

Real. Fun. Cooperative Programs. Fall/Winter 2018



Panama City Beach

Real. Fun. Partners.

Welcome to the Fall/Winter round of the 2018 Panama City Beach Real Fun Cooperative Programs. Here at the **Real. FUN. Beach**, we work to provide our partners a balance of both traditional and innovative strategies that best serve the needs of your company. The partnerships presented through this cooperative opportunity will help strengthen your brand, as well as effectively utilize your company's marketing budget to its full potential.

Our relationship with the industry leading social media platform, Facebook, remains strong within this year's program, continuing to increase exposure and opportunity for your business, with populations such as long weekend visitors, families with kids in strollers, empty nesters and young couples being targeted within the social program. New to email marketing is an opportunity for partners to be a part of the Sherman's Travel eBulletin, a leading publisher in online travel deals and money-saving travel advice for the industry. Print opportunities continue to be available in our key markets, with new partnerships with Canadian Snowbird Association News and Nashville Lifestyles Magazine.

Thank you for your participation, we look forward to making 2018 the best year for Panama City Beach businesses!

Sunny Regards,

Jayna Leach



Real. Fun. Print Opportunities.



NEW – Canadian Snowbird Association News

Highlights

- Official publication of the Canadian Snowbird Association, CSA News is the source of news and information for traveling Canadians over the age of 50
- Panama City Beach Branded Full Page color ad in CSA's Fall News issue
- Circulation: 93,000

Opportunity

- Partner spots available: 4
- Minimum partners required: 2
- Partners must provide: 1 high resolution photo, 40--45 words of copy, logo, web address, phone number, and special offer (optional)

Available Dates

- Fall issue – (in-home 9/4)
- **ASSET DEADLINE: July 2**

Investment & Return

- PCB cost: \$1,993
- Cost per partner: \$500 (with 4 partners)



NEW - Nashville Lifestyles Magazine

Highlights

- Panama City Beach Full Page ad in Nashville Lifestyle's June issue
- Circulation: 30,000

Opportunity

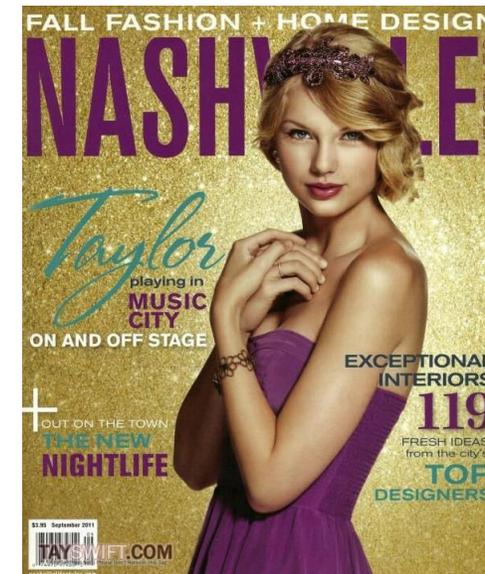
- PCB will have a full color ad
- Partner spots available: 4
- Minimum partners required: 2
- Partners must provide: 1 high resolution photo, 40--45 words of copy, logo, web address, phone number, and special offer (optional)

Available Dates

- October issue – Fall Weekend Getaways
- **ASSET DEADLINE: July 24th**

Investment & Return

- PCB cost: \$2,540
- Cost per partner: \$300 (with 4 partners)



Atlanta Magazine

Highlights

- Panama City Beach Full Page ad in *Atlanta* Magazine
- Circulation: 69,820

Opportunity

- Placement within a Full Page PCB brand ad
- Partner spots available: 4
- Minimum partners required: 2 (fewer partners will affect cost)
- Partners must provide: 1 high resolution photo, 40-45 words of copy, logo, web address, phone number and special offer (optional)

Available Dates

- September – Visit Florida Editorial section
- **ASSET DEADLINE: June 11**

Investment & Return

- PCB cost: \$3,725
- Cost per partner: \$400 (with 4 participants)

*Pending Visit Florida's new fiscal co-op plan

Atlanta

MAGAZINE



Softball & Baseball Magazine

Highlights

- Reach tournament planners and decision makers in the magazines featuring a wealth of information relevant to these sports
- Combined readership of magazines ~225,000

Opportunity

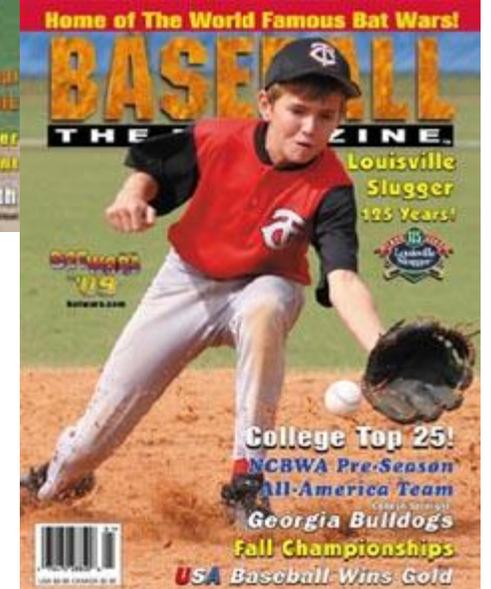
- PCB and partners will be a part of a 2-page spread in both magazines
- Minimum partners required: 4 per magazine, per insertion
- Partners must provide: 1 high resolution photo, 40-45 words of copy, web address, phone number, logo

Available Dates

- September issues
- **ASSET DEADLINE: July 17**

Investment & Return

- PCB cost: \$3,000 per issue
- Cost per partner: \$750 per magazine/month



The Griffon 108 Military Magazine

Highlights

- Panama City Beach Full Page ad in The Griffon's Fall issue targeting military as they plan their yearly, required vacation time
- This 30 year-old publication reaches the men and women of the 108th Training Command-Army, Army Reserve AND National Guard quarterly and delivered direct to members' homes
- Circulation: 25,000

Opportunity

- PCB will have a full color ad
- Partner spots available: 4
- Minimum partners required: 2
- Partners must provide: 1 high resolution photo, 40-45 words of copy, logo, web address, phone number, and special offer (optional)

Available Dates

- Fall issue – in home 10/9
- **ASSET DEADLINE: August 14**

Investment & Return

- PCB cost: \$3,240
- Cost per partner: \$400 (with 4 partners)



Digital Banner Guidelines

PCB will continue to be responsible for layout and design of any and all digital banners for our valued partners. For programs on slides 12-15, we will ask for the following assets. In return, each partner will receive complete banners for their own future needs.

Required Partner Assets:

- Send up to three images for consideration (authentic destination images suggested)
- One logo EPS/vector
- 40-character-max (including spaces) headline
- 17-character-max (including spaces) call to action
- Driving URL

Standard banner sizes include: **300x250**, **160x600**, **728x90**, **320x50**

If no image or CTA is provided, the CVB will use a standard option.



Families Targeted Display (KIS and Long Weekend Families)

Highlights

- Utilizing programmatic digital ad buying, partner display banner ads will reach families planning to take a beach vacation in the summer along the Gulf coast; focused on moms who are their family's "Chief Vacation Officer"
- Display banners will run across hundreds of websites based on the target audience online behaviors
- The campaign will be geo-targeted to PCB primary drive markets in Alabama, Georgia, Tennessee and Florida

Opportunity

- PCB will serve partner desktop/mobile banner ads in four sizes
- 1,000,000 impressions will be divided among participating partners
- Partner spots available: 6
- Minimum partners required: 4
- Partner must provide: one image, one logo, 40-character-max headline, 17-character-max call to action and click-thru URL (see banner guidelines for details)

Timing

- July 30 – September 30
- **ASSET DEADLINE: July 13**

Investment & Return (will fluctuate based on # of partners)

- Cost to PCB – \$3,600
- Cost per partner – \$400



SAMPLE SITE LIST

Travelwhip.com

Wareable.com

iHeart.com

Mommyish.com

Allrecipes.com

Couples Targeted Display

Highlights

- Utilizing programmatic digital ad buying, partner display banner ads will reach couples planning to take a beach vacation in the summer along the Gulf coast.
- Display banners will run across hundreds of websites based on the target audience online behaviors
- The campaign will be geo-targeted to PCB primary drive markets in Alabama, Georgia, Tennessee and Florida

Opportunity

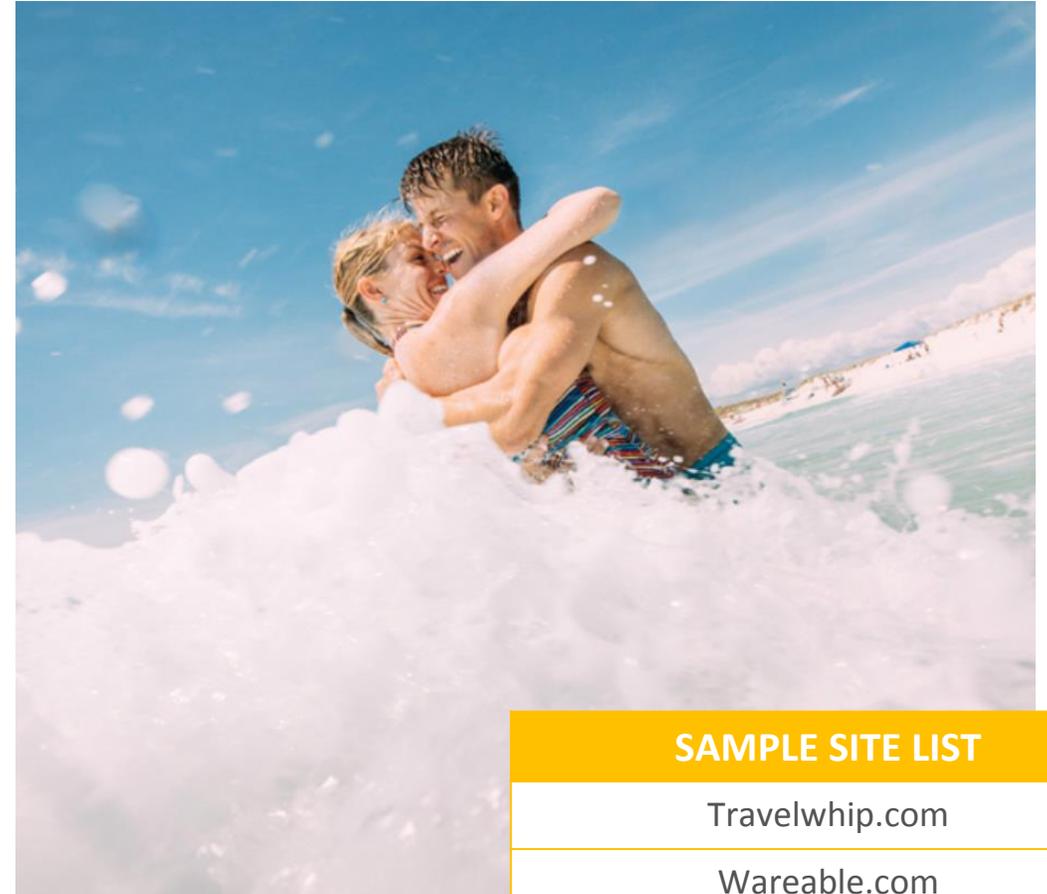
- PCB will serve partner desktop/mobile banner ads in four sizes
- 1,000,000 impressions will be divided among participating partners
- Partner spots available: 6
- Minimum partners required: 4
- Partner must provide: one image, one logo, 40-character-max headline, 17-character-max call to action and click-thru URL (see banner guidelines for details)

Timing

- October 1 – November 25
- **ASSET DEADLINE: September 10**

Investment & Return (will fluctuate based on # of partners)

- Cost to PCB – \$3,600
- Cost per partner – \$400



SAMPLE SITE LIST

Travelwhip.com

Wareable.com

iHeart.com

Mommyish.com

Allrecipes.com

TripAdvisor

Highlights

- TripAdvisor is the world's largest travel site according to comScore, enabling travelers to know better, book better and go better to get the most out of their travel experience.
- Partners can have 100% permanent placement with two banners on the PCB TripAdvisor page for an entire month
- **NEW IN 2018** additional banner ad placements targeting competitive destination content to reach consumers searching for information about destinations such as Gulf Shores, Destin, Daytona Beach, Myrtle Beach, etc.
- Each of the 3 partners will run one of the three months below exclusively on PCB page **AND** continually in rotation with the additional banner ads

Opportunity

- Partner will have exclusive ownership of two banner units on the TripAdvisor – Panama City Beach, Florida, Premium Destination Page; the CVB will own all other banners and content on the page (one available per month – total of 3)
- Display banners targeting competitive destination content will run February through April continuously (3 Partners)
- Partner must provide: one image, one logo, 40-character-max headline, 17-character-max call to action and click-thru URL (see banner guidelines for details)

Available Dates

- July, August, September
- **ASSET DEADLINE: June 11th**

Investment & Return

- Annual page ownership – \$36,000
- Cost per partner per month – \$833
- ~ 40,000 IMPs per partner to a highly qualified audience interested in beach vacations



United States > Florida (FL) > Florida Panhandle > Panama City Beach Tourism

153,947 reviews and opinions

Panama City Beach, Florida

MAKE IT YOUR REAL FUN BEACH PLAN YOUR FUN

- Lodging (133) 36,796 Reviews
- Vacation Rentals (2,402) 3,400 Reviews
- Flights
- Things to Do (73) 30,936 Reviews
- Restaurants (314) 75,485 Reviews
- Forum 7,107 Posts

Overview Travel Guides Places to Stay Location Things to Do Official Resources provided by Panama City Beach

Panama City Beach, with its trademark white sand and warm Gulf waters, attracts everyone from spring breakers to retirees, singles to families. As a result, the city offers a range of activities for all ages and interests. Families won't want to miss the huge Shipwreck Island water park or the

Discover Panama City Beach, Florida

- New Year's Eve Beach Ball Drop
- Make It Romantic
- Make It Adventurous
- Make It Natural
- Make It Memorable
- See more

Official Resources provided by Panama City Beach

Pandora

Highlights

- Message delivery to a highly-engaged listener wherever they go in a super-clean, uncluttered environment
- Targeted to adults 25-54 in key PCB drive markets

Opportunity

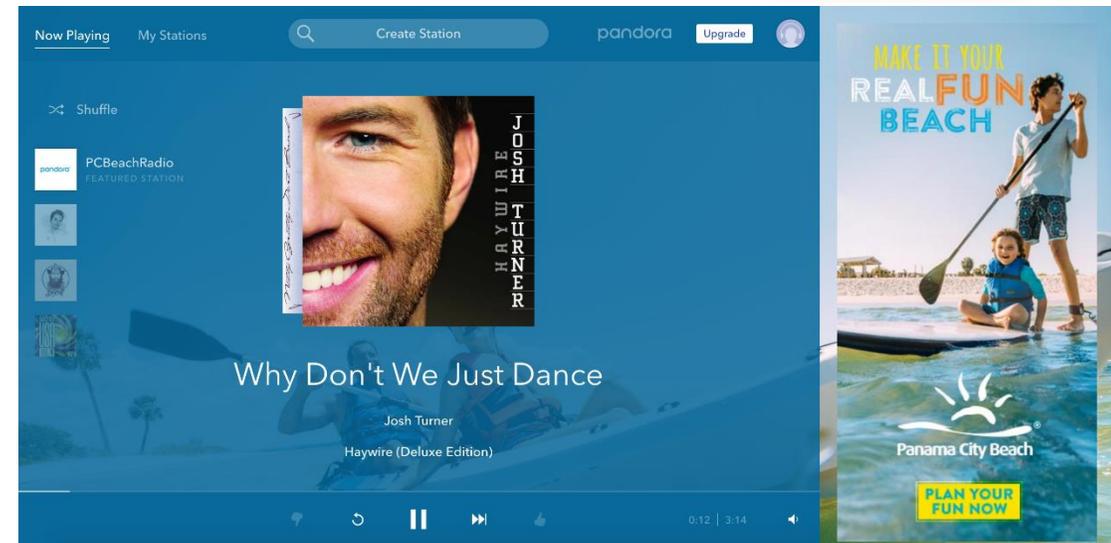
- :15 or :30 audio spot will run with 300x250 companion banner
- 1,000,000 impressions will be split among 4 partners evenly
- Partner spots available: 4 total
- Minimum partners required: 4
- Partners must provide: :30 script or copy points and Pandora will produce audio spot at no-charge. For companion banner, provide one image, one logo, 40-character-max headline, 17-character-max call to action and click-thru URL (see banner guidelines for details)

Available Dates

- 8/1-10/21
- **ASSET DEADLINE: July 4**

Investment & Return

- PCB cost: \$2,000/flight
- Cost per partner: \$750



Real. Fun. Social Opportunities.



Facebook Carousel Ads (Long Weekend and KIS Families)



Highlights

- Target active PCB followers, friends of followers and vacation/beach intenders on Facebook
- Showcase multiple images and links within a single ad unit to direct people to individual partner websites
- Summer 2017, the Facebook Partner Carousel units reached over 250,000 users, delivering over 9,000 link clicks and over ~7,800 total actions including likes, shares, comments and clicks to partner sites (average per partner ~2,250 clicks and 1,950 engagements)

Opportunity

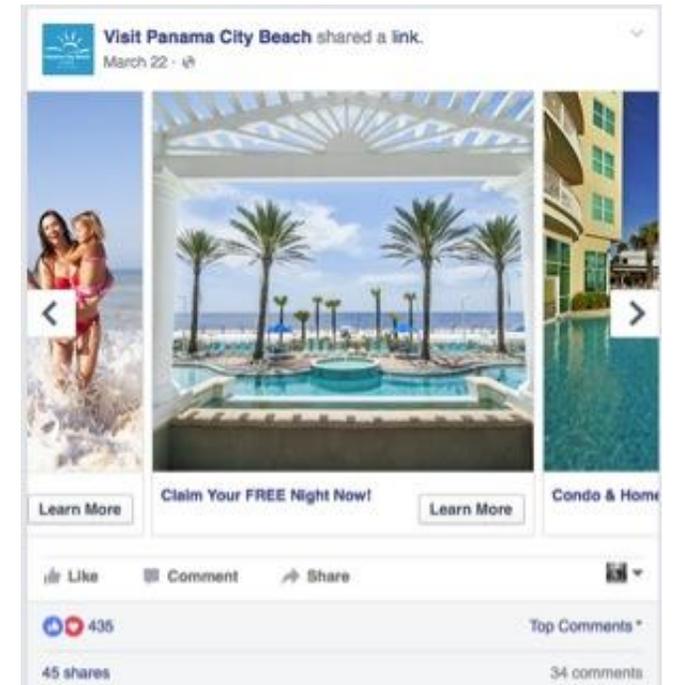
- PCB will run a carousel ad on Facebook, allowing 4 partners to participate in the ad unit each flight, partners may run in multiple flights
- Partner spaces available: 4 per flight (limited to one image per month from each partner)
- Minimum required partners: 3 per flight
- Partners must provide: one image, a destination URL, 30-character copy, and one color vector logo and are encouraged to include a special offer

Available Dates (Fall)

- July 30 – August 19
- **ASSET DEADLINE: July 13**
- August 20 – September 9
- **ASSET DEADLINE: August 3**
- September 10 – September 30
- **ASSET DEADLINE: August 20**

Investment & Return

- Cost to PCB – \$3,000
- Cost per partner per month – \$250
- Reach – ~250,000 IMPs per flight, site link clicks and engagements



Facebook Canvas Ads (Long Weekend and KIS Families)

Highlights

- Target active PCB followers, friends of followers and vacation/beach intenders on Facebook
- Showcase images, video, copy, and links within a single ad unit that expands onto the entire mobile screen to direct people to specific locations on your website
- Canvas ads flow top down and combine multiple images and videos
- 2017 partners saw ~300,000 impressions served and ~ 2,000 site link clicks from Canvas ads

Opportunity

- PCB will run canvas ads on Facebook
- Partner spaces available: 1/month
- Minimum required partners: 1/month
- Partners must provide: 3-4 Images minimum, video (if available), text (500 characters max), CTA

Available Dates

Two flights

- 7/30 – 8/26 **ASSET DEADLINE: July 13**
- 8/27 – 9/23 **ASSET DEADLINE: August 10**

Investment & Return

- Cost to PCB – \$1,500
- Cost per partner – \$750
- Reach – ~300k Impressions, site links and engagements



"Wow", "Amazing", "Beautiful" are a few words used to describe a vacation at Laketown Wharf. But the one most often used is "Perfect". This family-friendly condo provides the perfect location, perfect number of amenities, and the perfect access to Panama City Beach.



Book today from \$89 per night

Facebook Carousel Ads (Empty Nesters and Young Couples)



Highlights

- Target active PCB followers, friends of followers and vacation/beach intenders on Facebook
- Showcase multiple images and links within a single ad unit to direct people to individual partner websites
- Summer 2017, the Facebook Partner Carousel units reached over 250,000 users, delivering over 9,000 link clicks and over ~7,800 total actions including likes, shares, comments and clicks to partner sites (average per partner ~2,250 clicks and 1,950 engagements)

Opportunity

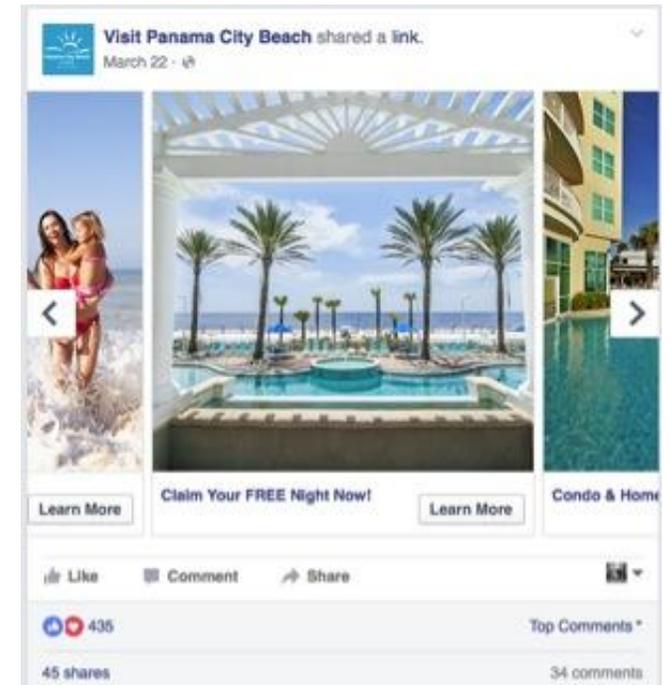
- PCB will run a carousel ad on Facebook, allowing 4 partners to participate in the ad unit each flight, partners may run in multiple flights
- Partner spaces available: 4 per flight (limited to one image per month from each partner)
- Minimum required partners: 3 per flight
- Partners must provide: one image, a destination URL, 30-character copy, and one color vector logo and are encouraged to include a special offer

Available Dates

- October 1 – October 21
 - **ASSET DEADLINE: September 10**
- October 22 – November 11
 - **ASSET DEADLINE: October 1**
- November 12 – December 2
 - **ASSET DEADLINE: October 22**

Investment & Return

- Cost to PCB – \$3,000
- Cost per partner per month – \$250
- Reach – ~250,000 IMPs per flight, site link clicks and engagements



Facebook Canvas Ads (Empty Nesters and Young Couples)

Highlights

- Target active PCB followers, friends of followers and vacation/beach intenders on Facebook
- Showcase images, video, copy, and links within a single ad unit that expands onto the entire mobile screen to direct people to specific locations on your website
- Canvas ads flow top down and combine multiple images and videos
- 2017 partners saw ~300,000 impressions served and ~ 2,000 site link clicks from Canvas ads

Opportunity

- PCB will run canvas ads on Facebook
- Partner spaces available: 1/month
- Minimum required partners: 1/month
- Partners must provide: 3-4 Images minimum, video (if available), text (500 characters max), CTA

Available Dates

- 10/1 – 10/28 **ASSET DEADLINE: September 10**
- 10/29 – 11/25 **ASSET DEADLINE: October 8**

Investment & Return

- Cost to PCB – \$1,500
- Cost per partner – \$750
- Reach – ~300k Impressions, site links and engagements



 **Visit Panama City Beach**
Sponsored (demo) · 

Need a beach vacation? Start planning your Panama City Beach getaway today!

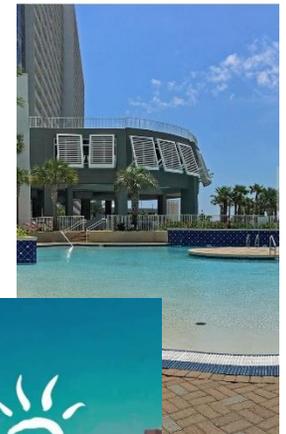


Emerald View Resorts

 Like  Comment 



"Wow", "Amazing", "Beautiful" are a few words used to describe a vacation at Laketown Wharf. But the one most often used is "Perfect". This family-friendly condo provides the perfect location, perfect number of amenities, and the perfect access to Panama City Beach.



ities appeal to all
ools, lakefront
playground,
ts and more - a lot
Laketown Wharf
Panama City
er before!



\$89 per night

Facebook Promoted Posts

Highlights

- Partner content is posted directly to the official PCB Facebook page
- Posts are promoted to targeted, active PCB followers and avid fans on Facebook
- In 2017 the promoted posts thus far have reached over 135K users delivering nearly 10K actions including likes, shares, comments and clicks to site

Opportunity

- PCB is offering a promoted Facebook post on the official PCB Facebook page each month
- Partner spaces available: 2 per month
- Partner must provide: Copy and image or a video for 1 Facebook post, which must be approved by PCB before going live, link to special offer if any
- Posts will link to the partner listing on VisitPanamaCityBeach.com

Available Dates

- August **ASSET DEADLINE: July 31**
- September **ASSET DEADLINE: August 30**
- October **ASSET DEADLINE: September 30**
- November **ASSET DEADLINE: October 31**

Investment & Return:

- PCB cost: \$2,000
- Cost per partner per month: \$500
- Reach between 12,000 – 32,000 users



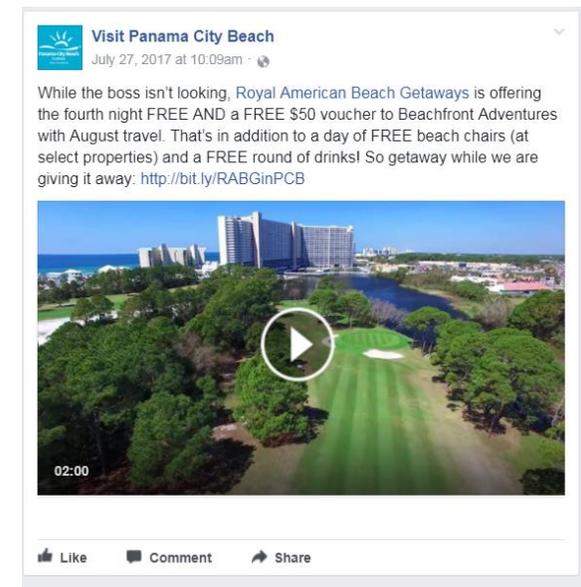
Visit Panama City Beach
Published by Michaellean Stewart [?] · 17 hrs · 🌐

Low rates, no fees and perfect weather make fall the best time to return to Panama City Beach and Laketown Wharf.

Featuring 5 pools, a gym, lakefront boardwalk, beach access, restaurants and more, Laketown Wharf is the premier destination for beach goers of all ages. Chill in the air? No worries, we've got you covered with a heated pool on the main deck! And don't forget to check out The Wharf - Local Seafood Buffet as featured on Animal Planet's "Tanked"! Plus you won't miss a moment of football with evening games shown on a 15 foot screen - pool side!

Fall back to Panama City Beach this weekend with rates from \$135 per night and ZERO fees! <http://bit.ly/2yJpslP>

46,655 people reached [View Promotion](#)



Visit Panama City Beach
July 27, 2017 at 10:09am · 🌐

While the boss isn't looking, Royal American Beach Getaways is offering the fourth night FREE AND a FREE \$50 voucher to Beachfront Adventures with August travel. That's in addition to a day of FREE beach chairs (at select properties) and a FREE round of drinks! So getaway while we are giving it away: <http://bit.ly/RABGinPCB>

02:00

Like Comment Share

Facebook Live Partnership



Highlights

- Provide Facebook users with inspiring content connecting them to the destination in real time
- Visit Panama City Beach Facebook has over 620,000 likes on Facebook, offering a large pool of dedicated fans
- Video will link back to the partner page and be promoted to the PCB Facebook audience to continue views for seven days following

Opportunity

- PCB is allowing 1 partner each month to be highlighted in a Facebook Live video
- Partner spaces available: 1 per month
- The ideal candidate for this co-op is an accommodation partner who wants to show off a view from a balcony, a spectacular pool or tiki bar with a Gulf view, or perhaps outdoor kids activities where the beach is visible
- Partners can provide five to ten talking points for staff hosting the Live video
- No interview styles permitted, hours available to shoot video is from 8am-5pm Monday-Friday

Available Dates

August **ASSET DEADLINE: July 31**

September **ASSET DEADLINE: August 30**

October **ASSET DEADLINE: September 30**

November **ASSET DEADLINE: October 31**

Investment & Return

- Cost per partner per month – \$200
- Views – an estimated 25,000



Real. Fun. Email.



Sherman's Travel eBulletin

Highlights

- Sherman's Travel is one of the leading publishers on online travel deals and money-saving travel advice in the industry.
- Their eBulletin is targeted within their large database of users to those interested in Beach Travel

Opportunity

- PCB branded e-mail
- Beach Segment – delivered to 398,447 opt-ins
- Partner spots available: 6
- Minimum partners required: 4
- Partners must provide: 1 high resolution photo, 40-45 words of copy, logo, web address, phone number, and special offer (optional)

Available Dates

- Beach Travel Subset – 8/02
- **ASSET DEADLINE: June 25**

Investment & Return

- PCB cost: \$6,000
- Cost per partner: \$500 (with 4 partners)

ShermansTravel

HAND-PICKED DEALS. EXPERT ADVICE.

eBULLETINS*

ShermansTravel
Bulletin



Look ma,
no smart phone.

With boating, fishing, snorkeling, kayaking, eco-tours, dolphin encounters and other one-of-a-kind family adventures, a trip to The Florida Keys is a great way to reconnect with those you care about most.

fl-keys.com | 1.800.fl-keys



AJC.com Custom Targeted Email

Highlights:

- Custom PCB/Partner email delivered to opt-in subscribers
- PCB Fall 2017 emails saw open rates of over 20% (compared to average of 12-15%)
- Capture recipients who engage and click on the initial email with retargeted message knowing they showed interest or intent

Opportunity:

- 50,000 initial emails and retargeted email to recipients who open initial email
- Partnerships available – up to 6 per email
- Minimum required – 2 per email
- Partner must provide – one high-res photo, 40-45 word description, 20-30 character headline, 15-20 character call to action, logo and click-thru URL
- Partner must include a special offer

Available dates:

- One email deployed per month plus retargeting – Wednesdays July 25 and August 22
- **ASSET DEADLINE:** June 13

Investment & Return:

- PCB Cost: \$1,400
- Cost per partner: \$450
- 50,000 emails deployed per month, plus retargeting to users who open first email

The banner shows two people kayaking on a body of water. The text 'ESCAPE TO THE REAL FUN BEACH' is prominently displayed. A yellow button with the text 'PLAN YOUR ESCAPE' is in the bottom right corner. The Panama City Beach logo is in the top right corner.

ESCAPE TO THE REAL FUN BEACH

PLAN YOUR ESCAPE

No matter the season, the good times never end at the Real. FUN. Beach. Book your fall or winter vacation today to score a great deal on our amazing accommodations. We have awesome events and activities to make us your year-round vacation destination for family fun, heart-pounding action, eco-adventure and romance. Plan your escape and make it yours!

PLAN YOUR ESCAPE >

ROYAL AMERICAN BEACH GETAWAYS

Give back when you get away in November and December! Royal American Beach Getaways guests can win a FREE Beach Getaway, a FREE Gulf World Dolphin Encounter, a FREE \$50 Gift Card and other big prizes by donating a canned good at our Welcome Center. Call 1-800-234-4653 or visit: RABeachGetaways.com to treat yourself to a beach getaway with prizes and others to a holiday meal! Beachfront condos start at just \$79 nightly!

SAVE TODAY >

LAKETOWN WHARF

For awesome Panama City Beach resort accommodations and value, Laketown Wharf is your gateway to fun. Low rates, no fees and great weather make the fall the best time to return to PC Beach and Laketown Wharf. Fall weekends from \$135 per night.

SAVE TODAY >

SHERATON BAY POINT RESORT

Enjoy a family-friendly getaway – even for the fur babies – at the Four Diamond, Sheraton Bay Point Resort on St. Andrews Bay. Book 2 nights in October or November, get the third night FREE at the Sheraton Bay Point Resort.

SAVE TODAY >

Plan your getaway today.
1-800-PCBEACH (800-722-3224)
Visit PanamaCityBeach.com
Info@VisitPanamaCityBeach.com

REAL FUN BEACH

Terms | Privacy | Unsubscribe

AL.com Dedicated Email

Highlights:

- Tap into an engaged audience of opt-in consumers through Alabama Media Group (al.com), located across Alabama and the Southeast
- **PCB open rates in Summer 2017 were 12%**
- Reach AL.com's Real Deals subscribers of over 58K users

Opportunity:

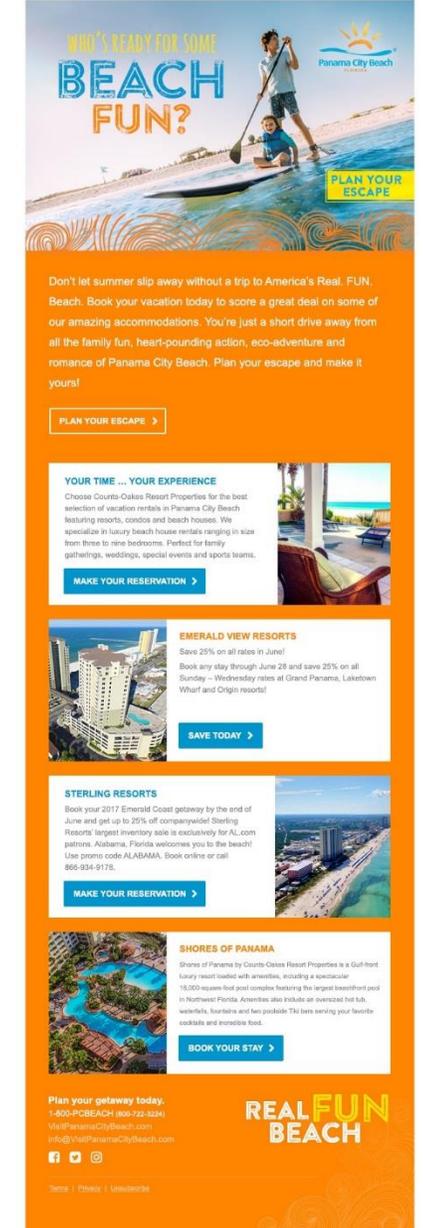
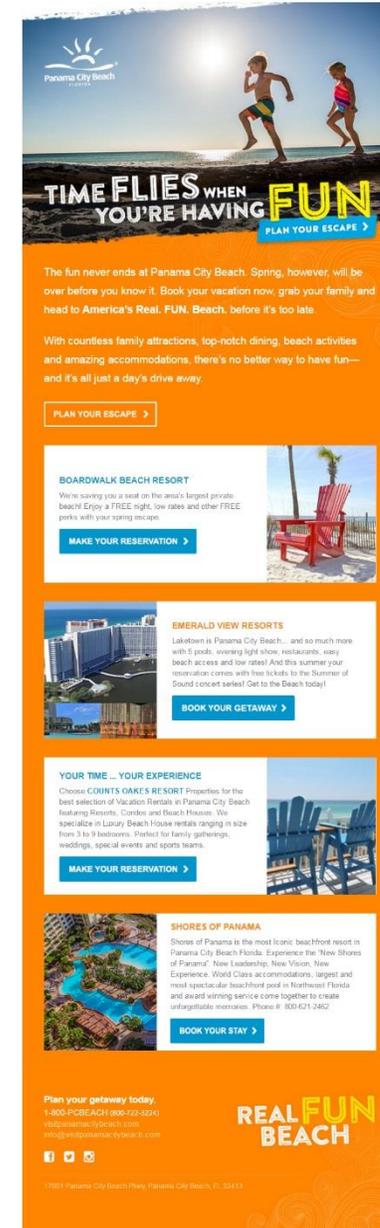
- PCB will send one custom email per month including partner content and click-thru capabilities
- Partnerships available – four per email
- Minimum required – two per email
- Partner must provide – one high-res photo, 40-45 word description, 20-30 character headline, 15-20 character call to action, logo and click-thru URL
- Partner must include a special offer

Available dates:

- July 26 **ASSET DEADLINE: June 14**
- August 23 **ASSET DEADLINE: July 12**

Investment & Return:

- PCB Cost: \$400
- Cost per partner: \$200 per email
- 58,000+ emails deployed per month, estimated open rate of ~10% and .14% CTR



PCB Consumer Sweepstakes

Highlights:

- Reach users through PCB's database of dedicated and avid fans of the destination

Opportunity:

- PCB will send a custom email to their database on behalf of a partner, promoting that partner's sweepstakes
- Partner spaces available: 1 per quarter
- Partner provides: all sweepstakes package details, as well as prize fulfillment

Example Theme:

- *Shiver Your Family's Timbers Package*
- 4 day/3 night accommodations the weekend of Pirates of the High Seas Fest
- Map of festivities
- Activity passes for family of 4
- Gift card of to local restaurant, shopping, etc.
- PCB or partner swag

Available dates:

- August-October(rewarded partner may select the actual month of deployment during this time frame)
- **ASSET DEADLINE:** if you choose August, deadline is July 31
if you choose September deadline is August 30
if you choose October deadline is September 30

Investment & Return:

- PCB Cost: \$3,500
- Cost per partner: \$500 and cost of prizing
- Partners receive all leads generated from the sweepstakes

View Email In Browser | Forward to a Friend



Enter to Win a PCB Stay & Play Vacation!

- 3-day, 2-night stay at Sheraton Bay Point Resort
- Free amenity for the kids
- 2 tickets for the Bay Point Lady trip to Shell Island
- 2 day passes to Serenity Spa
- 2 YOLO® Paddleboard rentals

Families love the summer fun at the newly renovated **Sheraton Bay Point Resort!** Book your room today and get 50% OFF a SECOND ROOM - plus kids eat free! Golf, spa, water sports and three pools are just some of the amenities at our family friendly resort! We're even pet friendly!

[REGISTER](#)

Package provided by Sheraton Bay Point Resort. Terms and Conditions are available at the registration link.



Real. Fun. Images.



Photo Library

Opportunity

- Partners can continue to utilize a library of high-quality PCB images
- There is no limit to the number of images partners can use
- This is available to all partners at no charge

Visit: <http://barberstock.com/visitpanamacitybeach>



Partner Toolkit

Marketing Support

- In our ongoing efforts to provide our partners with information and tools you can use, we are pleased to introduce the UNwineD Partner Toolkit - designed to deliver everything needed to leverage Visit Panama City Beach's event marketing for the benefit of your business.
- The toolkits will offer an event overview/FAQ sheet, suggested copy, sponsorship opportunities, media schedule, press release and more.
- Event assets may be used in E-blasts, social media, special event calendars, etc.
- This is available to all partners at no charge.

Visit: <http://barberstock.com/visitpanamacitybeach> or <https://www.visitpanamacitybeach.com/partners/resources/marketing-resources/>



Event Logo

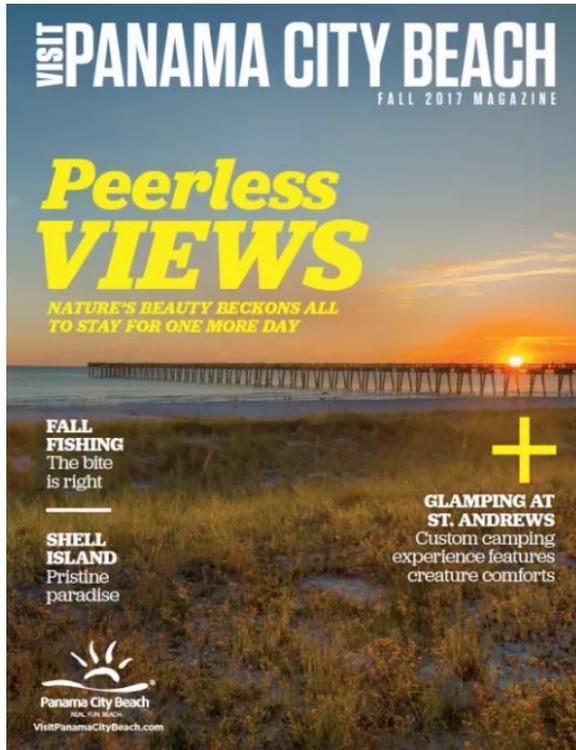


Event Images



Event Creative

2018 Visitors Guides



Click [here](#) to view the digital versions of past issues

2018 Visitors Guides

FACTS

- 1.2 billion dollars is spent by tourists each year
- Average visitor stay is 5.7 days
- Spending increased 5.4% from 2013

DESCRIPTION & CONTENT

The Visit Panama City Beach Visitors Guide is a high quality magazine that is editorial in format, visually engaging and addresses the destination by season – allowing us to showcase Panama City Beach and its incredible attributes all year round. Each edition is 100 pages, of which over 60 pages is editorial content. In addition to timely feature stories, there are 6–10 departments that focus on regular activities, events, sports and other leisure lifestyle interests.

Circulation/Distribution

Issues: Spring, Summer, Fall, Winter

Press-run each edition (varies per season)

Press-run yearly total 165,000

Direct-mail 80%

PCB Visitors Center; Visit Florida Welcome Centers on I-10, Hwy 231 and I-75 20%

RATES

NET PER ISSUE	1x	2x	4x
Full Page	\$ 1,000	\$ 760	\$ 613
1/2 Page	\$ 525	\$ 495	\$ 363
1/4 Page	\$ 350	\$ 295	\$ 244

PREFERRED POSITIONS (NET PER ISSUE, 4x ONLY)

Back Cover	\$ 1,188
Inside Front Cover	\$ 1,063
Inside Back Cover	\$ 1,063
Page 3	\$ 1,088
Page 4	\$ 1,000
Page 5	\$ 1,025
Across from Welcome Letter	\$ 950
Across from Table of Contents 1 or 2	\$ 950
Other Guaranteed Positions	Add 15%

To advertise in the Visitors Guide, please fill out the following form [here](#) and return to Tracy Rudhall at trudhall@visitpanamacitybeach.com.

Co-op Program Sign-Up



Sign-Up Form

Please return completed form via email to jleach@visitpanamacitybeach.com or bwebb@visitpanamacitybeach.com by **Thursday, April 26th, 2018**

Partner/Tactic	Program Details	Program Cost	Units Available	Available Months/Time Period-Please choose one per program	Total Cost
Nashville Lifestyles Magazine	Panama City Beach Full page ad in Nashville Lifestyle's Magazine's October Issue	\$300 w/ 4 partners	Minimum: 2 Maximum: 4	October Issue	
Birmingham Magazine	4-page spread in Birmingham Magazine's August Fall Travel Guide issue	\$300 w/ 4 partners	Minimum: 4 Maximum: 6	August-Fall Travel Guide	
Atlanta Magazine	Full page ad in Atlanta Magazine highlighting the destination and opportunities for lodging, dining, activities, etc.	\$400 w/ 4 partners	Minimum: 2	September - Visit Florida Editorial Section	
Softball and Baseball Magazines	2-page spread in both magazines September issues. Reaching tournament planners and decision makers.	\$750 per magazine	Minimum: 4	September Issues	
Families Targeted Display	PCB will serve partner desktop/mobile banner ads in four sizes with 1,000,000 impressions divided among participating partners	\$400 (price will fluctuate based on # of partners)	Minimum: 4 Maximum: 6	July 30-September 30	
Couples Targeted Display	PCB will serve partner desktop/mobile banner ads in four sizes with 1,000,000 impressions divided among participating partners	\$400 (price will fluctuate based on # of partners)	Minimum: 4 Maximum: 6	October 1- November 25	
Canadian Snowbird Association	Reach Canadian's over the age of 50 looking for news and information on travel.	\$500 w/ 4 partners	Minimum: 2 Maximum: 4	Fall issue (in-home 9/4)	
The Griffon 108 Military Magazine	Panama City Beach Full page ad in the Griffon's Fall Issue	\$400 w/ 4 partners	Minimum: 2 Maximum: 4	Fall Issue (in-home 10/9)	
Trip Advisor	2 exclusive static banners on the dedicated PCB Trip Advisor Premium Destination page for one month (one partner per month-total of 3 partners) and display banner targeting competitive destination content will run July, August, and September.	\$833	1/month	July, August, September	
AJC.com Custom Targeted Email	Custom email delivered to opt-in subscribers and then deliver a retargeting message to those who opened the initial email	\$450	Minimum: 2/1 monthly email Maximum: 6/ 1 monthly email	July 25 th August 22 nd	
AL.com Dedicated Email	PCB will send one custom email per month including partner content and click-thru capabilities	\$200 per email	Minimum: 2/ 1 monthly email Maximum: 4/ 1 monthly email	July 26 and August 23	
Sherman's Travel eBulletin	The eBulletin (email) is targeted within their large database of users to those interested in Beach Travel.	\$500.00	Minimum: 4 Maximum: 6	August 2, 2018	
Pandora	:15 or :30 audio spot will run with a 300x250 companion banner. Message delivery to a highly-engaged listener.	\$750	Minimum: 4	August 1-October 21	
Facebook Canvas Ads	Target the PCB audience with an interactive mobile ad that showcases images, video, copy, and links	\$750.00	Minimum: 1 partner per month	July 30 – August 26, August 27-September 23 October 1-October 28, October 29-November 25	
Facebook Carousel Ads	Target the PCB audience with image and URL Driving traffic to site, each flight will be 3 weeks, 4 partner spots available per flight	\$250.00	Minimum: 3 per flight Maximum: 4 per flight	July 30 - August 19, August 20 - September 9, September 10 - September 30 October 1-October 28, October 22-November 11 November 12-December 2	
Facebook Promoted Posts	Post on the PCB Facebook page and promoted for additional exposure	\$500.00	2/month	October, November, December, January	
Facebook Live Partnership	Post on the PCB Facebook page and promoted for additional exposure	\$200.00	1/month	October, November, December, January	
PCB Consumer Sweepstakes	PCB will send an email to their database on behalf of a partner promoting that partner's sweepstakes	\$500 + prizing	1 per quarter	October, November, December, January	

TERMS AND CONDITIONS

RIGHT OF APPROVAL: All advertising is subject to PCBCVB's approval. PCBCVB reserves the right to reject advertising which it believes is not in keeping with the publication's standards. Any party with an unpaid balance on any previous bill from the PCBCVB, whether for advertising space or any other purpose, of 90 days or more is ineligible for approval until that party's balance of all outstanding charges and applicable interest has been paid.

Name _____

Phone _____

Total _____

Company _____

Email _____

Notes

A few important details:

- If more partners sign up than spaces are available, we will use a lottery system to choose final partners
- You may request your insertion date/month if applicable to the program; however, we will also implement a lottery system in this scenario if more than one partner chooses the same date
- If minimum partners are not fulfilled, a program presented may not be available
- All commitments are due **Thursday, April 26th, 2018** via email to jleach@visitpanamacitybeach.com and bwebb@visitpanamacitybeach.com





Thank You