

# Real. Fun. Cooperative Programs. Summer 2018



Panama City Beach

# Real. Fun. Partners.

Welcome to the second round of the 2018 Panama City Beach Real Fun Cooperative Programs. As we enter into our busiest season of the year, we are proud to provide both traditional and innovative strategies to better serve you and your company. These partnerships will help strengthen your brand, as well as effectively utilize your company's marketing budget to its full potential.

New opportunities for the summer programs include print circulation within Nashville Lifestyles Magazine, a Pandora radio digital display opportunity, Sports Families Mobile Targeting program and a new partnership with Sojern, a targeted display platform providing advertising to visitors while booking their travel; specifically, through airline, hotel groups and booking engines. Our relationship with the industry leading social platform, Facebook, remains strong within this year's program, continuing to increase exposure and opportunity for your business.

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 - 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: 2-4
- 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

- June – Summer Travel
- **ASSET DEADLINE: March 30**

## 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**
- June – Living for the Weekend
- **ASSET DEADLINE: March 20**

## Investment & Return

- PCB cost: \$4,255
- Cost per partner: \$400 (with 4 participants)

# Atlanta MAGAZINE



# Birmingham Magazine

## Highlights

- Panama City Beach 4 page spread in *Birmingham* magazine's "Fall Travel" issue
- *Birmingham* magazine is the definitive guide to life in and around the Magic City
- Total circulation: 40,000

## Opportunity

- PCB will have a full color, 4 page spread
- Partner spots available: 4-6
- 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

- August – Fall Travel Guide
- **ASSET DEADLINE: May 21**

## Investment & Return

- PCB cost: \$3,300
- Cost per partner: \$300 (with 4 partners)
- ~45k+ Impressions in key PCB drive market-Birmingham, AL



# 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

- July issue
- **ASSET DEADLINE: April 27**

## Investment & Return

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







# 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 9-14, 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.



# NEW - Sojern

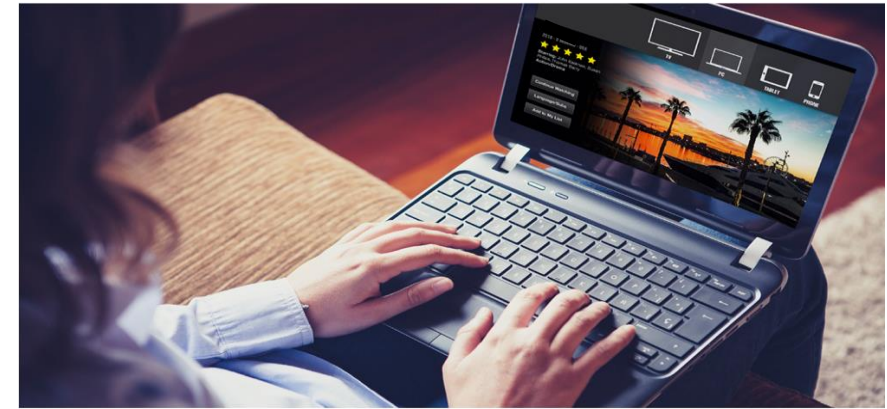


## Highlights

- Reach travel intenders in real-time while they are in-market researching and booking their travel.
- Leverage Sojern's first-party targeting data through direct relationships with travel brands including airlines, hotel groups and booking engines.
- Sojern will MATCH partner investment in bonus impressions!

## Opportunity

- Participating partners will have display banners in three sizes (300x250, 728x90, 320x50) running on Sojern's travel intender network site list across desktop and mobile devices.
- Partnerships available: 6
- 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

April 1 – June 30, 2018

**ASSET DEADLINE: April 10**

## Investment & Return

Cost to PCB - \$3,000

Cost per partner per month – \$500

~250,000 IMPs per partner

# NEW - 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

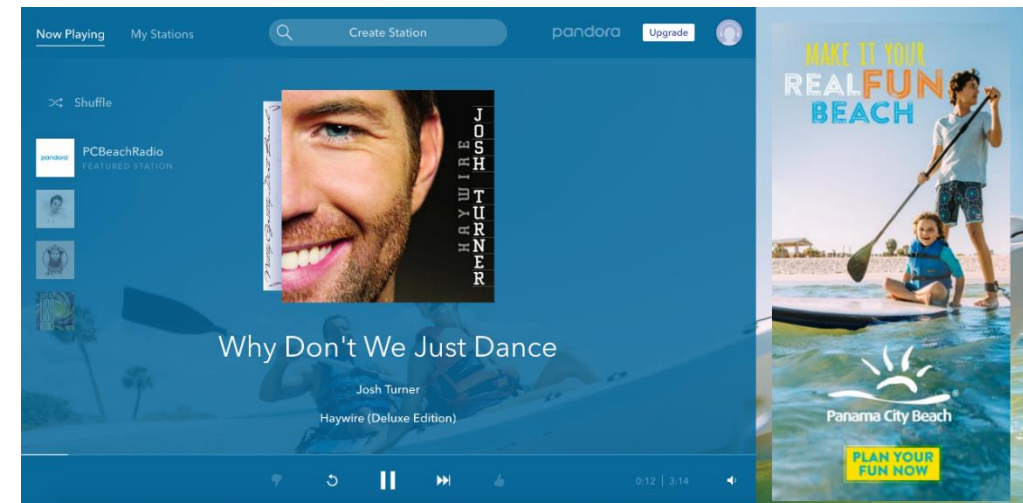
- :15 or :30 Audio Spot will run with 300x250 companion banner
- 1,000,000 impressions will be split among 4 partners evenly
- Partner spots available: 4 total
- Minimum partners required: 4
- Partners must provide: :30 script or copy points and Pandora will produce audio spot at no-charge. For companion 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

- 5/01-7/30
- **ASSET DEADLINE: April 6**

## Investment & Return

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



# Summer Families Targeted Display

## 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

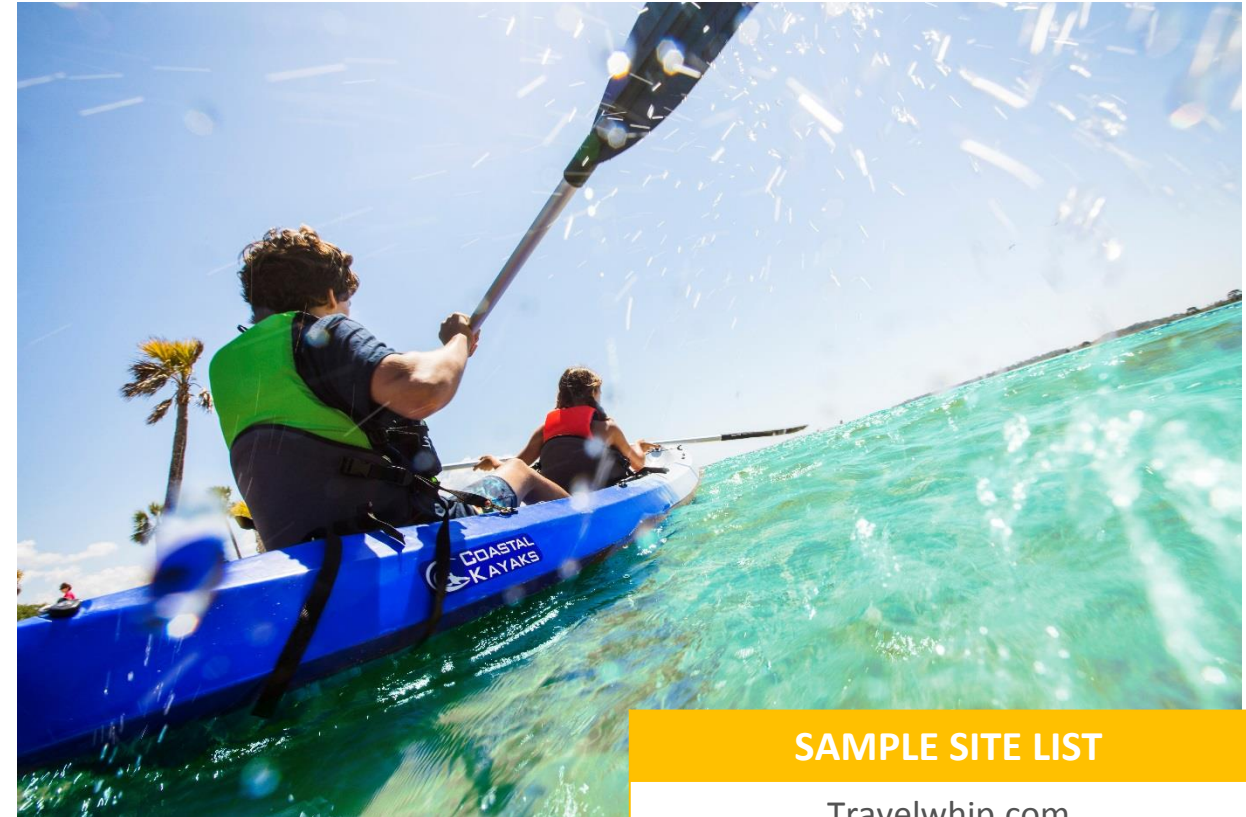
- PCB will serve partner desktop/mobile banner ads in four sizes
- 1,000,000 impressions will be divided among participating partners
- Partner spots available: 6
- Minimum partners required: 4
- Partner must provide: one image, one logo, 40-character-max headline, 17-character-max call to action and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

## Timing

- May 1-July 15
- **ASSET DEADLINE: April 10**

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

- Cost to PCB – \$1,600
- Cost per partner – \$400



## SAMPLE SITE LIST

Travelwhip.com

Wareable.com

iHeart.com

Mommyish.com

Allrecipes.com

# KIS (Kids in Strollers) Families Targeted Display

## Highlights

- Utilizing programmatic digital ad buying, partner display banner ads will reach young 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

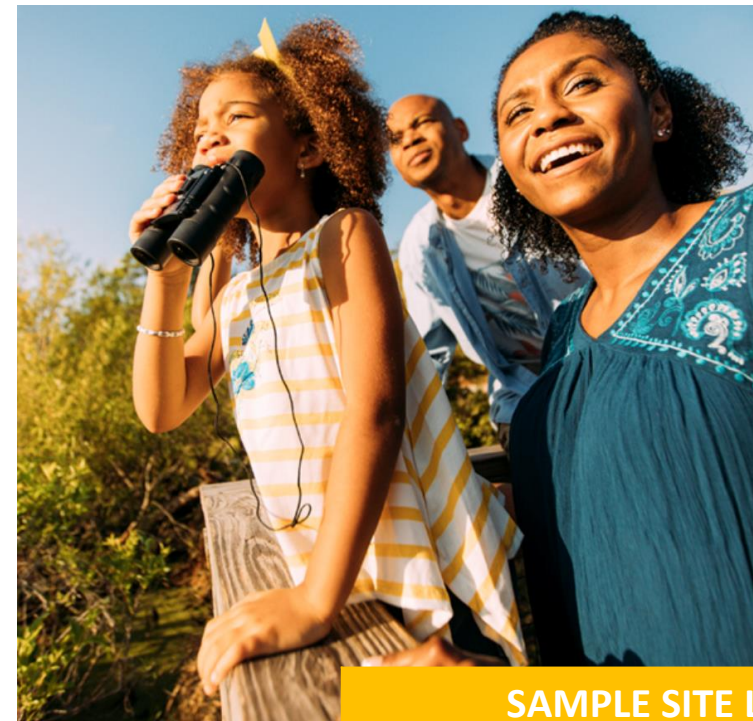
- PCB will serve partner desktop/mobile banner ads in four sizes
- 1,000,000 impressions will be divided among participating partners
- Partner spots available: 6
- Minimum partners required: 4
- Partner must provide: one image, one logo, 40-character-max headline, 17-character-max call to action and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

## Timing

- July 1 – August 31
- **ASSET DEADLINE: June 11**

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

- Cost to PCB – \$1,600
- Cost per partner – \$400



## SAMPLE SITE LIST

Travelwhip.com

Wareable.com

iHeart.com

Mommyish.com

Allrecipes.com

# NEW - Sports Families Mobile Targeting

## Highlights

- Utilizing programmatic digital ad buying, partner display banner ads will reach sports families while they are in-destination through geo-fencing
- Families congregating for tournaments and sports events at large sports facilities such as Frank Brown Park, HG Harders Recreation Complex and Lynn Haven Sports Complex will be served ads on their mobile phones
- Display banners will run across hundreds of websites based on the target audience online behaviors

## Opportunity

- PCB will serve partner mobile ads
- Available impressions will be divided evenly 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

- May 21 – July 15
- **ASSET DEADLINE: April 30**

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

- Cost to PCB – \$100
- Cost per partner – \$400
- ~50,000 impressions per partner



Real. Fun. Social Opportunities.



# 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 2016 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

- May **ASSET DEADLINE: April 30**
- June **ASSET DEADLINE: May 31**
- July **ASSET DEADLINE: June 30**

## 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

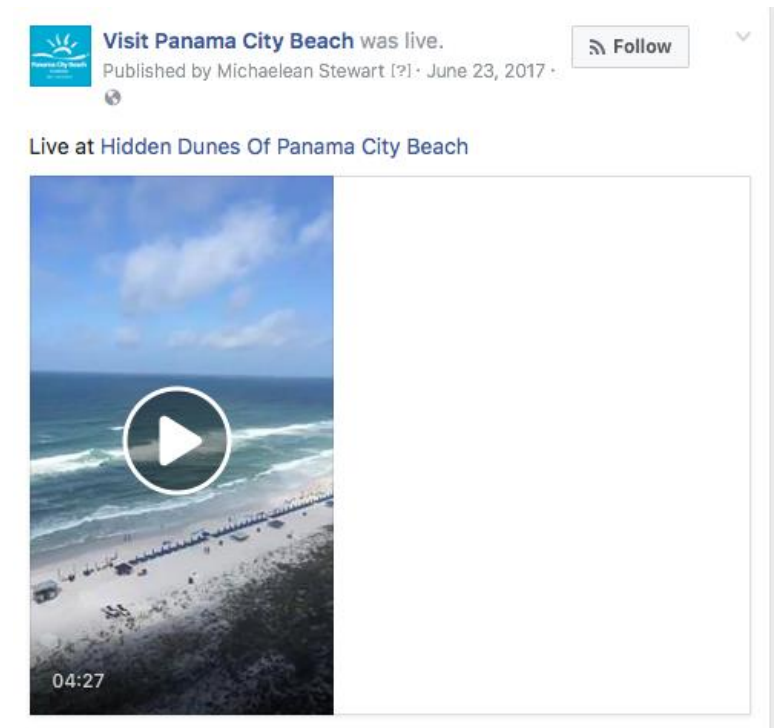
- PCB is allowing 1 partner each month to be highlighted in a Facebook Live video
- Partner spaces available: 1 per month
- Live video will feature Gulf-front accommodation
- The ideal candidate for this co-op is an accommodation partner who wants to show off a view from a balcony, a spectacular pool 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

- May **ASSET DEADLINE: April 30**
- June **ASSET DEADLINE: May 31**
- July **ASSET DEADLINE: June 30**

## Investment & Return

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



# Facebook Carousel Ads (Summer and Sports 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

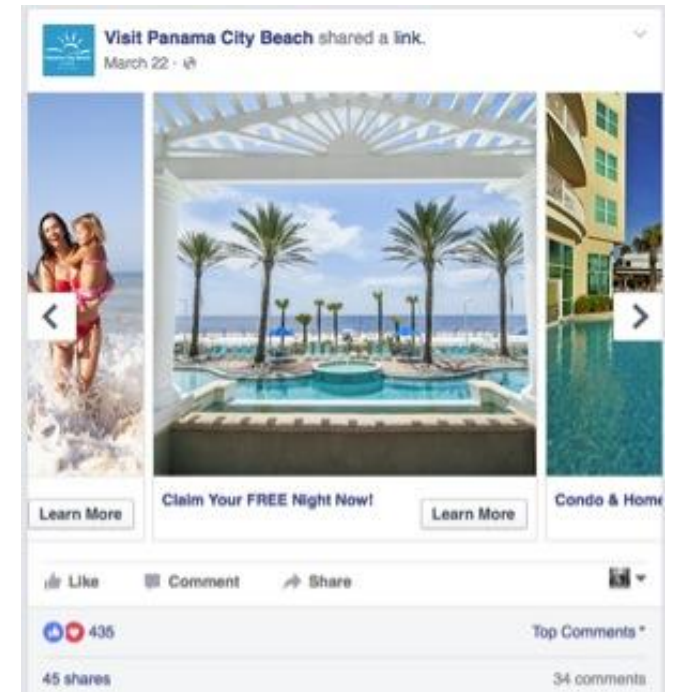
- PCB will run a carousel ad on Facebook, allowing four partners to participate in the ad unit each flight, partners may run in multiple flights
- Partner spaces available: 4 per flight (limited to one image per month from each partner)
- Minimum required partners: 3 per flight
- Partners must provide: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

## Available Dates

- May 14 – June 3 **Asset Deadline: April 23**
- June 4 – June 24 **Asset Deadline: May 14**
- June 25 – July 15 **Asset Deadline: June 4**
- July 16 – August 5 **Asset Deadline: June 25**

## Investment & Return

- Cost to PCB – \$2,000
- Cost per partner per month – \$250
- Reach – ~250,000 IMPs per flight, site link clicks and engagements



# Facebook Canvas Ads (Summer and Sports 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

- 5/14-6/10 **Asset Deadline: April 23**
- 6/11-7/08 **Asset Deadline: May 21**
- 7/09-8/05 **Asset Deadline: June 18**

## Investment & Return

- Cost to PCB – \$2,250
- 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.



Laketown Wharf's amenities app ages with a gym, 5 pools, lake boardwalk, kid's playground Beachaccess, restaurants and more. Come discover Laketown Resort and experience Panama Beach like never before!



Book today from \$89 per night

Real. Fun. Email.



# 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:

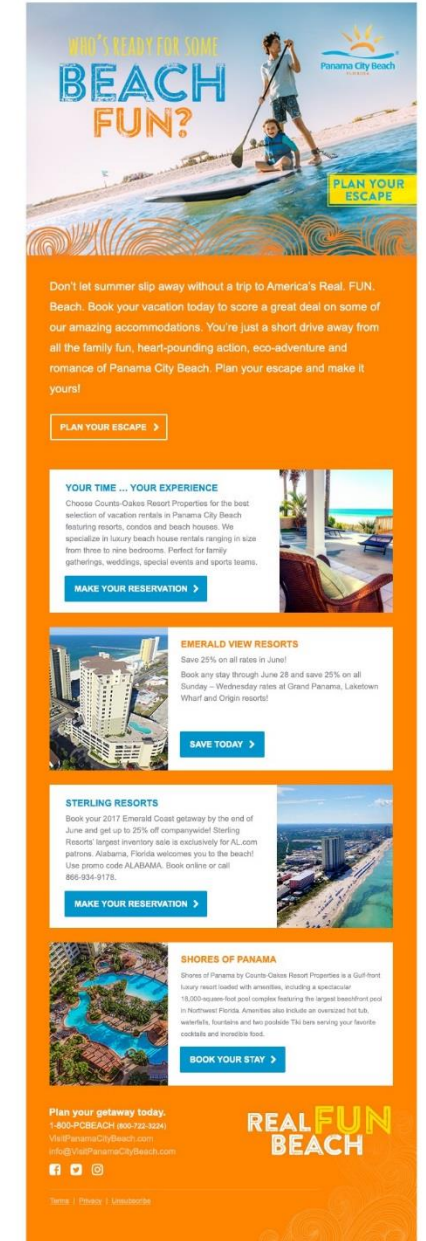
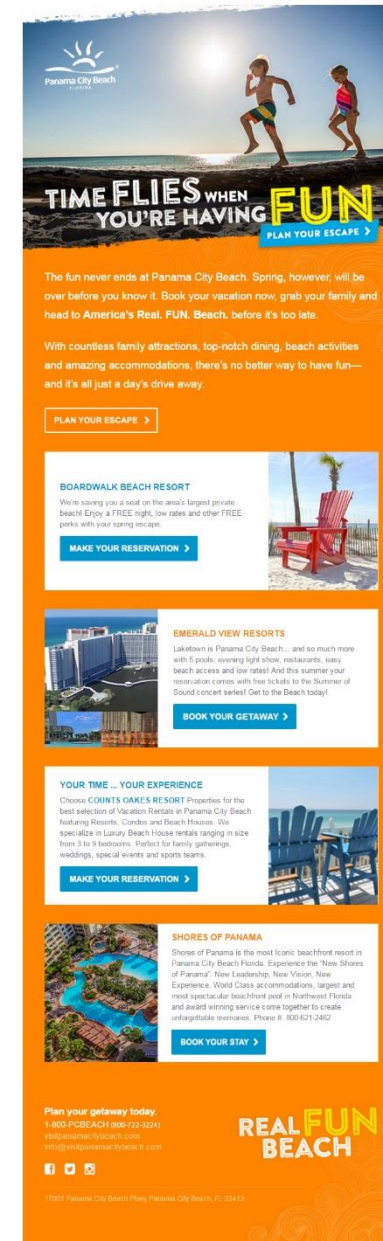
- PCB will send one custom email per month including partner content and click-thru capabilities
- Partnerships available – 4 per email
- Minimum required – 2 per email
- Partner must provide – 1 high-res photo, 40-45 word description, 20-30 character headline, 15-20 character call to action, logo and click-thru URL
- Partner must include a special offer

## Available dates:

- One email deployed on June 21
- **Asset Deadline: May 10**

## Investment & Return:

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



# BeachGuide.com E-mail

## Highlights

- Dedicated Eblast with PCB branding to BeachGuide.com's database of travelers interested in beach vacations.

## Opportunity

- PCB branded e-mail
- 75,000 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

- May 30
- **Asset Deadline: April 20**

## Investment & Return

- PCB cost: \$300
- Cost per partner: \$150 (with 6 partners)

**IT'S NEVER TOO LATE FOR A SUMMER VACATION  
STAY FOR FREE WHEN YOU BOOK 3**

Don't wait any longer to start planning your beach getaway to Boardwalk Beach Resort in Panama City Beach, Florida.

- Largest private beach in the area
- [Free \\$5 Rock'it Lanes Gift Card](#)
- We're pet-friendly
- Affordable - the 4th night is FREE

Use promo code "RELAX" or call 800-224-4853

\*Offer valid with travel from 8/1 - 10/31/17. Black out dates 9/28 - 10/8/17. Promotion code "RELAX" must be used when booking. Limited time only, subject to change. Restrictions apply.

**BoardwalkBeachResort.com • 800-224-4853**  
9600 South Thomas Drive, Panama City Beach, FL 32408

# 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:

- May-July (rewarded partner may select the actual month of deployment during this time frame)

if you choose May, deadline is April 30



if you choose June deadline is May 31

if you choose July deadline is June 30th

## 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

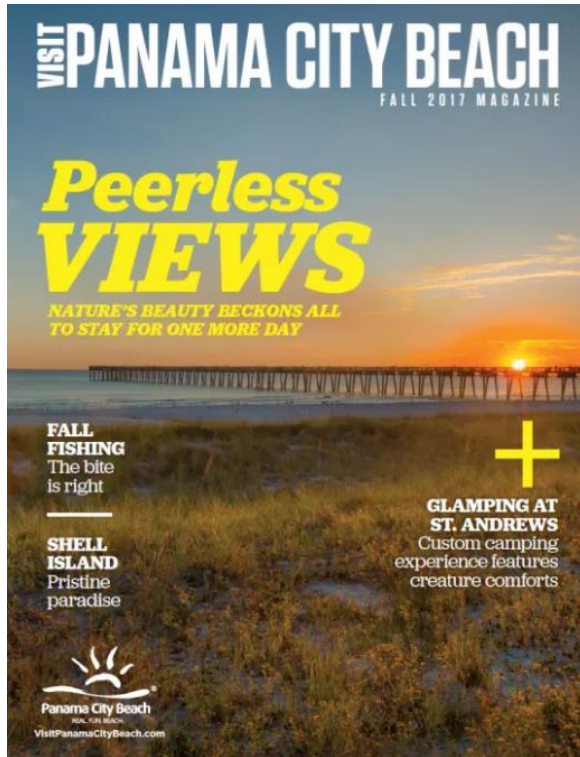


Event Images



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](mailto:trudhall@visitpanamacitybeach.com).

# Co-op Program Sign-Up



# Sign-Up Form

Please return completed form via email to [jleach@visitpanamacitybeach.com](mailto:jleach@visitpanamacitybeach.com) or [bwebb@visitpanamacitybeach.com](mailto:bwebb@visitpanamacitybeach.com) by **Friday, March 16, 2018**

Partner/Tactic	Program Details	Program Cost	Units Available	Available Months/Time Period-Please choose one per program	Total Cost
Atlanta Magazine	Panama City Beach Full page ad in Atlanta Magazine's June - Living for the Weekend Issue	\$400 w/4 partners	Minimum: 2	N/A	
Nashville Lifestyles Magazine	Panama City Beach Full page ad in Nashville Lifestyle's Magazine's June Issue	\$300 w/ 4 partners	Minimum: 4 Maximum: 6	N/A	
Softball and Baseball Magazines	2-page spread in both magazines July issues. Reaching tournament planners and decision makers.	\$750 per magazine	Minimum: 4	N/A	
Summer 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 fluctuates based on # of partners)	Minimum: 4 Maximum: 6	May 1-July 15	
Kids in Stroller Families Targeted Display	Reach young families planning to take a beach vacation in the Summer along the Gulf Coast via programmatic display banners	\$400 (price fluctuates based on # of partners)	Minimum: 4 Maximum: 6	July 1-August 31	
Sports Families Mobile Targeting	Reach sports families while they are in-destination through geo-fencing.	\$400 (price fluctuates based on # of partners)	Minimum: 4 Maximum: 6	May 21-July 15	
Pandora	:15 or :30 audio spot will run with a 300x250 companion banner. Message delivery to a highly-engaged listener.	\$750	Minimum: 4	May 1-July 30	
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	Thursday, June 21 2018	
BeachGuide.com	Dedicated e-blast with PCB branding to BeachGuide.com's database of travelers interested in beach vacations.	\$150 (price fluctuates based on # of partners)	Minimum: 4/ 1 monthly email Maximum: 6 / 1 email	Wednesday, May 30, 2018	
Sojern	Reach travel intenders in real-time. Partners will have display banners in 3 sizes running on Sojern's travel intender network site list.	\$500.00	Minimum: 4 Maximum: 6	April 1 - June 30	
PCB Consumer Sweepstakes	PCB will send an email to their database on behalf of a partner promoting that partner's sweepstakes	\$500 (plus prizing)	1 per quarter	May, June or July	
Facebook Canvas Ads (Summer & Sports Families)	Target the PCB audience with an interactive mobile ad that showcases images, video, copy, and links	\$750.00	Minimum: 1 partner per month	May 14 - June 10, June 11 - July 8, July 9 - August 5	
Facebook Carousel Ads (Summer & Sports Families)	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	May 14 - June 3, June 4 - June 24, June 25 - July 15, July 16 - August 5	
Facebook Promoted Posts	Post on the PCB Facebook page and promoted for additional exposure	\$500.00	2/month	May, June, July	
Facebook Live Partnership	Post on the PCB Facebook page and promoted for additional exposure	\$200.00	1/month	May, June, July	

## 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 \_\_\_\_\_

Company \_\_\_\_\_ Email \_\_\_\_\_

Total \_\_\_\_\_

# 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 **Friday, March 16, 2018** via email to [jleach@visitpanamacitybeach.com](mailto:jleach@visitpanamacitybeach.com) and [bwebb@visitpanamacitybeach.com](mailto:bwebb@visitpanamacitybeach.com)





Thank You