

Real. Fun. Cooperative Programs. Fall/Winter 2017



Real. Fun. Partners.

Dear Real. FUN. Partners,

Welcome to the third round of the 2017 Panama City Beach Real Fun Co-Op Program. We have heard your feedback from the previous co-ops, and we're excited to announce even more opportunities that have never been offered before. These partnerships will allow us to be stronger together and extend your brand's reach and your company's marketing budget.

We're proud to bring to new opportunities this quarter that will lead to increased exposure for your business with lead generation and email address capture. Additionally, a new series of workshops are in the works for this fall and our team will continue to update and share our style guide for events and promotions.

We're looking forward to working with you to make fall and winter 2017 a great season for Panama City Beach businesses!

*Sunny Regards,
Jayna Leach*



NEW – Living Northside (an AJC publication)

Highlights

- Magazine that is created and distributed by the AJC to northern Atlanta Sunday subscribers
- The magazine provides an insider's perspective into the neighborhoods, attractions, and weekend getaways
- 30,000+ issues are delivered

Opportunity

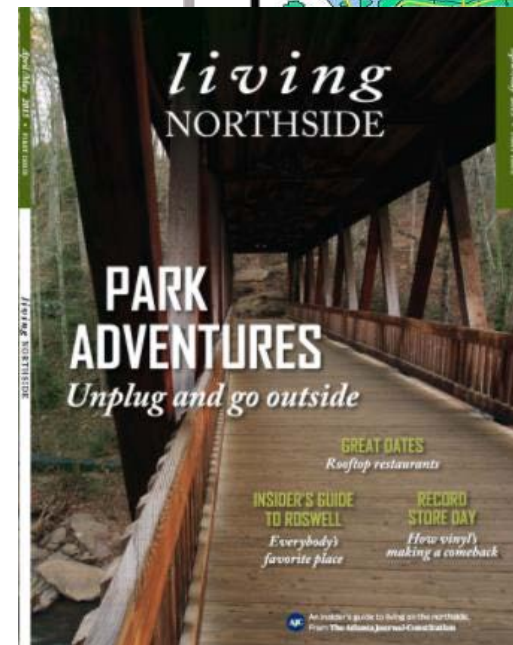
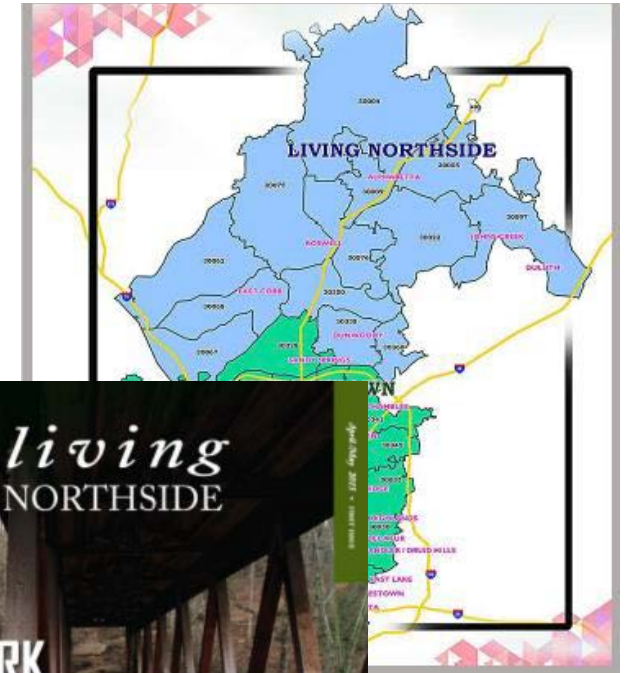
- Ad will be a full page shared with PCB and partners
- Partner spots available: 4
- Minimum partners required: 2 (fewer partners will affect cost)
- Partners must provide: 1 high resolution photo, 40--45 words of copy, logo, web address, phone number, and special offer (optional)

Available Dates

- November 5th distribution date

Investment & Return

- PCB cost: \$760
- Cost per partner: \$500 (with 4 participants)
- 300k+ Impressions in key PCB drive market, unit can be removed and saved



NEW - Atlanta Magazine Bookmark

Highlights

- Exclusive Panama City Beach “bookmark” in *Atlanta* Magazine
- PCB and Partners would be the first-ever to place this unit in *Atlanta* Magazine which can be easily removed and saved as a vacation planning tool
- Engage almost 500,000 affluent Atlantans in the magazine that has served as the authority on Atlanta since 1961.

Opportunity

- Placement includes perforated bookmark incorporating partners on front and back supported by a full page PCB brand ad
- Partner spots available: 8
- Minimum partners required: 6 (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

- November issue

Investment & Return

- PCB cost: \$6,500
- Cost per partner: \$1,000 (with 8 participants)
- ~500k Impressions in key PCB drive market, bookmark can be removed and saved

Atlanta

MAGAZINE



NEW – Good Grit Magazine

Highlights

- Panama City Beach and partners would be a part of the newly introduced Gritty City Guide, a removable travel planner included in each issue of this magazine
- *Good Grit* magazine is an elegant and progressive reflection of Southern culture, distributed primarily in the Southeast and throughout the Florida panhandle; it also has distribution nationwide through select retailers
- Estimated readership of 60k+

Opportunity

- PCB and partners will be a part of a 4-page spread highlighting the destination and opportunities for lodging, dining, activities, etc.
- Partner spots available: 8+
- Minimum partners required: 4 (fewer partners will affect cost)
- Partners must provide: URL, physical address, phone number,

Available Dates

- November/December issue

Investment & Return

- PCB cost: \$2,800
- Cost per partner: \$350 (with 8 participants)
- ~60k+ Impressions across the Southeast, leave-behind guidebook for vacation planners

Good Grit



NEW – Snowbirds Gulf Coast

Highlights

- Snowbirds Gulf Coast produces 20,000 copies per edition and is distributed to more than 400 highly targeted locations throughout the Gulf Coast
- Panama City Beach and partners will share a 2 page spread in each issue of Snowbirds Gulf Coast

Opportunity

- PCB and partners will be a part of a 2-page spread in each issue of Snowbirds Gulf Coast
- Partner spots available: 4+ per issue
- Minimum partners required: 4 per issue/month
- Partners must provide: 1 high resolution photo, 40-45 words of copy, web address, phone number, logo

Available Dates

- December 2017 (Holiday Issue) , January 2018, February 2018, March 2018 (Spring Issue)

Investment & Return

- PCB cost: \$1,280 per issue/month
- Cost per partner: \$400 (with 4 participants) per issue/month



Real. Fun. Digital Opportunities.



NEW – AJC.com Targeted Display

Highlights

- Reach users on the AJC website via standard digital banners across all devices
- Site users interested in travel will be targeted

Opportunity

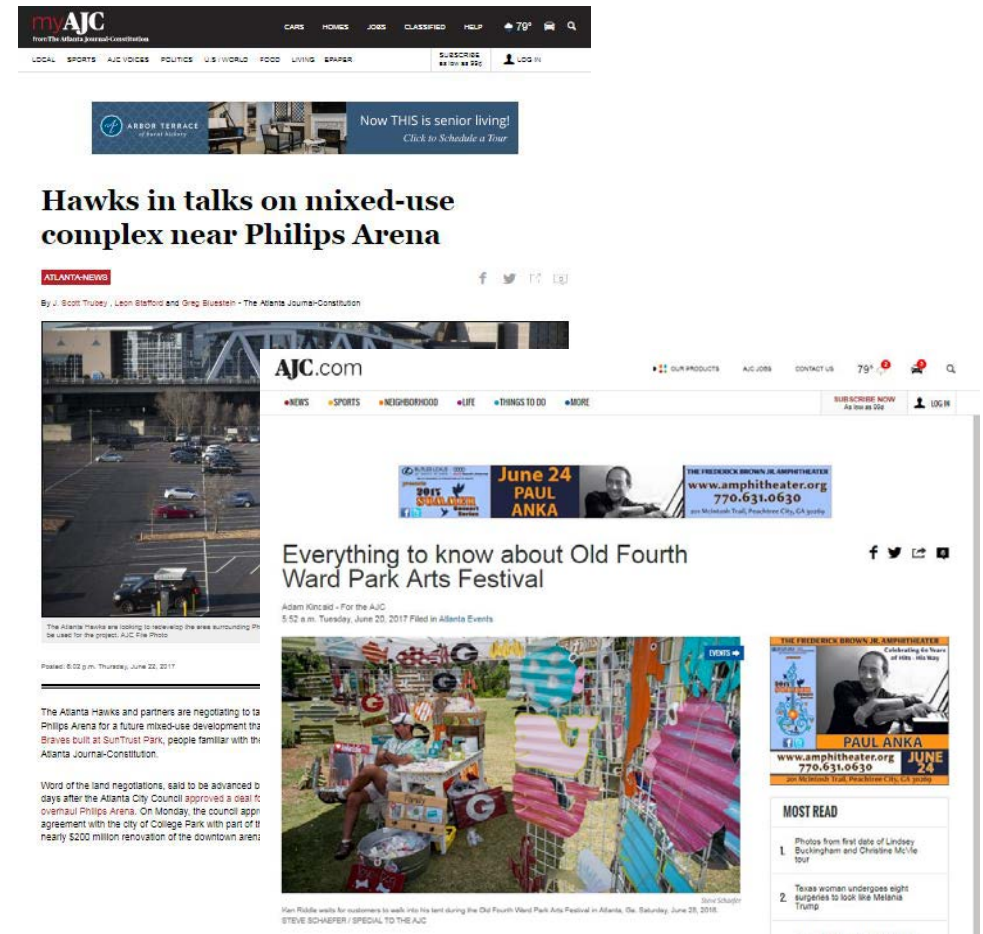
- 300,000 impressions per month will be divided among participating partners
- Minimum partners required: 6 per option
- Partner must provide: one image, one logo, 40-character-max headline, 17-character-max call to action and click-thru URL [see banner guidelines on slide 13 for details] or banners (300x250, 728,90, 320x50)

Timing

- Option 1: September-October 2017
- Option2: November -December 2017

Investment & Return

- Cost to PCB – \$1,200 per option
- Cost per partner – \$600 per option



NEW – MNI Data Match Display

Highlights

- Target online audiences who are active users of travel sites and apps
- Use first-party data from travel sites/apps to target audiences in-market for vacation planning with display ads across desktop, tablet and mobile placements
- Market list: Atlanta, Birmingham, Nashville

Opportunity

- 1,041,667 total impressions will be divided among participating partners
- Minimum partners required: 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 on slide 13 for details) or banners (160x600, 300x250, 728x90, 320x50) **320x50 is size for mobile

Timing

- September – December 2017

Investment & Return

- Cost to PCB – \$5,500
- Cost per partner – \$750



YOUR AUDIENCE. **DELIVERED.**

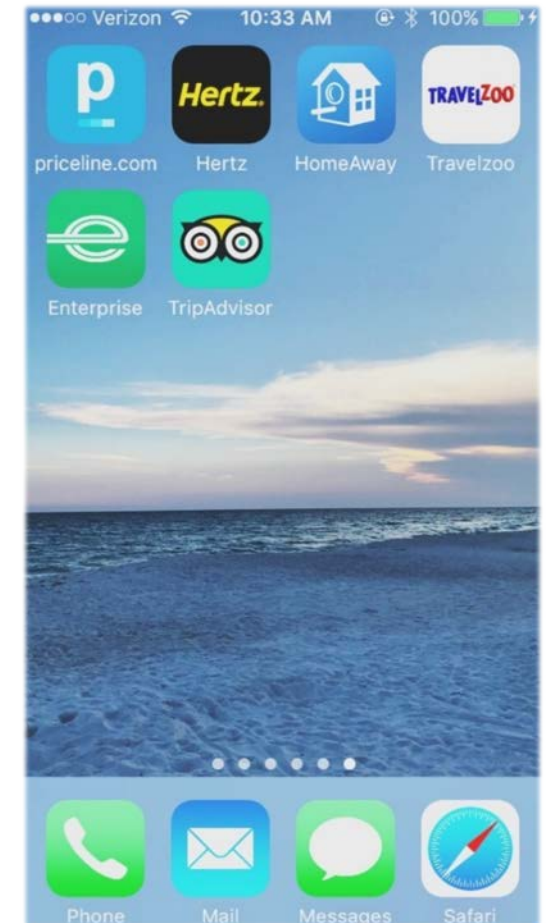
Examples of App data sources:



HomeAway



tripadvisor®



NEW – Snowbird Targeted Display

Highlights

- Utilizing programmatic buying, partner ads will reach snowbird consumers in market for lodging along the Gulf Coast
- The campaign will be geo-targeted to Chicago, Indianapolis, and Minneapolis

Opportunity

- PCB will serve partner banner ads in three sizes
- 2,133,000 impressions will be divided among participating partners
- 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 on slide 13 for details)

Timing

- September - December 2017

Investment & Return

- Cost to PCB – \$6,000
- Cost per partner – \$600



TripAdvisor



Highlights

- TripAdvisor users are highly engaged in travel planning – including decisions about lodging, food and activities for their vacations
- Partners can have 100% permanent placement with two banners on the PCB TripAdvisor page for an entire month
- In May 2017, these placements delivered a banner CTR of 0.34%, exceeding the travel industry CTR benchmark (0.07%)

Opportunity

- Partner will have exclusive ownership of two banner units on the TripAdvisor – Panama City Beach, Florida, landing page; the CVB will own all other banners and content on the page
- Partnerships available: one per month
- Partner must provide: one image, one logo, 40-character-max headline, 17-character-max call to action and click-thru URL (see banner guidelines on slide 13 for details)

Available Dates

- September, October, November, December 2017

Investment & Return

- Annual page ownership – \$36,000
- Cost per partner per month – \$500
- High-yield ad placements from qualified target interested in PCB



Digital Banner Guidelines

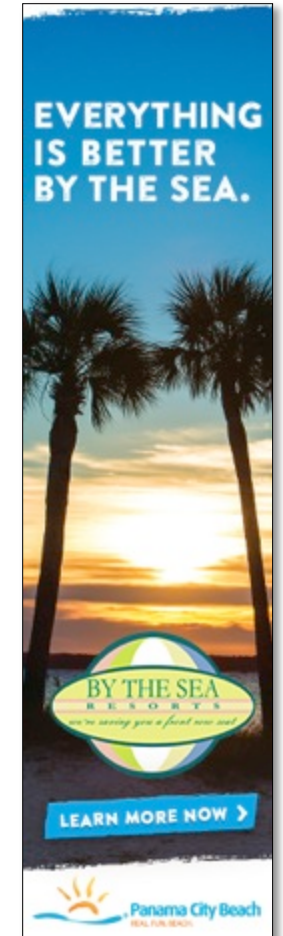
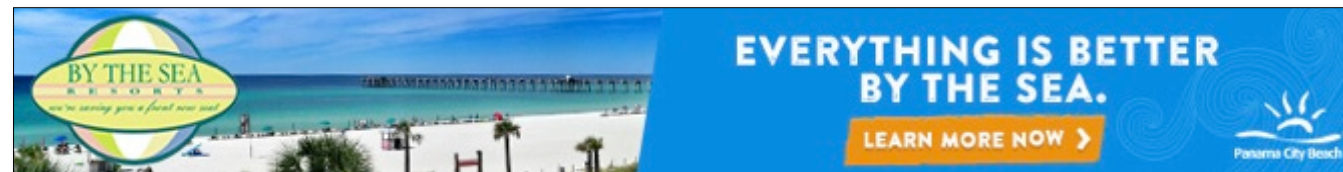
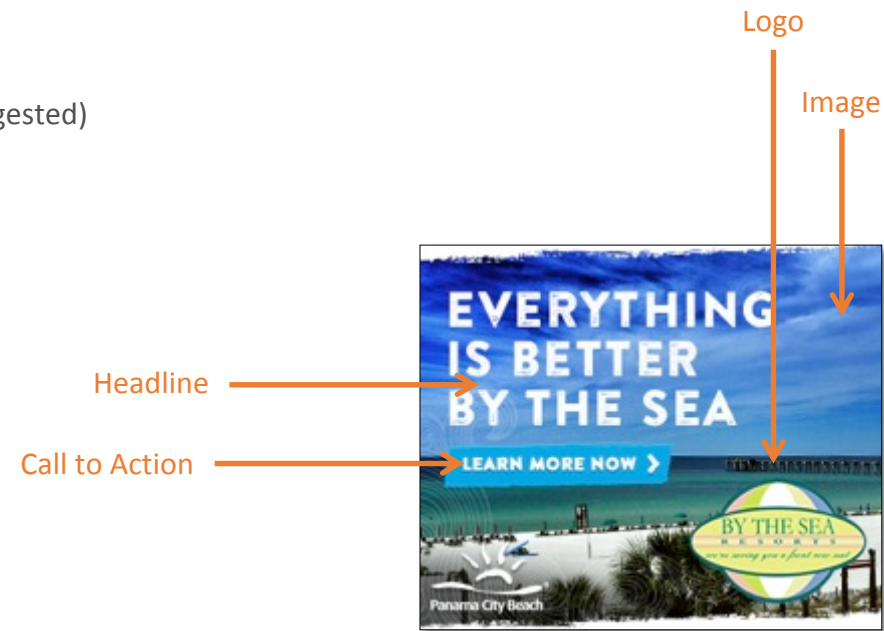
PCB will continue to be responsible for layout and design of any and all digital banners for our valued partners. For programs on slides 4 – 6, we will ask for the following assets. In return, each partner will receive complete banners for their own future needs.

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**

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



Real. Fun. Email.



NEW: AJC.com Custom Targeted Email

Highlights:

- Custom email delivered to opt-in subscribers
- Sole ownership of all the content within the email
- 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 – 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:

- September, October, November, December 2017

Investment & Return:

- PCB Cost: \$500
- Cost per partner: \$500
- 50,000 emails deployed, estimated average open rate is 12%-15%



Planning a trip through Hartsfield-Jackson (ATL) this fall? You might notice some changes taking place around the world's busiest and most efficient airport.

ALYS BEACH 5K FUN RUN
SEPTEMBER 6, 2015
ALYSBEACH.COM/5K

\$6 BILLION AT WORK
ATLNext, the Airport's \$6 billion capital program, is modernizing Hartsfield-Jackson over the next five years, starting with a total renovation to improve flight and after you land.

The upgrades include a new 4-star hotel, expanded concourses and more. Our gigantic canopies spanning the North Domestic Terminal that connect both could impact your travel plans and stay construction updates at next.atl.com

Join in the fun and run the Fourth Annual Alys Beach 5K, 1 Mile Fun Run on Sunday, September 6, presented by Visit South Walton. The whole family will enjoy tunes by DJ Shane from Rock the House, kiddos can cool off in the splash pad and play in the giant bounce house, and Idyll Hounds Brewing will have beer for the adults. Additional food and beverages available for purchase at Piper's Kitchen. The price to participate in the certified 5K is \$50 and the 1 Mile Fun Run is \$25 (kids 12 and younger only, please). Event proceeds will benefit Alaqua Animal Refuge.

Copyright © 2016 City of Alys Beach

Register Now!

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:

- **October - December 2017** (rewarded partner may select the actual month of deployment during this time frame)

Investment & Return:

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

Real. Fun. Social Opportunities.



Facebook Canvas Ads

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

Opportunity

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

Available Dates

- September, October, November, December 2017

Investment & Return

- Cost to PCB – \$3,000
- Cost per partner – \$750
- Reach – ~130,000 Impressions



Facebook Carousel Ads



Highlights

- Target active PCB followers, friends of followers and vacation/beach intenders on Facebook
- Showcase five images and links within a single ad unit to direct people to specific locations on your website
- In March 2017, the carousel units reached over 215,000 users, delivering almost 5,000 link clicks and over 7,000 total actions including likes, shares, comments and clicks to partner sites

Opportunity

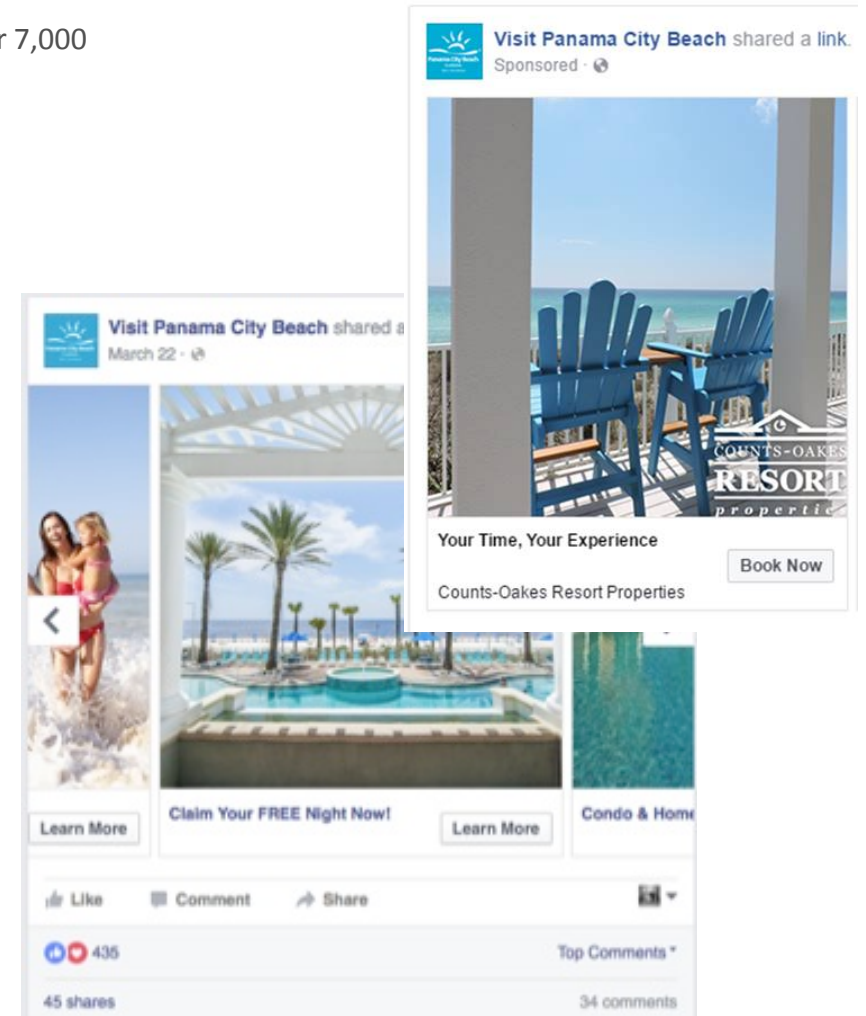
- PCB will run a carousel ad on Facebook, allowing four partners to participate in the ad unit each month
- Partner spaces available: 4 per month (limited to one image per month from each partner)
- Minimum required partners: 3 per month
- Partners must provide: one image, a destination URL, 30-character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

Available Dates

- September, October, November, December 2017

Investment & Return

- Cost to PCB – \$8,000
- Cost per partner per month – \$500
- Reach – ~200,000 per month



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

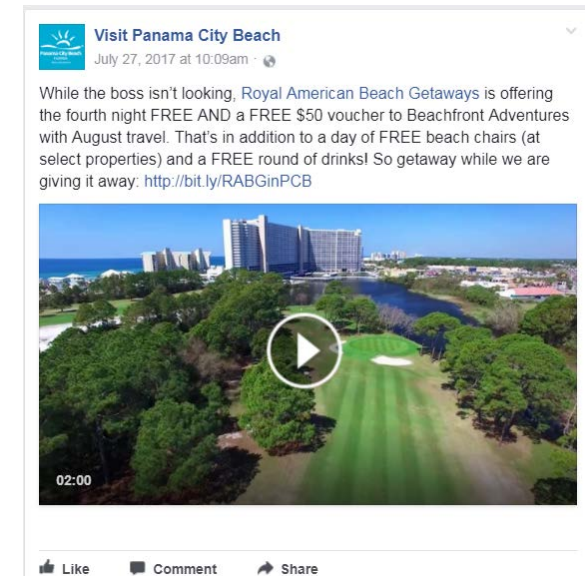
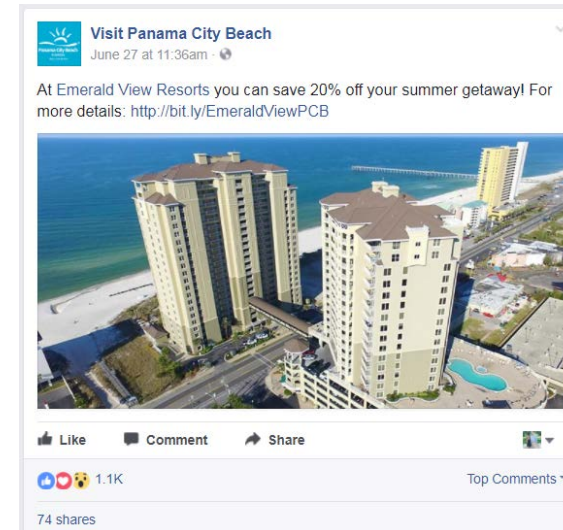
- PCB is offering 1 promoted Facebook post per partner on the official PCB Facebook page each month
- Partner spaces available: 2 per month
- Partner must provide: Copy and image or a video for 1 Facebook post, which must be approved by PCB before going live, link to special offer if any
- Posts will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

Available Dates

- September, October, November, December 2017

Investment & Return:

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



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 430,000 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

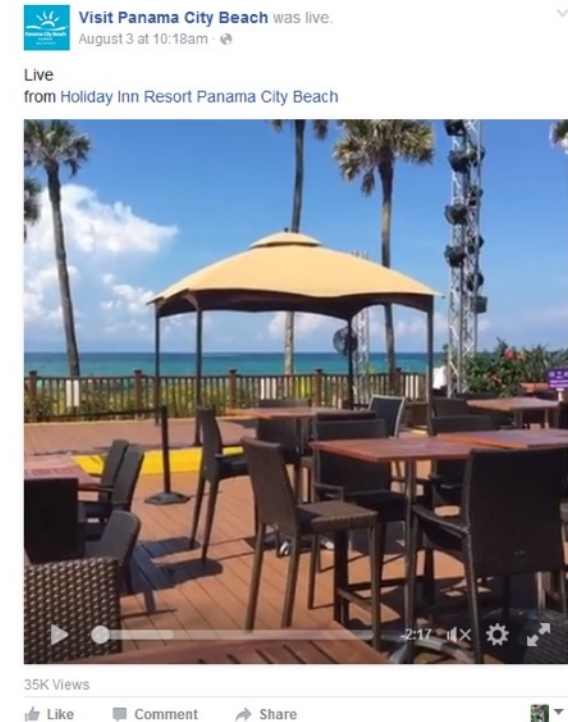
- PCB is allowing two partners each month to be highlighted in a Facebook Live video
- Partner spaces available: two per month
- Live video will feature Gulf-front accommodation
- The ideal candidate for this co-op is an accommodation partner who wants to show off a view from a balcony, a spectacular 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 CVB rep hosting the Live video
- No interview styles permitted, hours available to shoot video is from 8am-5pm Monday-Friday

Available Dates

- September, October, November, December 2017

Investment & Return

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



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
- Reminder that new images are constantly being added

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 Pirates of the High Seas 2017 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, 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>



Event Logo

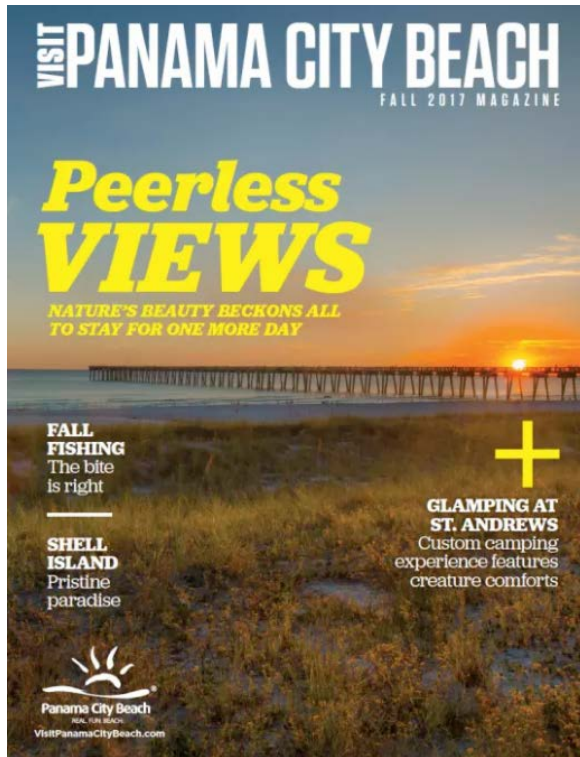


Event Images



Event Graphics

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 be sure to fill out the line item on the sign up sheet.

Co-op Program Sign-Up



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 **Tuesday, August 29**, via email to jleach@visitpanamacitybeach.com and bwebb@visitpanamacitybeach.com



Sign-Up Form

Please return completed form via email to jleach@visitpanamacitybeach.com or bwebb@visitpanamacitybeach.com

Partner/Tactic	Program Details	Program Cost	Units Available	Requested Month(s)	Total Cost
Living Northside Magazine	Full page add shared amongst PCB & partners in the November 5th issue	\$500 w/4 partners	Minimum: 4	N/A	
Atlanta Magazine	Exclusive PCB Bookmark in Atlanta Magazine	\$1000 w/ 8 partners	Minimum: 6 Maximum: 8	N/A	
Good Grit Magazine	4-page spread in Good Grit Magazine in the the new Gritty City Guide	\$750 w/ 8 partners	Minimum: 4	N/A	
Snowbirds Gulf Coast Magazine	2-page spread in Snowbirds Gulf Coast Magazine	\$400 w/ 4 partners	Minimum: 4 per issue		
AJC.com Targeted Display	Reach AJC.com users via digital banners on all devices	\$400.00	Minimum: 6 per option	Option 1: 9/1/17-10/31/17 Option 2: 11/1/17-12/31/17	
MNI Data Match Display	Leverage multiple data sources to reach audiences looking to travel	\$750.00	Minimum: 6	9/1/17-12/31/17	
Snowbird Targeted Display	Reach snowbirds in Chicago, Indianapolis, and Minneapolis looking for lodging along the Gulf Coast via programmatic display banners	\$500.00	Minimum: 4	9/1/17-11/30/17	
Trip Advisor	2 static banners on the dedicated PCB Trip Advisor	\$500.00	1/month		
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	\$500.00	Minimum: 2/monthly email Maximum: 4/monthly email		
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		
Facebook Canvas Ads	Target the PCB audience with an interactive mobile ad that showcases images, video, copy, and links	\$750.00	Minimum: 1		
Facebook Carousel Ads	Target the PCB audience with image and URL Driving traffic to site	\$500.00	Minimum: 3 per month Maximum: 4 per month		
Facebook Promoted Posts	Post on the PCB Facebook page and promoted for additional exposure	\$500.00	2/month		
Facebook Live Partnership	Post on the PCB Facebook page and promoted for additional exposure	\$200.00	2/month		
Photo Library	High quality PCB images available for partner use	\$0.00	Unlimited	N/A	
Visitors Guide	Advertising in our quarterly visitors guide for the destination	Varies	45 max per issue		

We value your feedback! Let us know your thoughts on our past and present programs and which programs you prefer. (optional)

Name _____

Phone _____

Company _____

Email _____

Total _____



Thank You