

TripAdvisor Display & Contextual Ads

Opportunity Overview: Target a highly qualified audience with low minimum entry on this premium travel site. Ads will be targeted to consumers who have viewed Visit St. Pete/Clearwater pages, Florida pages and Beach pages in the past 30 days. Campaign allows you to advertise at the most influential time of the travel-planning life cycle to reach consumers planning their trip to St. Pete/Clearwater.

To Participate: Visit St. Pete/Clearwater will be featured 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.

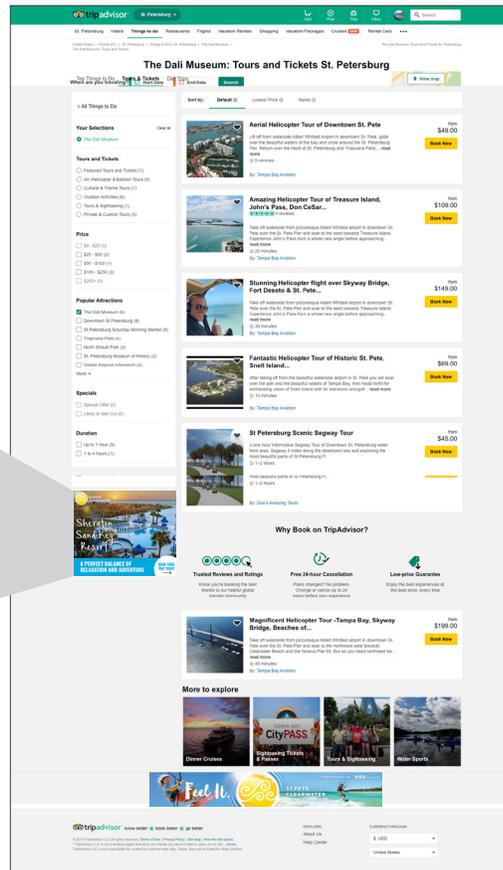
Time Period	Markets	Estimated Distribution	Cost
Jul - Sep 2020	National Retargeting off of VSPC pages, Florida pages and Beaches pages	238,095	\$2,500

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 for each email.