

# Real. Fun. Cooperative Programs. 2020



# Spring Co-Op Programs.







# Birmingham Magazine

Reach audience located in a PCB drive market in a relaxed state of mind.

## 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

## Investment & Return

- PCB cost: \$900
- Cost per partner: \$350

## Best Suited For:

- Accommodations
- Attractions



# Orlando Magazine

## Highlights

- Panama City Beach Full Page ad in Orlando Magazine's May, Summer Getaway issue.
- Circulation: 32,000

## Opportunity

- PCB will have a full page 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

- May – Summer Getaways

## Investment & Return

- PCB cost: \$3,335
- Cost per partner: \$350 (with 4 partners)

## Best Suited For:

- Accommodations
- Attractions



Real. Fun. Digital Opportunities.





# Spring Family 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 target audience online behaviors
- The campaign will be geo-targeted to PCB primary drive markets in Atlanta, Nashville, Orlando and Alabama

## Opportunity

- PCB will serve partner desktop/mobile banner ads in four sizes
- 1M impressions will be divided among participating partners
- Partner spots available: 4, minimum of 2
- 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

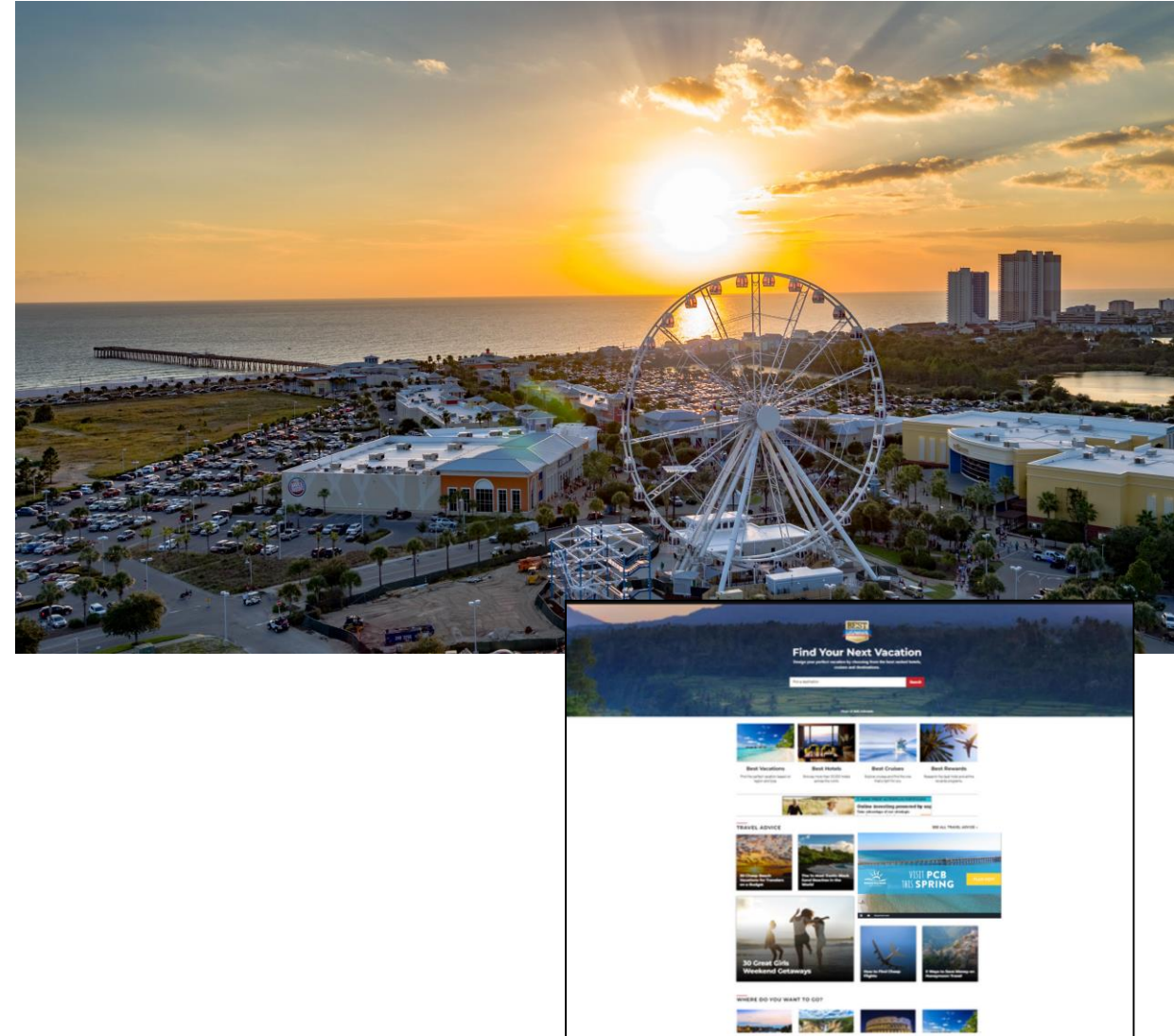
- March 1 – May 31

## Investment & Return

- Cost to PCB – \$1,600
- Cost per partner – \$600

## Best Suited For:

- Accommodations
- Attractions



# Spring Couples Targeted Display

## Highlights

- Utilizing programmatic digital ad buying, partner display ads will reach couples planning to take a romantic beach vacation in the Spring along the Gulf Coast.
- Display banners will run across hundreds of websites based on target audience online behaviors
- The campaign will be geo-targeted to PCB primary drive markets in Atlanta, Nashville, Orlando and Alabama

## Opportunity

- PCB will serve partner desktop/mobile banner ads in four sizes
- 1.2M impressions will be divided among participating partners
- Partner spots available: 4, minimum of 2
- 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

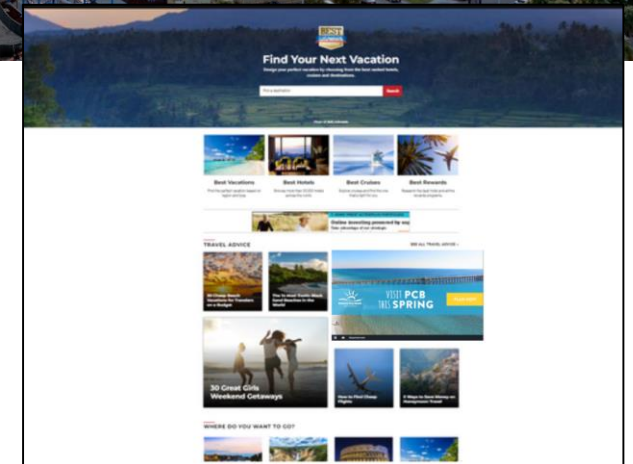
- March 1 – May 31

## Investment & Return

- Cost to PCB – \$1,600
- Cost per partner – \$600

## Best Suited For:

- Accommodations
- Attractions





# In-destination Targeted Display

Online banner ads reaching people in destination.

## Highlights

- Capturing devices through data to reach visitors while in-destination, serving them banner ads from partner.

## Opportunity

- PCB will serve partner desktop/mobile banner ads in four sizes
- 1,000,000 impressions will be divided among participating partners
- Partner spots available: 4
- Partner must provide: one image, one logo, call to action and click-thru URL

## Timing

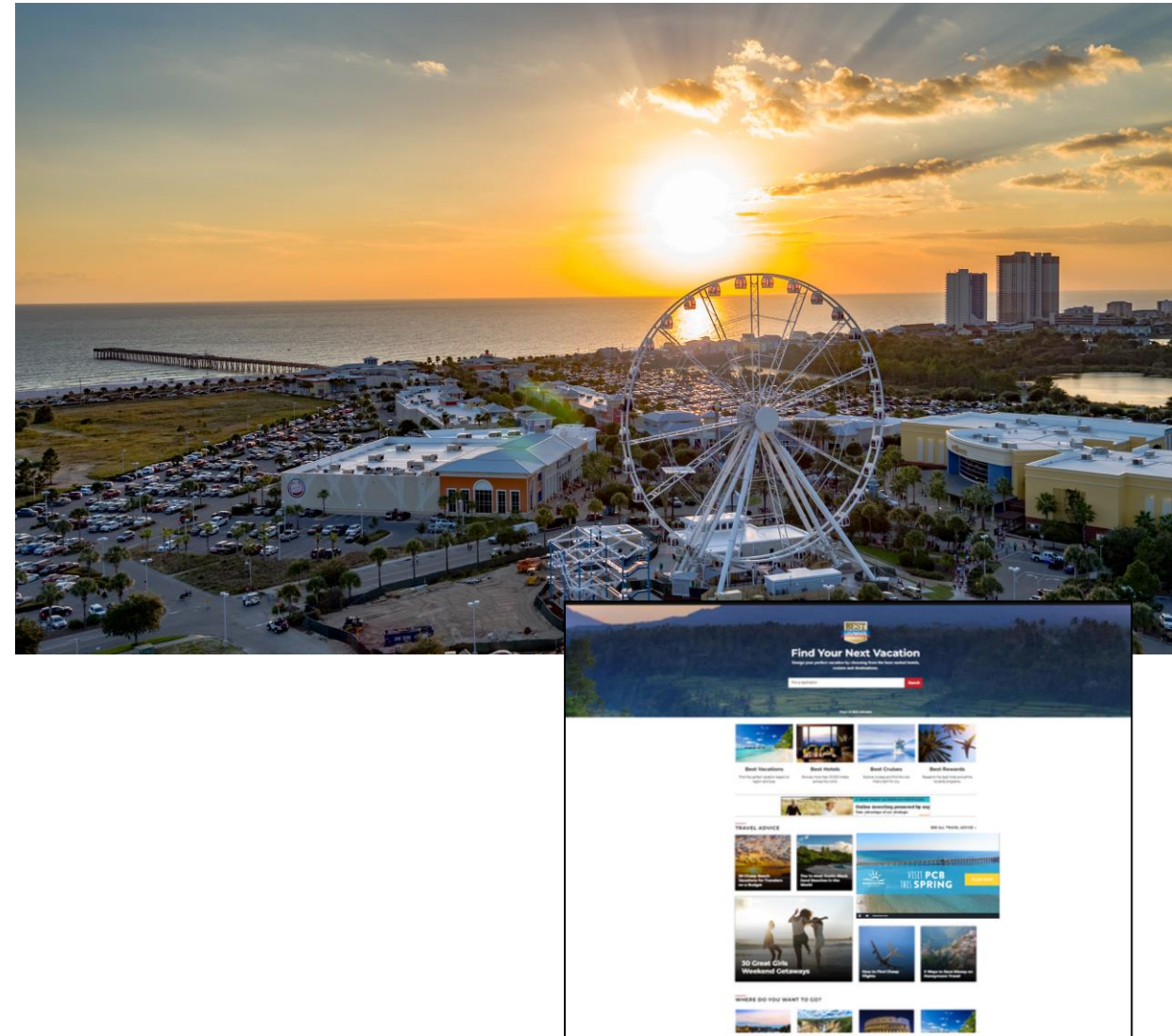
- March-May

## Investment & Return

- Cost to PCB: \$1,600
- Cost per partner: \$600

## Best Suited For:

- Restaurants
- Attractions
- In-Destination Activities



# Snowbird Targeted Display

Research shows that the Snowbird lifestyle requires them to book for the following year while still in destination.

## Highlights

- Geo-targeted to PCB and surrounding areas to reach Snowbirds while in-destination.

## Opportunity

- PCB will serve partner desktop/mobile banner ads in four sizes
- 1,000,000 impressions will be divided among participating partners
- Partner spots available: 6
- Partner must provide: one image, one logo, call to action and click-thru URL

## Timing

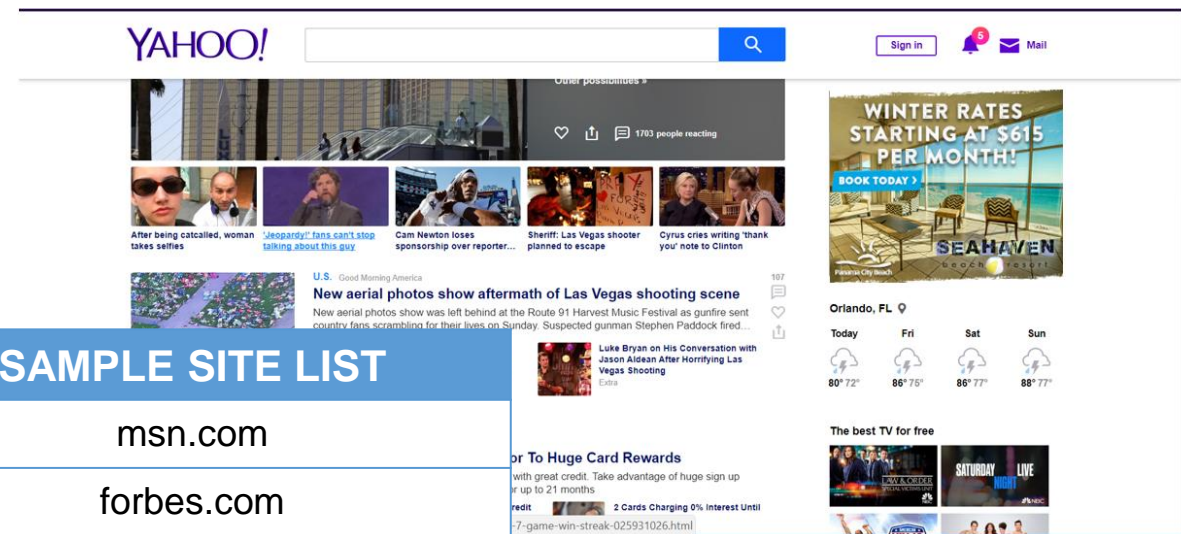
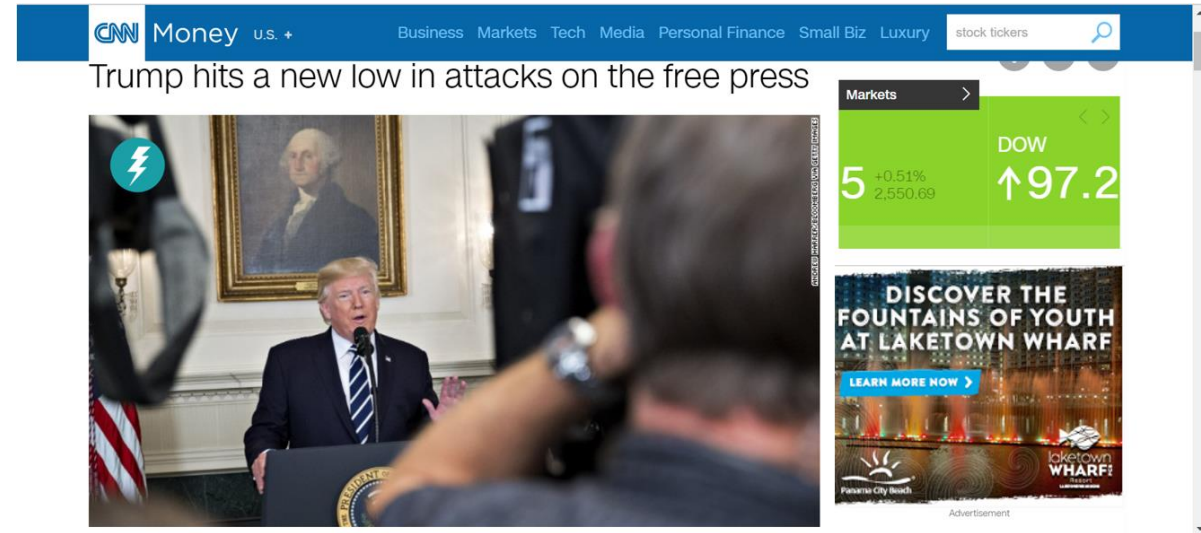
- March

## Investment & Return

- Cost to PCB: \$500
- Cost per partner: \$250

## Best Suited For:

- Accommodations
- Restaurants
- Attractions
- In-Destination Activities



Real. Fun. Email.





# AJC.com Custom Targeted Email

Reach e-mail subscribers to the Atlanta Journal Constitution, Atlanta's only major daily newspaper, with an e-mail only focusing on PCB and its offerings.

## Highlights:

- Custom PCB/Partner email delivered to 50,000 opt-in subscribers, plus retargeting to users who open first email.
- 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 –6
- Minimum required – 3
- 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:

- March 16

## Investment & Return:

- PCB Cost: \$1,000 per email
- Cost per partner: \$250 per email

## Best Suited For:

- Accommodations
- Attractions



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 1-800-224-4653 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

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# AL.com Dedicated Email

Reach subscribers in a top PCB market, with an e-mail dedicated solely on PCB's offerings.

## Highlights:

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

## Opportunity:

- PCB will send one custom email including partner content and click-thru capabilities
- Partnerships available – 4
- Minimum required – 2
- 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:

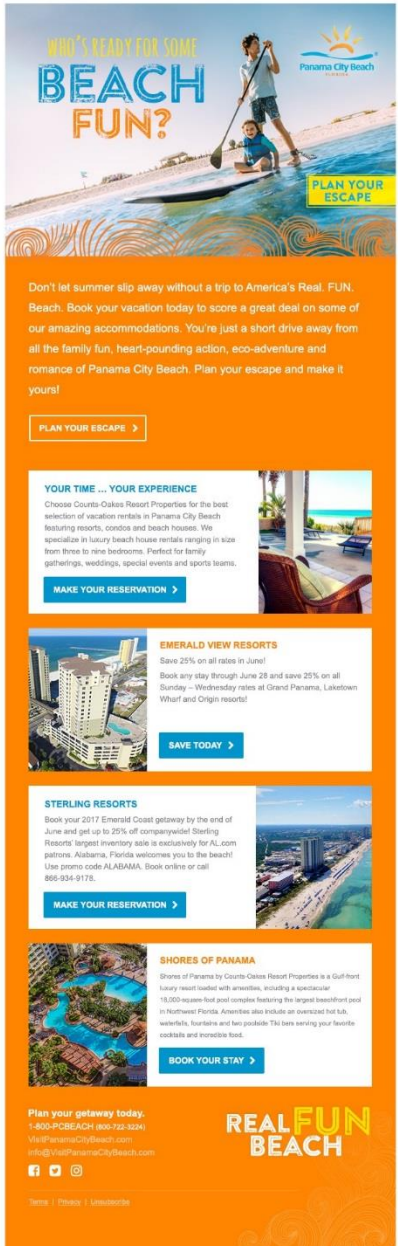
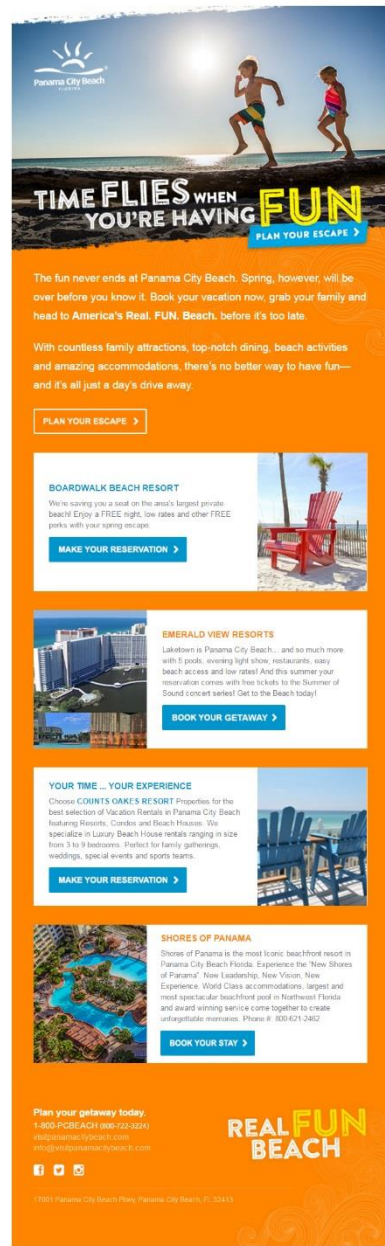
- March 16

## Investment & Return:

- PCB Cost: \$0 per email
- Cost per partner: \$250 per email

## Best Suited For:

- Accommodations
- Attractions



# NEW - Orlando Magazine E-Blast

Reach subscribers in a top PCB market, with an e-mail dedicated solely on PCB's offerings.

## Highlights:

- Tap into an engaged audience of opt-in consumers through Orlando Magazine's dedicated e-blast opportunity
- Reach 26,000 subscribers from their Central Florida Megalist

## Opportunity:

- PCB will send one custom email including partner content and click-thru capabilities
- Partnerships available – 4
- Minimum required – 2
- 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:

- March 16

## Investment & Return:


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

## Best Suited For:

- Accommodations
- Attractions

**Orlando®**  
The City's Magazine

Trouble seeing this email? [View it in a browser](#)



Don't let summer slip away without a trip to America's Real FUN Beach. Book your vacation today to score a great deal on some of our amazing accommodations. You're just a short drive away from all the family fun, heart-pounding action, eco-adventure and romance of Panama City Beach. Plan your escape and make it yours!

[PLAN YOUR ESCAPE >](#)

**YOUR TIME ... YOUR EXPERIENCE**  
Choose Counts Oaks Resort Properties for the best selection of vacation rentals in Panama City Beach featuring resorts, condos and beach houses. We specialize in luxury beach house rentals ranging in size from three to nine bedrooms. Perfect for family gatherings, weddings, special events and sports teams.

[MAKE YOUR RESERVATION >](#)

**EMERALD VIEW RESORTS**  
Save 25% on all rates in June!  
Book any stay through June 28 and save 25% on all Sunday - Wednesday rates at Grand Panama, Lakeshore Wharf and Origin resorts!

[SAVE TODAY >](#)

**STERLING RESORTS**  
Book your 2017 Emerald Coast getaway by the end of June and get up to 20% off companywide! Sterling Resorts' largest inventory sale is exclusively for AL.com patrons. Alabama, Florida welcomes you to the beach! Use promo code ALABAMA. Book online or call 866-934-9176.

[MAKE YOUR RESERVATION >](#)

**SHORES OF PANAMA**  
Shores of Panama by Counts Oaks Resort Properties is a Gulf front luxury resort loaded with amenities, including a spectacular 18,000 square foot pool complex featuring the largest beachfront pool in Northwest Florida. Amenities also include an oversized hot tub, waterfalls, fountains and two poolside Tiki bars serving your favorite cocktails and tropical food.

[BOOK YOUR STAY >](#)

Plan your getaway today:  
1-800-PCBEACH (800-722-3246)  
Visit [PanamaCityBeach.com](#)  
Info@[VisitPanamaCityBeach.com](#)

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# Nashville Lifestyles Email

Tap into an engaged audience of opt-in consumers through NashvilleLifestyles.com, sending them a dedicated e-mail on PCB's offerings.

## Highlights:

- Targeting women 25-54 with an interests in Domestic travel and Family vacations.
- Reach NashvilleLifestyles.com subscribers of over 43K users in the Nashville DMA.

## Opportunity:

- 43,000 initial emails and retargeted email to recipients who open initial email
- Partnerships available – 6
- Minimum required – 3
- 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:

- March 16

## Investment & Return:

- PCB Cost: \$736 per email
- Cost per partner: \$250 per email

## Best Suited For:

- Accommodations
- Attractions

**NASHVILLE**  
LIFESTYLES.COM

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!

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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!

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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.

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SAVE TODAY >

Plan your getaway today.  
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VisitPanamaCityBeach.com  
info@VisitPanamaCityBeach.com

REAL FUN  
BEACH

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# 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 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:

- February – April (rewarded partner may select the actual month of deployment during this time frame)

## 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.



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# Facebook Carousel Ads

Target active PCB followers, friends of followers and vacation/beach intenders on Facebook

## Highlights

- Showcase multiple images and links within a single ad unit to direct people to individual partner websites

## Opportunity

- PCB will run a carousel ad on Facebook, allowing four partners to participate in the ad unit.
- Partner spaces available— 6
- Minimum required— 3
- Partners must provide: one image, a destination URL, 25-character headline, 125-character copy, and one-color vector logo and are encouraged to include a special offer

## Available Dates

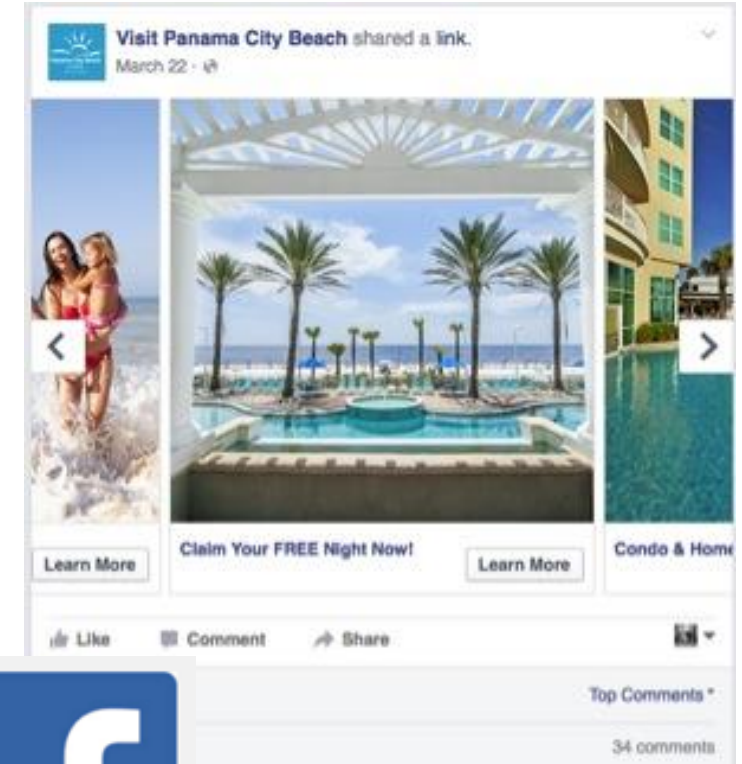
- March-May

## Investment & Return

- Cost to PCB – \$400
- Cost per partner – \$600
- Reach – ~308k Impressions, site links and engagements

## Best Suited For:

- Accommodations
- Attractions



# 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 four partners to participate in the ad unit
- Partner spaces available: 4
- Minimum: 2
- Partners must provide: one image and a destination URL

## Available Dates

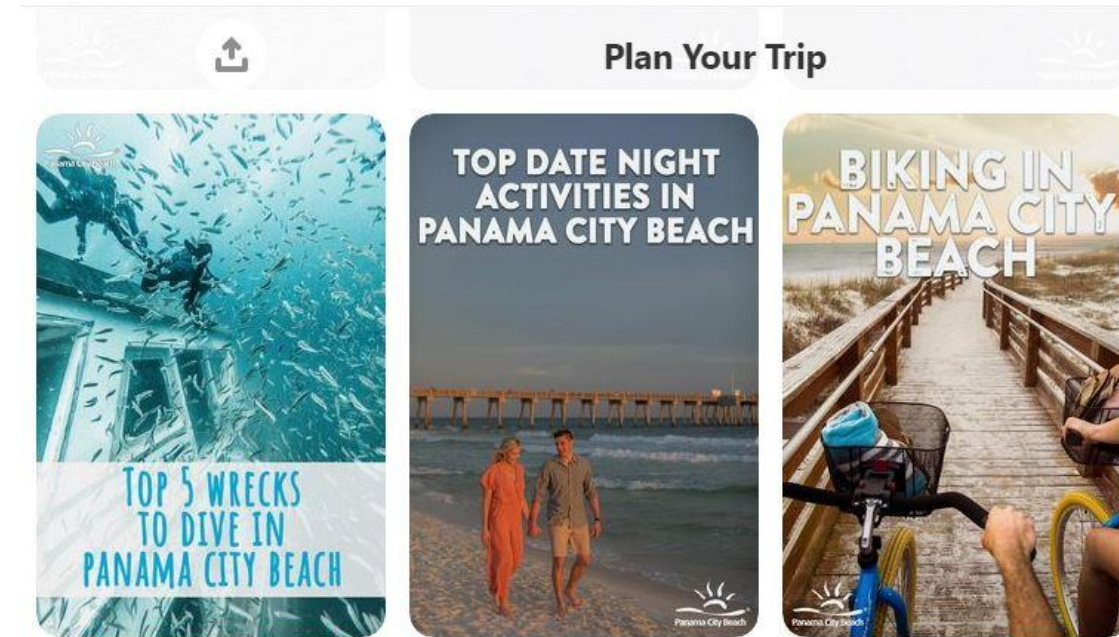
- March-May

## Investment & Return

- Cost to PCB – \$1,600
- Cost per partner – \$600
- Reach – ~400,000 Impressions

## Best Suited For:

- Accommodations
- Attractions



# Facebook- Instant Experience Ads (Previously Canvas Ads)

Target active PCB followers, friends of followers and vacation/beach intenders who are planning for Spring travel

## Highlights

- Showcase images, video, copy, and links within a single ad unit that expands onto the entire mobile screen to direct people to specific locations on your website
- Instant Experience ads flow top down and combine multiple images and videos

## Opportunity

- PCB will run ads on Facebook, allowing up to 4 partners to participate in the ad unit.
- **(Each partner will run for 2 weeks)**
- Partner spaces available: 6
- Minimum required partners: 4
- Partners must provide: 3-4 images/video (if available), text (500 characters max) per image, CTA

## Timing

March 2 – May 24 (Depending on # of partners)

## Investment & Return

Cost per partner: \$600

## Best suited for:

- Accommodations, Attractions



Laketown Wharf's amenities appeal to all ages with a gym, 5 pools, lakefront boardwalk, kid's playground, beach access, restaurants and more - a lot more. Come discover Laketown Wharf Resort and experience Panama City Beach like never before!



Book today from \$135 per night







# Key segments over index for radio listening



165

*Target audience is 65% more likely than the general population to have listened to iHeart in the past 30 days. – Audience skews older.*



134

*Target audience is 34% more likely than the general population to have listened to Spotify in the past 30 days.- Audience skews younger.*



156

*Target audience is 56% more likely than the general population to have listened to Pandora in the past 30 days. - Average age audience.*

# iHeart Radio Package – Multi-markets

## 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
- Mix of Country and Adult Contemporary formats

## Opportunity

- :30 Radio Spot
- 624 spots running across the 4 markets over the 4-week flight
- Spots on each station will be split evenly among 4 partners (~156 spots per partner)
- Partner spots available: 4 total
- Partners must provide: :30 script or copy points and station will produce audio spot at no-charge. (TBD Luckie and Client)

## Available Dates

- March 18- April 14

## Investment & Return

- PCB cost: \$9,194
- Cost per partner: \$750

## Best Suited For:

- Accommodations
- Attractions

Birmingham – 148 spots



Huntsville – 80 spots



Mobile – 88 spots



Columbus (GA) – 308 spots





# NEW - Spotify



## Highlights

- Message delivery to a highly-engaged listener when they are in a relaxed setting.
- Targeting adults 25-54 with Florida Beach Travel interests, in the key PCB drive markets – Atlanta, Birmingham and Nashville.

## Opportunity

- :30 Audio Spot will run with 640x640 companion banner
- 350,000 impressions will be split among 4 partners evenly (~87,500 impressions/partner)
- Partner spots available: 4 total
- Minimum partners required: 4
- Partners must provide: :30 script or copy points and Spotify will produce audio spot at no-charge. 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

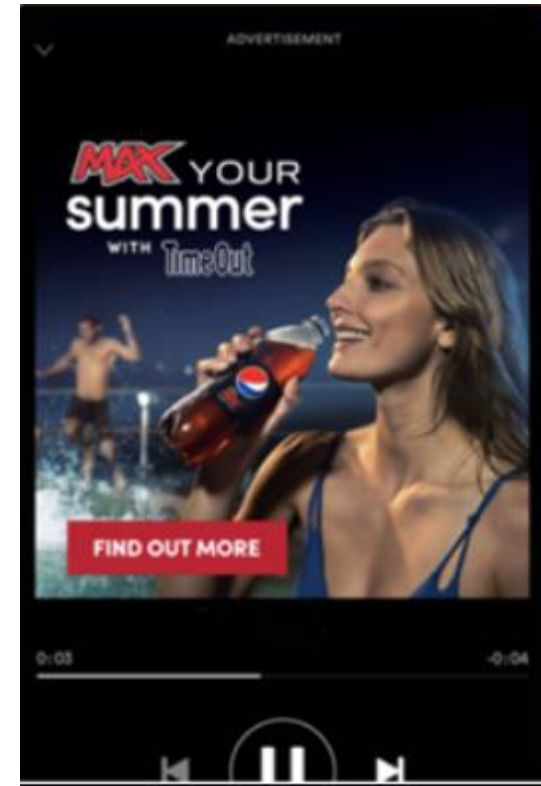
- April 1 – May 26

## Investment & Return

- PCB cost: \$4,000
- Cost per partner: \$750

## Best Suited For:

- Accommodations
- Attractions



Real. Fun. OOH.



# NEW – Lamar Billboard in Bay County

Reach visitors or locals entering Bay County in a subtle way by utilizing a high impact OOH board.

## Highlights:

PCB creative will rotate every 60 secs on the board, catching drivers already in destination.

## Opportunity:

- 1,503,444 total PCB impressions over the flight.
- The impressions will be divided by 4 partners – approximately 375,861 impressions/partner
- Partner must provide logo,

## Available dates:

- March 2-May 31 (3 periods)

## Investment & Return:

- PCB Cost: \$2,100
- Cost per partner: \$450

## Best Suited For:

- Restaurants
- Attractions
- In-Destination Activities





Real. Fun. Images.





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# Atlanta Magazine

## Highlights

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

## Opportunity

- Placement within a full page color 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 – Best New Restaurants
  - Special Section – Travel: Destinations

## Investment & Return

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

## Best Suited For:

- Restaurants



# 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 page 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

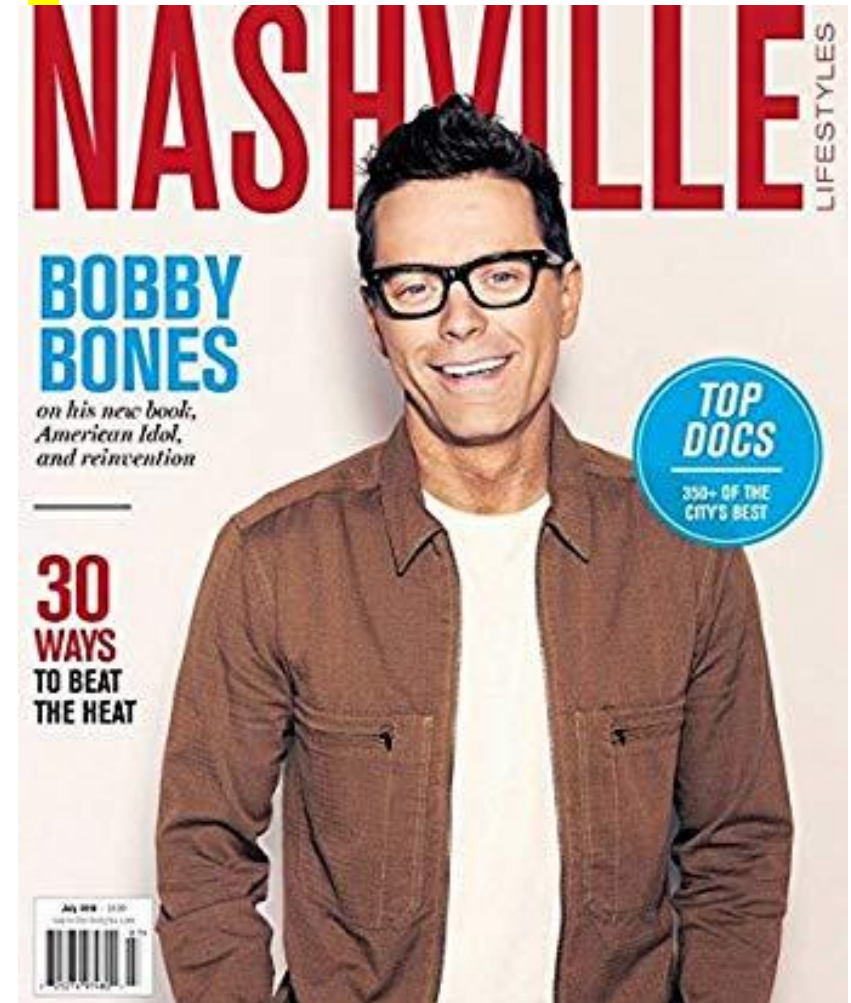
- June Issue – Must-Do Nashville + Travel
  - Special Section – 10 Things to Do This Summer

## Investment & Return

- PCB cost: \$2,540
- Cost per partner: \$300

## Best Suited For:

- Accommodations
- Attractions



# Birmingham Magazine

## Highlights

- Panama City Beach 2 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, 2-page spread
- 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

- August Issue – Food Guide

## Investment & Return

- PCB cost: \$1,800
- Cost per partner: \$300
- ~45k+ Impressions in key PCB drive market-Birmingham, AL

## Best Suited For:

- Restaurants



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# Summer Families 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 target audience online behaviors
- The campaign will be geo-targeted to PCB primary drive markets in Atlanta, Nashville, Orlando and Alabama

## Opportunity

- PCB will serve partner desktop/mobile banner ads in four sizes
- 1M impressions will be divided among participating partners
- Partner spots available: 4, minimum of 2
- 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

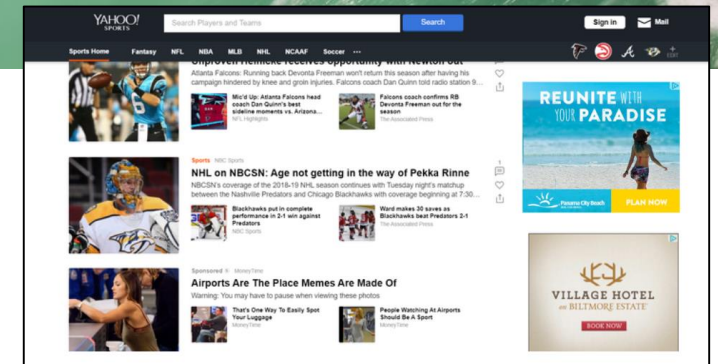
- Jun 1-Aug 31

## Investment & Return

- Cost to PCB – \$1,600
- Cost per partner – \$600

## Best Suited For:

- Accommodations
- Attractions



# Summer Couples Targeted Display

## Highlights

- Utilizing programmatic digital ad buying, partner display ads will reach couples planning to take a romantic beach vacation in the Spring along the Gulf Coast.
- Display banners will run across hundreds of websites based on target audience online behaviors
- The campaign will be geo-targeted to PCB primary drive markets in Atlanta, Nashville, Orlando and Alabama

## Opportunity

- PCB will serve partner desktop/mobile banner ads in four sizes
- 1M impressions will be divided among participating partners
- Partner spots available: 4, minimum of 2
- 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

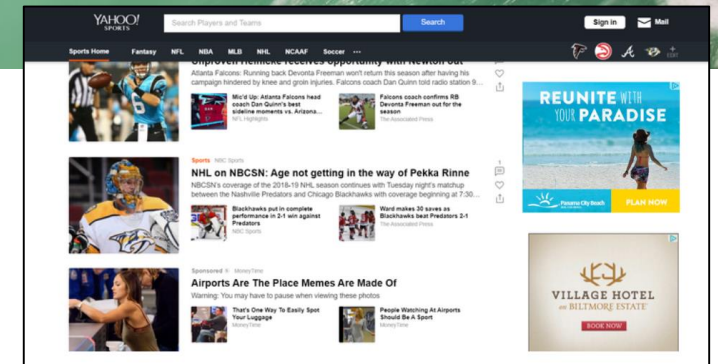
- Jun 1-Aug 31

## Investment & Return

- Cost to PCB – \$1,600
- Cost per partner – \$600

## Best Suited For:

- Accommodations
- Attractions



# In-destination Targeted Display

Online banner ads reaching people in destination.

## Highlights

- Capturing devices through data to reach visitors while in-destination, serving them banner ads from partner.

## Opportunity

- PCB will serve partner desktop/mobile banner ads in four sizes
- 1M impressions will be divided among participating partners
- Partner spots available: 4
- Partner must provide: one image, one logo, call to action and click-thru URL

## Timing

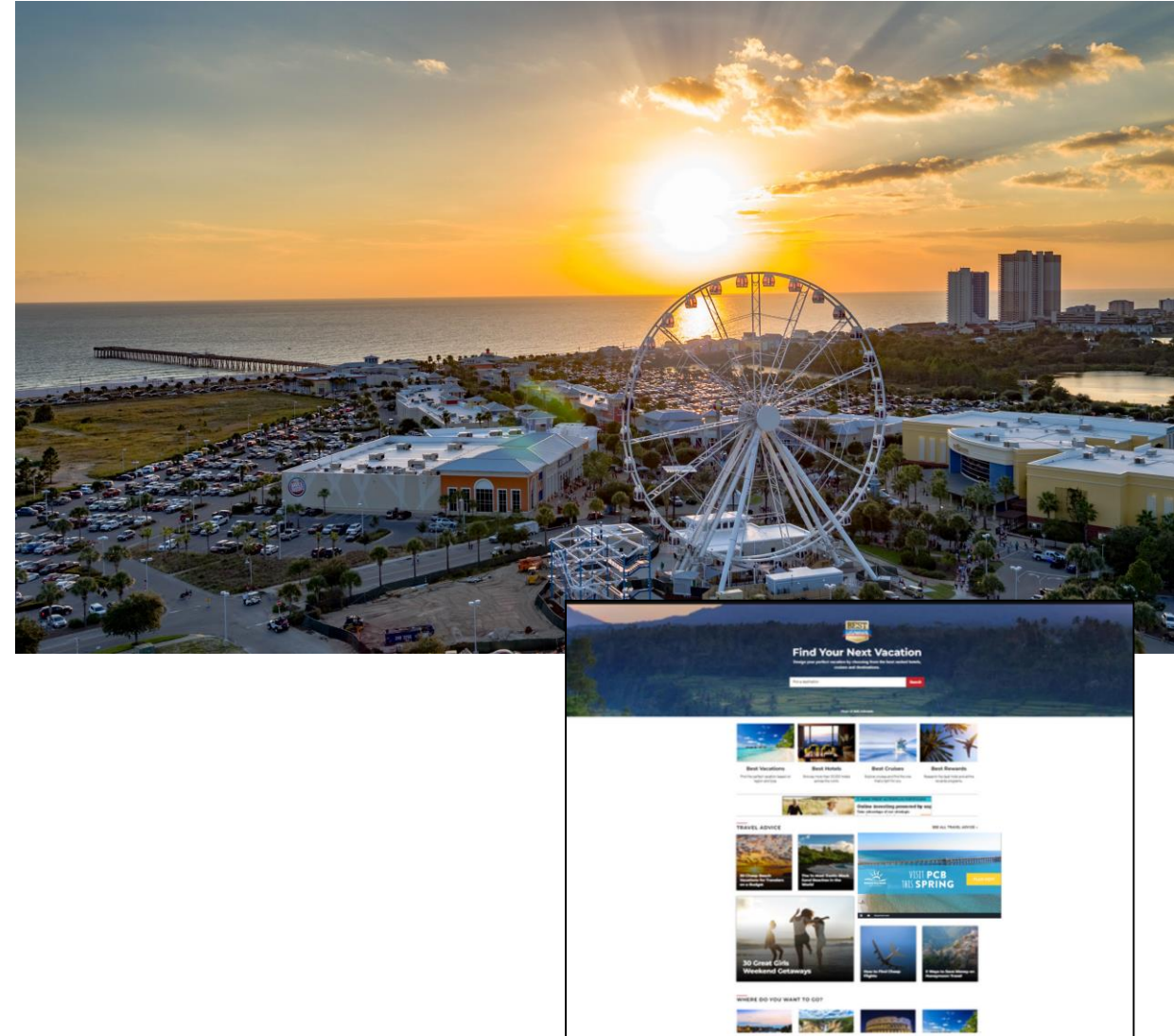
- June-August

## Investment & Return

- Cost to PCB: \$1,600
- Cost per partner: \$600

## Best Suited For:

- Restaurants
- Attractions
- In-Destination Activities





# NEW- Waze

## Highlights

**Pins** – Show people using the Waze navigation tool in destination that your restaurant/attraction is along their route.

**Search** – Have your location pop up in the search bar.

- Search: “Restaurants” – your restaurant will be one of the top results shown
- Search: “Things to do” – your attraction/activity will be one of the top results shown

## Opportunity

- Partner spots available: Unlimited
- **Partner must provide logo and**

## Timing

- June-August

## Investment & Return

Cost per partner: \$350  
**Best Suited For:**

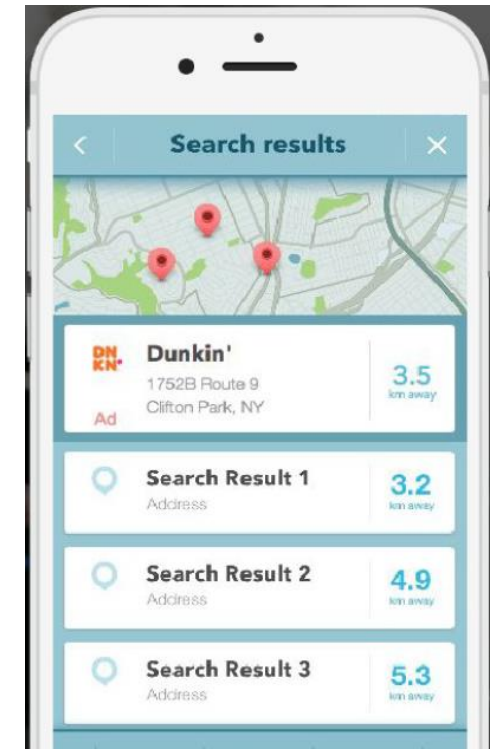
- Restaurants
- Attractions



### PINS



### SEARCH





Real. Fun. Email.



# AJC.com Custom Targeted Email

Reach e-mail subscribers to the Atlanta Journal Constitution, Atlanta's only major daily newspaper, with an e-mail only focusing on PCB and its offerings:

- Custom PCB/Partner email delivered to 50,000 opt-in subscribers, plus retargeting to users who open first email.
- 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 –6
- Minimum required – 3
- 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:

- June 1

## Investment & Return:

- PCB Cost: \$1,000 per email
- Cost per partner: \$250 per email

## Best Suited For:

- Accommodations
- Attractions



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 \$130 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

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TIME FLIES WHEN YOU'RE HAVING FUN

PLAN YOUR ESCAPE >

The fun never ends at Panama City Beach. Spring, however, will be over before you know it. Book your vacation now, grab your family and head to America's Real. FUN. Beach, before it's too late.

With countless family attractions, top-notch dining, beach activities and amazing accommodations, there's no better way to have fun—and it's all just a day's drive away.

PLAN YOUR ESCAPE >

**BOARDWALK BEACH RESORT**  
We're having you a real on the area's largest private beach! Enjoy a FREE night, low rates and other FREE perks with your spring escape.

MAKE YOUR RESERVATION >

**EMERALD VIEW RESORTS**  
Laketown in Panama City Beach... and so much more with 5 pools, evening light show, restaurants, easy beach access and low rates! And this summer your reservation comes with free tickets to the Summer of Sound concert series! Get to the Beach today!

BOOK YOUR GETAWAY >

**YOUR TIME ... YOUR EXPERIENCE**  
Choose COUNTS OAKS RESORT Properties for the best selection of Vacation Rentals in Panama City Beach. Featuring Resorts, Condos and Beach Houses. We specialize in Luxury Beach House rentals ranging in size from 3 to 9 bedrooms. Perfect for family gatherings, weddings, special events and sports teams.

MAKE YOUR RESERVATION >

**SHORES OF PANAMA**  
Shores of Panama is the most iconic beachfront resort in Panama City Beach, Florida. Experience the "New Shores of Panama". New Leadership. New Vision. New Experience. World Class accommodations, largest and most spectacular beachfront pool in Northwest Florida and award winning service come together to create unforgettable moments. Phone: 850-621-2462

BOOK YOUR STAY >

Plan your getaway today.  
1-800-PCBEACH (800-722-3224)  
info@visitpanamacitybeach.com  
info@shoresofpanamacitybeach.com

REAL FUN BEACH

17061 Panama City Beach Pkwy, Panama City Beach, FL 32413

# AL.com Dedicated Email

Reach subscribers in a top PCB market, with an e-mail dedicated solely on PCB's offerings.

## Highlights:

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

## Opportunity:

- PCB will send one custom email including partner content and click-thru capabilities
- Partnerships available – 4
- Minimum required – 2
- 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:

- June 1

## Investment & Return:

- PCB Cost: \$0 per email
- Cost per partner: \$250 per email

## Best Suited For:

- Accommodations
- Attractions



**Panama City Beach**  
FLORIDA

**TIME FLIES WHEN YOU'RE HAVING FUN**  
PLAN YOUR ESCAPE >

The fun never ends at Panama City Beach. Spring, however, will be over before you know it. Book your vacation now, grab your family and head to America's Real, FUN, Beach, before it's too late.

With countless family attractions, top-notch dining, beach activities and amazing accommodations, there's no better way to have fun—and it's all just a day's drive away.

PLAN YOUR ESCAPE >

**BOARDWALK BEACH RESORT**  
We're saving you a seat on the area's largest private beach! Enjoy a FREE night, low rates and other FREE perks with your spring escape.  
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www.pcb.com  
info@pcb.com

**REAL FUN BEACH**

1001 Panama City Beach Pkwy Panama City Beach, FL 32413

# BeachGuide.com E-mail

Reach subscribers in a close-by PCB market, reminding them of the destinations offerings.

## Highlights

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

## Opportunity

- PCB will send one custom email including partner content and click-thru capabilities
- 52, 625 opt-ins
- Partnerships available – 4
- Minimum required – 2
- 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


- June 1

## Investment & Return

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

## Best Suited For:

- Restaurants
- Attractions




**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





# Nashville Lifestyles Email

Tap into an engaged audience of opt-in consumers through NashvilleLifestyles.com, sending them a dedicated e-mail on PCB's offerings.

## Highlights:

- Targeting women 25-54 with an interests in Domestic travel and Family vacations.
- Reach NashvilleLifestyles.com subscribers of over 43K users in the Nashville DMA.

## Opportunity:

43,000 initial emails and retargeted email to recipients who open initial email

- Partnerships available – 6
- Minimum required – 3
- 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:

- June 1

## Investment & Return:

- PCB Cost: \$736 per email
- Cost per partner: \$250 per email

## Best Suited For:

- Accommodations
- Attractions

**NASHVILLE**  
LIFESTYLES.COM

**TIME FLIES WHEN YOU'RE HAVING FUN**  
PLAN YOUR ESCAPE >

The fun never ends at Panama City Beach. Spring, however, will be over before you know it. Book your vacation today to score a great deal on some of our amazing accommodations. You're just a short drive away from all the family fun, heart-pounding action, eco-adventure and romance of Panama City Beach. Plan your escape and make it yours!

With countless family attractions, top-notch dining, beach activities and amazing accommodations, there's no better way to have fun—and it's all just a day's drive away.

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We're saving you a treat on the area's largest private beach! Enjoy a FREE night, low rates and other FREE perks with your spring escape.

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VisitPanamaCityBeach.com  
info@VisitPanamaCityBeach.com

**REAL FUN BEACH**

1001 Panama City Beach Pkwy, Panama City Beach, FL 32413

**WHO'S READY FOR SOME BEACH FUN?**  
PLAN YOUR ESCAPE >

Don't let summer slip away without a trip to America's Real FUN Beach. Book your vacation today to score a great deal on some of our amazing accommodations. You're just a short drive away from all the family fun, heart-pounding action, eco-adventure and romance of Panama City Beach. Plan your escape and make it yours!

PLAN YOUR ESCAPE >

**YOUR TIME ... YOUR EXPERIENCE**  
Choose Count's Oaks Resort Properties for the best selection of vacation rentals in Panama City Beach featuring resorts, condos and beach houses. We specialize in luxury beach house rentals ranging in size from three to nine bedrooms. Perfect for family gatherings, weddings, special events and sports teams.

MAKE YOUR RESERVATION >

**EMERALD VIEW RESORTS**  
Save 25% on all rates in June!  
Book any stay through June 28 and save 25% on all Sunday - Wednesday rates at Grand Panama, Lakewood Wharf and Origin resorts!

SAVE TODAY >

**STERLING RESORTS**  
Book your 2017 Emerald Coast getaway by the end of June and get up to 20% off companywide! Sterling Resorts' largest inventory sale is exclusively for AL.com patrons. Alabama, Florida welcomes you to the beach! Use promo code ALABAMA. Book online or call 866-934-9176.

MAKE YOUR RESERVATION >

**SHORES OF PANAMA**  
Shores of Panama by Count's Oaks Resort Properties is a Gulf front luxury resort loaded with amenities, including a spectacular 18,000 square foot pool complex featuring the largest beachfront pool in Northwest Florida. Amenities also include an oversized hot tub, waterfalls, tiki bars and two poolside Tiki bars serving your favorite cocktails and tropical fare.

BOOK YOUR STAY >

Plan your getaway today:  
1-800-PCBEACH (800-722-3264)  
VisitPanamaCityBeach.com  
info@VisitPanamaCityBeach.com

**REAL FUN BEACH**

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# Facebook Carousel Ads

Target active PCB followers, friends of followers and vacation/beach intenders on Facebook



## Highlights

- Showcase multiple images and links within a single ad unit to direct people to individual partner websites

## Opportunity

- PCB will run a carousel ad on Facebook, allowing four partners to participate in the ad unit.
- Partner spaces available— 6
- Minimum required— 3
- Partners must provide: one image, a destination URL, 25-character headline, 125-character copy, and one-color vector logo and are encouraged to include a special offer

## Available Dates

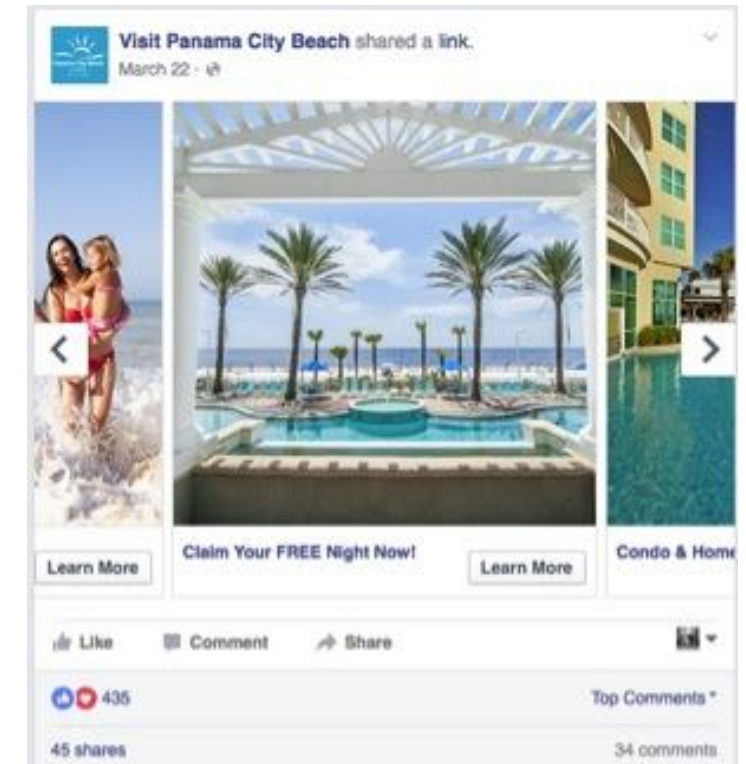
- June-August

## Investment & Return

- Cost to PCB – \$400
- Cost per partner – \$600
- Reach – ~308k Impressions, site links and engagements

## Best Suited For:

- Accommodations
- Attractions



# Facebook- Instant Experience Ads

Target active PCB followers, friends of followers and vacation/beach intenders who are planning for Summer travel

## Highlights

- Showcase images, video, copy, and links within a single ad unit that expands onto the entire mobile screen to direct people to specific locations on your website
- Instant Experience ads flow top down and combine multiple images and videos

## Opportunity

- PCB will run ads on Facebook, allowing up to 4 partners to participate in the ad unit.
- **(Each partner will run for 2 weeks)**
- Partner spaces available: 6
- Minimum required partners: 4
- Partners must provide: 3-4 images/video (if available), text (500 characters max) per image, CTA

## Timing

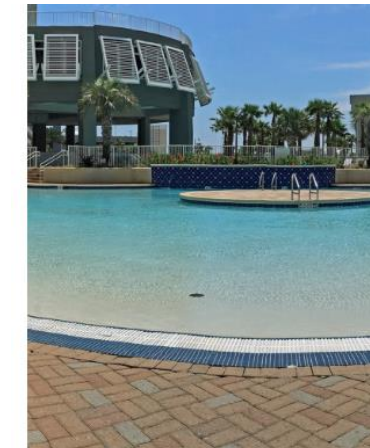
- June 1 – August 30 (Depending on # of partners)

## Investment & Return

- Cost per partner: \$600

## Best Suited For:

- Accommodations
- Attractions



Laketown Wharf's amenities appeal to all ages with a gym, 5 pools, lakefront boardwalk, kid's playground, beach access, restaurants and more - a lot more. Come discover Laketown Wharf Resort and experience Panama City Beach like never before!



Book today from \$135 per night



"Wow". "Amazing". "Beautiful" are a few words used to describe a vacation at Laketown Wharf. But the one most often used is "Perfect". This family-friendly condo provides the perfect location, perfect number of amenities, and the perfect access to Panama City Beach.

# 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 four partners to participate in the ad unit
- Partner spaces available: 4
- Minimum: 2
- Partners must provide: one image and a destination URL

## Available Dates

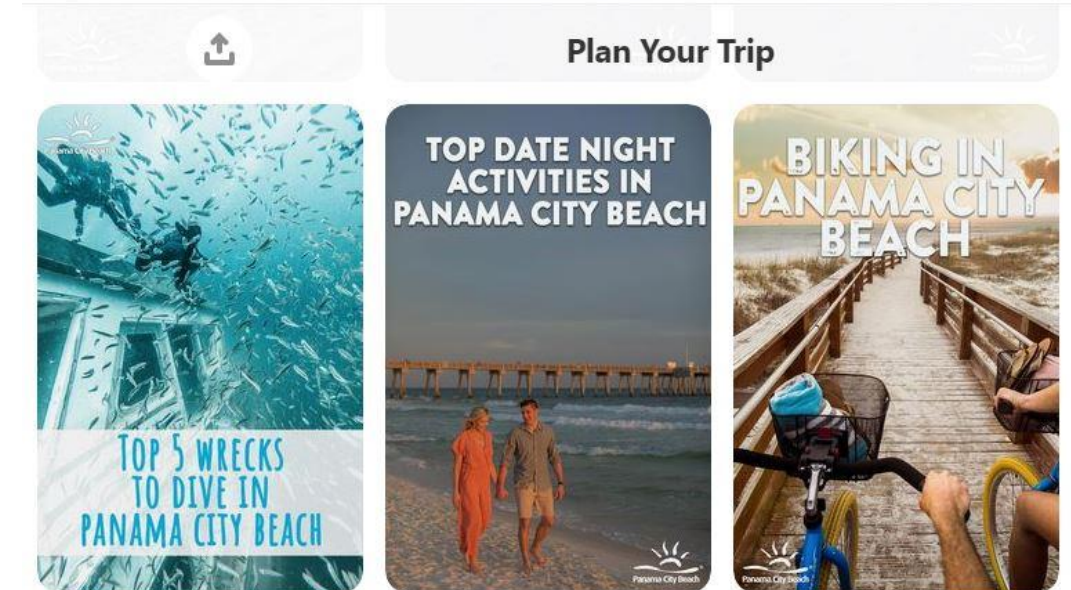
- June-August

## Investment & Return

- Cost to PCB – \$1,600
- Cost per partner – \$600
- Reach – ~400k Impressions

## Best Suited For:

- Accommodations
- Attractions







# Pandora

## Highlights

- Message delivery to a highly-engaged listener wherever they go in a super-clean, uncluttered environment
- Targeted to Adults 25-54 interested in Beach Travel, in key PCB drive markets – Atlanta, Birmingham, Nashville, and Orlando

## Opportunity

- :30 Audio Spot will run with 300x250 companion banner
- 1,046,391 impressions will be split among 4 partners evenly (~±261,598 impressions/partner)
- Partner spots available: 4 total
- Minimum partners required: 4
- Partners must provide: :30 script or copy points and Pandora will produce audio spot at no-charge. 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

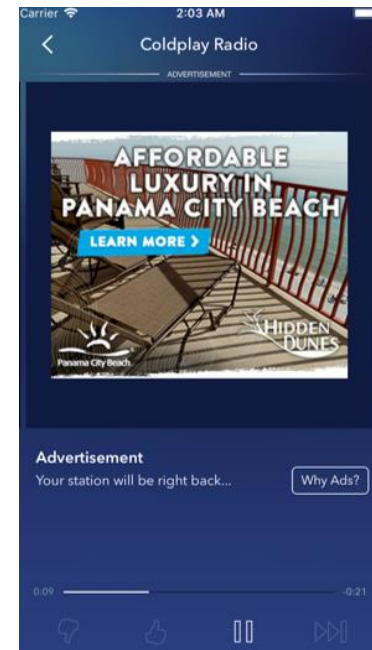
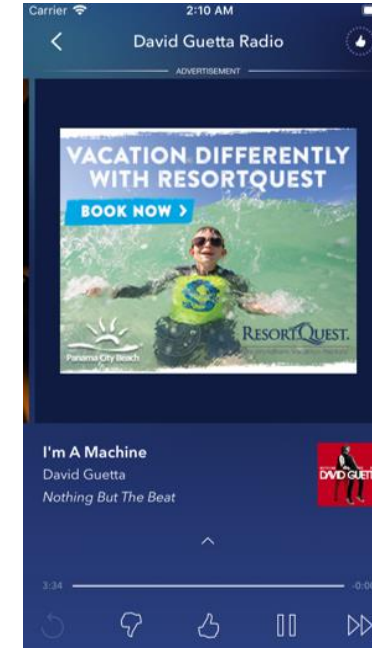
- 6/1-8/31/2020

## Investment & Return

- PCB cost: \$7,000
- Cost per partner: \$750

## Best Suited For:

- Accommodations
- Attractions



Real. Fun. OOH.



# NEW – Lamar Billboard in Bay County

Reach visitors or locals entering Bay County in a subtle way by utilizing a high impact OOH board.

## Highlights:

PCB creative will rotate every 60 secs on the board, catching drivers already in destination.

## Opportunity:

- 1,503,444 total PCB impressions over the flight.
- The impressions will be divided by 4 partners – approximately 375,861 impressions/partner
- Partner must provide logo,

## Available dates:

- June 1-August 30 (3 periods)

## Investment & Return:

- PCB Cost: \$2,100
- Cost per partner: \$450

## Best Suited For:

- Restaurants
- Attractions
- In-Destination Activities



# Fall Co-Op Programs.







# Atlanta Magazine Visit Florida Co-op

## 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
- Partners must provide: 1 high resolution photo, 40--45 words of copy, logo, web address, phone number, and special offer (optional)

## Available Dates

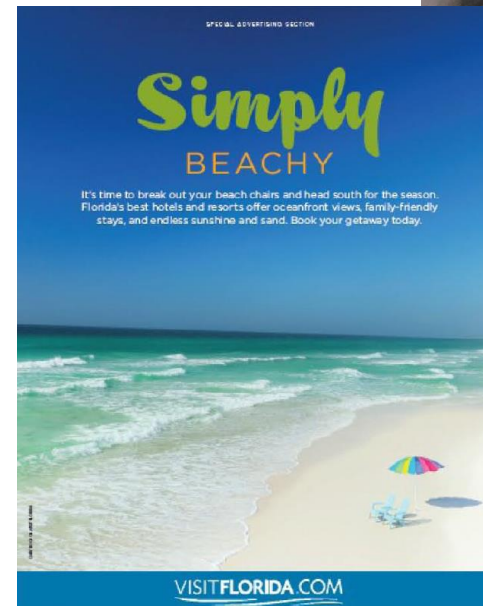
- September

## Investment & Return

- PCB cost: \$3,925
- Cost per partner: \$350

## Best Suited For

- Accommodations
- Attractions



# Orlando Magazine

## Highlights

- Panama City Beach Full Page ad in Orlando Magazine's September, Fall Getaway issue.
- Circulation: 32,000

## Opportunity

- PCB will have a full-page 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

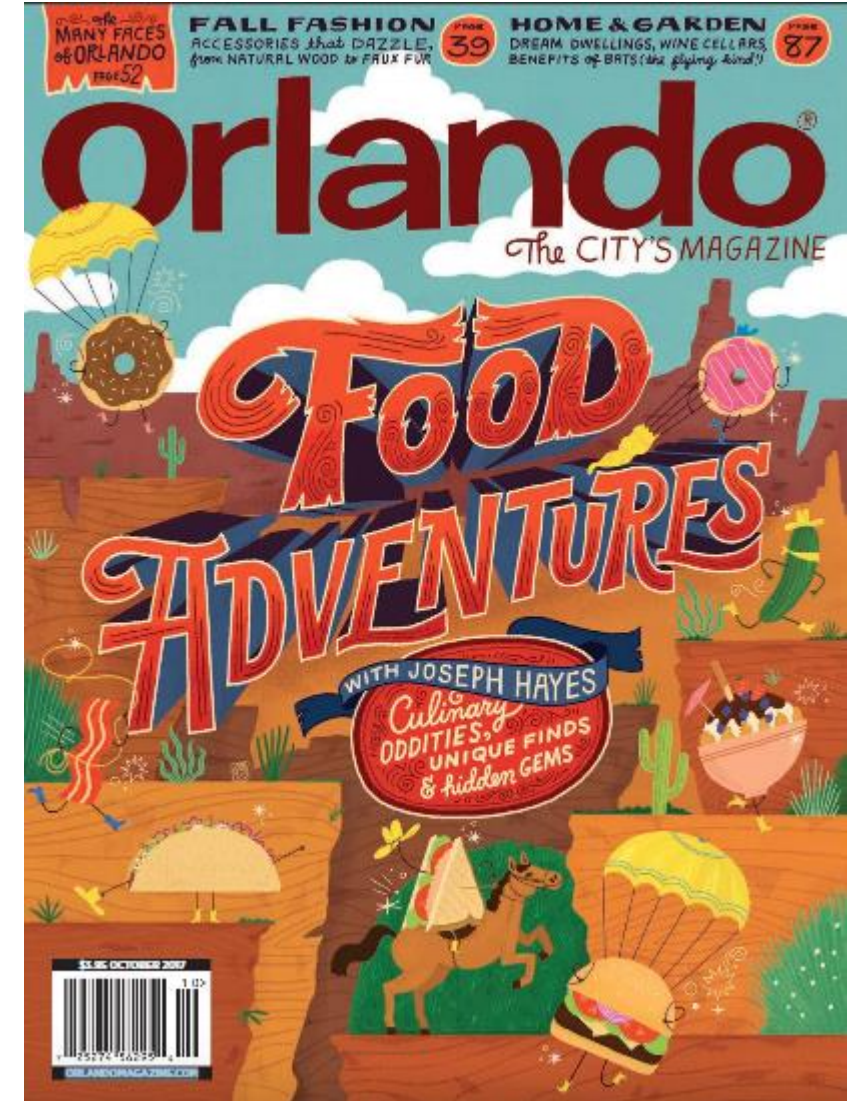
- September Issue – Fall Getaways

## Investment & Return

- PCB cost: \$3,335
- Cost per partner: \$350

## Best Suited For:

- Accommodations
- Attractions



Real. Fun. Digital Opportunities.





# Fall Families 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 target audience online behaviors
- The campaign will be geo-targeted to PCB primary drive markets in Atlanta, Nashville, Orlando and Alabama

## Opportunity

- PCB will serve partner desktop/mobile banner ads in four sizes
- 1M impressions will be divided among participating partners
- Partner spots available: 4, minimum of 2
- 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

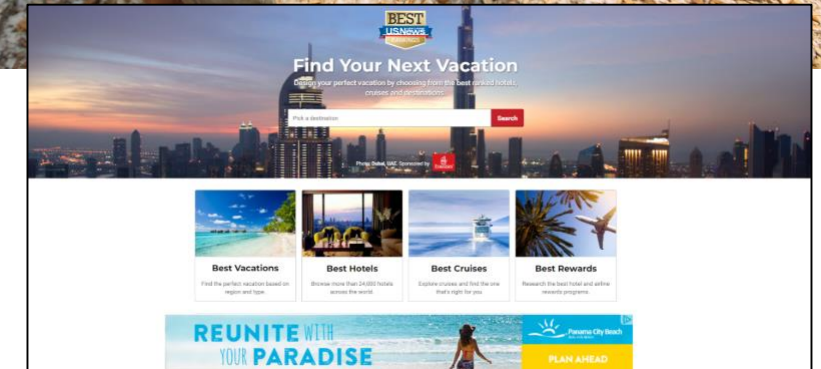
- Sept 1 – Nov 30

## Investment & Return

- Cost to PCB – \$1,600
- Cost per partner – \$600

## Best suited for

- Accommodations
- Attractions



# Couples Targeted Display

## Highlights

- Utilizing programmatic digital ad buying, partner display ads will reach couples planning to take a romantic beach vacation in the Spring along the Gulf Coast.
- Display banners will run across hundreds of websites based on target audience online behaviors
- The campaign will be geo-targeted to PCB primary drive markets in Atlanta, Nashville, Orlando and Alabama

## Opportunity

- PCB will serve partner desktop/mobile banner ads in four sizes
- 1M impressions will be divided among participating partners
- Partner spots available: 4, minimum of 2
- 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

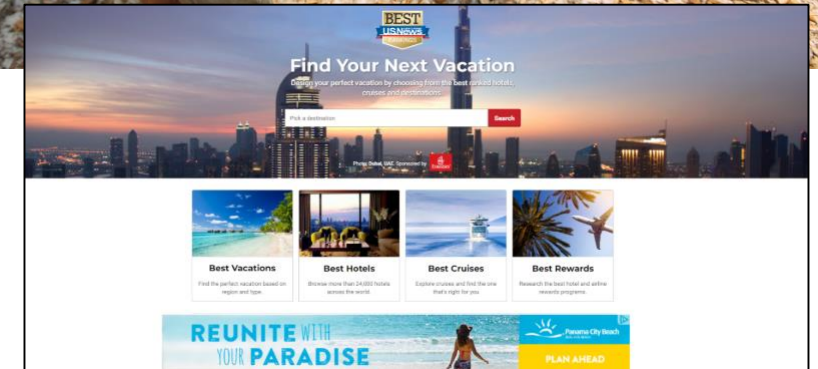
- Sept 1 – Nov 30

## Investment & Return

- Cost to PCB – \$1,600
- Cost per partner – \$600

## Best Suited For:

- Accommodations
- Attractions





# In-destination Targeted Display

Online banner ads reaching people in destination.

## Highlights

- Capturing devices through data to reach visitors while in-destination, serving them banner ads from partner.

## Opportunity

- PCB will serve partner desktop/mobile banner ads in four sizes
- 1M impressions will be divided among participating partners
- Partner spots available: 4
- Partner must provide: one image, one logo, call to action and click-thru URL

## Timing

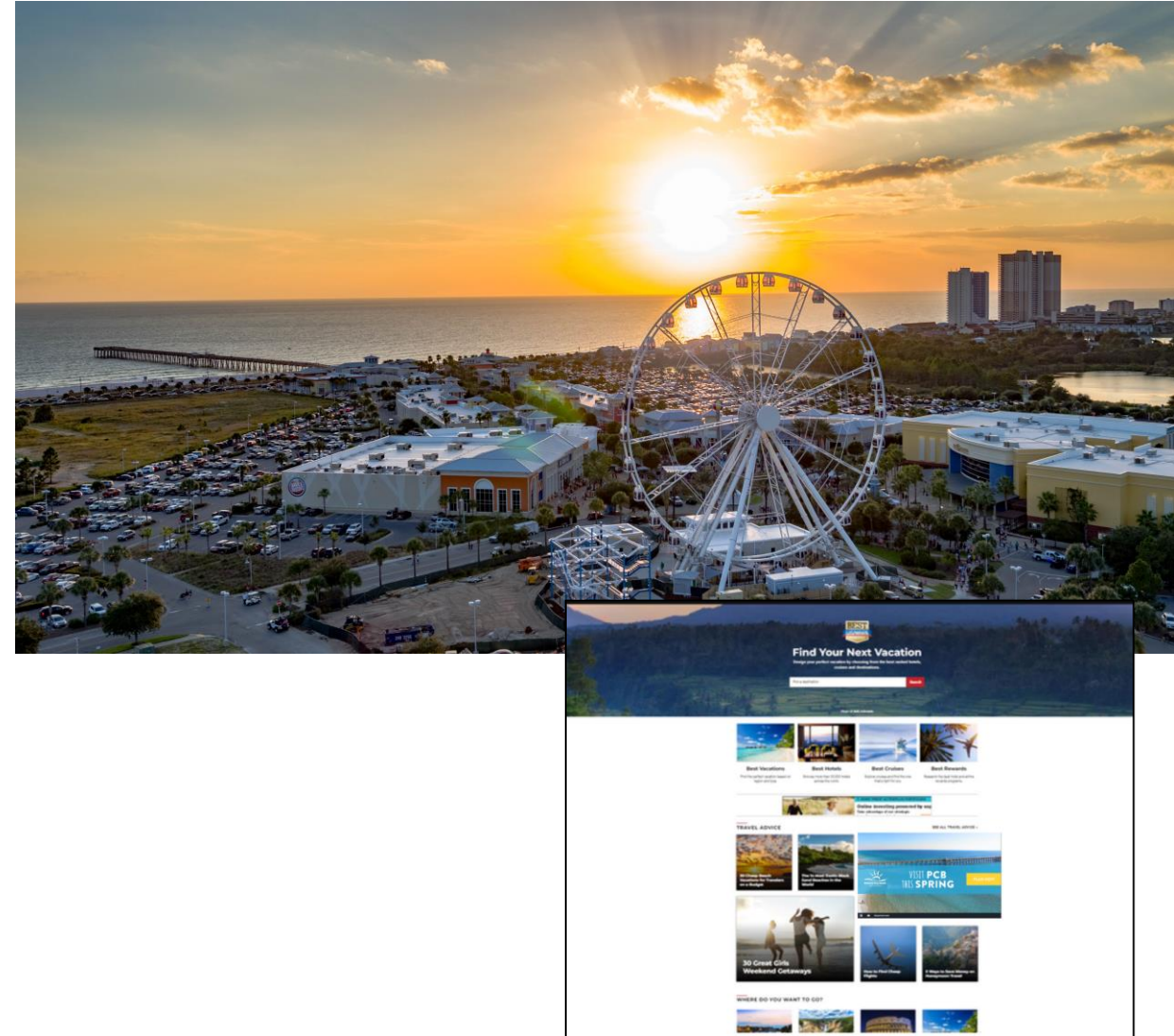
- Sept 1 – Nov 30

## Investment & Return

- Cost to PCB: \$1,600
- Cost per partner: \$600

## Best Suited For:

- Restaurants
- Attractions
- In-Destination Activities



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.
- 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 –6
- Minimum required – 3
- 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:

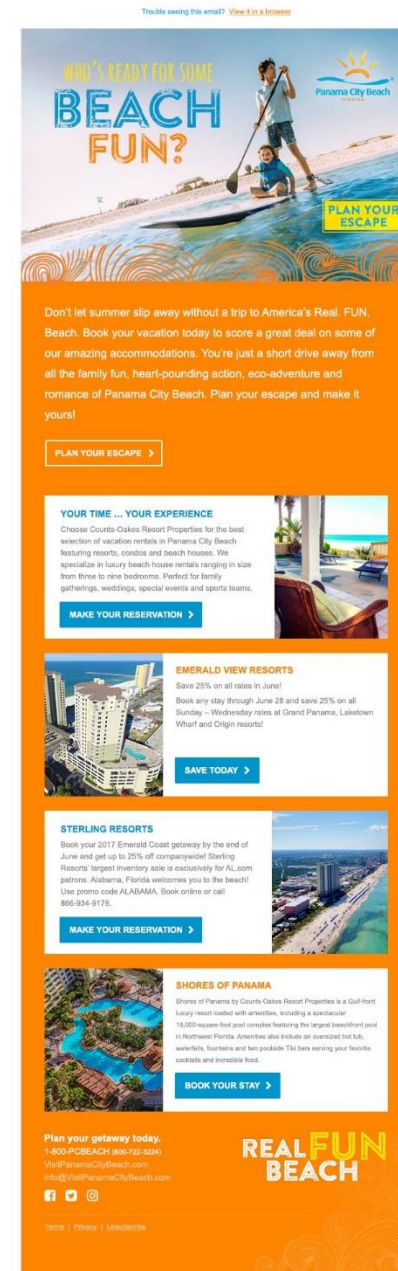
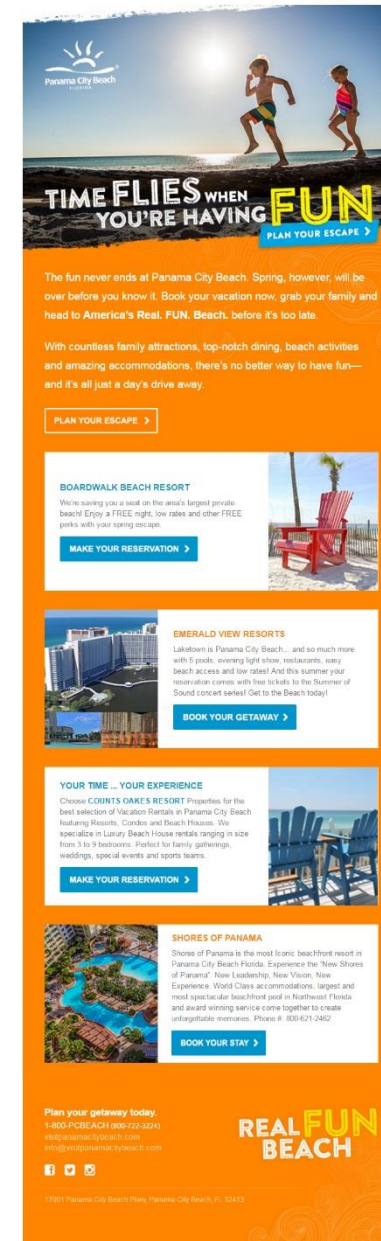
- September 7

## Investment & Return:

- PCB Cost: \$1,000
- Cost per partner: \$250

## Best Suited For:

- Accommodations
- Attractions



# 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.
- Reach AL.com's Real Deals subscribers of over 41K users

## Opportunity:

- PCB will send one custom email including partner content and click-thru capabilities
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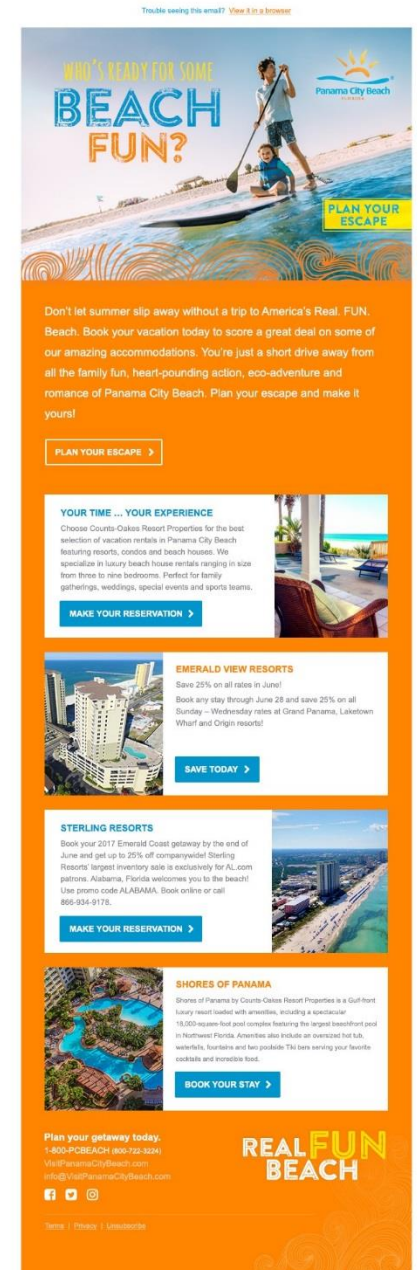
- September 7

## Investment & Return:

- PCB Cost: \$0
- Cost per partner: \$250 per email

## Best Suited For:

- Accommodations
- Attractions



# Nashville Lifestyles Email

## Highlights:

- Targeting women 25-54 with an interests in Domestic travel and Family vacations.
- Reach NashvilleLifestyles.com subscribers of over 43K users in the Nashville DMA.

## Opportunity:

43,000 initial emails and retargeted email to recipients who open initial email

- Partnerships available – 6
- Minimum required – 3
- 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:

- September 7


## Investment & Return:

- PCB Cost: \$736 per email
- Cost per partner: \$250 per email

## Best Suited For:

- Accommodations
- Attractions

**NASHVILLE**  
LIFESTYLES.COM



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[PLAN YOUR ESCAPE >](#)

**YOUR TIME ... YOUR EXPERIENCE**

Choose Counts Oaks Resort Properties for the best selection of vacation rentals in Panama City Beach featuring resorts, condos and beach houses. We specialize in luxury beach house rentals ranging in size from three to nine bedrooms. Perfect for family gatherings, weddings, special events and sports teams.

[MAKE YOUR RESERVATION >](#)

**EMERALD VIEW RESORTS**

Save 25% on all rates in June!  
Book any stay through June 28 and save 25% on all Sunday - Wednesday rates at Grand Panama, Lakeview Wharf and Origin resorts!

[SAVE TODAY >](#)

**STERLING RESORTS**

Book your 2017 Emerald Coast getaway by the end of June and get up to 20% off companywide! Sterling Resorts' largest inventory sale is exclusively for AL.com patrons. Alabama, Florida welcomes you to the beach! Use promo code ALABAMA. Book online or call 866-934-9176.

[MAKE YOUR RESERVATION >](#)

**SHORES OF PANAMA**

Shores of Panama by Counts Oaks Resort Properties is a Gulf front luxury resort loaded with amenities, including a spectacular 18,000 square foot and complex featuring the largest beachfront pool in Northwest Florida. Amenities also include an oversized hot tub, waterfalls, fountains and two poolside Tiki bars serving your favorite cocktails and tropicals food.

[BOOK YOUR STAY >](#)

Plan your getaway today:  
1-800-PCBEACH (800-722-3264)  
VisitPanamaCityBeach.com  
info@VisitPanamaCityBeach.com

**REAL FUN BEACH**

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# NEW - Atlanta Magazine Email

## Highlights:

- Tap into an engaged audience of opt-in consumers through Orlando Magazine's dedicated e-blast opportunity

## Opportunity:

- Partnerships available – up to 4 per email
- Partnerships available – 6
- Minimum required – 3
- 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:

- October


## Investment & Return:

- PCB Cost: \$250 per email
- Cost per partner: \$250 per email

## Best Suited For:

- Accommodations
- Attractions

**Atlanta**  
MAGAZINE



The fun never ends at Panama City Beach. Spring, however, will be over before you know it. Book your vacation now, grab your family and head to America's Real, FUN, Beach, before it's too late.

With countless family attractions, top-notch dining, beach activities and amazing accommodations, there's no better way to have fun—and it's all just a day's drive away.

[PLAN YOUR ESCAPE >](#)

**BOARDWALK BEACH RESORT**

We're saving you a seat on the area's largest private beach! Enjoy a FREE night, low rates and other FREE perks with your spring escape.

[MAKE YOUR RESERVATION >](#)

**EMERALD VIEW RESORTS**

Lakeview in Panama City Beach...and so much more with 5 pools, evening light show, restaurants, easy beach access and low rates! And this summer your reservation comes with free tickets to the Summer of Sound concert series! Get to the Beach today!

[BOOK YOUR GETAWAY >](#)

**YOUR TIME ... YOUR EXPERIENCE**

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[MAKE YOUR RESERVATION >](#)

**SHORES OF PANAMA**


Shores of Panama is the most iconic beachfront resort in Panama City Beach, Florida. Experience the "New Shores of Panama" New Leadership, New Vision, New Experience. World Class accommodations, largest and most spectacular beachfront pool in Northwest Florida and award winning service come together to create unforgettable memories. Phone: 813-861-2124

[BOOK YOUR STAY >](#)

Plan your getaway today:  
1-800-PCBEACH (800-722-3241)  
Visit [PanamaCityBeach.com](#)  
info@visitpanamacitybeach.com

**REAL FUN BEACH**

©2011 Panama City Beach Pier, Panama City Beach, FL 32413



Don't let summer slip away without a trip to America's Real, FUN, Beach. Book your vacation today to score a great deal on some of our amazing accommodations. You're just a short drive away from all the family fun, heart-pounding action, eco-adventure and romance of Panama City Beach. Plan your escape and make it yours!

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info@visitpanamacitybeach.com

**REAL FUN BEACH**

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# Orlando Magazine E-Mail

## Highlights:

- Tap into an engaged audience of opt-in consumers through Orlando Magazine's dedicated e-blast opportunity
- Reach 26,000 subscribers from their Central Florida Megalist

## Opportunity:

- PCB will send one custom email including partner content and click-thru capabilities
- Partnerships available – 4
- Minimum required – 2
- 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:

- September 7


## Investment & Return:

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

## Best Suited For:

- Accommodations
- Attractions

**Orlando®**  
The City's Magazine



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Visit [PanamaCityBeach.com](http://PanamaCityBeach.com)  
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**REAL FUN BEACH**

1001 Panama City Beach Pkwy, Panama City Beach, FL 32413




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**REAL FUN BEACH**

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Real. Fun. Social Opportunities.



# Facebook Carousel Ads

Target active PCB followers, friends of followers and vacation/beach intenders on Facebook



## Highlights

- Showcase multiple images and links within a single ad unit to direct people to individual partner websites

## Opportunity

- PCB will run a carousel ad on Facebook, allowing four partners to participate in the ad unit.
- Partner spaces available— 6
- Minimum required— 3
- Partners must provide: one image, a destination URL, 25-character headline, 125-character copy, and one-color vector logo and are encouraged to include a special offer

## Available Dates

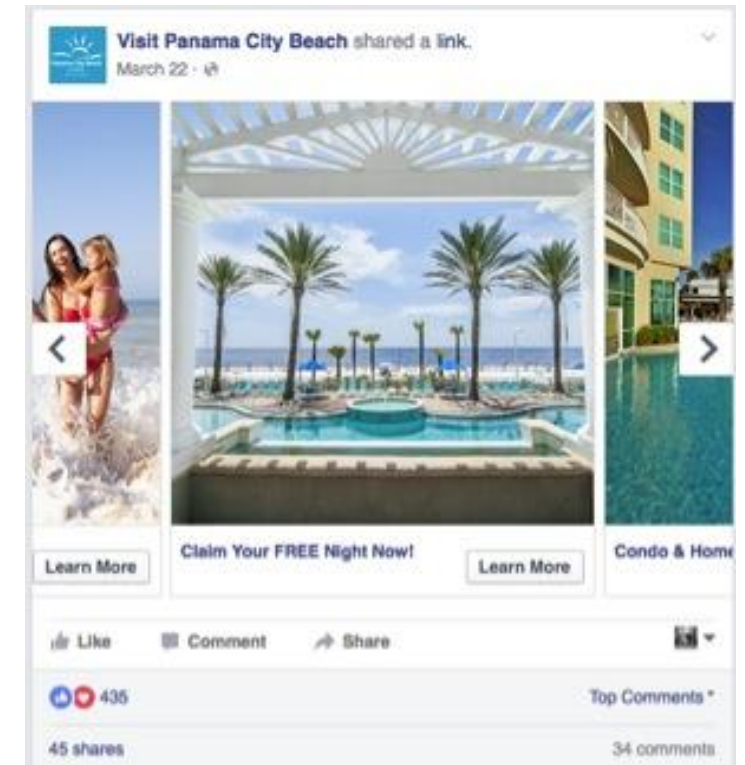
- September-November

## Investment & Return

- Cost to PCB – \$400
- Cost per partner – \$600
- Reach – ~308k Impressions, site links and engagements

## Best Suited For:

- Accommodations
- Attractions



# 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 800,000 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
- Partners have the option and are encouraged to engage with visitors in real time by answering post comments as they happen

## Opportunity

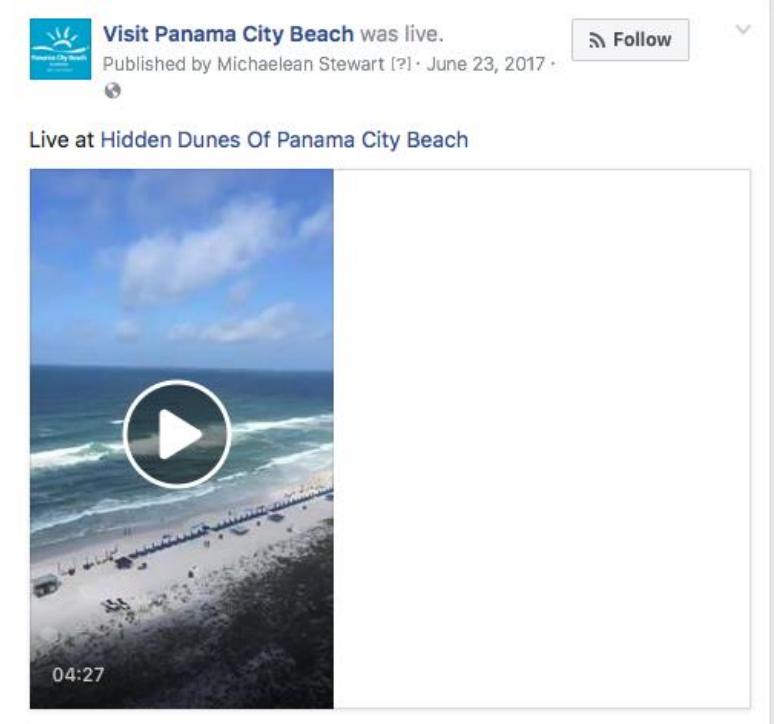
- PCB is allowing 1 partner each month to be highlighted in a Facebook Live video
- Partner spaces available: 1 per month
- The ideal candidate for this co-op is an accommodation partner who wants to show off a view from a balcony, a spectacular pool or tiki bar with a Gulf view, or perhaps outdoor kids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

## 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 2017 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-November

## 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- Instant Experience Ads

Target active PCB followers, friends of followers and vacation/beach intenders who are planning for late Summer/early

## Fall travel Highlights

- Showcase images, video, copy, and links within a single ad unit that expands onto the entire mobile screen to direct people to specific locations on your website
- Instant Experience ads flow top down and combine multiple images and videos

## Opportunity

- PCB will run ads on Facebook, allowing up to 4 partners to participate in the ad unit.
- **(Each partner will run for 2 weeks)**
- Partner spaces available: 6
- Minimum required partners: 4
- Partners must provide: 3-4 images/video (if available), text (500 characters max) per image, CTA

## Timing

- September 1 – November 23 (Depending on # of partners)

## Investment & Return

- Cost per partner: \$600

## Best Suited For:

- Accommodations
- Attractions



Laketown Wharf's amenities appeal to all ages with a gym, 5 pools, lakefront boardwalk, kid's playground, beach access, restaurants and more - a lot more. Come discover Laketown Wharf Resort and experience Panama City Beach like never before!



Book today from \$135 per night



# 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 four partners to participate in the ad unit
- Partner spaces available: 4
- Minimum: 2
- Partners must provide: one image and a destination URL

## Available Dates

- September-November

## Investment & Return

- Cost to PCB – \$1,600
- Cost per partner – \$600
- Reach – ~500k Impressions

## Best Suited For:

- Accommodations
- Attractions



# Winter Co-Op Programs.



Real. Fun. Digital Opportunities.





# Snowbird Targeted Display

Online banner ads reaching the Snowbird audience while in destination, and planning for the next year.

## Highlights

•Geo-targeted to PCB and surrounding areas to reach Snowbirds while in-destination.

## Opportunity

- PCB will serve partner desktop/mobile banner ads in four sizes
- 1,000,000 impressions will be divided among participating partners
- Partner spots available: 6
- Partner must provide: one image, one logo, call to action and click-thru URL

## Timing

December - February

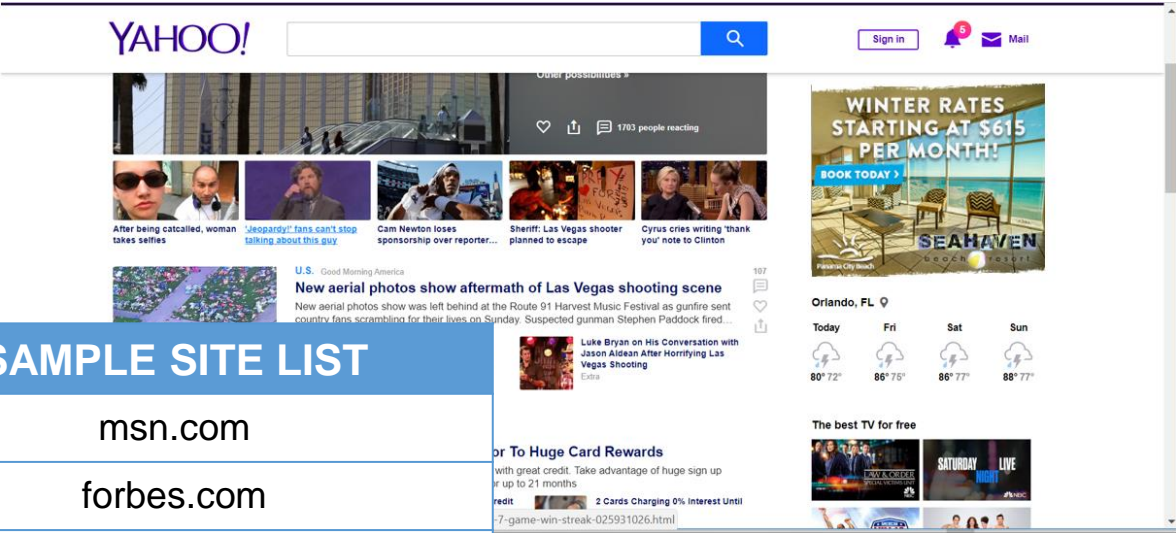
## Investment & Return

Cost to PCB: \$1,600

Cost per partner: \$600

## Best Suited For:

- Accommodations
- Restaurants
- Attractions
- In-Destination Activities



SAMPLE SITE LIST	
msn.com	
forbes.com	
puzzles.usatoday.com	
wsj.com	
sunset.com	

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.
- 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 –6
- Minimum required – 3
- 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:

- February 8

## Investment & Return:

- PCB Cost: \$1,000
- Cost per partner: \$250

## Best Suited For:

- Accommodations
- Attractions



This is a vertical email template for Panama City Beach. At the top, it features a header with the Panama City Beach logo and a photo of two children running on a beach. The main headline reads 'TIME FLIES WHEN YOU'RE HAVING FUN' in large, bold letters, with a 'PLAN YOUR ESCAPE' button below it. The body of the email contains several sections: a paragraph about the fun never ending at Panama City Beach, a section for 'BOARDWALK BEACH RESORT' with a photo of a red beach chair and a 'MAKE YOUR RESERVATION' button, a section for 'EMERALD VIEW RESORTS' with a photo of a resort building and a 'BOOK YOUR GETAWAY' button, a section for 'YOUR TIME ... YOUR EXPERIENCE' with a photo of beach chairs and a 'MAKE YOUR RESERVATION' button, and a section for 'SHORES OF PANAMA' with a photo of a resort pool and a 'BOOK YOUR STAY' button. At the bottom, there is a footer with contact information and social media links, and a 'REAL FUN BEACH' logo.

This is a vertical email template for Panama City Beach. At the top, it features a header with the Panama City Beach logo and a photo of a family playing on a beach. The main headline reads 'WHO'S READY FOR SOME BEACH FUN?' in large, bold letters, with a 'PLAN YOUR ESCAPE' button below it. The body of the email contains several sections: a paragraph about not letting summer slip away, a section for 'YOUR TIME ... YOUR EXPERIENCE' with a photo of a resort building and a 'MAKE YOUR RESERVATION' button, a section for 'EMERALD VIEW RESORTS' with a photo of a resort building and a 'SAVE TODAY' button, a section for 'STERLING RESORTS' with a photo of a resort building and a 'MAKE YOUR RESERVATION' button, and a section for 'SHORES OF PANAMA' with a photo of a resort pool and a 'BOOK YOUR STAY' button. At the bottom, there is a footer with contact information and social media links, and a 'REAL FUN BEACH' logo.

# 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.
- Reach AL.com's Real Deals subscribers of over 41K users

## Opportunity:

- PCB will send one custom email including partner content and click-thru capabilities
- Partnerships available – 4
- Minimum required – 2
- 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:

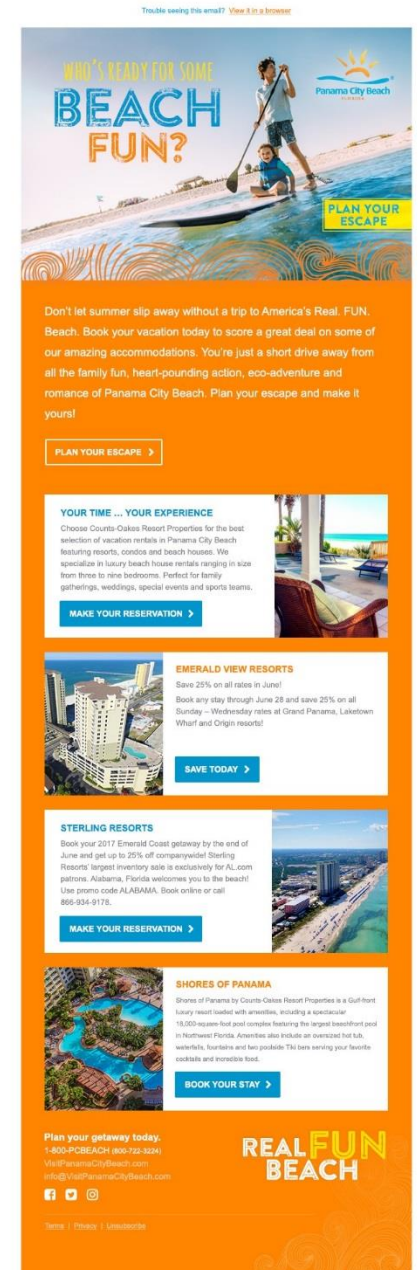
- February 8

## Investment & Return:

- PCB Cost: \$0
- Cost per partner: \$250 per email

## Best Suited For:

- Accommodations
- Attractions





# Nashville Lifestyles Email

## Highlights:

- Targeting women 25-54 with an interests in Domestic travel and Family vacations.
- Reach NashvilleLifestyles.com subscribers of over 43K users in the Nashville DMA.

## Opportunity:

43,000 initial emails and retargeted email to recipients who open initial email

- Partnerships available – 6
- Minimum required – 3
- 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:

- February 8

## Investment & Return:

- PCB Cost: \$736 per email
- Cost per partner: \$250 per email

## Best Suited For:

- Accommodations
- Attractions

**NASHVILLE**  
LIFESTYLES.COM

The fun never ends at Panama City Beach. Spring, however, will be over before you know it. Book your vacation today to score a great deal on some of our amazing accommodations. You're just a short drive away from all the family fun, heart-pounding action, eco-adventure and romance of Panama City Beach. Plan your escape and make it yours!

With countless family attractions, top-notch dining, beach activities and amazing accommodations, there's no better way to have fun—and it's all just a day's drive away.

[PLAN YOUR ESCAPE >](#)

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[BOOK YOUR STAY >](#)

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**REAL FUN BEACH**

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**REAL FUN BEACH**

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Real. Fun. Social Opportunities.



# Facebook Carousel Ads

Target active PCB followers, friends of followers and vacation/beach intenders on Facebook



## Highlights

- Showcase multiple images and links within a single ad unit to direct people to individual partner websites

## Opportunity

- PCB will run a carousel ad on Facebook, allowing four partners to participate in the ad unit.
- Partner spaces available— 6
- Minimum required— 3
- Partners must provide: one image, a destination URL, 25-character headline, 125-character copy, and one-color vector logo and are encouraged to include a special offer

## Available Dates

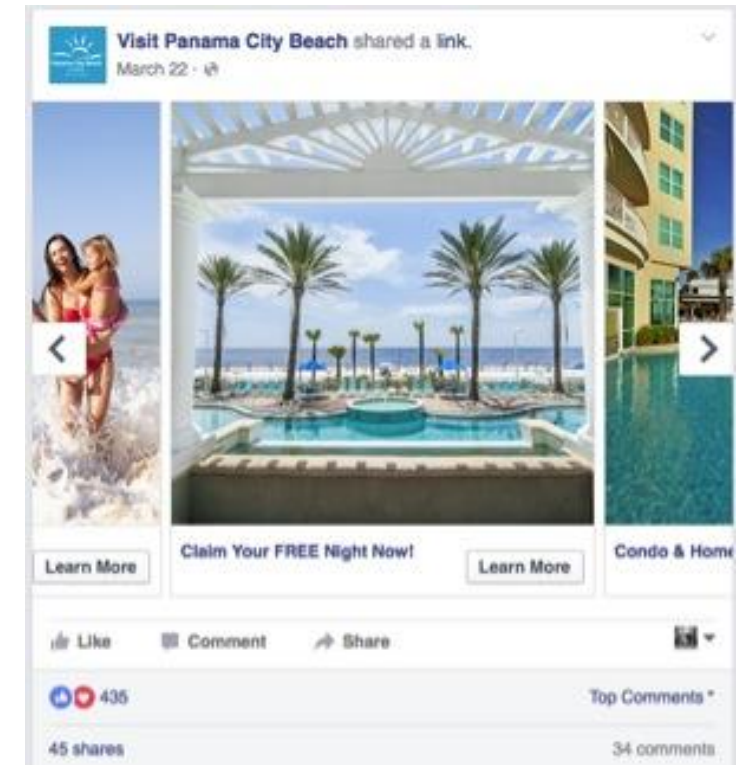
- December - February

## Investment & Return

- Cost to PCB – \$400
- Cost per partner – \$600
- Reach – ~308k Impressions, site links and engagements

## Best Suited For:

- Accommodations
- Attractions



# 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 800,000 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
- Partners have the option and are encouraged to engage with visitors in real time by answering post comments as they happen

## Opportunity

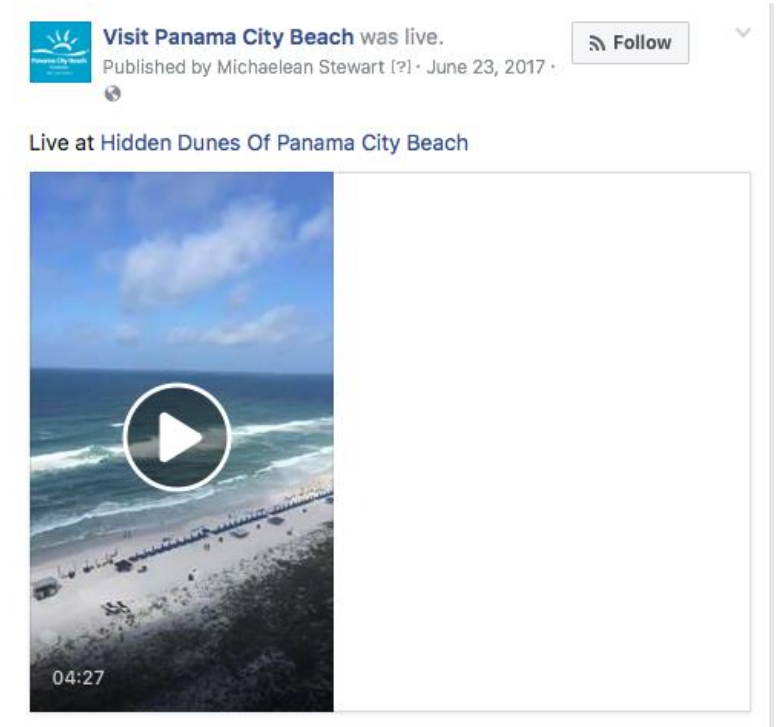
- PCB is allowing 1 partner each month to be highlighted in a Facebook Live video
- Partner spaces available: 1 per month
- The ideal candidate for this co-op is an accommodation partner who wants to show off a view from a balcony, a spectacular pool or tiki bar with a Gulf view, or perhaps outdoor kids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

January & February

## 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 2017 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

January & February

## 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- Instant Experience Ads

Target active PCB followers, friends of followers and vacation/beach intenders who are planning for a Winter getaway

## Highlights

- Showcase images, video, copy, and links within a single ad unit that expands onto the entire mobile screen to direct people to specific locations on your website
- Instant Experience ads flow top down and combine multiple images and videos

## Opportunity

- PCB will run ads on Facebook, allowing up to 4 partners to participate in the ad unit.
- **(Each partner will run for 2 weeks)**
- Partner spaces available: 6
- Minimum required partners: 4
- Partners must provide: 3-4 images/video (if available), text (500 characters max) per image, CTA

## Timing

- December 1 – February 23 (Depending on # of partners)

## Investment & Return

- Cost per partner: \$600

## Best Suited For:

- Accommodations
- Attractions



Laketown Wharf's amenities appeal to all ages with a gym, 5 pools, lakefront boardwalk, kid's playground, beach access, restaurants and more - a lot more. Come discover Laketown Wharf Resort and experience Panama City Beach like never before!



Book today from \$135 per night





Thank You



# Digital Banner Guidelines

PCB will continue to be responsible for layout and design of any and all digital banners for our valued partners. For programs on slides 8-10, we will ask for the following assets. In return, each partner will receive complete banners for their own future needs.

## Required Partner Assets:

- Send up to three images for consideration (authentic destination images suggested)
- One logo EPS/vector
- 40-character-max (including spaces) headline
- 17-character-max (including spaces) call to action
- Driving URL

Standard banner sizes include: **300x250**, **160x600**, **728x90**, **320x50**

If no image or CTA is provided, the CVB will use a standard option.

