

## Expedia Display Ads

**Opportunity Overview:** Target a highly qualified audience with low minimum entry on this premium online travel agency. Banner ads will be targeting to consumers who have previously searched for flights to St. Pete-Clearwater International Airport and Tampa International Airport. This display campaign allows you to advertise at the most influential time of the travel-planning life cycle to reach consumers actively planning their trip to St. Pete/Clearwater.

**To Participate:** Visit St. Pete/ Clearwater will be featured within relevant content on this targeted travel site during the July - September timeframe. Cooperative advertising opportunities for VSPC partners are available to showcase the partner within a Visit St. Pete/Clearwater branded display ad.

Time Period	Markets	Estimated Distribution	Cost
Jul - Sep 2020	National Consumers who have previously searched for flights to PIE and/or TPA	215,000	\$2,500

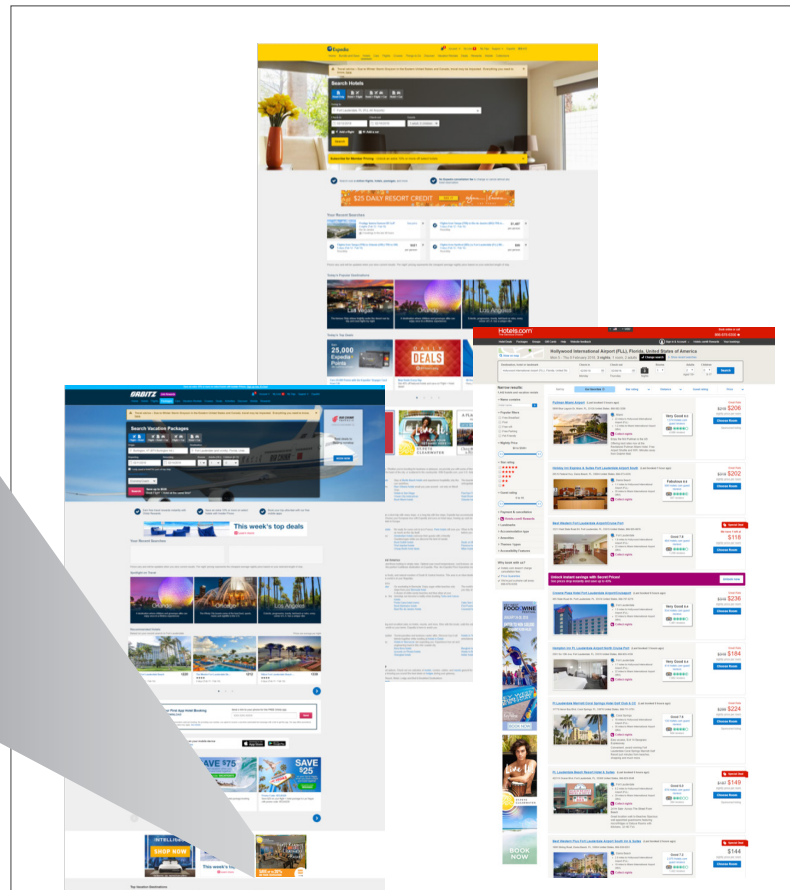
### Partners Receive:

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.



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Limited to four partner opportunities.