming, video, display and game integration	Custom Mini Game (Find the Difference)	Moms Interested in Travel (25 - 54) Parents Interested in Travel (25 - 54) SF, LAW, YC, EN	9,029,063	$125,000
Buzzfeed	Custom Content	Overlay PCB's video with their signature and pushed out to their social platforms	Summer Families, Long Weekend Families, Young Family Vacations, Young Couples	3,846,153	$150,000
Lonely Planet	Custom Content	Custom Editorial, Custom Video, Newsletter sponsorship	Summer Families, Long Weekend Families, Young Family Vacations, Young Couples	2,830,000	$50,000
Well & Good	Custom Content	Custom Quiz, Custom Editorial /Or Custom Hotspot Editorial	(Women) Summer Families, Long Weekend Families, Young Couples	3,025,334	$50,000
Travel Endemic					
Adara	Display, Native, Preroll	Use direct hotel bookings as main KPI	All	8,064,516	$60,000
Sojern	Display and Video	Use direct hotel bookings as main KPI	All		$25,000
Trip Advisor	Display, Native, Competitive targeting, Retargeting	Premium Destination Page for Q1-Q3, family and beach segments, competitive targeting	All	5,884,660	$170,000
HomeAway	Display, Retargeting	Targeting people visiting PCB and comp dest., and targeting to beach, family, and empty nester segments.	All	8,491,667	$100,000
VISIT FLORIDA Canadian Co-op Program - Expedia and The Weather Network	Display	Expedia ROS Canada, heavily focused on Ontario and Quebec, across Expedia's network of sites (Travelocity, Expedia, Orbitz, etc.)	Canada winter residents (English and French)	See costs and impressions in TV section	See costs and impressions in TV section
VISIT FLORIDA Expedia Impulse Getaways Creative Partnership	Video, Native, Email	Expedia produced destination specific video highlighting the destination as a Mini Vacay. Featured on the Mini Vacay website and creative inclusion via traffic drivers, co-branded ads, social media posts, native tiles and dedicated campaign email.	All	7,300,000	25,000
Influencer					
MomTastic	Influencer and Content	Mom Squad Branded Editorial Package Includes content written by MomSquad influencers, promoted through Momtastic an The Fashion Spot sites and social platforms 2.3MM imp each flight, of which 212K each flight are added value impression to run across TotalMyler portfolio	Young Families, Summer Families, Long Weekend Families	4,664,522	$80,000
Podcasting	Influencer/Audio	Host-read spots on national podcasts listened to by female targets; Katie Couric, Mighty Mommy, The Happy Hour with Jamie Ivey, Brains On, Parenting, Great Kids, Nutrition Diva, and The Longest Shortest Time Alternating weeks pre-roll and mid-roll units in each show	Young Families, Summer Families, Long Weekend, Couples	See costs and impressions in Radio section	See costs and impressions in Radio section
Travel Mindset	Influencer Marketing -InstaMeet	1 InstaMeet in Spring with Empty Nester influencers (Pre-promotion on FB and post-social shares after event)	Empty Nesters	35,000,000	$70,000
Adserving					
DCM - Standard	Display and Video - Q4-Q3	Display			$19,858
DCM - Rich Media/Video	Rich Media and Video Q1-Q3	Rich Media/Video			$15,598
PRINT				15,936,080	$332,410
Social/Group					
ABA (Destinations Mag)	FP4C	March/April	Empty Nesters	22,000	$4,270
Sports/Group					
Big Time Softball Magazine	FP4C	Winter, Spring, Summer, Fall	Sports	324,000	$5,000
ConnectSports Facilities Guide	FP4C	May, August	Sports	30,800	$9,500
FL Saltwater Regulations	HP4C	Jan-June, July-December	Sports	1,420,000	$12,500
Florida Golf Alliance	FP ad plus 2 page editorial and photo feature	Summer/Fall 2018 , Winter/Spring 2019	Sports	90,000	$17,560
Sports Events	FP4C, Directory Listing, and E-Newsletter	Oct '18, Feb, March, April, May	Sports	199,680	$6,977
Sports Destination Management	Location Review, FP4C, E-blast, AV Editorial	March/April, May/June, November	Sports	108,000	$10,000
Lindy's Sports	FP4C	Southeastern & Alabama editions plus custom newsletter	Sports	369,000	$7,500
Softball/Baseball Magazine	FP4C in both magazines, both issues (4 insertions total)	July, September x2	Sports	480,000	$12,000
Consumer					
Panama City News Herald	TBD for 2019 (2 pg spread in 2018)	Placeholder for PCNH, Jayna negotiates Local Sponsor Package Weekly User generated content	Locals	4,362,800	$60,000
AAA Tourbook	3/4Page	2019 Issue	Empty Nesters/Winter Residents	600,000	$6,864
Gulf Coast Snowbirds	FP4C	Holiday 2018, Jan, Feb, March	Winter Residents	120,000	$7,500
Panama City Living	FP4C	Jan/Feb, Sept/Oct, Nov/Dec	Locals	102,000	$6,300
The Circuit (PCB Chamber)	2pg Spread	Mar/Apr, May/June, July/Aug, Sept/Oct, Nov/Dec, Jan/Feb	Locals	90,000	$12,000
VIE Magazine	(8) FP4C Added Value: Banner Ads, Sponsored E-blast, VIE social shares	Jan, Feb, March, April, August, Sept, Oct, Nov	Young Families, Summer Families, Long Weekend, Couples	400,000	$15,606
VISIT FLORIDA Magazine	HP4C	Annual	Young Families, Summer Families, Empty Nesters	900,000	$10,374
The Griffon - Military Publication	FP4C	Winter and Summer Issues Pub. Quarterly; Winter in-home 1/15 (mats 12/20), Summer in-home 7/10 (mats 6/20) Free editorial in each issue	Military Audience (Young Families?)	100,000	$9,680
Texas Monthly (**VISIT FLORIDA** Coop)	FP4C + 150-200 words advertorial copy + inclusion in Traveling Texan enewsletter	May Issue (s-3/5, m-3/15)	Young Families, Summer Families, Long Weekend, Couples, Empty Nesters	540,000	$12,335
Chicago Magazine (**VISIT FLORIDA** Coop)	FP4C with 100-150 word advertorial, inclusion in formatted enewsletter	Feb Issue (s-1/27, m-31/29)	Young Families, Summer Families, Long Weekend, Couples, Empty Nesters	240,000	$6,825
Atlanta Magazine (**VISIT FLORIDA** Coop)	FP4C with 200 word advertorial in co-op section, plus one event inclusion in March formatted enewsletter	March Issue (s-1/10, m-1/14)	Young Families, Summer Families, Long Weekend, Couples, Empty Nesters	140,000	$5,325
America's Best Vacations -Out of state Newspaper Insert (**VISIT FLORIDA**) Connect	HP4C	Distributed on 4/7 in Sun paper of major dailies in 13 markets; Atl, Birmingham, Nashville, Dallas, Houston, Louisville, Baton Rouge, NOLA, Memphis, Chattanooga, Knoxville, San Antonio and Charlotte (s-2/1, m-2/15) Generated 18,788 leads in 2018	Empty Nesters	1,000,000	$17,530
Garden & Gun (**VISIT FLORIDA** Package)	VF Section page + Advertorial	Full Page Advertorial in Apr/May issue, 100,000 run of site impressions, 2 homepage takeovers and 1 online Field Report Listing			$35,904
Spring Southeast Family Travel Planner - Compass Insert in 4 national magazines, SE circ	1/3 page square 4.5 x 4.625"	Family Travel Planner insert included in February issues of Parents Magazine, Better Homes & Gardens, Martha Stewart Living, and Woman's Day. Southeast circulation, subscribers copies (Parents)	Young Families, Summer Families, Long Weekend Families	1,398,000	$15,795



Resort Guide	2 pg spread 4C	60th Edition, January 2019 61st Edition July 2019	Young Families, Summer Families, Long Weekend, Couples, Empty Nesters	320,000	$5,000	
International						
Visit USA Travel Planner (UK based)	FP4C	Annual - Pub Nov	All (International)	100,000	$11,290	
Travel USA 2019 Inspiration Guide (Brand USA)	FP4C	Annual - Pub Jan (Published in 9 languages with distribution in 24 countries) $21,000 and 930,000 imps accounted for on International FC	All (International)			
VISIT FLORIDA Official Travel Guide (International)	HP4C	Annual - Pub Jan (Pub in English, French and German)	All (International)	180,000	$4,775	
Canadian Traveler (VF Co-Op)	FP4C	Annual - "Consumer" Bundle includes 6 e-newsletter sponsorship ads, online banners, 1 online article, and 3 print ads (1 in Florida Guide and 2 in Canadian Traveler or Explore Issue) $13,395 and 124,000 imps accounted for on International FC	Winter Residents (Canada)			
Crossings Magazine	FP4C	Spring 2019 Issue	Winter Residents (Canada)	300,000	$4,000	
Radio				**45,546,048**	**$678,579**	
Atlanta Radio	:30 and :60 endorsements	WSB-FM 898.5 (AC) 1Q: 6 week campaign: 2/25-3/10, 3/18-3/31, 4/8-4/21 3Q: 4 week campaign: 7/29-8/11, 8/19-9/1	Young Families, Summer Families, Long Weekend, Couples	4,732,300	$85,719	
Birmingham Radio	:30 and :60 endorsements	WDXB The Bull (Country) WQEN (AC) 1Q: 6 week campaign: 2/25-3/10, 3/18-3/31, 4/8-4/21 3Q: 4 week campaign: 7/29-8/11, 8/19-9/1	Young Families, Summer Families, Long Weekend, Couples	2,421,600	$48,171	
Nashville Radio	:30 and :60 endorsements	WSM-FM (Country) 1Q: 6 week campaign: 2/25-3/10, 3/18-3/31, 4/8-4/21 3Q: 4 week campaign: 7/29-8/11, 8/19-9/1	Young Families, Summer Families, Long Weekend, Couples	3,431,200	$59,500	
Orlando Radio	:30 and :60 endorsements	WOMX Mix 105.1 (AC) 1Q: 6 week campaign: 2/25-3/10, 3/18-3/31, 4/8-4/21 3Q: 4 week campaign: 7/29-8/11, 8/19-9/1	Young Families, Summer Families, Long Weekend, Couples	1,964,000	$74,588	
Podcasting	Influencer/Audio :20 and :60 host-read spots	Host-read spots on national podcasts listened to by female targets; Mighty Mommy, The Happy Hour with Jamie Ivey, Brains On, Parenting Great Kids, Nutrition Diva, and The Longest Shortest Time Alternating weeks pre-roll and mid-roll units in each show	Young Families, Summer Families, Long Weekend, Couples, Empty Nesters	5,594,000	$103,441	
Pandora	PCB Custom Channel, Audio, Display, Video, Interstitial	Annual commitment with custom channel Geos- state of GA, AL, Nashville, Orlando, and CN (in Q1 only)	Young Families, Summer Families, Long Weekend, Couples, Empty Nesters	25,035,942	$208,000	
Pandora - Events	Audio, Display	Placeholder for UWaineD and Pirates incremental spend	Young Families, Summer Families, Long Weekend, Couples, Empty Nesters	2,265,006	$20,000	
Spotify	:15 Video	Sponsored Listening Geos state of GA, AL, Nashville, Orlando, and CN (in Q1 only) Two flights: 2/25-4/21 (8 wks) and 7/29-9/8 (6 wks) *Impressions are completed views	Couples, Young Families	100,000	$50,000	
Adserving - Spotify and Pandora	Streaming Radio Ad Serving - Audio and Video				4,160	
Events Radio	:10 or :15	Radio in local drive markets and PCB to promote Mardi Gras, UWaineD and PiratesFest	Events Target (all)	TBD	$25,000	
TV				**25,805,847**	**$595,000**	
Atlanta TV	:15 and :30 Spots in Programming targeted to Women 25-54	Spring-2/25-3/10, 3/18-3/31, 4/8-4/21 - (6 weeks) Fall-7/29-8/11, 8/19-9/1 (4 wks) Morning News, Early News, Early Fringe, Late Fringe 70 GRPs/week	Young Families, Summer Families, Long Weekend, Couples, Empty Nesters	9,364,606	$183,600	
Birmingham TV	:15 and :30 Spots in Programming targeted to Women 25-54	Spring-2/25-3/10, 3/18-3/31, 4/8-4/21 - (6 weeks) Fall-7/29-8/11, 8/19-9/1 (4 wks) Morning News, Early News, Early Fringe, Late Fringe 70 GRPs/week	Young Families, Summer Families, Long Weekend, Couples, Empty Nesters	2,277,422	$51,000	
Nashville TV	:15 and :30 Spots in Programming targeted to Women 25-54	Spring-2/25-3/10, 3/18-3/31, 4/8-4/21 - (6 weeks) Fall-7/29-8/11, 8/19-9/1 (4 wks) Morning News, Early News, Early Fringe, Late Fringe 70 GRPs/week	Young Families, Summer Families, Long Weekend, Couples, Empty Nesters	3,565,165	$61,700	
Orlando TV	:15 and :30 Spots in Programming targeted to Women 25-54	Spring-2/25-3/10, 3/18-3/31, 4/8-4/21- (6 weeks) Fall-7/29-8/11, 8/19-9/1 (4 wks) Morning News, Early News, Early Fringe, Late Fringe 70 GRPs/week	Young Families, Summer Families, Long Weekend, Couples, Empty Nesters	4,928,612	$150,700	
PCB Local TV	:15 and :30 Spots in Programming targeted to Women 25-54	Spring-2/25-3/10, 3/18-3/31, 4/8-4/21 - (6 weeks)	Locals	316,955	$20,000	
Connected TV	Digital Television - full episode viewing :30 and :15 video	Mirroring TV markets (ATL, Nashville, State of AL, and Orlando - and Chicago in Q1 ONLY) Hulu - Genre and demo targeted with kids in HH Ad Selector feature to allow viewer to choose their ad (Without ad selector - 2,507,401 impressions) Hearst - targeted to Hearst premium networks and demo targeted with kids in HH 2/25-4/21 7/29-9/1	Young Families, Summer Families, Long Weekend, Couples	4,651,459	$125,000	
Events TV - BeachTV (MG, UW, and BHH)	:30	2 week schedule prior to each event on local PCB station to promote events: Mardi Gras, Unwined, and BHH (Pirates Fest is on 2018 fiscal plan)	Locals	700,627	$3,000	
International						
VISIT FLORIDA Canadian Co-op Program - The Weather Network	TV vignettes, :10s, digital, OTT, Expedia	VISIT FLORIDA Co-op - Runs on the Canadian Weather Network $20,000 and 6,417,000 imps accounted for on International FC	All (Canada)			
OOH				**50,361,858**	**$279,710**	
Lamar - Bay County - Panel 31664	10'6 x 36	Digital	Locals	6,157,632	$26,975	
Lamar - Bay County - Panel 80001	10 x 21'9	Digital	Locals	1,286,636	$7,675	
Lamar - Bay County - Panel 85022	10'6 x 36	Digital	Locals	944,216	$26,705	
Lamar - Bay County - Panel 85031	10'6 x 36	Digital	Locals	2,438,268	$26,005	
Lamar - Bay County - Panel 85050	12 x 40	Digital	Locals	2,484,040	$13,030	
Lamar - Bay County - Panel 85052	12 x 41	Digital	Locals	1,557,096	$11,830	
Lamar - Bay County - Panel 80042	12 x 23	Digital 9/17/18-9/15/19 (Suspended due to hurricane 10/10/18-12/28/18)	Locals	4,087,408	$8,370	
Lamar - Bay County - Panel 85092	10'6 x 36'	Digital 12/10/18-12/8/2019	Locals		$23,100	
Simon Pier Park 2018		12/2017-12/31/18 **($850 per month being paid through Dec 2018)** Client signed contract Sampling/tabling 12/09-12/31/17 Ad Panels (2) 1/1/18-12/31/18	All	NA	$2,550	
Simon Pier Park 2019		1/1/2019-12/20/2019 (Will need to add 4Q budget to 2020 FC) Client signed contract Contract total = $14,600 ($7650/Q1-Q3 FY19, $6950 4Q FY20)	All	NA	$7,650	
Atlanta Digital Outdoor	Digital bulletins: 14' x 48' Digital Poster Network: 10'6" x 22'	Includes: Digital Rotary Network 2 (10 boards rotating throughout day) Digital Poster Network (11 boards rotating) 3 fixed boards in Buckhead and Cobb County 2/25-3/24 (4 weeks) 7/29-8/25 (4 weeks)	Young Families, Summer Families, Long Weekend, Couples, Empty Nesters	4,003,384	$30,000	
Birmingham Digital Outdoor	14' x 48	4 boards in key routes in Bham targeted to Women with HHI $75K+ 2/25 - 3/24 (4 weeks) 7/29-8/25 (4 weeks)	Young Families, Summer Families, Long Weekend, Couples, Empty Nesters	7,375,920	$29,000	
Nashville Digital Outdoor	14' x 48' (5 boards) 12' x 42' (1 board)	6 boards in key routes in Nashville area targeted highest to Women 25-54 with children 2/25 - 3/24 (4 weeks) 7/29-8/25 (4 weeks)	Young Families, Summer Families, Long Weekend, Couples, Empty Nesters	12,624,376	$38,000	
Orlando Digital Outdoor	14' x 48' (5 boards) 10'6" x 36' (1 board)	6 boards in key routes in Orl area targeted highest to Women 25-54 with children 2/25 - 3/24 (4 weeks) 7/29-8/25 (4 weeks)	Young Families, Summer Families, Long Weekend, Couples, Empty Nesters	7,401,902	$38,990	

STRATEGIC MARKETING PARTNERSHIPS				10,300,000	**$585,000**															
Beach Home for The Holidays	Items could include display banners, e-blasts, social amplification, native, video, event activation	Placeholder for 2019 BHH		8,500,000	$75,000															
Southern Living		Placeholder for strategy partnership - Meredith	Young Families, Summer Families, Long Weekend, Couples, Empty Nesters	1,800,000	$510,000															
PAID SOCIAL MEDIA				81,818,000	**$898,000**															
Brand Networks				81,818,000	$898,000															
CONTINGENCY BUDGETS					**$348,845**															
Hurricane Recovery Campaigns				TBD	$250,000															
Opportunity Contingency Budget				TBD	$98,845															
		Total Spend		**351,962,649**	**$5,000,000**															
		Approved Budget			$5,000,000															
		Remaining Balance	*CPM*	*$14.21*	$0															