

2020 VSPC Digital Ad Program

VisitStPeteClearwater.com



**ST.PÈTE
CLEARWATER**

VisitStPeteClearwater.com

VisitStPeteClearwater.com delivers a very highly qualified audience to its ad partners. Site visitors are actively planning their trip to the area; where they are going to stay and what they are going to do.

Site visitors consider “official visitor websites”, as the place where they can find the most accurate and trustworthy information, while creating a unique opportunity to elevate your brand, while being able to drive people directly to your website and directly engage with them on your “turf”, which is what you want.



**ST.PETE
CLEARWATER**

VisitStPeteClearwater.com Analytics (2019)

- Sessions: 4.85 million
- Page Views: 9.66 million
- Audience: Female 59% / Male 41%
- Device: Mobile 66.7% / Tablet 23.3% / Desktop 10%



ST.PETE
CLEARWATER

VisitStPeteClearwater.com Markets

- **Key Markets:**

- Tampa/St. Pete/Sarasota
- Orlando/Daytona Beach/Melbourne
- Atlanta
- NYC
- Chicago
- Miami/Ft. Lauderdale
- Chicago
- Boston
- Washington DC
- Philadelphia

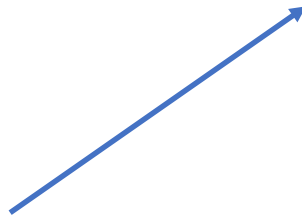


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2020 VisitStPeteClearwater.com

Thank You Page Ad Unit

- Opportunity to promote yourself at the exact moment a traveler has asked VSPC to engage with them via Destination Magazine request or a contest submission
- Up to four (4) partners total
- All four ad units will show on the “Thank You” landing page for all website VSPC Destination Magazine requests and Contest participation submissions
- Runs for entire year (through December 31, 2020)
- Cost is \$750



Order/View the Destination Magazine

Thank you for ordering a free print copy of the Visit St. Pete/Clearwater planning guide. Please allow 2-3 weeks to receive your guide in the mail.

Check out these exclusive offers from our partners:

SPONSORED CONTENT



TRADEWINDS ISLAND RESORTS ON ST. PETE BEACH

More Bang for Your Beach

A retreat with equal parts relaxation and recreation. Get more smiles per mile on our beachfront playground than anywhere else on Florida's west coast.

[Click Here](#)



HYATT REGENCY CLEARWATER BEACH RESORT & SPA

Feel at Home on America's #1 Beach

Hyatt Regency Clearwater is your residential-like escape just steps away from the Gulf coast and the famous Pier 60. Sprawl out in one of our 287 oversized rooms, stock your fridge with favorites and dine-in on your spacious balcony.

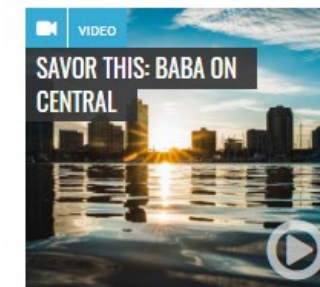
[More](#)



Dreamy Beach Photos

Order our FREE Destination Magazine

[View our Destination Magazine online!](#)



2020 VisitStPeteClearwater.com

- **Ad Units** (most landing pages have two units per page):
 - **Featured Sponsor (Big Image)**



- **Sponsorship (Formatted)**



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A retreat with equal parts relaxation and recreation. Get more smiles per mile on our beachfront playground than anywhere else on Florida's west coast.

[Click Here](#)

SPONSORED CONTENT



ALLIGATOR ATTRACTION

Wildlife Learning Center

Have You Ever Kissed A Gator? Probably not, but you can as a part of some of the amazing adventures we have to offer. Only at John's Pass Village in Madeira Beach.

[Click Here](#)

FIND PLACES TO STAY BY AREA

FIND PLACES TO STAY IN ST. PETERSBURG 	FIND PLACES TO STAY IN ST. PETE BEACH 	TRADEWINDS ISLAND RESORTS ON ST. PETE BEACH <small>Featured Partner</small>
FIND PLACES TO STAY IN CLEARWATER BEACH 	FIND PLACES TO STAY IN MADEIRA BEACH 	FIND PLACES TO STAY IN TREASURE ISLAND

DON'T MISS

 TOP AIRBNBS IN ST. PETE/CLEARWATER <small>Article</small>	 TRADEWINDS ISLAND RESORTS ON ST. PETE BEACH <small>Video</small>	 PLUMLEE VACATION RENTALS <small>Featured Partner</small>
 BEACHFRONT BLISS AT ALDEN SUITES ON ST. PETE BEACH <small>Video</small>	 LUXURY AND HISTORIC HOTELS <small>Article</small>	 PET FRIENDLY HOTELS & PLACES TO STAY <small>List</small>

MORE PLACES TO STAY TRIP IDEAS

PLACES TO STAY LISTINGS

 SHERATON SAND KEY RESORT <small>Experience Our Island</small> Find a perfect balance of relaxation and adventure on a 53-acre private beach, near world class attractions at a quiet oasis away from the crowds. Click Here	 HOLIDAY INN HARBORSIDE <small>NO RESORT FEE</small> Slope away from Indian Rocks Beach and adjacent to Splash Harbour Water Park you will find our family-friendly resort with NO RESORT FEE! Click Here
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2020 VisitStPeteClearwater.com Rates & Rewards

RATES

Both units (Sponsorship and Featured Sponsor) are included as a package. Buy more impressions and save! You'll earn a lower CPM (Cost-Per-Thousand) at each discount tier below. Impression amounts are available in between participation levels.

Total Impressions *	Rate	CPM	Rewards Potential Impressions**
25,000	\$600	\$24	25,000
50,000	\$1,100	\$22	50,000
125,000	\$2,500	\$20	125,000
200,000	\$3,600	\$18	200,000
350,000	\$5,600	\$16	350,000

*Impressions include both ad units with approximately 55% being the Sponsorship Ad (formatted) and approximately 45% the Featured Sponsor Ad (big image)

**Not guaranteed

- Rates are based on CPM (cost per thousand)
- Rates are one-time costs per campaign (the number of impressions you choose)
- All ad partners are eligible for REWARDS (free) impressions up to the amount of their campaign-buy (these are not guaranteed)
- Invoicing is typically upon campaign deployment, but we can be flexible and split invoice into multiple payments

GET REWARDS!

Display advertisers may receive an additional display ad campaign for free depending on their level of investment. This campaign will run for the same timeframe as your paid campaign, allowing you to increase your ROI (impressions are not guaranteed; partners can up-to-double your exposure).



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Thank You!

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