

Real. Fun. Cooperative Programs. Spring 2019



Real. Fun. Partners.

Welcome to the first round of the 2019 Panama City Beach Real Fun Spring 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. New opportunities for the spring programs includes Pinterest pin ads and multi media radio advertising.

We invite you to join us at our upcoming **Sports and Events Workshop** on **Wednesday, February 20th** at Edgewater Beach Resort. Our advertising agency, Luckie & Company, will be attending the workshop to provide an in depth overview of the 2019 co-op programs. As always, we will continue to host workshops and provide support to our partners, as well as share our style guide for events and promotions.

Thank you for your participation, we look forward to making 2019 the best year for Panama City Beach businesses!

Sunny Regards,
Jayna Leach



Birmingham Magazine

Highlights

- Panama City Beach 2 page spread in *Birmingham* magazine's "The Beach" 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

- May issue – on sale mid-April
- Assets Due to PCB: **March 8th**

Investment

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



The Griffon 108 Military Magazine

Highlights

- Panama City Beach Full-Page ad in The Griffon's Spring issue targeting military as they plan their yearly, required vacation time
- This 30 year-old publication reaches the men and women of the 108th Training Command-Army, Army Reserve AND National Guard quarterly and delivered direct to members' homes
- Circulation: 25,000

Opportunity

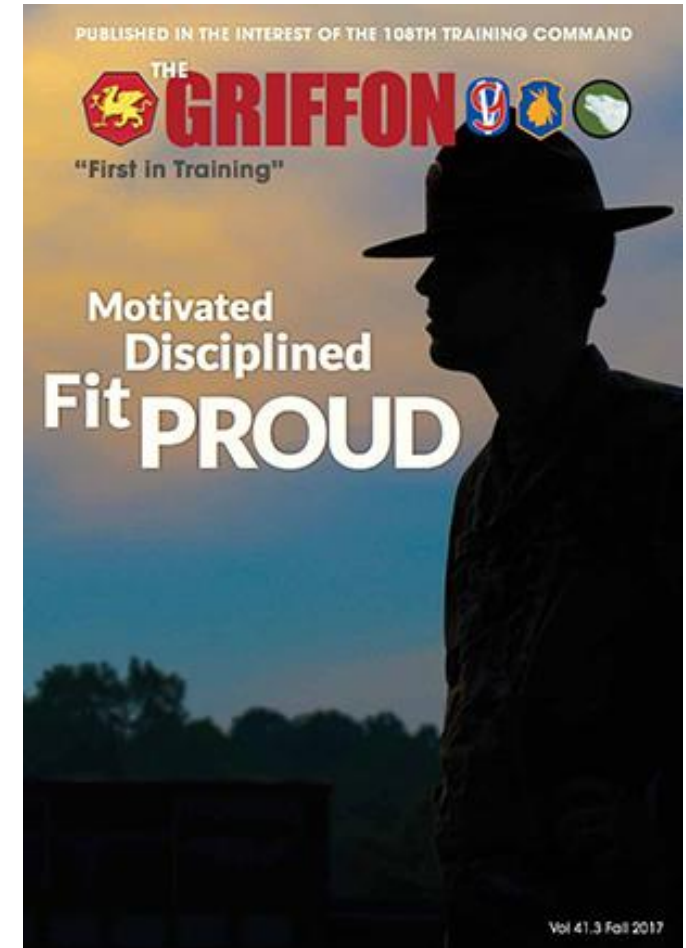
- PCB will have a full color ad
- Partner spots available: 4
- Minimum partners required: 2
- Partners must provide: 1 high resolution photo, 40--45 words of copy, logo, web address, phone number, and special offer (optional)

Available Dates

- Spring issue – in home mid-April
- Assets Due to PCB: **February 28th**

Investment

- PCB cost: \$3,550
- Cost per partner: \$400 (with 4 partners)



NEW- Travelgirl

Highlights

- Panama City Beach 2 Page Spread in Summer Issue
- This national magazine focuses on personal travel experiences and advice to improve women's lives through travel
- Available on newsstands, in Delta Sky Clubs, airports nationwide, Disney resorts, and various upscale resort chains
- Circulation: 160,000

Opportunity

- PCB will have a 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

- Summer issue – in home early-May
- Assets Due to PCB: **March 18th**

Investment

- Cost per partner: \$250 (with 6 partners)



Atlanta Magazine

Highlights

- Panama City Beach FP4C ad in *Atlanta* Magazine's June issue.
- Circulation: 70,000

Opportunity

- Placement within a full page PCB brand 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

- June Issue- Special ad section "Travel: Destinations"
- Assets Due to PCB: **March 20th**

Investment

- PCB cost: \$4,155
- Cost per partner: \$425



Real. Fun. Digital Opportunities.



TripAdvisor

Highlights

- TripAdvisor is the world's largest travel site according to comScore, enabling travelers to know better, book better and go better to get the most out of their travel experience.
- Partners can have 100% permanent placement with two banners on the PCB TripAdvisor page for an entire month
- Additional banner ad placements targeting competitive destination content to reach consumers searching for information about destinations such as Gulf Shores, Destin, Daytona Beach, Myrtle Beach, etc.
- Each of the 3 partners will run one of the three months below exclusively on PCB page **AND** continually in rotation with the additional banner ads

Opportunity

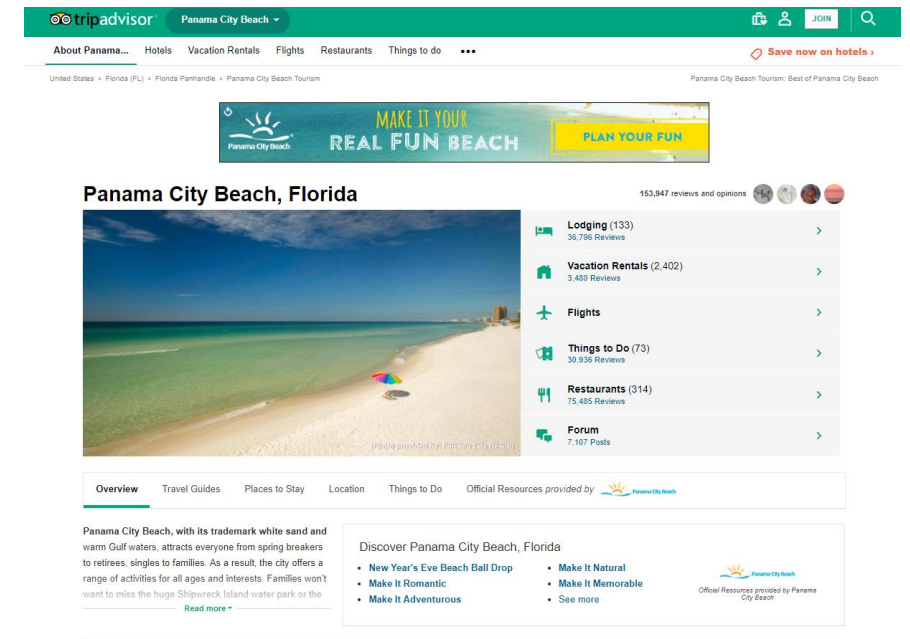
- Partner will have exclusive ownership of two banner units on the TripAdvisor – Panama City Beach, Florida, Premium Destination Page; the CVB will own all other banners and content on the page (one available per month – total of 3)
- Display banners targeting competitive destination content will run Mid-March through Mid-June continuously (3 Partners)
- 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)

Available Dates

- March 18 – June 15
- Assets Due to PCB for March flight: **March 4th**
- Assets Due to PCB for April flight: **April 1st**
- Assets Due to PCB for May flight: **May 1st**

Investment & Return

- Cost per partner per month – \$833
- ~ 40,000 IMPs per partner to a highly qualified audience interested in beach vacations



Spring Family & Couples Targeted Display

Highlights

- Utilizing programmatic digital ad buying, partner display banner ads will reach families planning to take a beach vacation in the Spring/Summer along the Gulf coast; focused on Moms who are their family's "Chief Vacation Officer"
- 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

Opportunity

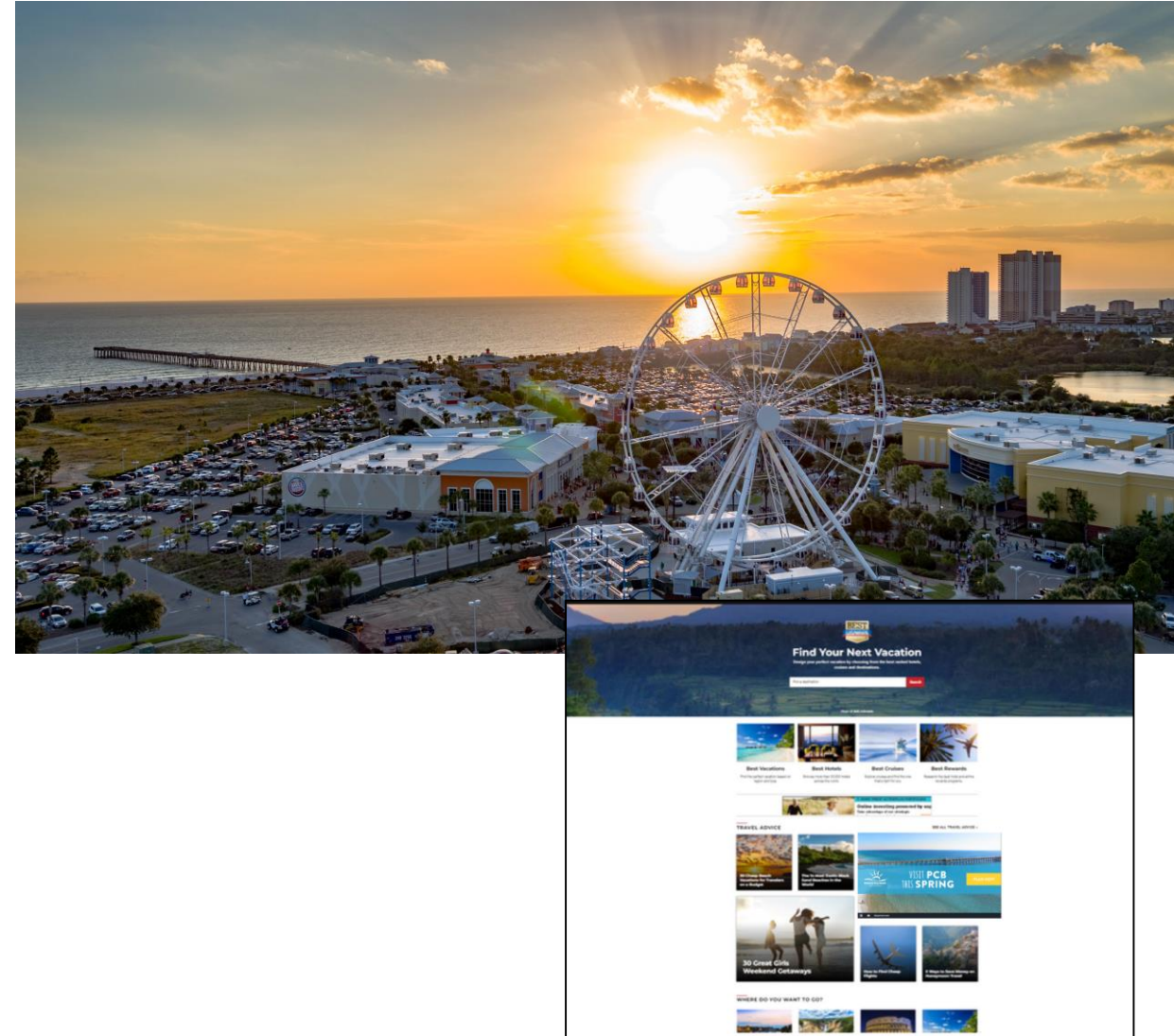
- PCB will serve partner desktop/mobile banner ads in four sizes
- 1.2M impressions will be divided among participating partners
- Partner spots available: 6
- Minimum partners required: 4
- Partner must provide: one image, one logo, 40-character-max headline, 17-character-max call to action and click-thru URL (see banner guidelines for details)

Timing - March 18 – June 15

Assets Due to PCB: **March 4th**

Investment

- Cost to PCB – \$1,500 – \$3,000
- Cost per partner – \$500 (each for 4 partners)



NEW-Travel Spike

Highlights

- 150M unique visitors per month within Travel Spikes platform
- 95% of their inventory is unavailable on ad exchanges
- 100% dedicated to travel

Opportunity

- PCB will serve partner desktop/mobile banner ads in four sizes
- 18k clicks will be divided among participating partners
- Partner spots available: 4
- Minimum partners required: 4

Timing

- March 18 – June 15
- Assets Due to PCB: **February 28th**

Investment

- Cost to PCB – \$15,000 - \$18,000
- Cost per partner – \$750 (each for 4 partners)

The collage features several travel-related interfaces and advertisements:

- yapta**: A banner for Ireland with the text "JUMP INTO THE NOW WE'LL KEEP A SEAT FREE FOR YOU". Below it, a text-based ad for Ireland: "In Ireland we live in the now. So don't worry about the past. Stroll among Dublin's landmarks, the stories that unfold in the Storehouse tour, or the enchantments of Ireland's castles and ruins. Unanticipated, the poetic and the astonishing, they will share the now with us." It also lists a "From \$1,075 -- 7-day Ireland Vacation - Save \$1,000" and a "From \$639* per person" offer.
- skyscanner**: A flight search results page for "Atlanta Hartsfield-Jackson ATL (ATL) to Los Angeles (LAX)" for Friday, Sep 6 - Sunday, Sep 7. It shows 178 results, sorted by price per adult. The selected flight is MS AIRWAYS, 1 stop CLT, with a price of \$554. A "LIMITED TIME SALE" banner for Southwest is also visible.
- tripping**: A real estate listing for "1,689 Rentals in Chicago". It shows several property cards with prices ranging from \$157 to \$214. A "chicago" logo is also present.
- Other Banners**: Includes a "From \$1,295 -- 7 Day West Ireland Discovery" banner, a "From \$559 so on" banner, and a "From \$1,295 -- 7 Day West Ireland Discovery" banner.

Travel Guide

Highlights

- The PCB Visitors Guide will be posted among Travel Guide Inc.'s four websites
- Users can download the Visitors Guide at no cost, providing PCB with qualified leads

Opportunity

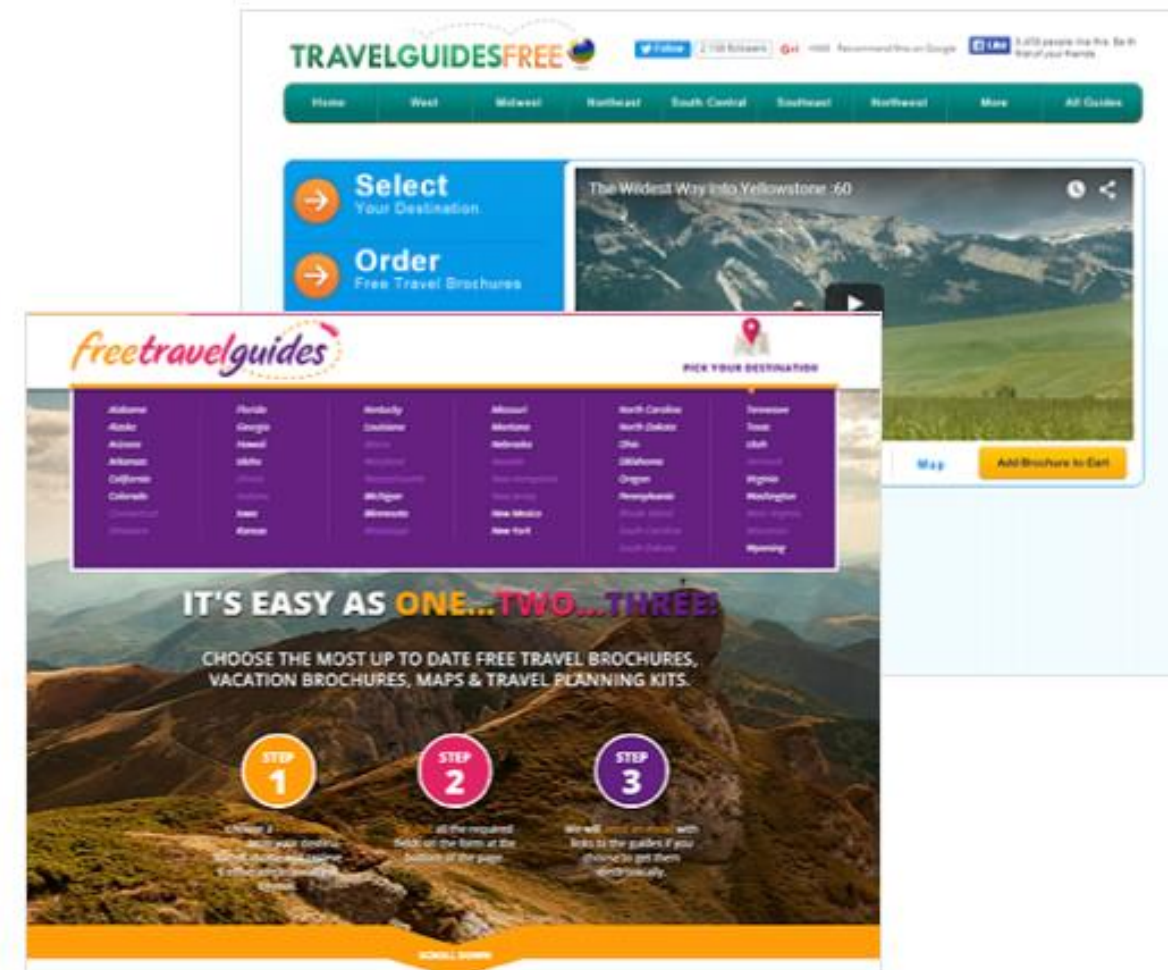
- PCB will make leads available to partners allowing them to advertise in the visitor guides
- Partner spots available: 5
- Minimum partners required: 4

Timing

- March 4 – May 31
- **Deadline to submit assets to PCB: February 26**

Investment

- Cost to PCB – \$1,500
- Cost per partner – \$100 (each for 4 partners)



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:

- Three emails deployed for Spring – March, April, May
 - *Dates are subject to change*
- Assets Due to PCB for March email: **March 1st**
- Assets Due to PCB for April email: **March 18th**
- Assets Due to PCB for May email: **April 15th**

Investment:

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



Escape to the REAL FUN BEACH

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 1-800-224-4853 or visit 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
info@VisitPanamaCityBeach.com

REAL FUN BEACH

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:

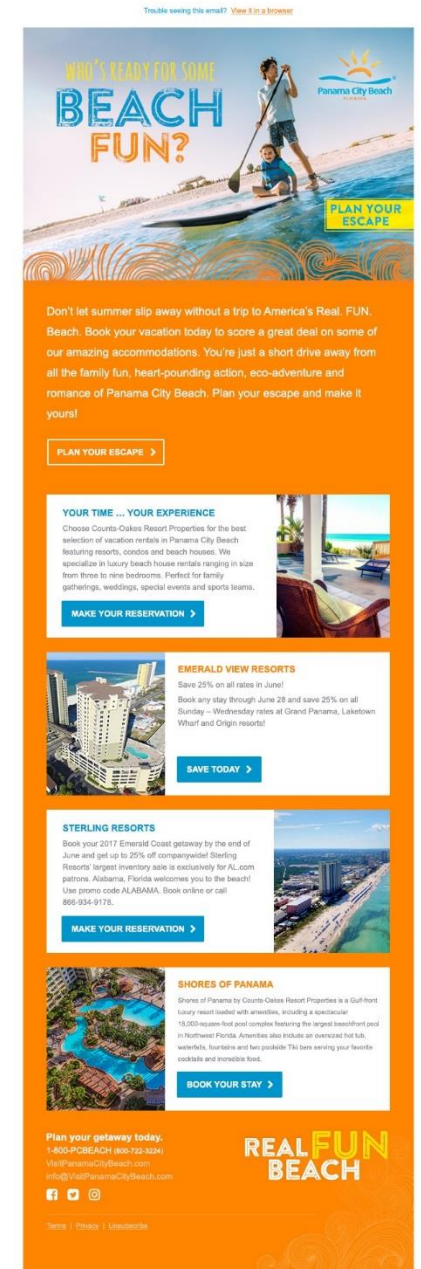
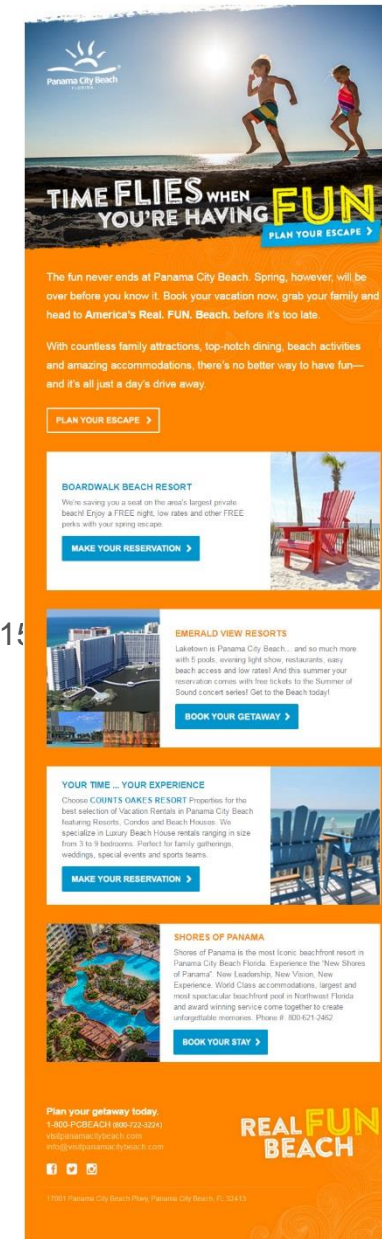
- PCB will send one custom email for Spring including partner content and click-thru capabilities
- Partnerships available – 4 per email
- Partner must provide – one high-res photo, 40-45 word description, 20-30 character headline, 15-20 character call to action, logo and click-thru URL
- Partner must include a special offer

Available dates:

- Three emails deployed for Spring – March, April, May
 - *Dates are subject to change*
- Assets Due to PCB for March email: **March 1st**
- Assets Due to PCB for April email: **March 18th**
- Assets Due to PCB for May email: **April 8th**

Investment:

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



PCB Consumer Sweepstakes

Highlights:

- Reach users through PCB's database of dedicated and avid fans of the destination

Opportunity:

- PCB will send a custom email to their database on behalf of a partner, promoting that partner's sweepstakes
- Partner spaces available: 1 per quarter, partner can choose which month
- Partner provides: all sweepstakes package details, as well as prize fulfillment

Example Theme:

- *Shiver Your Family's Timbers Package*
- 4 day/3 night accommodations the weekend of Pirates of the High Seas Fest
- Map of festivities
- Activity passes for family of 4
- Gift card of to local restaurant, shopping, etc.
- PCB or partner swag








Available dates:


- March – May (rewarded partner may select the actual month of deployment during this time frame)
- Deadline to submit assets to PCB:
 - if you choose March, deadline is March 4th
 - if you choose April, deadline is April 1st
 - if you choose May deadline is May 1st

Investment & Return:

- PCB Cost: \$3,500
- Cost per partner: \$500 and cost of prizing
- Partners receive all leads generated from the sweepstakes

View Email in Browser | Forward to a Friend




Enter to Win a PCB Stay & Play Vacation!


- 3-day, 2-night stay at Sheraton Bay Point Resort
- Free amenity for the kids
- 2 tickets for the Bay Point Lady trip to Shell Island
- 2 day passes to Serenity Spa
- 2 YOLO® Paddleboard rentals







Families love the summer fun at the newly renovated **Sheraton Bay Point Resort!** Book your room today and get 50% OFF a SECOND ROOM - plus kids eat free! Golf, spa, water sports and three pools are just some of the amenities at our family friendly resort! We're even pet friendly!

REGISTER

Package provided by Sheraton Bay Point Resort. Terms and Conditions are available at the registration link.





Real. Fun. Social Opportunities.



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

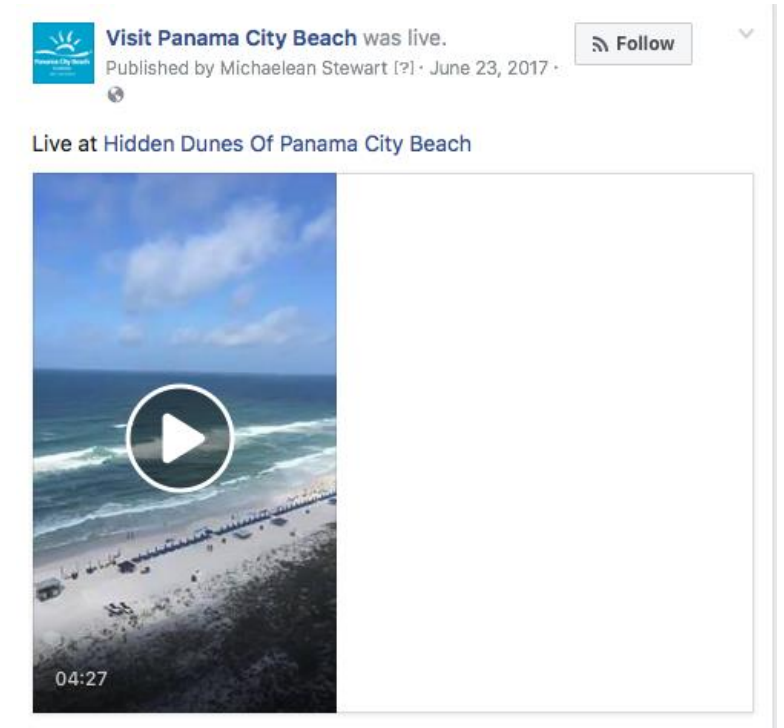
- PCB is allowing 1 partner each month to be highlighted in a Facebook Live video
- Partner spaces available: 1 per month
- The ideal candidate for this co-op is an accommodation partner who wants to show off a view from a balcony, a spectacular pool or tiki bar with a Gulf view, or perhaps outdoor kids 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

- April **ASSET DEADLINE:** April 1st
- May **ASSET DEADLINE:** May 1st

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

- April **ASSET DEADLINE: April 1st**
- May **ASSET DEADLINE: May 1st**

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

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 ads

Opportunity

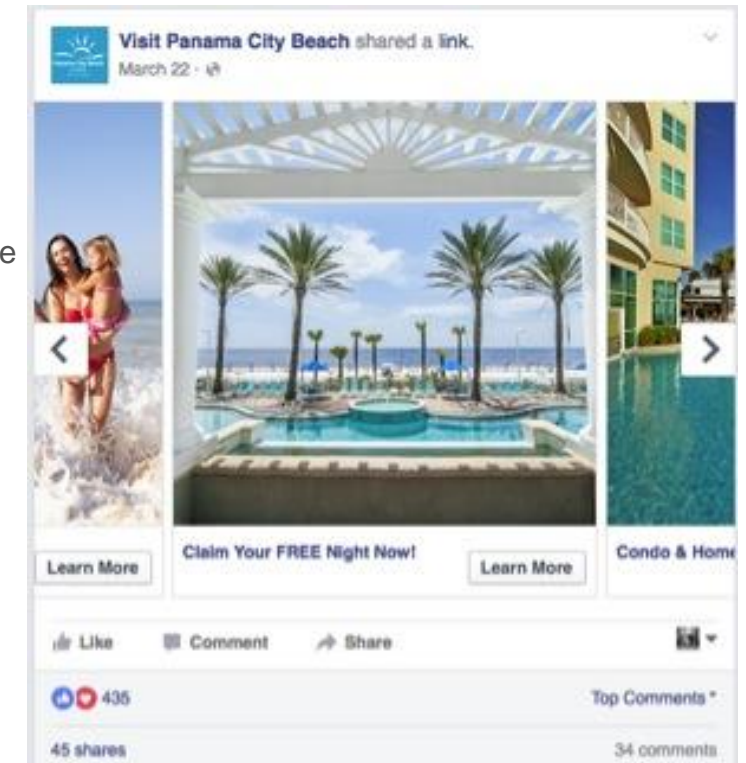
- PCB will run a carousel ad on Facebook, allowing four partners to participate in the ad unit each flight, partners may run in multiple flights
- Partner spaces available: 4 per flight (limited to one image per month from each partner)
- Minimum required partners: 3 per flight
- Partners must provide: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

Available Dates

- March 18 - June 15, 2019
- Assets Due to PCB for March carousel: **March 4th**
- Assets Due to PCB for April carousel: **April 1st**
- Assets Due to PCB for May carousel: **April 29th**

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

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



NEW-Pinterest Pins Ads



Highlights

- Target active individuals looking to plan beach vacations in the summer
- Showcase multiple images for Pinners to swipe through to tell a deeper story about the brand

Opportunity

- PCB will run a carousel ad on Pinterest, allowing up to five partners to participate in the ad unit
- Partner spaces available: 5 per flight (limited to one image per month from each partner)
- Minimum required partners: 4 per flight
- Partners must provide: one image and a destination URL

Available Dates

- March 18 - June 15, 2019
- Assets Due to PCB for March: **March 4th**
- Assets Due to PCB for April: **April 1st**
- Assets Due to PCB for May: **April 29th**

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

- Cost to PCB – \$1,000 - \$2,500
- Cost per partner – \$500
- Reach – 200k - 500k Impressions

NEW - Multi-Market Radio Campaign

Highlights

- Radio buy in key Alabama/GA drive markets; Birmingham, Huntsville, Mobile, and Columbus GA
- Running during key spring months
- Targeted to Adults 25-54
- Country or Adult Contemporary formats

Opportunity

- :30 Radio Spot
- 592 spots running across the 4 markets over the 4 week flight
- Spots on each station will be split evenly among 4 partners (~150 spots per partner)
- Partner spots available: 4 total
- Partners must provide: :30 script or copy points

Available Dates

- 3/18-4/14 (4 week schedule)
- Assets due to PCB: **March 4th**

Investment

- PCB cost: \$9,196
- Cost per partner: \$750

Birmingham



Huntsville



Mobile



Columbus (GA)



Real. Fun. PR Opportunities.



PR Opportunity-Spring

GOSH PR SandJam Music Festival Press Trip

Highlights

New to the Visit Panama City Beach press trip line up is the SandJam press trip, featuring top bloggers and writers from the UK. In partnership with GOSH PR in the United Kingdom, 5-6 writers will experience the destination and attend the SandJam Fest concert. Great opportunity to expand your company's reach to international markets.

Opportunity

Seeking accommodations, activity and meal options for the press group. All of which will receive coverage via social media + blog/article mentions. Great opportunity to expand your company's reach to international markets.

Available Dates

April 24 - April 28

Investment

Comp or best media rate in exchange for media coverage



PR Opportunity-Spring

Scuba Dive Press Trip

Highlights

New press trip to the Make It Yours Campaign. In partnership with Lou Hammond Group, Visit Panama City Beach will be hosting a group of dive certified/ travel bloggers to showcase the diverse dive sites in our area.

Opportunity

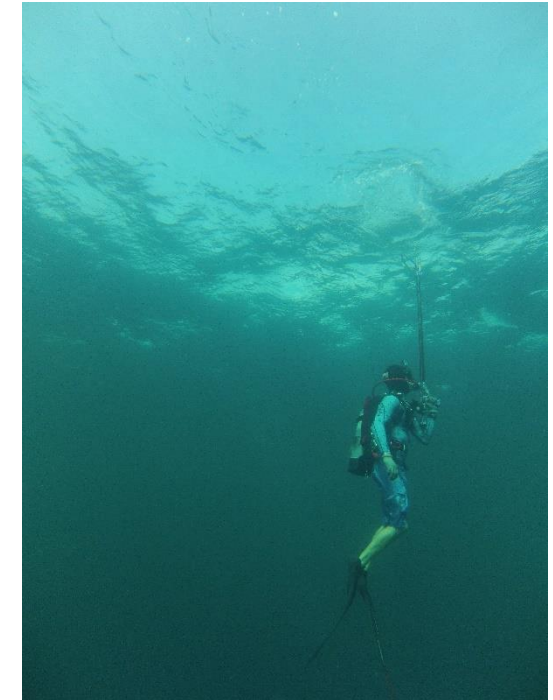
Seeking accommodations, activity and meal options for the press group. All of which will receive coverage via social media + blog/article mentions.

Available Dates

May 16- May 19

Investment

Comp or best media rate in exchange for media coverage



Spring Co-op Program Sign-Up



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, February 25th** via email to bwebb@visitpanamacitybeach.com



Spring Sign-Up Form

Please return completed form by **Monday, February 25th** via email to **bwebb@visitpanamacitybeach.com**

Partner/Tactic	Program Details	Program Cost	Units Available	Available Months/Time Period-Please choose one per program	Total Cost
The Griffon 108 Military Magazine	Panama City Beach Full page ad in The Griffon's Spring issue	\$400 w/4 partners	Minimum: 2 Maximum: 4	N/A	
Birmingham Magazine	2-page spread in Birmingham Magazine's "The Beach" issue	\$350 w/ 6 partners	Minimum: 6 Maximum: 6	N/A	
Spring Family & 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	March 4th-May 31 st 2019	
Travel Spike	PCB will serve partner desktop/mobile banners in four sizes with 18K clicks divided among participating partners	\$750 w/ 4 partners	Minimum: 4 Maximum: 4	March 4th-May 31 st 2019	
Trip Advisor	Partner will have exclusive ownership of two banner units on the TripAdvisor-Panama City Beach FL Premium Destinations page, display banners targeting competitive destination content will run February through Mid April continuously	\$833	1/month 3 total partner spots available	March 4th-May 30 th 2019	
Travel Guide	PCB will make leads available to partners allowing them to advertise in the visitors guides that is posted among Travel Guide Inc's four websites	\$100 w/ 4 partners	Minimum: 4 Maximum: 5	March 4th-May 31 st 2019	
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	March, April, May 2019	
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	March, April, May 2019	
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	March, April or May 2019	
Pinterest Pin Ads	PCB will run a carousel ad on Pinterest, allowing up to five partners to participate in the ad unit, targeting active individuals looking to plan a beach vacation in the summer on the site	\$500	Minimum: 4 per flight Maximum: 5 per flight	March, April, May 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	\$250.00	Minimum: 3 per flight Maximum: 4 per flight	March, April, May 2019	
Facebook Promoted Posts	Post on the PCB Facebook page and promoted for additional exposure	\$500.00	2/month	March, April, May 2019	
Facebook Live Partnership	Post on the PCB Facebook page and promoted for additional exposure	\$200.00	1/month	March, April, May 2019	
Multi Market Radio Campaign	Radio buy in key Alabama and Georgia drive markets, running during spring months and targeting adults 25-54, country or adult contemporary formats	\$750	Minimum: 4 Maximum: 4	March 18- April 14 (4 week schedule)	
PR Opportunity- Scuba Dive Press Trip	Seeking accommodations, activity and meal options for the press group. All of which will receive coverage via social media + blog/article mentions	N/A	N/A	May 16 - May 19	
PR Opportunity-SandJam Press Trip	New to the Visit Panama City Beach press trip line up is the SandJam press trip, featuring top bloggers and writers from the UK. In partnership with GOSH PR in the United Kingdom, 5-6 writers will experience the destination and attend the SandJam Fest concert. Great opportunity to expand your company's reach to international markets.	N/A	N/A	April 24 - April 28	

Name _____

Phone _____

Company _____

Email _____

Total _____

Real. Fun. Cooperative Programs. Summer 2019



Birmingham Magazine

Highlights

- Panama City Beach 4 page spread in *Birmingham* magazine's "Food Guide" 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, 4 page spread
- Partner spots available: 8
- Partners must provide: 1 high resolution photo, 40--45 words of copy, logo, web address, phone number, and special offer (optional)

Available Dates

- August issue, on sale mid-July Deadline to submit assets to PCB:
- Assets Due to PCB: **May 31st**

Investment

- PCB cost: \$3,600 (cost will decrease with more partners)
- Cost per partner: \$300 (with 8 partners)
- ~45k+ Impressions in key PCB drive market-Birmingham, AL



Softball & Baseball Magazine

Highlights

Reach tournament planners and decision makers in the magazines featuring a wealth of information relevant to these sports

Combined circulation of both magazines: 288,000

Opportunity

PCB partners can be a part of spread in both magazines adjacent to a Visit PCB ad and editorial featuring the new Panama City Beach Sports Complex opening Summer 2019

Partner spots available: 4 per magazine

Partners must provide: 1 high resolution photo, 40-45 words of copy, web address, phone number, logo

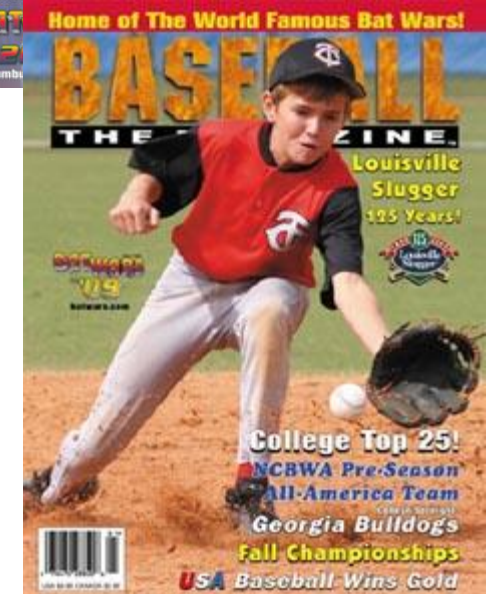
Available Dates

- July issues (5/31)
- Assets Due to PCB: **May 6th**

Investment & Return

PCB Cost: \$3,000 per issue

Cost per partner: \$750 per issue



Nashville Lifestyles Magazine

Highlights

- Panama City Beach Full Page ad in Nashville Lifestyle's June 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

- June – Best Burgers (4/26)
 - Special ad section: 10 Things To Do This Summer
- Assets Due to PCB: April 1st

Investment

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



NEW – Crossings Magazine

Highlights

- Crossings Magazine is lifestyle magazine dedicated to Canadian travelers who regularly vacation in the US.
- Distributed through daily newspapers in Ontario and Michigan, airport, medical offices, etc.
- Panama City Beach would have a FP full color ad in 4 page spread in *Crossings*'s summer issue, with FP advertorial and editorial content.
- Circulation: 120,000

Opportunity

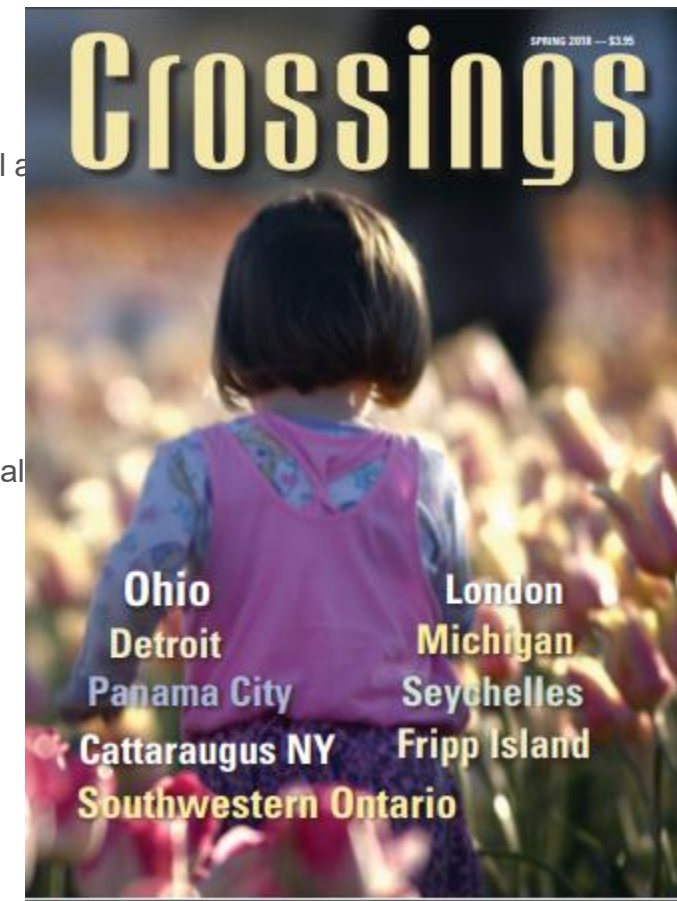
- PCB will have a full page
- Partner spots available: 4
- Partners must provide: 1 high resolution photo, 40--45 words of copy, logo, web address, phone number, and special offer.

Available Dates

- Summer issue, in-market June-Oct 2019
- Assets Due to PCB: **April 15th**

Investment & Return

- PCB cost: \$3,600
- Cost per partner: \$300
- ~120,000 impressions in key Canada market interested in FL travel, Ontario, as well as additional distribution in Michigan



Real. Fun. Digital Opportunities.



Summer Families & Couples Targeted Display

Highlights

- Utilizing programmatic digital ad buying, partner display banner ads will reach families planning to take a beach vacation in the Summer along the Gulf coast; focused on Moms who are their family's "Chief Vacation Officer"
- 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
- 1.2M impressions will be divided among participating partners
- Partner spots available: 6
- 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

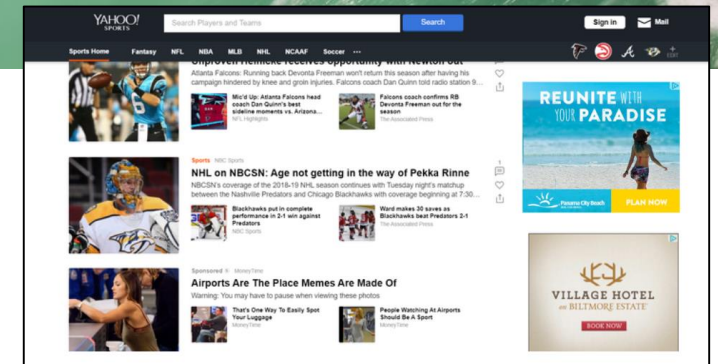
- Jun 3-Aug 31

- Deadline to submit assets to PCB:**

April 23

Investment

- Cost to PCB – \$1,500 – \$3,000
- Cost per partner – \$500 (each for 4 partners)



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 on June 20
 - *Dates are subject to change*
- Assets Due to PCB: **May 20th**

Investment:

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



ESCAPE TO THE REAL FUN BEACH

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 1-800-224-4853 or visit 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
info@VisitPanamaCityBeach.com

REAL FUN BEACH

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:

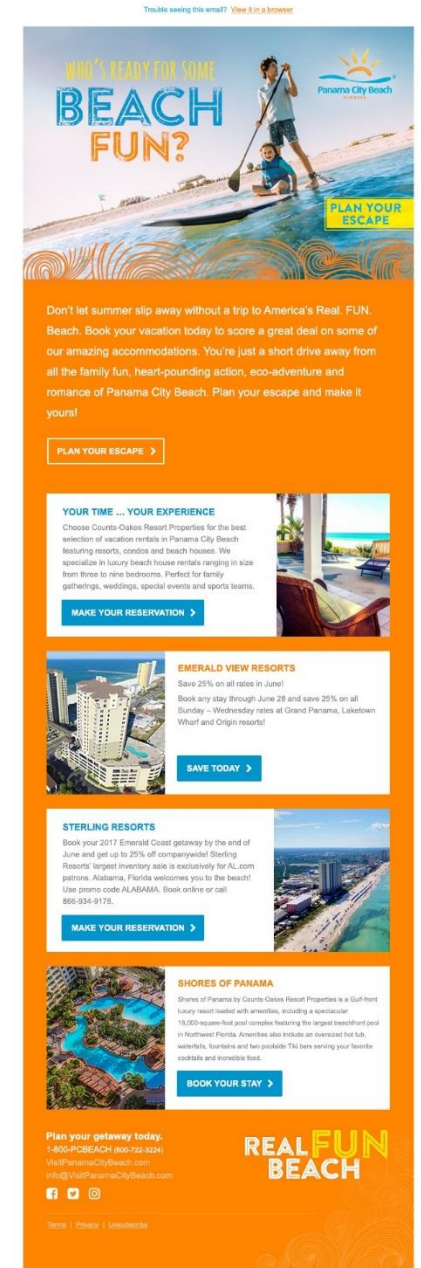
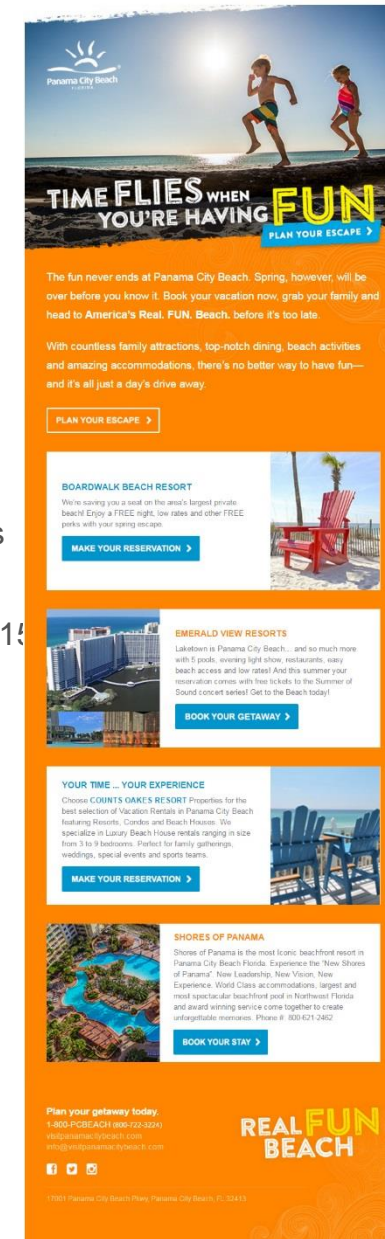
- PCB will send one custom email per month including partner content and click-thru capabilities
- Partnerships available – four per email
- Partner must provide – one high-res photo, 40-45 word description, 20-30 character headline, 15-20 character call to action, logo and click-thru URL
- Partner must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

Available dates:

- One email deployed on June 13
 - *Dates are subject to change*
- Assets Due to PCB for March email: **May 6th**

Investment:

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



BeachGuide.com E-mail

Highlights

- Dedicated Eblast with PCB branding to BeachGuide.com's database of travelers interested in beach v

Opportunity

- PCB branded e-mail
- 75,000 opt-ins
- Partner spots available: 4
- Minimum partners required: 4
- Partners must provide: 1 high resolution photo, 40--45 words of copy, logo,
- web address, phone number, and special offer (optional)

Available Dates

- June 5th
 - *Dates subject to change*
- Assets due to PCB: **April 26th**

Investment

- PCB cost: \$200
- Cost per partner: \$250



**IT'S NEVER TOO LATE FOR A SUMMER VACATION
STAY FOR FREE WHEN YOU BOOK 3**

Don't wait any longer to start planning your beach getaway to Boardwalk Beach Resort in Panama City Beach, Florida.

- Largest private beach in the area
- [Free \\$5 Rock'it Lanes Gift Card](#)
- We're pet-friendly
- Affordable - the 4th night is FREE

Use promo code **"RELAX"**
or call 800-224-4853

*Offer valid with travel from 8/1 - 10/31/17. Black out dates 9/28 - 10/8/17. Promotion code "RELAX" must be used when booking. Limited time only, subject to change. Restrictions apply.

BoardwalkBeachResort.com • 800-224-4853

9600 South Thomas Drive, Panama City Beach, FL 32408



PCB Consumer Sweepstakes

Highlights:

- Reach users through PCB's database of dedicated and avid fans of the destination

Opportunity:

- PCB will send a custom email to their database on behalf of a partner, promoting that partner's sweepstakes
- Partner spaces available: 1 per quarter, partner can choose which month
- Partner provides: all sweepstakes package details, as well as prize fulfillment

Example Theme:

- *Shiver Your Family's Timbers Package*
- 4 day/3 night accommodations the weekend of Pirates of the High Seas Fest
- Map of festivities
- Activity passes for family of 4
- Gift card of to local restaurant, shopping, etc.
- PCB or partner swag








Available dates:


- June – August (rewarded partner may select the actual month of deployment during this time frame)
- Deadline to submit assets to PCB:
 - if you choose June, deadline is June 1st
 - if you choose July, deadline is July 1st
 - if you choose August deadline is August 1st

Investment & Return:

- PCB Cost: \$3,500
- Cost per partner: \$500 and cost of prizing
- Partners receive all leads generated from the sweepstakes

View Email in Browser | Forward to a Friend




Enter to Win a PCB Stay & Play Vacation!


- 3-day, 2-night stay at Sheraton Bay Point Resort
- Free amenity for the kids
- 2 tickets for the Bay Point Lady trip to Shell Island
- 2 day passes to Serenity Spa
- 2 YOLO® Paddleboard rentals







Families love the summer fun at the newly renovated **Sheraton Bay Point Resort!** Book your room today and get 50% OFF a SECOND ROOM - plus kids eat free! Golf, spa, water sports and three pools are just some of the amenities at our family friendly resort! We're even pet friendly!

REGISTER

Package provided by Sheraton Bay Point Resort. Terms and Conditions are available at the registration link.





Real. Fun. Social Opportunities.



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

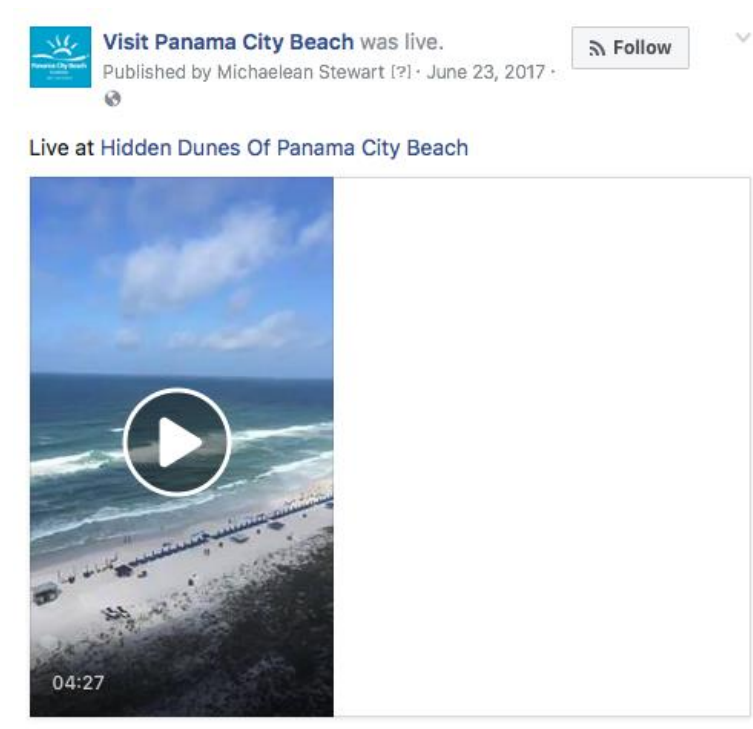
- PCB is allowing 1 partner each month to be highlighted in a Facebook Live video
- Partner spaces available: 1 per month
- The ideal candidate for this co-op is an accommodation partner who wants to show off a view from a balcony, a spectacular pool or tiki bar with a Gulf view, or perhaps outdoor kids 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

- June **ASSET DEADLINE:** June 1st
- July **ASSET DEADLINE:** July 1st
- August **ASSET DEADLINE:** August 1st

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

- June **ASSET DEADLINE:** June 1st
- July **ASSET DEADLINE:** July 1st
- August **ASSET DEADLINE:** August 1st

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>



 Like  Comment  Share

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

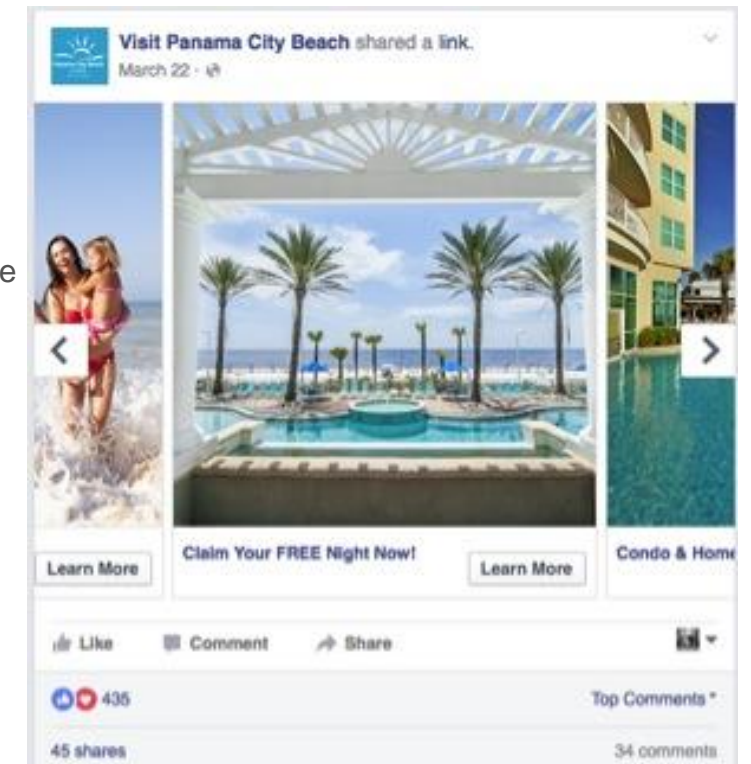
- PCB will run a carousel ad on Facebook, allowing four partners to participate in the ad unit each flight, partners may run in multiple flights
- Partner spaces available: 4 per flight (limited to one image per month from each partner)
- Minimum required partners: 3 per flight
- Partners must provide: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

Available Dates

- June, July, August 2019
- Assets Due to PCB for June carousel: **May 17st**
- Assets Due to PCB for July carousel: **June 14th**
- Assets Due to PCB for August carousel: **July 15th**

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

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



Real. Fun. Radio Opportunities.



Pandora

Highlights

- Message delivery to a highly-engaged listener on any streaming 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)

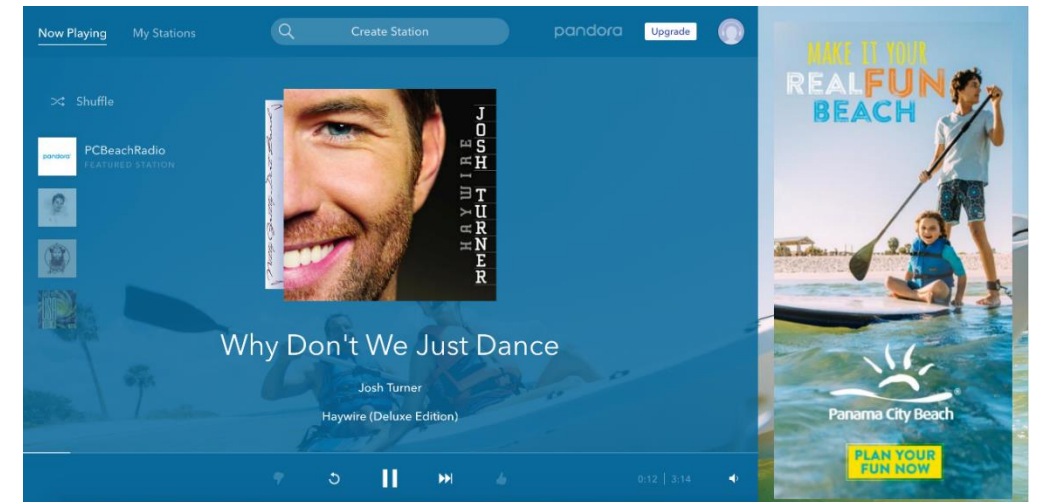


Available Dates

- 5/01-7/30
- Assets due to PCB: **March 18th**

Investment & Return

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



Real. Fun. PR Opportunities.



PR Opportunity-Summer

Preschoolers in Paradise Press Trip

Highlights

For the third year in a row, the award winning Preschoolers in Paradise Press trip will invite 5-6 mommy bloggers from across the country to experience the destination in the month of August. The intent of this exposure is to encourage visitors to book a last-minute vacation to the destination with smaller children in late summer.

Opportunity

Seeking accommodations, activity and meal options for the press group. All of which will receive coverage via social media + blog/article mentions.

Available Dates

First or second week of August

Investment

Comp or best media rate in exchange for media coverage



Real. Fun. Images.



Photo Library

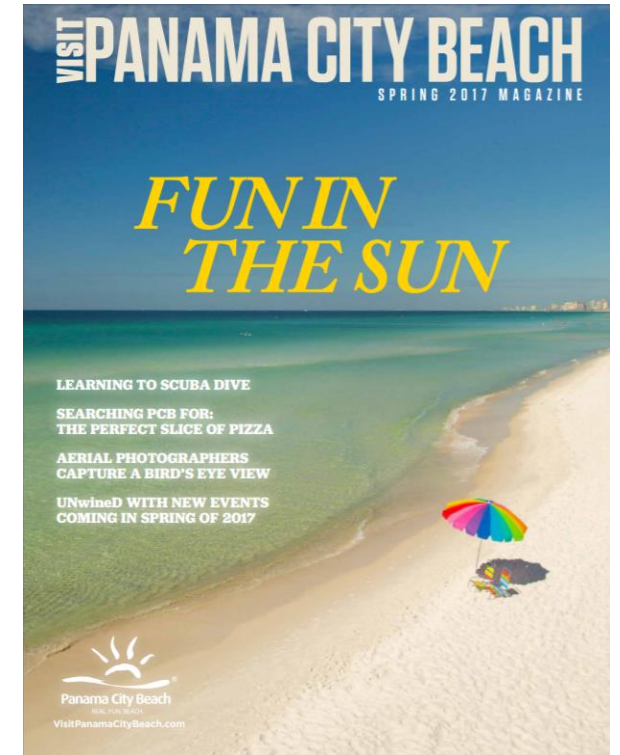
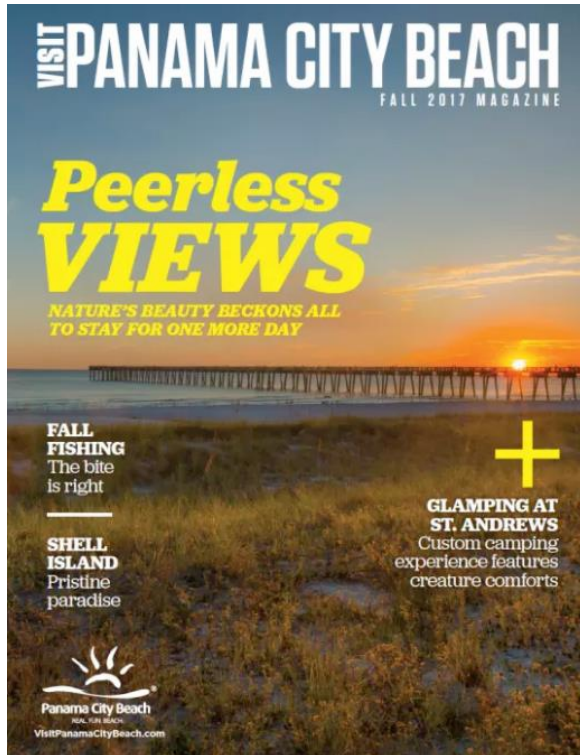
Opportunity

- 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



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%

2019

VISIT PANAMA CITY BEACH OFFICIAL VISITORS GUIDE



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 Catie Feeney or Jayna Leach at cfeeney@visitpanamacitybeach.com and jleach@visitpanamacitybeach.com

Summer Co-op Program Sign-Up



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, **February 25th** via email to jleach@visitpanamacitybeach.com and bwebb@visitpanamacitybeach.com



Summer Sign-Up Form

Please return completed form via email to **bwebb@visitpanamacitybeach.com**

Partner/Tactic	Program Details	Program Cost	Units Available	Available Months/Time Period-Please choose one per program	Total Cost
Travelgirl	2 page spread in summer issue of national magazine that focuses on personal travel experiences and advise to improve women's lives through travel	\$250 w/ 6 partners	Minimum: 6	N/A	
Atlanta Magazine	Full page ad in June issue with circulation of 70K	\$425 w/ 4 partners	Minimum: 4 Maximum: 4	N/A	
Nashville Lifestyles Magazine	Full page ad in June issue with circulation of 40k	\$300 w/ 4 partners	Minimum: 3 Maximum: 3	N/A	
Crossings Magazine	Dedicated to Canadian travelers, full page color ad in 4 page spread summer issue	\$300 w/ 4 partners	Minimum: 4 Maximum: 4	N/A	
Birmingham Magazine	4 page spread in Food Guide issue with a total readership of 100k+	\$300 w/ 8 partners	Minimum: 8	N/A	
Softball & Baseball Magazine	Reach tournament planners and decision makers with a circulation of both magazines of 288K	\$750 per magazine	Minimum: 4 Maximum: 4	N/A	
BeachGuide.com Email	Dedicated eblast with PCB Branding to BeachGuide.com database of travelers interested in a beach vacation	\$250	Minimum: 4 Maximum: 4	June 5 th deployment	
Summer Family & 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	June 1-August 31 2019	
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	June 20 th 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	June 13 th 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	June, July or August 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	Minimum: 3 per flight Maximum: 4 per flight	June, July, August 2019	
Facebook Promoted Posts	Post on the PCB Facebook page and promoted for additional exposure	\$500.00	2/month	June, July, August 2019	
Facebook Live Partnership	Post on the PCB Facebook page and promoted for additional exposure	\$100.00	1/month	June, July, August 2019	
Pandora	Targeted to PCB Drive Markets with 1 million impressions split between partners evenly	\$750	Minimum: 4 Maximum: 4	May 1-July 30 th	
PR Opportunity-Preschoolers in Paradise	Accommodation partner to provide comp or media rate in exchange for media coverage	N/A	N/A	N/A	

Name _____

Phone _____

Company _____

Email _____

Total _____