

Meeting Display Ads (Digilant)

Opportunity Overview: Target meeting planners and other key business decision makers across the web via a low-cost programmatic display campaign. Banner ads will target consumers across the web who Digilant identifies as meeting planners through a sophisticated mix of targeting technologies and strategies. Campaign will be optimized toward landing page views to ensure maximum efficiencies on a meaningful user action.

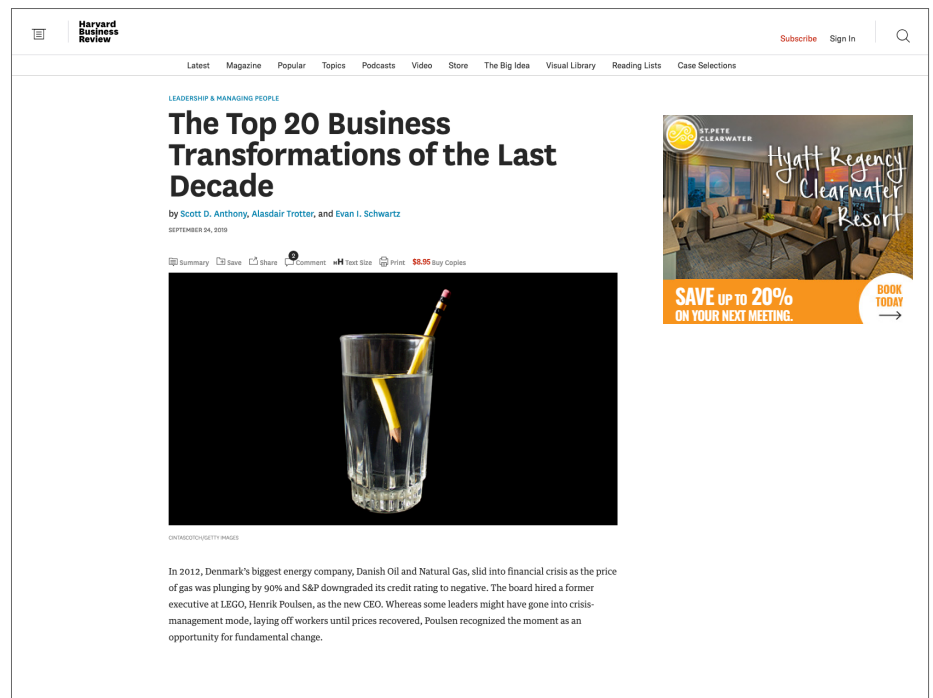
To Participate: Visit St. Pete/Clearwater will be actively running media with Digilant throughout 2020 targeting meeting planners. Cooperative advertising opportunities for VSPC partners are available to showcase the partner within a Visit St. Pete/Clearwater branded display ad. Participants are required to place Digilant pixel on the desired landing page or traffic will drive to an appropriate page on <https://meetings.visitstpeteclearwater.com/>.

Time Period	Markets	Estimated Distribution	Cost
Jan - Mar 2020 Apr - Jun 2020 Jul - Sep 2020 Oct - Dec 2020	East Coast Meeting Planners & Business Decision Makers	1,666,667	\$3,750

Partners Receive:

Display banner ads to be designed by VSPC with partner supplied materials with a direct link to partner website.

Sample creative. Actual creative may vary.



The screenshot shows a web browser displaying a Harvard Business Review article titled "The Top 20 Business Transformations of the Last Decade" by Scott D. Anthony, Alasdair Trotter, and Evan I. Schwartz, dated September 24, 2019. The article features a large image of a glass with a pencil inside. A banner ad for Hyatt Regency Clearwater Resort is overlaid on the right side of the page, featuring the resort's logo and a promotional offer: "SAVE UP TO 20% ON YOUR NEXT MEETING." with a "BOOK TODAY" button.

Limited to two partner opportunities per quarter.