

REAL. FUN. COOPERATIVE PROGRAMS

FALL 2021



Dear Real. FUN. Partners,

Welcome to the fall 2021 Visit Panama City Beach Co-Op Program.

We're excited to announce some new opportunities for consideration to support you and your business. These partnerships will allow us to be stronger together and extend your brand's reach and your company's marketing budget. We will invoice you when we send out awarded programs. Invoices must be paid before program begins.

Please don't hesitate to reach out to us if you have any questions regarding these opportunities, we look forward to hearing from you.

Sunny regards,
Jayna Leach
Visit Panama City Beach



2021 CO-OP OPPORTUNITIES



**IN DESTINATION OPPORTUNITIES
BEST SUITED FOR:**

- *RESTAURANTS*
- *ATTRACTIONS*
- *RETAIL STORES*
- *IN-DESTINATION ACTIVITIES*

DIGITAL BILLBOARDS



Reach visitors and locals with a digital billboard, creative messages will rotate across all partners.



Investment: \$175/period (4-weeks)
OR \$450 for all 3 periods (12-weeks)

Timing: Panel #85182 9/6-11/28
Panel #85032 8/30-11/21

Materials Needed: Logo, URL and image

Materials Due by: 8/9, 9/6, 10/4

Partner slots available: 4 per period (12 total)

Panel #85182

Period 1: 9/6-10/3

Period 2: 10/4-10/31

Period 3: 11/1-11/28

Panel #85032

Period 1: 8/30-9/26

Period 2: 9/27-10/24

Period 3: 10/25-11/21

Partners may sign up for more than one period.



Panel #85182 Hwy 98 @ Moylan facing East - Digital Billboard



Panel #85032 West of Hutchinson Blvd facing West - Digital Billboard

*no creameries



STATIC IMAGES



Facebook and Instagram newsfeed ads targeting visitors, directing them to partner website.

Targeting: Bay County visitors ONLY, not locals

Partner slots available:

Period 1: 9/1-9/30

Period 2: 10/1-10/31

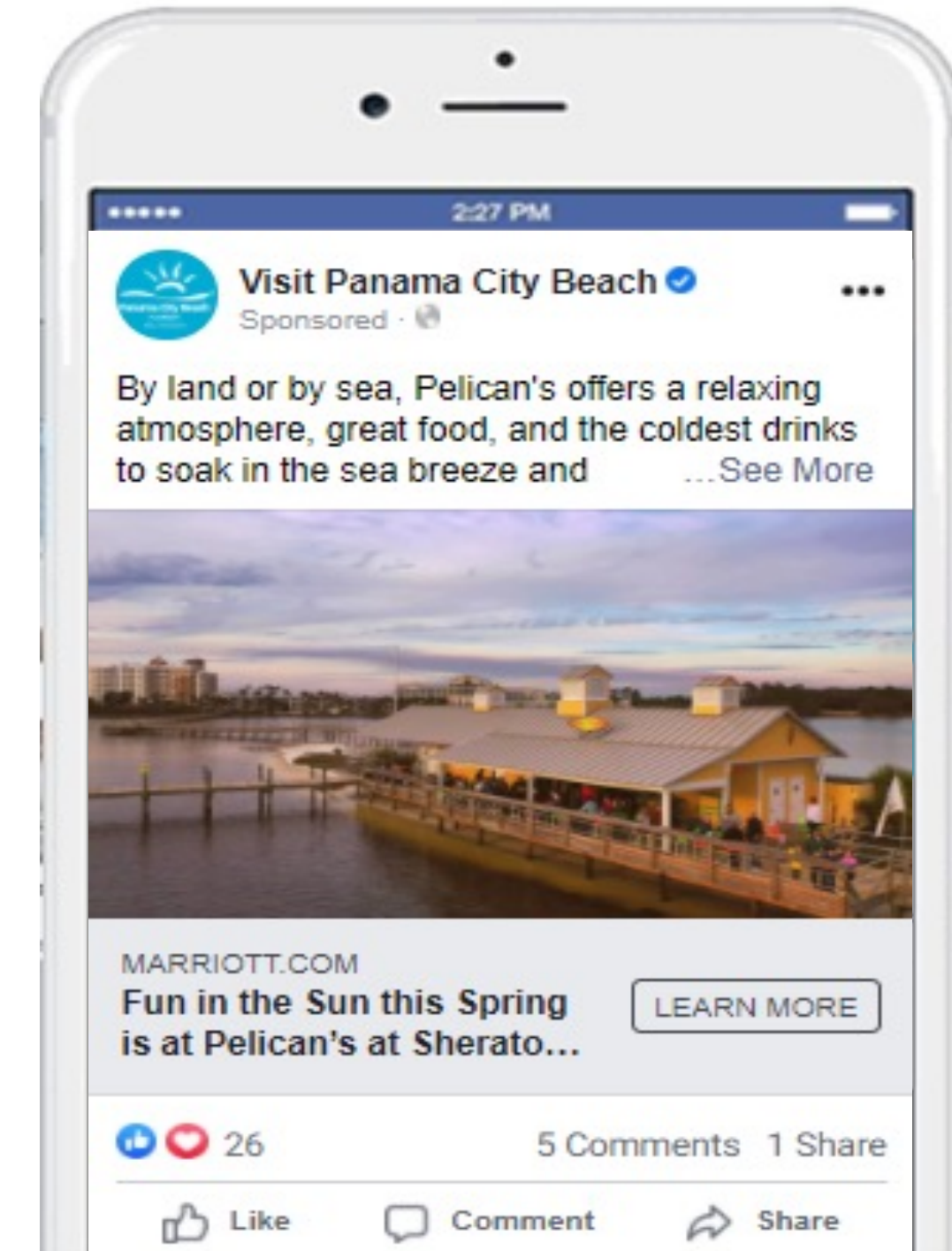
Period 3: 11/1-11/30

Partners may sign up for more than one period.

Materials Due by: 8/11, 9/8, 10/6

Investment: PCB will match 100% of the following investment levels:

- \$450/month partner investment + \$450 PCB investment = \$900 campaign total delivering ~90,000 impressions
- \$600/month partner investment + \$600 PCB investment = \$1,200 campaign total delivering ~120,000 impressions
- \$750/month partner investment + \$750 PCB investment = \$1,500 campaign total delivering ~150,000 impressions



Materials Needed: One image, a destination URL, 40-character headline, 125-character copy, 30-character description and are encouraged to include a special offer.



DIGITAL DISPLAY BANNERS

Deliver digital display banners to audiences while they are in-destination by capturing device IDs in real-time within the market.

Targeting: In-destination (geo-fencing Panama City Beach)

Partner slots available:

Period 1: 9/1-9/30

Period 2: 10/1-10/31

Period 3: 11/1-11/30

Partners may sign up for more than one period.

Materials Due by: 8/11, 9/8, 10/6

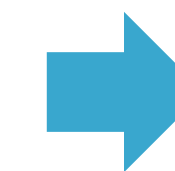
Investment: PCB will match 100% of the following investment levels:

- \$450/month partner investment + \$450 PCB investment = \$900 campaign total delivering ~180,000 impressions
- \$600/month partner investment + \$600 PCB investment = \$1,200 campaign total delivering ~240,000 impressions
- \$750/month partner investment + \$750 PCB investment = \$1,500 campaign total delivering ~300,000 impressions

IN-DESTINATION



People in PCB and surrounding areas



Brand Safe Websites



Any Device

Ad sizes - 160x600, 300x250, 300x600, 728x90, 320x50

Materials Needed: One image, one logo, 40-character-max headline, 17-character-max call to action and click-thru URL



**KEY MARKET OPPORTUNITIES
BEST SUITED FOR:**

- *ACCOMMODATIONS*

Key Markets

The following opportunities will be geo-targeted to cities and states with the highest propensity to travel to Panama City Beach based on destination research and data.

Georgia, Alabama, Tennessee, Houston, Dallas



FACEBOOK STATIC IMAGES

Facebook and Instagram newsfeed ads targeting visitors, directing them to partner website.

Targeting: Visit PCB page followers, friends of followers, and beach interest audiences in key markets

Partner slots available:

Period 1: 9/1-9/30

Period 2: 10/1-10/31

Period 3: 11/1-11/30

Partners may sign up for more than one period.

Materials Due by: 8/11, 9/8, 10/6

Investment: PCB will match 100% of the following investment levels:

- \$450/month partner investment + \$450 PCB investment = \$900 campaign total delivering ~90,000 impressions
- \$600/month partner investment + \$600 PCB investment = \$1,200 campaign total delivering ~120,000 impressions
- \$750/month partner investment + \$750 PCB investment = \$1,500 campaign total delivering ~150,000 impressions



Materials Needed: One image, destination URL, 40-character headline, 125-character copy, 30-character description and are encouraged to include a special offer.



FACEBOOK VIDEO

Facebook and Instagram newsfeed video ads targeting visitors, directing them to partner website.

Targeting: Visit PCB page followers, friends of followers, and beach interest audiences in key markets

Partner slots available:

Period 1: 9/1-9/30

Period 2: 10/1-10/31

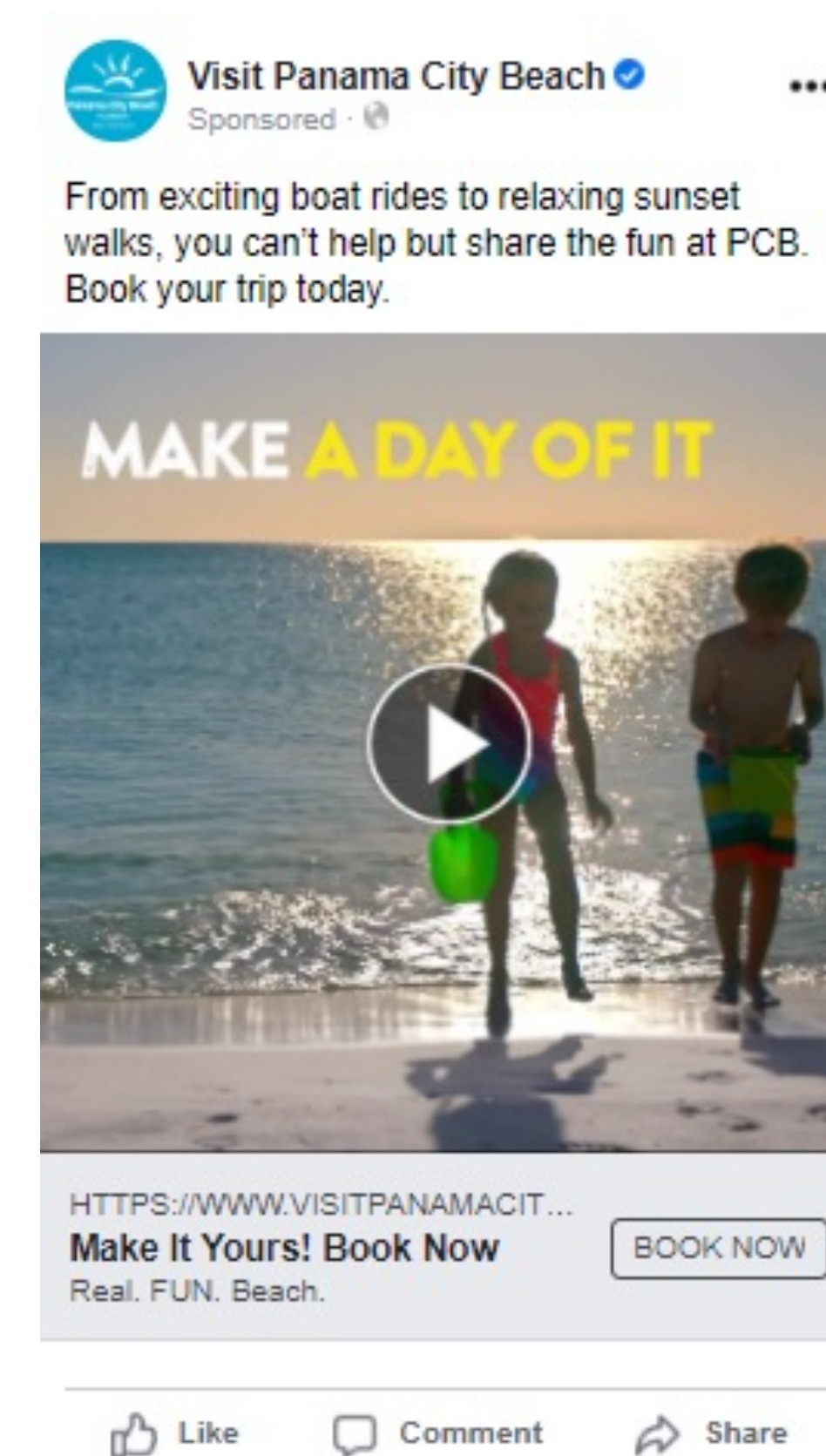
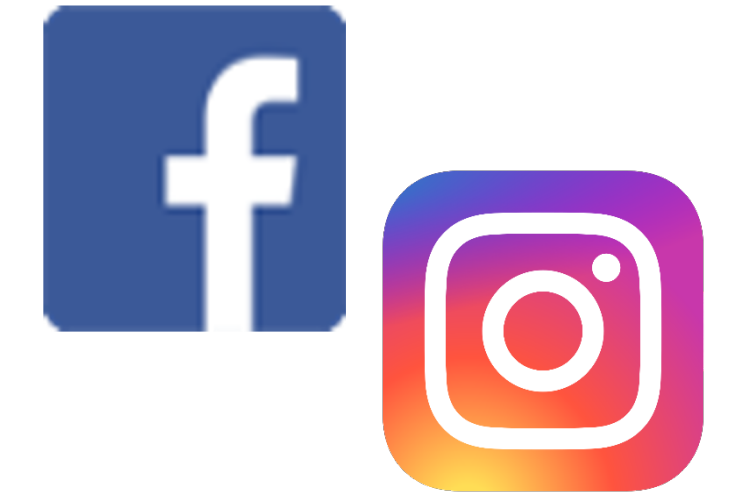
Period 3: 11/1-11/30

Partners may sign up for more than one period.

Materials Due by: 8/11, 9/8, 10/6

Investment: PCB will match 100% of the following investment levels:

- \$500/month partner investment + \$500 PCB investment = \$1,000 campaign total delivering ~66,667 impressions
- \$650/month partner investment + \$650 PCB investment = \$1,300 campaign total delivering ~86,667 impressions
- \$750/month partner investment + \$750 PCB investment = \$1,500 campaign total delivering ~100,000 impressions



Materials Needed: Must adhere to PCB Brand Guidelines and be approved by PCB (Can be multiple videos or a video that's already put together), a destination URL, 40-character headline, 125-character copy, 30-character description and are encouraged to include a special offer.



DIGITAL DISPLAY BANNERS - FAMILIES

Utilizing digital ad buying, partner display banner ads will reach families in PCB's key origin markets interested in beach travel.

Targeting: Parents with kids in household and beach interests – targeting potential over-night visitors.

Partner slots available:

Period 1: 9/1-9/30

Period 2: 10/1-10/31

Period 3: 11/1-11/30

Partners may sign up for more than one period.

Materials Due by: 8/11, 9/8, 10/6

Investment: PCB will match 100% of the following investment levels:

- \$450/month partner investment + \$450 PCB investment = \$900 campaign total delivering ~180,000 impressions
- \$600/month partner investment + \$600 PCB investment = \$1,200 campaign total delivering ~240,000 impressions
- \$750/month partner investment + \$750 PCB investment = \$1,500 campaign total delivering ~300,000 impressions



Ad sizes - 160x600, 300x250, 300x600, 728x90, 320x50

Materials Needed: One image, one logo, 40-character-max headline, 17-character-max call to action and click-thru URL.



PINTEREST



Promote partner location on Pinterest to target active individuals looking to plan beach vacations in the summer.

Targeting: People in key markets with beach interests and beach related searches.

Partner slots available:

Period 1: 9/1-9/30

Period 2: 10/1-10/31

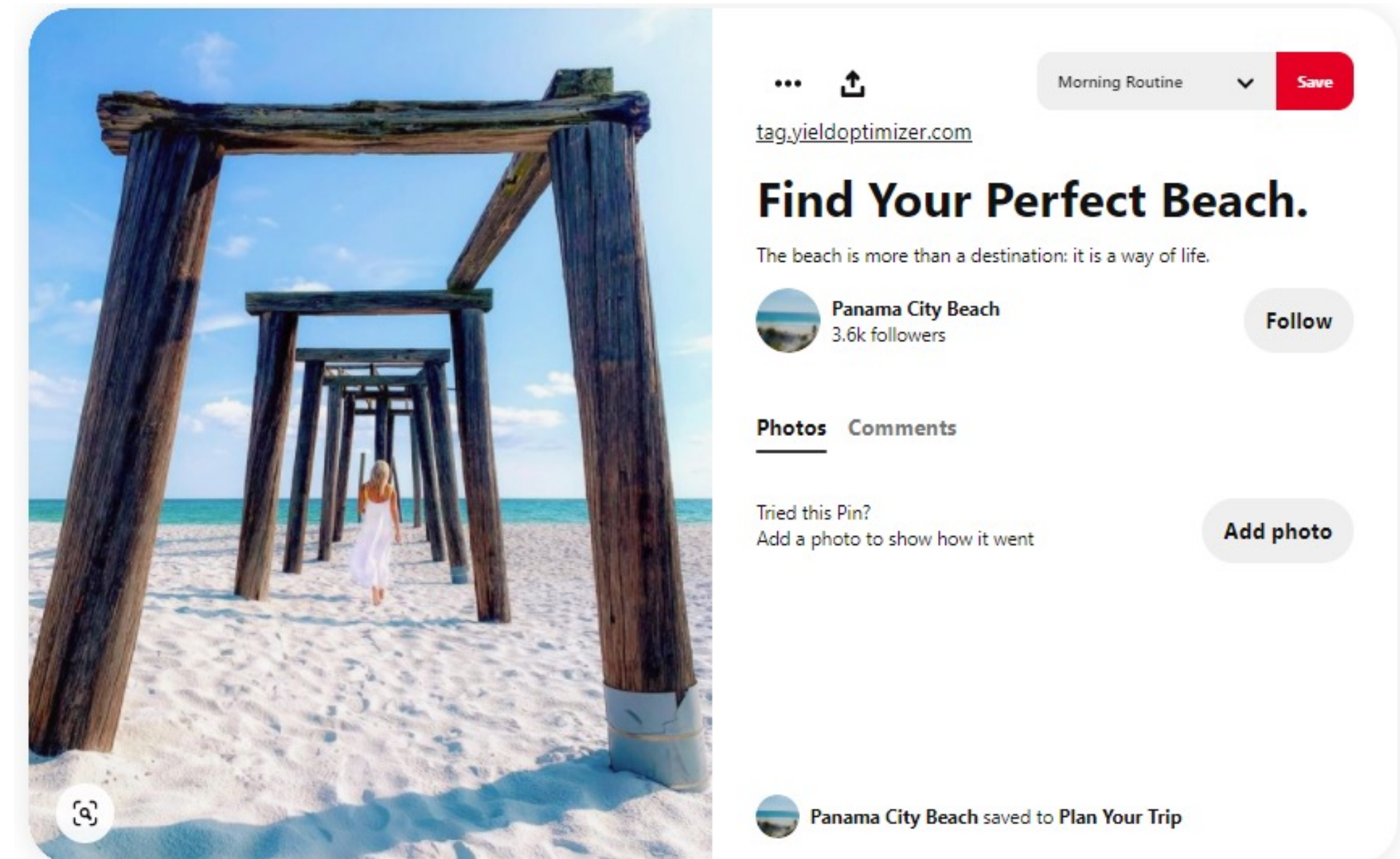
Period 3: 11/1-11/30

Partners may sign up for more than one period.

Materials Due by: 8/11, 9/8, 10/6

Investment: PCB will match 100% of the following investment levels:

- \$450/month partner investment + \$450 PCB investment = \$900 campaign total delivering ~128,571 impressions
- \$600/month partner investment + \$600 PCB investment = \$1,200 campaign total delivering ~171,429 impressions
- \$750/month partner investment + \$750 PCB investment = \$1,500 campaign total delivering ~214,286 impressions



Materials Needed: One image, destination URL, 40-character title, 100-character description



YOUTUBE – NEW**



Deliver partner message to a highly engaged video viewer to reach consumers among brand safe content.

Targeting: People in-market for a beach vacation in key markets.

Partner slots available:

Period 1: 9/1-9/30

Period 2: 10/1-10/31

Period 3: 11/1-11/30

Partners may sign up for more than one period.

Materials Due by: 8/11, 9/8, 10/6

Investment: PCB will match 100% of the following investment levels:

- \$500/month partner investment + \$500 PCB investment = \$1,000 campaign total delivering ~83,333 impressions
- \$650/month partner investment + \$650 PCB investment = \$1,300 campaign total delivering ~108,333 impressions
- \$750/month partner investment + \$750 PCB investment = \$1,500 campaign total delivering ~125,000 impressions

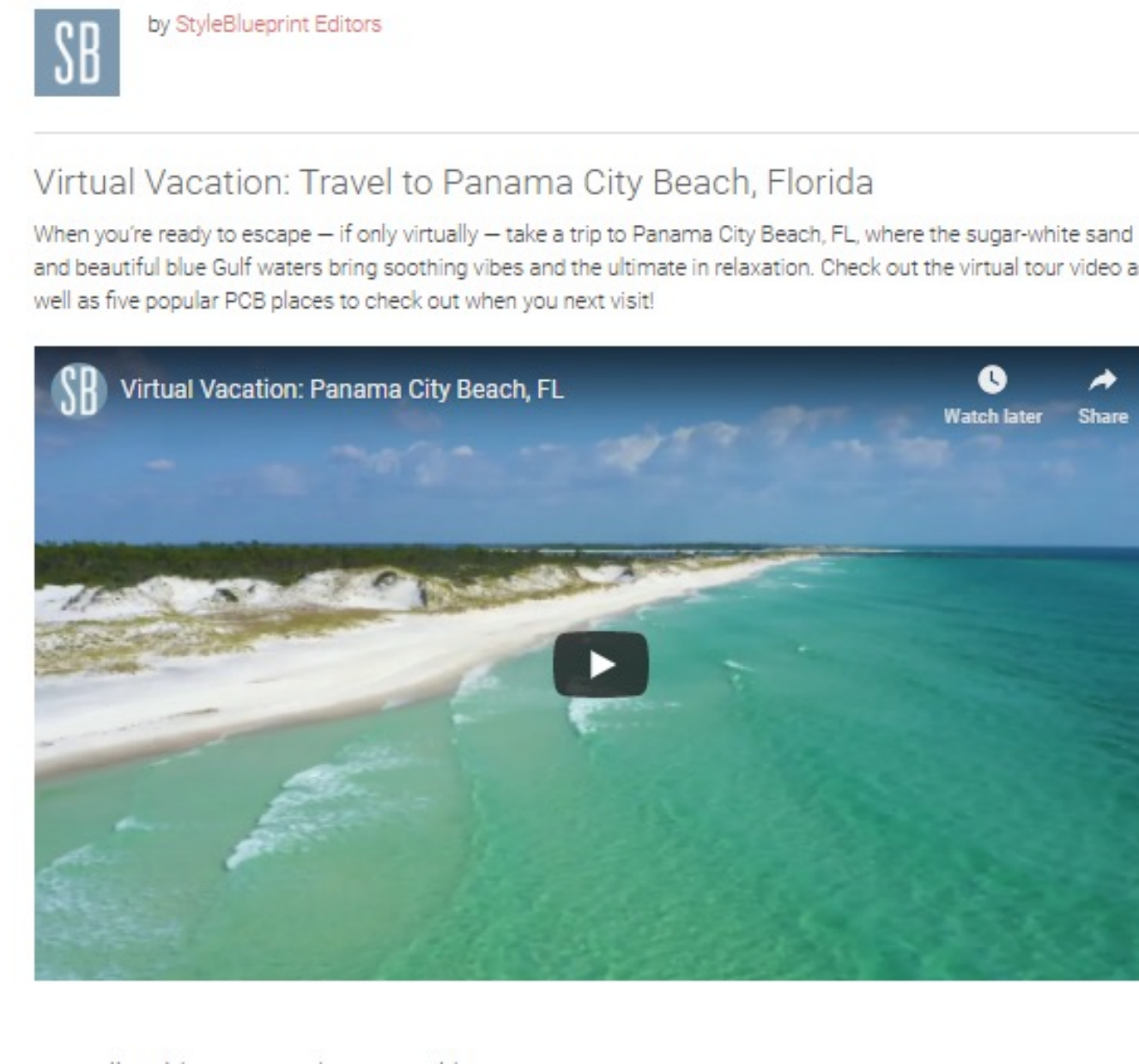


Materials Needed: :5 or :15 second video with destination URL. Must adhere to PCB Brand Guidelines and be approved by PCB (Can be multiple videos or a video that's already put together)



**E-MAIL OPPORTUNITIES
BEST SUITED FOR:**
• *ACCOMMODATIONS*

NEW CO-OP PARTNER



Style Blueprint is the ultimate resource to Southern living, featuring custom editorial content across a variety of platforms targeted to the core of the Southeast, a perfect compliment to PCB key markets.

Visit Panama City Beach has partnered with Style Blueprint several times to promote visitation and special events. SB was our partner for both Beach Home for the Holidays (2019) and Virtual Vacation (2020). Both campaigns were highly successful and drove a significant engagement with Style Blueprint audiences.

EMAIL – STYLE BLUEPRINT

Reach Style Blueprint’s 35,000 e-mail subscribers through a dedicated e-mail focused on Panama City Beach partners.

Content will also be promoted via TWO targeted Facebook posts for additional exposure to SB audience.

Targeting: Style Blueprint Southern Edition e-mail subscribers located primarily in Georgia, Tennessee, Alabama, North Carolina, and Florida

Timing: Email will deploy 10/14, then a duplicate e-mail will be sent to those that didn’t open the first e-mail within a week.

Investment: \$250

Partners Slots: 5

Materials Needed: Limited-time offer (short description), high-res photos, click-through URL.

Materials Due: 9/20

SOUTHERN EDITION • 04-13-2021

SB StyleBlueprint

STYLE • FOOD • HOMES • TRAVEL • LIFESTYLE • EVENTS

SPONSORED EDITION

5 Limited-Time Offers for Your Dream Trip to Panama City Beach!



Panama City Beach
REAL. FUN. BEACH.

Panama City Beach is the perfect destination for fun and adventure. If you're looking to enjoy a vacation of sand and sun along the Gulf of Mexico, get a head start on your trip planning with these five limited-time offers!



SHERATON
Panama City Beach
Golf & Spa Resort

A relaxing oasis away from the crowds, the Sheraton PCB Resort offers the ideal vacation spot on Florida's Emerald Coast. Enjoy the private bay beach, three bayside pools, snorkel excursions, sunset cruises, a luxury spa, golf course, four waterfront restaurants and more. You can even jump on a complimentary bike for a little local exploration. Take advantage of the Spring Family Getaway package and get a free kayak/paddleboard rental for every night booked. Plus, kids eat breakfast free!

For more information on the Sheraton PCB Resort and Spring Getaway Package, visit SheratonPCB.com, call (850) 236-6000 or email info@sheratonpcb.com.

MAKE A RESERVATION



EMAIL – AJC

Reach 50,000 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.

Targeting: HHI \$75k+, beach enthusiasts, family travel, Florida travel, travel intenders.

Timing: Email will deploy 10/12, then a follow-up email will be sent to those that opened the original email.

Investment: \$250

Partners Slots: 5

Materials Needed: Special offer, one high-resolution photo, 45-word description, 30-character headline, 20-character call to action, logo and click-thru URL.

Materials Due: 9/7



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

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.

MAKE YOUR RESERVATION >

EMERALD VIEW RESORTS
Laketown is 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 OAKES 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 memories. Phone #: 800-621-2452

BOOK YOUR STAY >

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

REAL FUN BEACH

17001 Panama City Beach Pkwy, Panama City Beach, FL 32413

Panama City Beach

Tap into a highly engaged audience of opt-in Gannett’s 43,000 email subscribers in the Nashville area, sending them an e-mail on PCB’s offerings.

Targeting: W25-54 in Nashville DMA, interested in domestic and family travel.

Timing: Email will deploy 10/12, then a follow-up email will be sent to those that opened the original email.

Investment: \$250

Partners Slots: 5

Materials Needed: Special offer, one high-resolution photo, 45-word description, 30-character headline, 20-character call to action, logo and click-thru URL.

Materials Due: 9/9



Discover the sugar-white sands and turquoise waters of Panama City Beach, named one of the top three beaches in the U.S. by TripAdvisor. PCB has so much family fun, heart-pounding action, eco-adventure and romance it's easy to plan an unforgettable, jam-packed itinerary every day. No matter what kind of spring vacation you're dreaming about, make it yours at the Real. FUN. Beach.



EmeraldViewResorts.com | 850.249.0517

You deserve a beach getaway! Make plans to visit Panama City Beach now through June 15, 2020. And when you book your stay direct with EmeraldViewResorts.com, get 20% off with promo code **PCB20OFF**.

20% OFF PCB PRE-SUMMER BEACH GETAWAYS

SAVE 20% NOW



DaysInnBeach.com | 850.233.3333

Days Inn Panama City Beach is the perfect destination for your beach vacation. Days Inn offers a six-story waterfall pool, hot tub spa, poolside bar, private balconies overlooking the Gulf of Mexico and, of course, family adventures with our pirates and mermaids!

BOOK NOW



Tap into an engaged audience of opt-in consumers through Alabama Media Group (AL.com), located across Alabama and the Southeast.

Targeting: Reach AL.com's Real Deals subscribers of over 41K users

Timing: Email will deploy 10/13.

Investment: \$250

Partners Slots: 4

Materials Needed: Special offer, one high-resolution photo, 45-word description, 30-character headline, 20-character call to action, logo and click-thru URL.

Materials Due: 9/8



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 >

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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 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
Laketown is Panama City Beach... and so much more with 6 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 OAKES 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 memories. Phone #: 800-621-2462

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info@visitpanamacitybeach.com

REAL FUN BEACH

17001 Panama City Beach Pkwy, Panama City Beach, FL 32413



EMAIL – BEACHGUIDE.COM

Connect with BeachGuide.com’s 60,000 email subscribers in a close-by PCB market, reminding them of the destinations offerings.

Targeting: Sent to “Hot Deals” email subscribers and shared via Beach Guide Facebook page.

Timing: Email will deploy 10/12.

Investment: \$250

Partners Slots: 4

Materials Needed: Special offer with expiration, JPG image 600 pixels wide x 240 tall, a sentence or two of text, phone and link for the URL

Materials Due: 9/7



Dunes of Panama

PANAMA CITY BEACH, FL



FREE NIGHT SPECIALS FOR SPRING

Stay 3 to 5 nights, get 1 night free! ~ Stay 6 nights, get 2 nights free!
Offer good on stays 4/17/21 to 5/21/21

Family-friendly and right on the beach, Dunes of Panama offers 2- and 3-bedroom condos with expansive balconies and panoramic views of the Gulf. Amenities include three beachside pools, onsite restaurant, two tennis courts, onsite activities, and so much more.

Call 800-874-2412 or [visit us online.](#)

[more details](#)



EMAIL – TEXAS MONTHLY

Be front and center with exclusive newsletters targeting Texas Monthly's 60,000 readers.

Targeting: Texans interested in travel that specifically opted into this newsletter.

Timing: September, October, November
* Exact date depends on availability after sign-ups

Investment: \$250


Partners Slots: 4

Materials Needed: 560x660 JPEG, 10-word subject, click thru URL. Texas Monthly will build the email.

Materials Due: 8/23

Need to reach out to vendor closer to time due to Fall inventory

TexasMonthly



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REAL FUN BEACH

17901 Panama City Beach Pkwy, Panama City Beach, FL 32413





**SOCIAL MEDIA OPPORTUNITIES
BEST SUITED FOR:**

- *ACCOMMODATIONS*

ACCOMMODATIONS ONLY



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

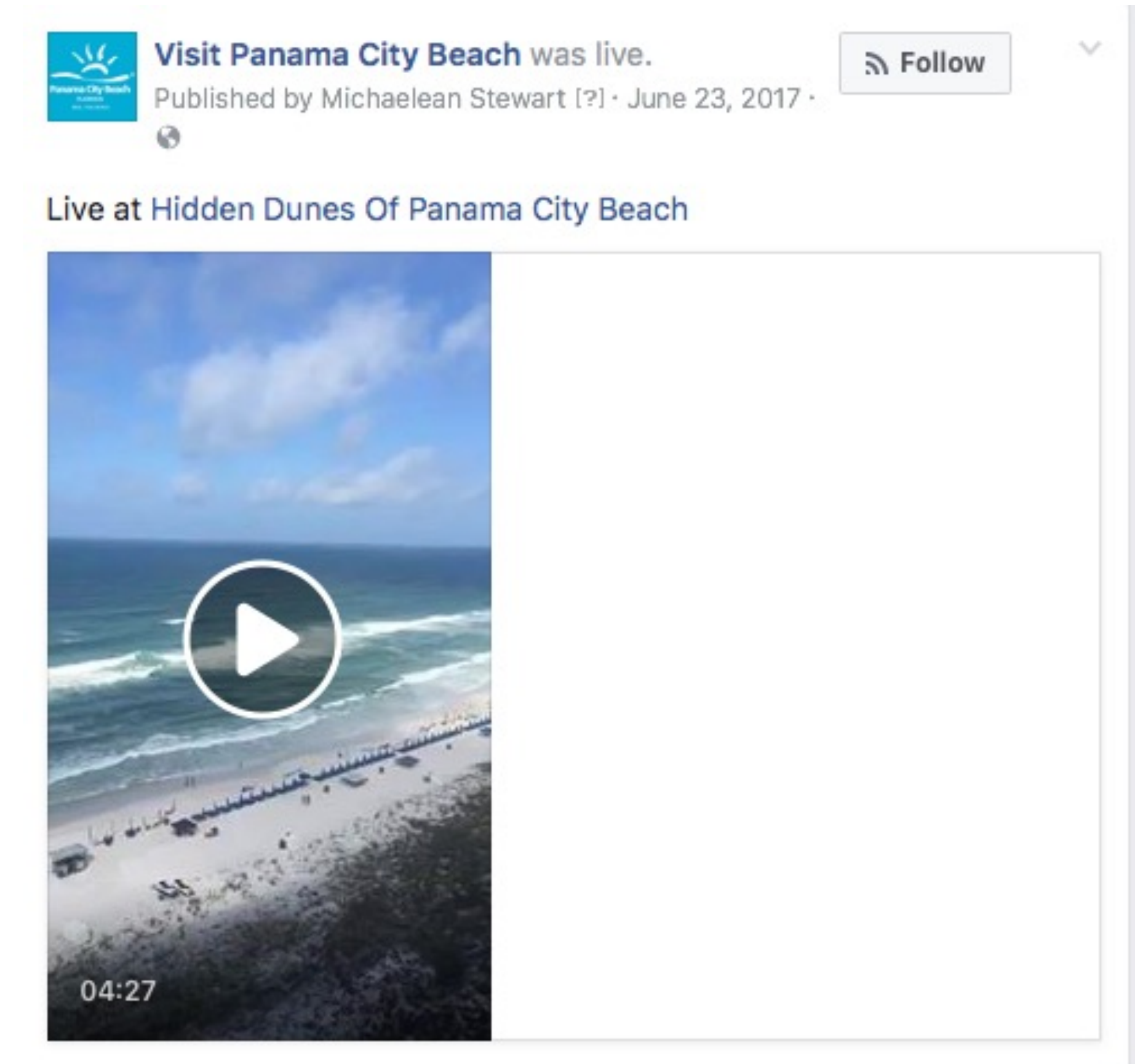
- PCB is allowing **1** partner each month to be highlighted in a Facebook Live video
- Partner spaces available: **1** per month
- The ideal candidate for this co-op is an accommodation partner who wants to show off a view from a balcony, a spectacular pool or tiki bar with a Gulf view, or perhaps outdoor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

Investment: PCB match 100% within the following investment levels:

- \$300:
- \$450:
- \$600:



Facebook Promoted Posts ACCOMMODATIONS ONLY

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

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: 125-character copy, and image or a video for 1 Facebook post, which must be approved by PCB before going live, link to special offer if any
- Posts will link to the partner listing on VisitPanamaCityBeach.com

Available Dates

- September ASSET DEADLINE: August 23
- October ASSET DEADLINE: September 20
- November ASSET DEADLINE: October 18

Investment: PCB match 100% within the following investment levels:

- \$300
- \$450
- \$600



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/2yJpsIP>



👤 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



Instagram Story Takeover ACCOMMODATIONS ONLY

Target active PCB followers, friends of followers and vacation/beach intenders who are planning for Spring travel through Instagram Stories featured on the Visit PCB Instagram page.

Highlights

- Showcase images, video, copy, and links within an Instagram story on Visit Panama City Beach's Instagram page reaching over 71,700+ followers

Opportunity

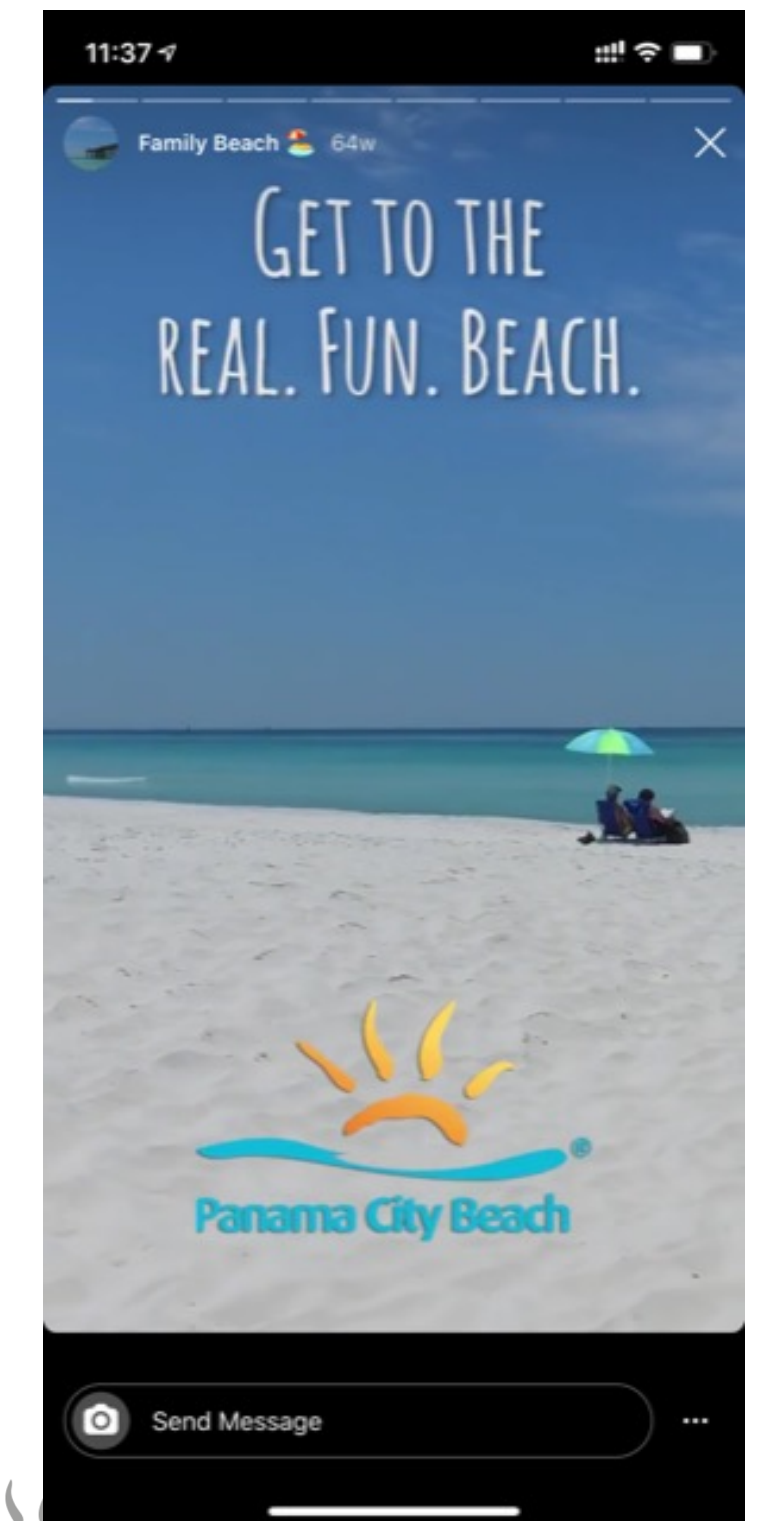
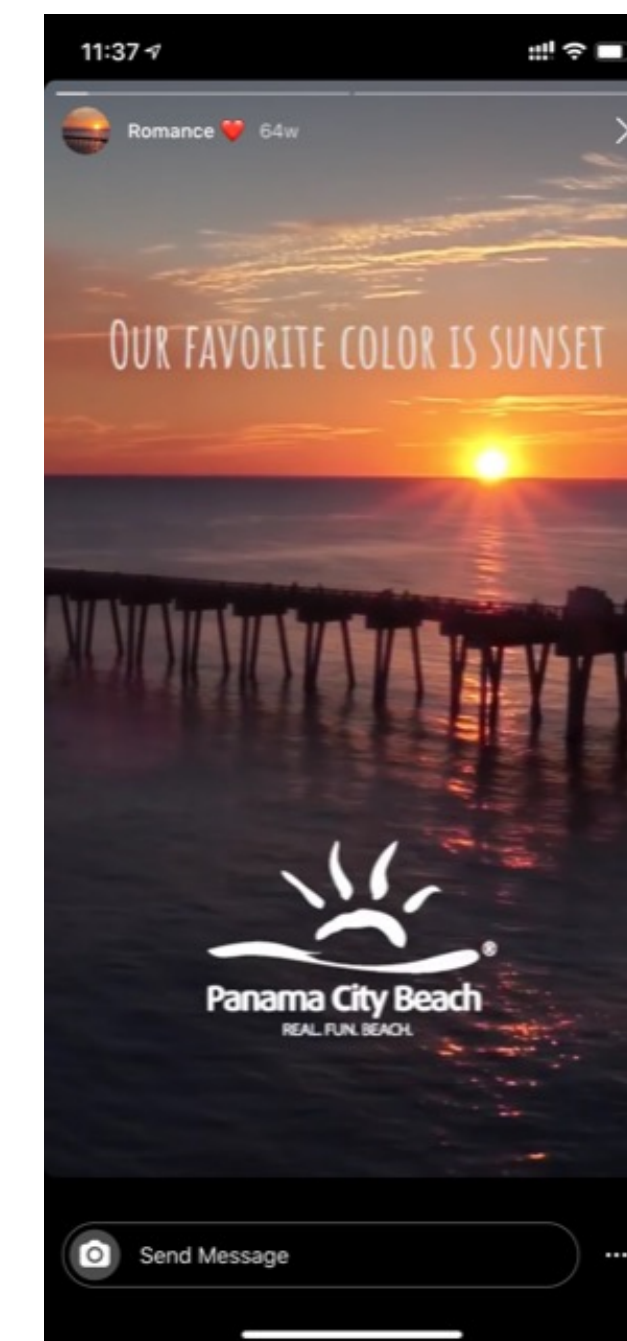
- PCB is allowing 1 partner each month to be highlighted in a Instagram Story video/post
- Partner spaces available: 1 per month
- Hours available to shoot video is from 8am-5pm Monday-Friday
- Partners will need to provide: logo in PNG format, link to website or social page for swipe up feature

Available Dates

- September, October, November

Investment & Return

- Cost per partner – \$175



PCB Consumer Sweepstakes ACCOMMODATIONS ONLY

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
- Partner provides: all sweepstakes package details, as well as prize fulfillment

Example Theme:

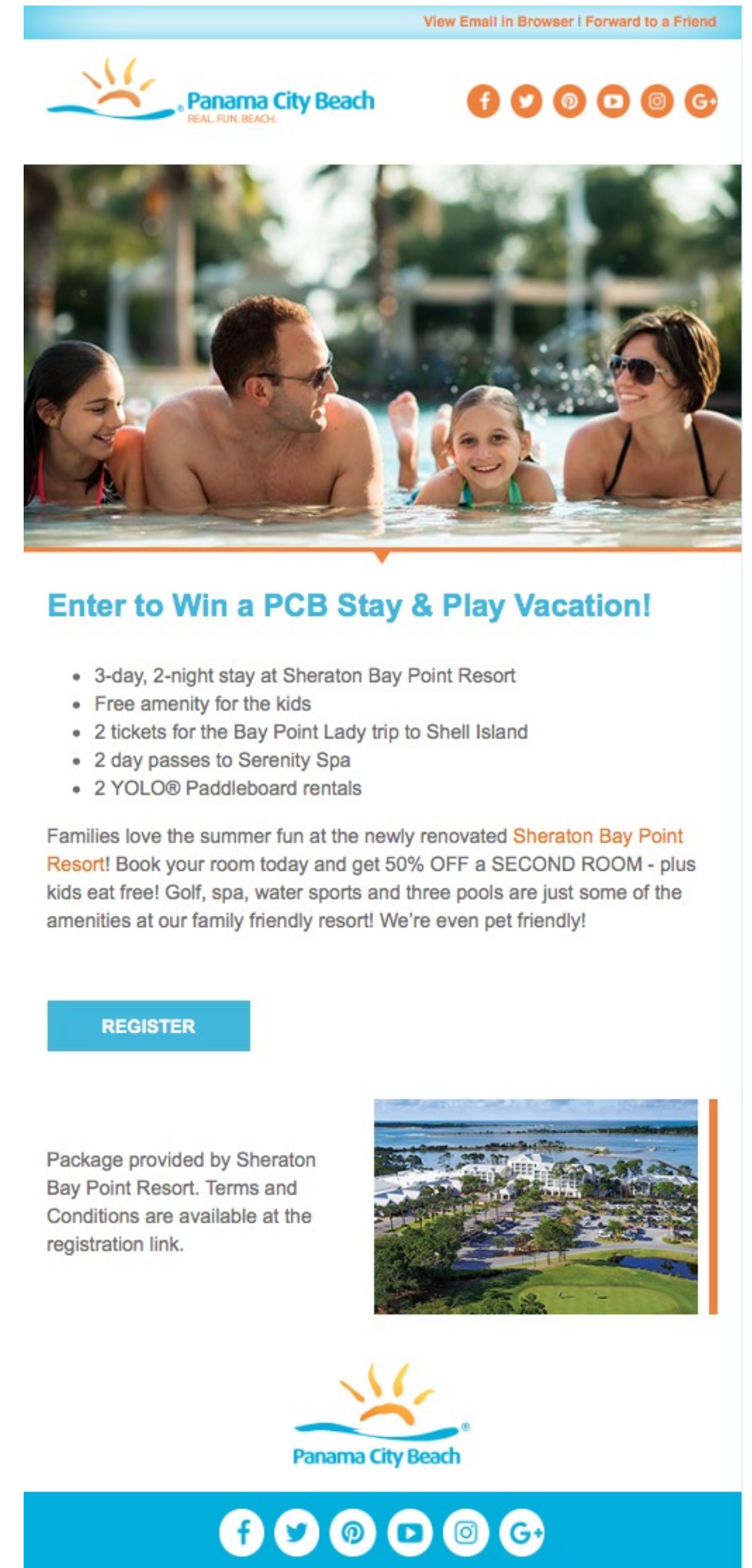
- *Red, White and Blue Waters in PCB Package*
- 4 day/3 night accommodations the weekend of Fourth of July
- Map of festivities
- Activity passes for family of 4
- Gift Card to local restaurant, shopping, etc.
- PCB or partner swag

Available Dates

- September, October, November
- Asset deadline: if you choose September, deadline is August 30; if you choose October, deadline is September 30

Investment & Return

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



The screenshot shows an email campaign header for Panama City Beach. At the top right, it says "View Email in Browser | Forward to a Friend". The Panama City Beach logo is on the left, and social media icons for Facebook, Twitter, Pinterest, YouTube, Instagram, and Google+ are on the right. Below the header is a large image of a family of four (two adults and two children) smiling in a swimming pool. Underneath the image is the headline "Enter to Win a PCB Stay & Play Vacation!". A list of prizes follows: 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; and 2 YOLO® Paddleboard rentals. Below the list is a paragraph: "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!". A blue "REGISTER" button is positioned below the text. To the right of the button is a small image of the Sheraton Bay Point Resort. Below the image is the text: "Package provided by Sheraton Bay Point Resort. Terms and Conditions are available at the registration link." At the bottom of the email is the Panama City Beach logo and a row of social media icons.

PRICING LAYOUT

TO VIEW PDF CLICK [HERE](#).

Tactic	Partner Type	Details	Program Cost / Options	Partner Investment	Units Available	Time Frame Options	Preferred Time Frame(s)	Total Partner Cost
OOH - Lamar board in Bay County	In-Destination	Panel #B51B2 - N/5 HWY 98 100' E/D MOYLAN F/E approx 1 mi East of Breakfast Point, traffic going West on PC Beach Pkwy	\$175/period \$450/all 3 periods		12	9/6-10/3 10/4-10/31 11/1-11/28		
OOH - Lamar board in Bay County	In-Destination	Panel #B5032 - S/5 ALT 98 W/D HUTCHISON BLVD F/W at Laketown Wharf, Shores of Panama - across from Wal Mart	\$175/period \$450/all 3 periods		12	8/30-9/26 9/27-10/24 10/25-11/21		
CyBear / Facebook Static	In-Destination	Facebook and Instagram newsfeed ads targeting visitors, directing them to partner website. Bay County Visitors only.	\$450 \$600 \$750		Unlimited	9/1-9/30 10/1-10/31 11/1-11/30		
CyBear / Display Banners	In-Destination	digital display banners to audiences while they are in-destination by capturing device IDs in real-time within the market.	\$450 \$600 \$750		Unlimited	9/1-9/30 10/1-10/31 11/1-11/30		
CyBear / Facebook Static	Accommodation	Facebook and Instagram newsfeed ads targeting visitors, directing them to partner website. Targeting visit PCB page followers, friends of followers, and beach interest audiences in key markets	\$450 \$600 \$750		Unlimited	9/1-9/30 10/1-10/31 11/1-11/30		
CyBear / Facebook Video	Accommodation	Facebook and Instagram newsfeed ads targeting visitors, directing them to partner website. Targeting visit PCB page followers, friends of followers, and beach interest audiences in key markets	\$500 \$650 \$750		Unlimited	9/1-9/30 10/1-10/31 11/1-11/30		
CyBear / Pinterest	Accommodation	Promote partner location on Pinterest to target active individuals looking to plan beach vacations in the summer. Targeting: People in key markets with beach interests and beach related searches.	\$450 \$600 \$750		Unlimited	9/1-9/30 10/1-10/31 11/1-11/30		
CyBear / YouTube	Accommodation	Deliver partner message to a highly engaged video viewer to reach consumers among brand safe content. Targeting: People in-market for a beach vacation in key markets.	\$500 \$650 \$750		Unlimited	9/1-9/30 10/1-10/31 11/1-11/30		
CyBear / Families	Accommodation	digital ad buying, partner display banner ads will reach Families in PCB's key origin markets interested in beach travel. Targeting Parents with kids in household and beach interests - targeting potential over-night visitors.	\$450 \$600 \$750		Unlimited	9/1-9/30 10/1-10/31 11/1-11/30		
Style Blueprint	Accommodation	Style Blueprint Southern Edition e-mail subscribers located primarily in Georgia, Tennessee, Alabama, North Carolina, and Florida. a duplicate e-mail will be sent to those that didn't open the first e-mail within a week. Content will also be promoted via TWO targeted Facebook posts for additional exposure to SB audience. 35,000 subscribers	\$250		5	Email Deploys 10/14		
AJC.com	Accommodation	50,000 emails to demo target of ATL DMA, HH \$75k+, beach enthusiasts, family travel, Florida travel, travel intenders. Retargeting follow up email sent to those who opened the original	\$250		5	Email Deploys 10/12		
Gannett	Accommodation	E-mail targeting W25-54 in Nashville DMA, interested in domestic and family travel. Rem inder e-mail sent out a week later to those who opened the first. 43,000 subscribers	\$250		5	Email Deploys 10/12		
AL.com	Accommodation	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	\$250		4	Email Deploys 10/13		
beachguide.com	Accommodation	"Hot Deal" E-mail sent out to 60,000 subscribers. Information is also shared via Beach Guide facebook page	\$250		4	Email Deploys 10/12		
Texas Monthly	Accommodation	Be front and center with exclusive newsletters targeting Texas Monthly readers interested in travel. This opportunit reaches 36,000 Texans who has specifically opted in.	\$250		5	September October November		
Facebook Live	Accommodation	Provide Facebook users with inspiring content connecting them to the destination in real time. Engage in real time with over 858,000 people who have liked us on Facebook.	\$300 \$450 \$600		3	September October November		
Facebook Promoted	Accommodation	Partner content posted directly to the official PCB Facebook page using targeted ads.	\$300 \$450 \$600		6	September October November		
Insta Story Takeover	Accommodation	Target active PCB followers, friends of followers and vacation/beach intenders who are planning for spring travel through Instagram Stories featured on the Visit PCB Instagram page.	\$175		3	September October November		
PCB Consumer Sweepstakes	Accommodation	Reach users through PCB's database of dedicated and avid fans of the destination	\$500		1	September October November		



THANK YOU!

