

Sojern Display & Native Ads

Opportunity Overview: Target a highly qualified audience with low minimum entry with this premier travel-specific programmatic partner. Banner ads and native ads will target users across the web who Sojern has identified as being real-time travel intenders to St. Pete/Clearwater and competitive destinations. Campaign will be optimized toward landing page views to ensure maximum efficiencies on a meaningful user action.

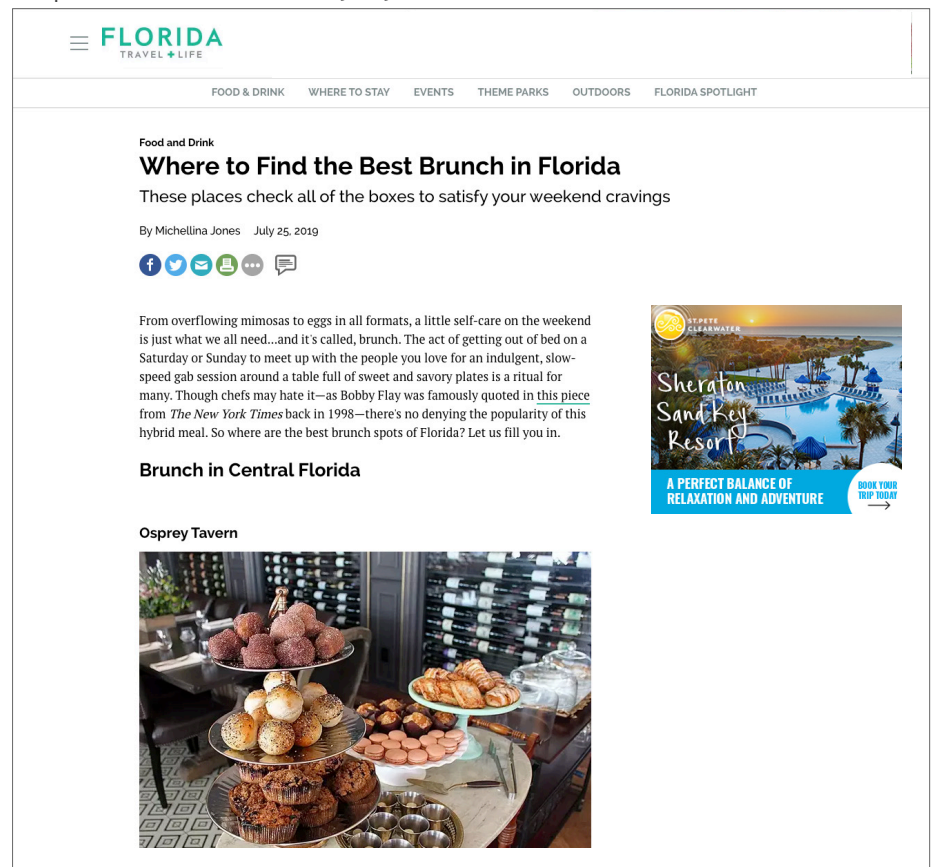
To Participate: Visit St. Pete/Clearwater will be actively running media with Sojern throughout 2020. Cooperative advertising opportunities for VSPC partners are available to showcase the partner within a Visit St. Pete/Clearwater branded display ad and native display ad. Participants are required to place Sojern pixel on the desired landing page to participate in the program.

Time Period	Markets	Estimated Distribution	Cost
Jan - Mar 2020 Apr - Jun 2020 Jul - Sep 2020 Oct - Dec 2020	National Travelers intending to travel to St. Pete/Clearwater and competitive destinations	958,334	\$2,500

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 sample creative is a screenshot of a webpage from Florida Travel+Life. The page features an article titled "Where to Find the Best Brunch in Florida" by Michellina Jones, dated July 25, 2019. The article text discusses the popularity of brunch in Florida and mentions "Brunch in Central Florida" and "Osprey Tavern". A photograph of various brunch items is shown. On the right side of the page, there is a banner advertisement for Sheraton Sand Key Resort, featuring a pool and beach scene, with the text "A PERFECT BALANCE OF RELAXATION AND ADVENTURE" and a "BOOK YOUR TRIP TODAY" button.

Limited to two partner opportunities.