

Program Opportunities Overview

For participation in the following programs, refer to the "HOW TO PARTICIPATE" steps included in this flyer.	Program Dates	Rate
Digital Advertising on VisitStPeteClearwater.com Contact Irish Carroll to purchase Office (941) 342-2390 Cell (941) 320-6447 Irish.Carroll@MilesPartnership.com	Ongoing	Impressions/Rate 25,000/\$600 50,000/\$1,100 125,000/\$2,500 200,000/\$3,600 350,000/\$5,600
Digital Advertising on Facebook.com/VisitStPeteClearwater Contact Amelia Johnson to purchase Office (727) 464-5388 Amelia@VisitSPC.com	As needed & mutually agreed upon	Up to \$1,000
VSPC Consumer Email	January - December 2020	Featured Partner: \$995 Sponsored Content: \$650
VSPC Welcome Email	January - March April - June July - September October - December	Featured Partner: \$995
VSPC Destination Magazine Confirmation Email	January - March April - June July - September October - December	Featured Partner: \$995
VSPC Dedicated Email	4 times per year	\$3,250
<i>New York Times</i> Great Getaways Travel Email	January, February, May, August, September	\$800/email
Boston.com/ <i>Boston Globe</i> Traveler Email	January, February, March, September, October, November	\$300/email
Premium Travel Publisher Email (Travel Spike)	February, March, April, September, October, November	\$750/email
TripAdvisor Display & Contextual Ads	April - June	\$2,500
Expedia Display Ads	January - March	\$2,500
Sojern Display & Native Ads	January - March April - June July - September October - December	\$2,500
Meetings Display Ads (Digilant)	January - March April - June July - September October - December	\$3,750
2021 VISIT FLORIDA Official Florida Vacation Guide	2021 Annual (Publishes 12/20)	\$950

QUESTIONS?

**For questions regarding
PARTICIPATION STEPS, GUIDELINES OR BILLING:**

Visit St. Petersburg/Clearwater
Katie Bridges, Senior Advertising Manager
727.464.7462 | Katie@VisitSPC.com

**For questions regarding
PASSWORDS OR ONLINE FORMS:**

Miles/Data Department
Contact Us Form
VisitSPC.com/CoOp

How To Participate

STEP 1: Obtain a password. If you already have a password, go to step 2.
Obtain a password by filling out the contact us form at VisitSPC.com/CoOp.

FOR YOUR CONVENIENCE: Use the lines below to record your access information. If at any time you lose your username and/or password please fill out the contact us form at VisitSPC.com/CoOp.

My username is: _____

My password is: _____

STEP 2: Log on to the partnership site at VisitSPC.com/CoOp.

STEP 3: Enter your username and password and select your property/attraction to gain access to the online Co-Op forms. If you represent more than one property, each property* should be listed under your login. If all of your properties are not listed, please fill out the contact us form at VisitSPC.com/CoOp.
*You must submit a Co-Op form for each property individually.

STEP 4 REGISTRATION: Fill out the participation form and save it for submission day.

- You will be able to fill out and modify your form at any time between October 23 and November 12, 2019. Fill out the form and click on the SAVE button to save your selections and contact information.
- Once you click on SAVE, you will see a message that your form has been successfully saved (but not submitted) and a reminder that you must return to the site to submit your forms on Wednesday, November 13, 2019 at 9am.

STEP 5: Submission Day: Wednesday, November 13, 2019 (9am - 11:59pm)

- Return to VisitSPC.com/CoOp and enter your username and password and select your property/attraction to gain access to the Co-Op forms.
- Review/modify your previous selections and submit your form.

Once your form has been submitted, you will not be able to modify or change your selections.

- You will not be able to submit prior to November 13, 2019 at 9am or after 11:59pm.
- You will receive a confirmation that your Co-Op forms have been successfully submitted.
- Please only submit for those programs in which you are interested. Once a partner is accepted into a program, cancellations will not be permitted.

STEP 6: Wait patiently to find out which Co-Op programs you secured. You will receive a notification on or before Tuesday, November 22, 2019, instructing you to log back on to the Co-Op site to see what programs you secured.

STEP 7: Upload creative materials and return signed contracts by Friday, December 6, 2019.

- Return to VisitSPC.com/CoOp, enter your username and password and select your property/attraction to gain access to the Co-Op forms.
- Follow the step-by-step process to print out and return your contract.

STEP 8: Payment for Co-Op programs is due by Friday, January 31, 2020.

If payment is not received by this date, the contract will be declared null and void and your space(s) will be filled by other partner requests.

Program Guidelines

1. 2020 Co-Op programs are available on a first-come, first-served basis.
2. Priority will be determined by the date/time in which we receive submissions on November 13, 2019.
3. The Co-Op programs are primarily designed for collectors of the bed tax. Should any space remain in a particular program, other industry members can participate, so we encourage all interested partners to submit Co-Op requests on November 13, 2019.
4. Each property or attraction may request participation in MULTIPLE programs but can only reserve ONE ad unit per program.
5. Programs are limited to a select number of participants.
6. All partner costs listed are net costs.
7. Implementation of some programs may be contingent upon Co-Op participation.
8. Some program parameters may change. If a program in which you are participating changes, you will be notified to ensure the program still meets your needs.
9. Partners are able to view their Co-Op contract by logging on to the Co-Op website.
10. Log on to the partnership site VisitSPC.com/CoOp.
 - Enter your username and password and select your property/attraction to gain access to the Co-Op forms.
 - Select “View Programs/Official Contract”
11. For any image supplied for Co-Op use, you grant VSPC a non-exclusive, perpetual worldwide license to use, reproduce, modify and publish the supplied image. You warrant and represent that you are the copyright holder to the image and that you have obtained all releases necessary to grant VSPC the rights described herein.

Ad production is provided from partner-supplied materials.

VSPC will edit partner materials to meet the program specs as deemed necessary.

VSPC has the right to review and approve for use all partner images and copy supplied for program use.