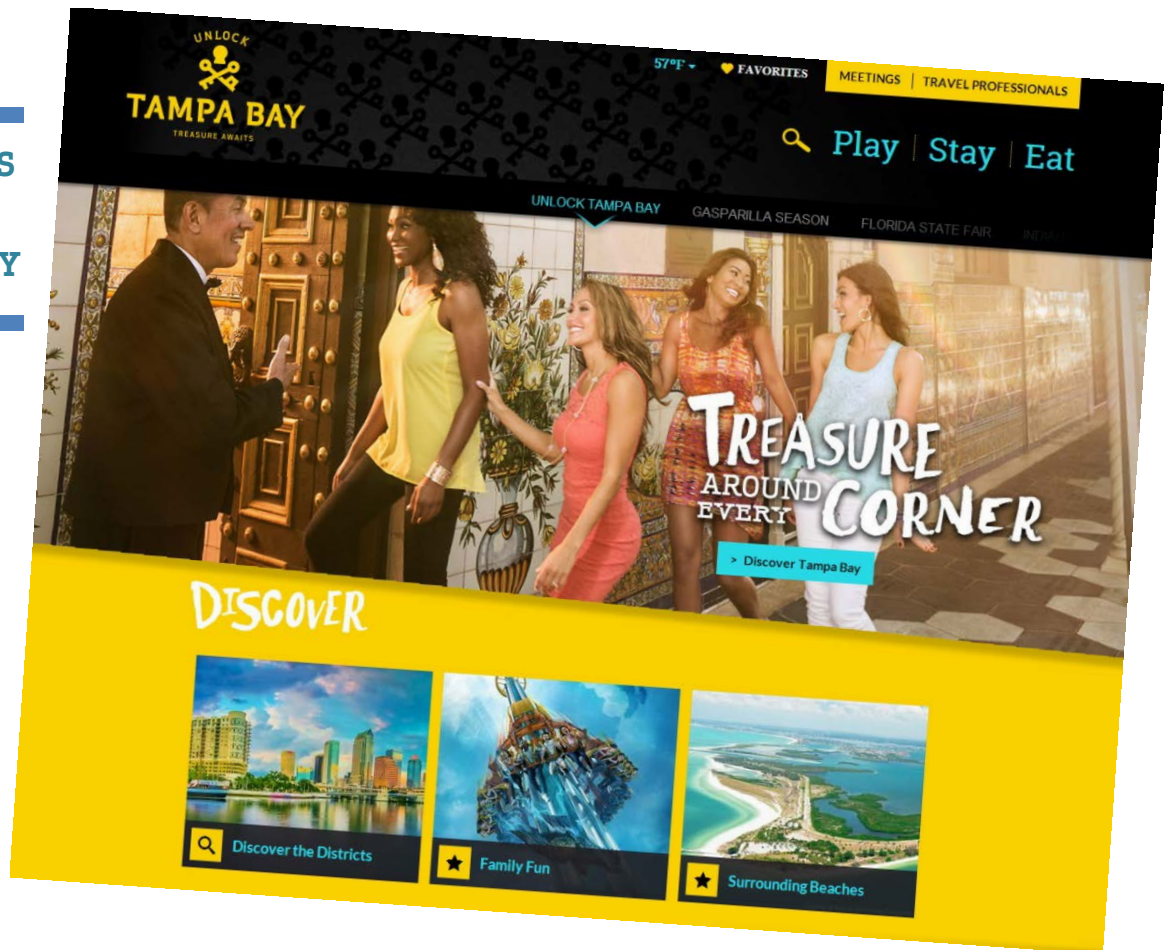




VisitTampaBay.com Advertising Opportunities

As the official destination marketing organization for Tampa Bay, Visit Tampa Bay develops a wide array of marketing initiatives and platforms that support and promote our area to visitors, convention attendees and more. VisitTampaBay.com is the official website for Visit Tampa Bay, engaging millions of travelers searching for information, inspiration and deals in our area. Our high-traffic site is a dynamic digital platform that allows you to connect with a targeted, captive audience including visitors, convention attendees, meeting professionals, travel professionals and more.

OVER 1 MILLION VISITS
& OVER 3.75 MILLION
PAGE VIEWS ANNUALLY



1 **For more information, please contact:**
Lauren Bowles | Marketing Sales + Solutions Manager
LBowles@VisitTampaBay.com | 813.342.4085

PARTNER LISTINGS + ADVERTISING

ENHANCED PARTNER LISTINGS

- ✿ Ensure your business attracts visitors, meeting professionals and travel professionals as they plan their next visit to Tampa Bay with your **FREE** enhanced partner listing on VisitTampaBay.com
- ✿ Includes your business logo and up to 8 images, links to your social media pages, link to Visit Tampa Bay blogs including your business
- ✿ Post deals, events and packages on your partner page
- ✿ Add your Facebook feed on your partner page

FEATURED PARTNER LISTINGS

- ✿ Upgrade to a featured listing and significantly increase your exposure with top of category placement (featured listings are highlighted and display first, followed by all other listings)
- ✿ Featured listings generate twice as many clicks as regular listings
- ✿ 15 spots available per category
- ✿ Premier Categories include:
 - Play
 - Stay
 - Eat
- ✿ Niche Categories include:
 - Attractions
 - Arts & Culture
 - Outdoors & Nature
 - Dining
 - Entertainment
 - And more...

HOME PAGE + CATEGORY PAGE ADVERTISING

FEATURED CONTENT

- ✿ Drive qualified traffic to your detailed partner page and your site with ads seamlessly integrated into VisitTampaBay.com's content
- ✿ Allows advertisers to feature a photo and text in specific channels to reach your targeted audience
- ✿ Featured content is available throughout the site

DISPLAY ADS

- ✿ 300x250 rectangle banner ads are available on the Home Page
- ✿ Leaderboards, skyscrapers and button ads are available on event microsites (i.e. IIFA Bollywood Awards, Florida State Fair)
- ✿ Offers visual representation and high exposure to visitors, meeting planners and travel professionals
- ✿ Ads include monthly reporting to track your return

MEETINGS PAGE ADVERTISING

Target meeting professionals seeking information on hosting conventions, meetings and events in Tampa Bay.

- ✿ 300x250 rectangle banner ads are available on the Meeting Home Page
- ✿ Text Links are also available on the Meetings Home Page
- ✿ Featured content on category pages, such as “Hotels” or “Venues”
- ✿ Featured listings, events and deals are also available to target the Meetings market

TRAVEL PROFESSIONALS PAGE ADVERTISING

Maximize your exposure by advertising on Tampa Bay’s primary marketing site for global travel professionals such as tour operators, travel agents and more.

- ✿ 300x250 rectangle banner ads are available on the Travel Professionals Home Page
- ✿ Text Links are also available on the Travel Professionals Home Page
- ✿ Featured listings, events and deals are also available to target the tour & travel market

EVENT MICROSITES

DISPLAY ADS

- ✿ Leaderboards, skyscrapers and rectangle button ads are available on event microsites (i.e. IIFA Bollywood Awards, Florida State Fair)
- ✿ Offers visual representation and high exposure to visitors, meeting planners and travel professionals
- ✿ Ads include monthly reporting to track your return

MOBILE SITE

ADHESION BANNER AD

- ✿ Over **170,000** views annually
- ✿ Adhesion banner ad available on mobile site
- ✿ As the user scrolls, the ad remains above the fold
- ✿ Ads include monthly reporting to track your return

Customized packages are available to meet your company’s goals and budget.

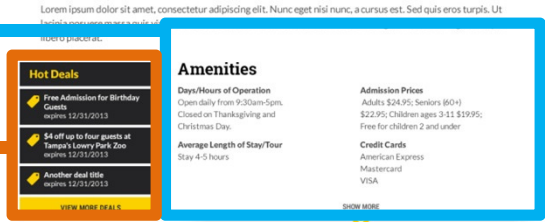
VisitTampaBay.com
Enhanced Partner Listing



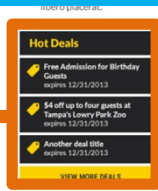
Images & Logo



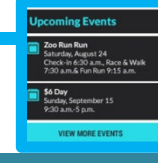
Expanded Amenities and Details



Integration with Deals



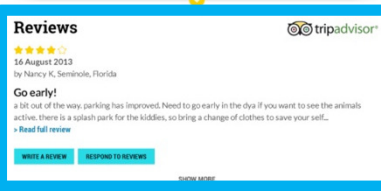
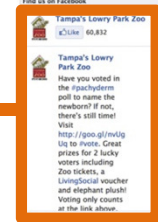
Integration with Events



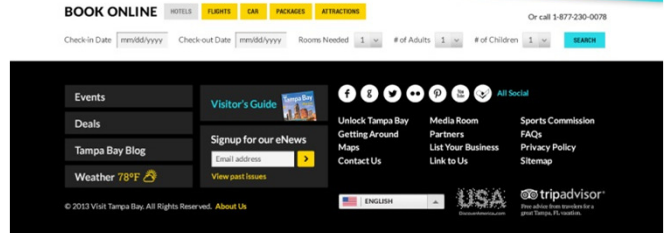
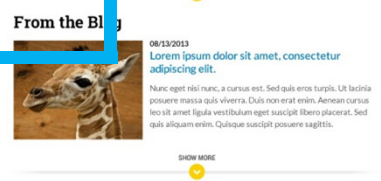
Editorial Content



Partner's Facebook Feed

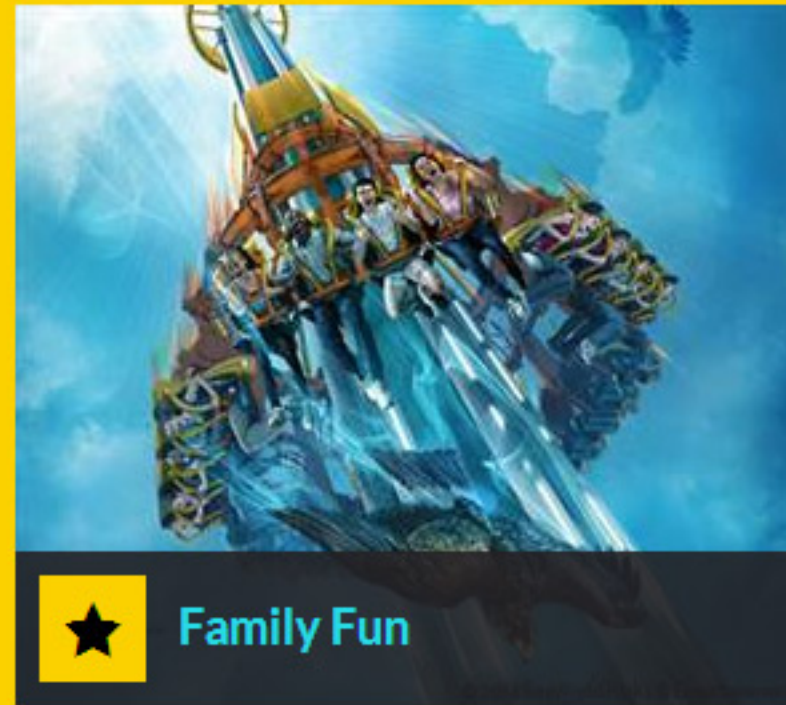


Integration with Reviews



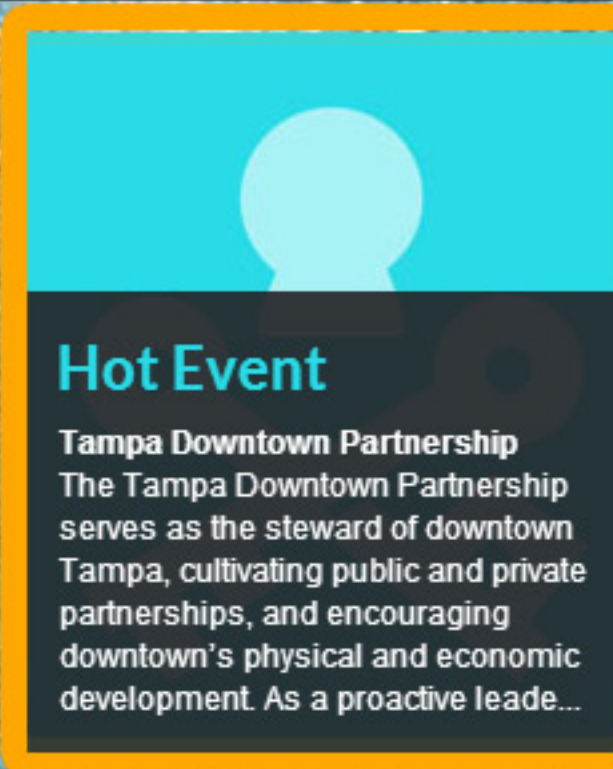
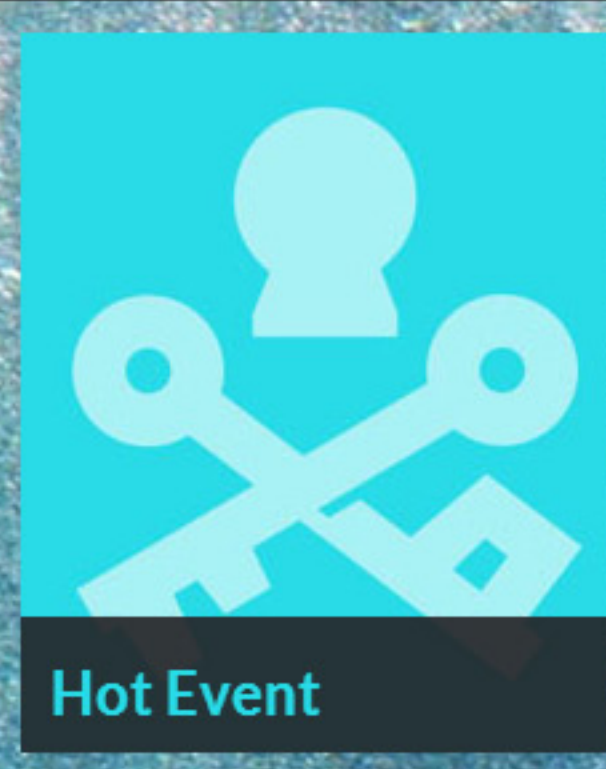
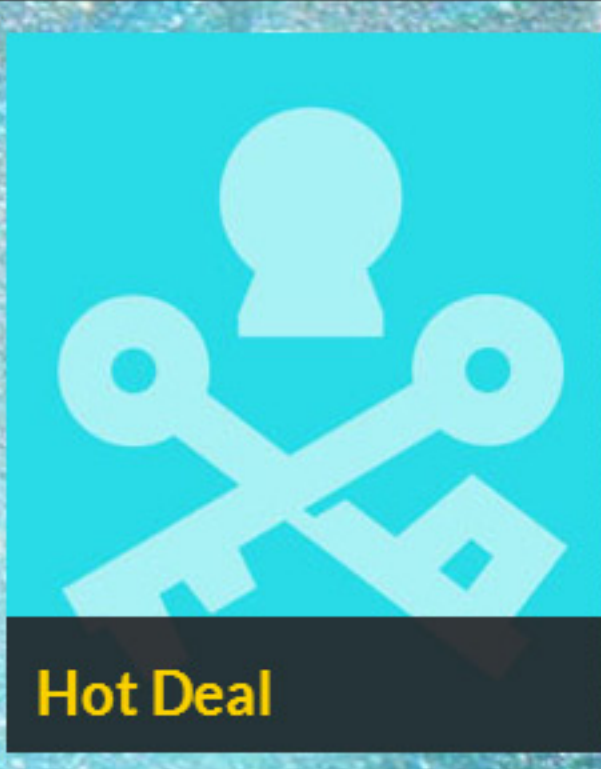
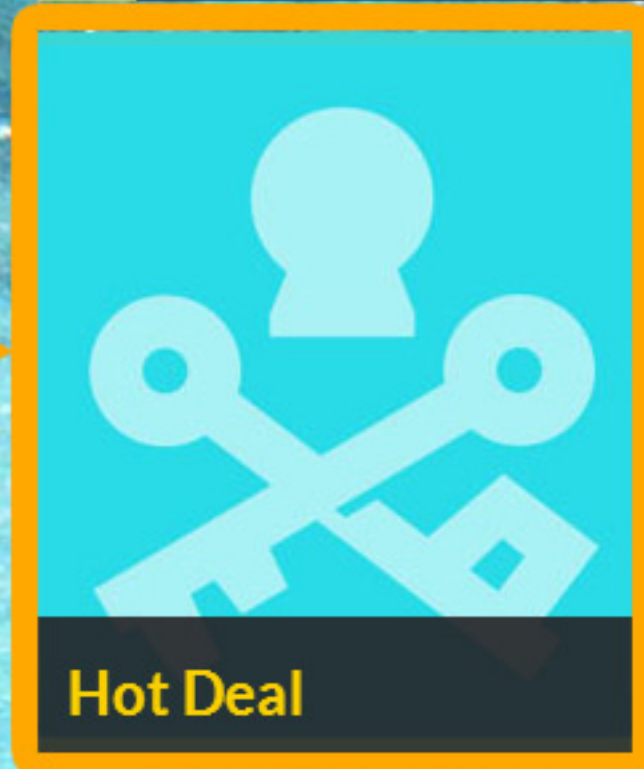


DISCOVER



DEALS & EVENTS > View More Deals > View More Events

Home Page Hot Deals



Home Page Events

Home Page Unlock Collage (Regular x 5)

UNLOCK
SOME OF TAMPA'S BEST KEPT SECRETS

Tampa Theatre
Tampa Theatre was recently recognized by The Motion Picture Association of America among the 10 best movie theaters in the world – a distinction delegated to only one other theater in the United States.
[Read More](#)

10 Tips for Gasparilla
Whether you are an Old Salt (experienced sailor) or a first time Sea Dog, we've got a few tips to make the most out of your Gasparilla.
[Read More](#)

TAMPA BAY BLOG
> View More Posts

Home Page Unlock Collage (Large)

WHY TAMPA BAY

Visit Tampa Bay, local businesses, civic leaders and the community have formed a partnership to service your need for accurate, official and reliable information about the Tampa area. The information provided on this site has you and the pleasure of your travels as the first priority.

Home Page Why Links

- > Busch Gardens Tampa Bay
- > Epicurean Hotel
- > The Florida Aquarium
- > MOSI
- > Tampa Bay History Center
- > Tampa's Lowry Park Zoo
- > Tampa Museum of Art



Home Page Banner Ad (300x250)

BOOK ONLINE

- HOTELS | **FLIGHTS** | CAR | PACKAGES | ATTRACTIONS

Or call 1-877-230-0078

Check-in Date Check-out Date Rooms Needed # of Adults # of Children

- Events
- Deals
- Tampa Bay Blog
- Weather 57°F

Visitors Guide

Signup for our eNews

Email address

[View past issues](#)

- All Social

- Unlock Tampa Bay
- Getting Around
- Maps
- Contact Us
- Media Room
- Partners
- List Your Business
- Link to Us
- Sports Commission
- FAQs
- Privacy Policy
- Sitemap

Masthead (Regular)

Things To Do

From arts and culture to attractions and from shopping to sports, Tampa Bay has it all. Don't just take a vacation—have an adventure! When you bring your family to Tampa Bay, you're in for an exciting time.

Masthead Takeover

HOME PLAY

SHARE [Facebook] [Twitter] [Share]

Play

Don't just take a vacation—have an adventure! When you bring your family to Tampa Bay, you're in for an exciting time. Whether you're racing through the air on a heart-pounding roller coaster, or partying with pirates at the Gasparilla parade, you're in for treasures beyond your wildest dreams. Come explore. You won't ever want to leave.

Content Feature

Attractions

Arts & Culture

Family Fun

No matter if you've only a few hours to find adventure or an entire day to play, there are plenty of wild-to-mild attractions awaiting you in Tampa Bay.

Arts and culture are a key component of Tampa Bay's vibrant community. Theater groups, orchestras, world-class performance halls, museums, galleries

Everyone from toddler to teenagers and even your furry friend. With plenty of indoor and outdoor activities to choose from year-round, Tampa Bay

SHOW MORE

Play

- Arts & Culture
- Attractions
- Cruises
- Entertainment & Nightlife
- Family Fun
- Golf
- Nearby Beaches
- Outdoors & Nature
- Shopping
- Sports

SEARCH PLAY

Keyword Location Category

SEARCH

Play Listings

Sort by: A-Z Location

202 results returned

BOING! Jump Center
Kids and adults can defy gravity in Tampa's largest indoor trampoline arena. If you want to jump, compete in dodgeball, play in the arcade or host a party or group, BOING! is the place for you. We pr...

MAP IT | FAVORITE

Bok Tower Gardens
Experience one of America's finest gardens and nature preserve surrounding a 205-foot sculpted marble carillon tower with daily concerts and Mediterranean style mansion. National Historic Landmark. C...

MAP IT | FAVORITE

Captain Memo's Original Pirate Cruise
Young or old, Captain Memo's has something for everyone. Cruise away into the fantasy world of swashbucklers aboard, "The Pirate's Ransom." Quench your thirst with our free soft drinks, beer or wine.

MAP IT | FAVORITE

SHOW NEXT 10 LISTINGS

Featured Listing

BOOK ONLINE

HOTELS FLIGHTS CAR PACKAGES ATTRACTIONS Or call 1-877-230-0078

Check-in Date Check-out Date Rooms Needed # of Adults # of Children SEARCH

- Events
- Deals
- Tampa Bay Blog
- Weather **57°F**

Visitors Guide

Signup for our eNews

Email address

[Social Icons] All Social

- Unlock Tampa Bay
- Getting Around
- Maps
- Contact Us
- Media Room
- Partners
- List Your Business
- Link to Us
- Sports Commission
- FAQs
- Privacy Policy
- Sitemap

Why Tampa Bay



> Claim Your Adventure!

Submit RFP

Find a Contact

Meeting Planner e-News

INCENTIVES AND SERVICES

Meeting Incentives

Meeting Services

View All Hot Deals

Convention Center

WHY TAMPA BAY

With its combination of accessibility, affordability and amenities, Tampa Bay is the perfect place to unlock the potential of your next meeting. With a host of unique dining experiences, leisure and recreational choices and venues like no other, there is much to discover. We invite you to come explore our city; in fact, invasions are welcome!

Discover our hospitality and find something different - treasure awaits you in Tampa Bay.

- > The Columbia Restaurant
- > eBoats Tampa
- > Epicurean Hotel
- > Resort & Club at Little Harbor
- > Tampa Bay Bike Share
- > Tampa Convention Center
- > Tampa International Airport

Meeting Home Page Banner Ad (300x250)

Meeting Home Page Why Links

SIGN UP FOR OUR ENEWS

Email address [SIGN UP](#) [View past issues](#)

Submit an RFP	Deals
Find a Venue	Getting Around
Find a Contact	Maps
	Weather 72°F

[f](#) [g](#) [t](#) [v](#) [p](#) [y](#) [i](#) [a](#) [i](#) [s](#) [s](#) [a](#) [l](#) [l](#) [l](#) [s](#) [o](#) [c](#) [i](#) [a](#) [l](#) [l](#)

[GET Tampa Bay](#) | [Sports Commission](#) | [Privacy Policy](#)
[Tampa Bay Blog](#) | [Partner Information](#) | [FAQs](#)
[Media Room](#) | [About Us](#) | [Sitemap](#)



Why Tampa Bay


MEMORIES TO TREASURE

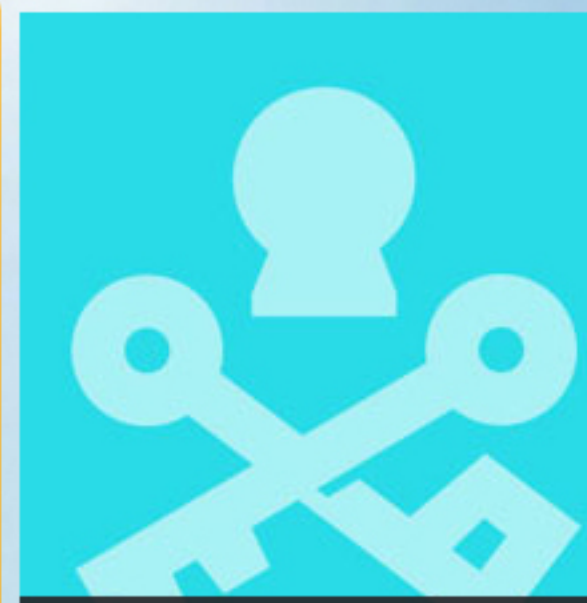
> Discover Tampa Bay!

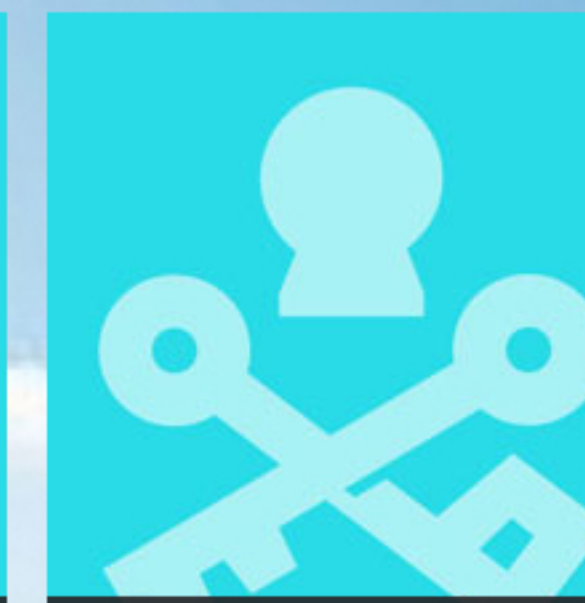
Submit RFP | Itinerary Ideas | Contact Us

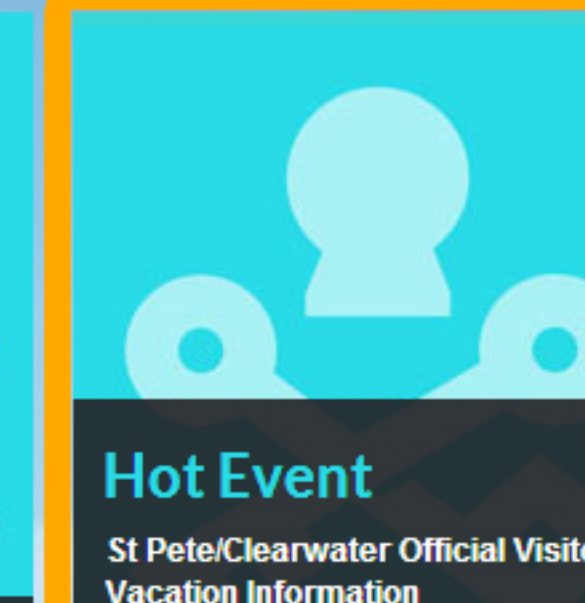
DEALS & EVENTS

Travel Professional Home Page Hot Deals


Hot Deal


Hot Deal


Hot Event


Hot Event
St Pete/Clearwater Official Visitors & Vacation Information

Travel Professional Home Page Events

WHY TAMPA BAY

Unlock the keys to great group tours

Tampa Bay is the perfect place to visit. With unique group tour ideas and itineraries combined with a host of lodging experiences, there is much to discover. We invite you to come explore our city; in fact, invasions are welcome! Discover our hospitality and find something different - treasure awaits you in Tampa Bay.

Travel Professional Home Page Why Links

- > Busch Gardens Tampa Bay
- > The Florida Aquarium
- > International Plaza & Bay Street
- > MOSI
- > Tampa Bay History Center
- > Tampa's Lowry Park Zoo
- > Tampa Port Authority



Marriott's Family of Hotels in Tampa Bay, FL. **BOOK NOW**

RENAISSANCE HOTELS
 Marriott HOTELS & RESORTS

Travel Professional Home Page Banner Ad (300x250)

SIGN UP FOR OUR ENEWS

Email address **SIGN UP** [View past issues](#)

Submit an RFP | Visitors Guide | Ideas & Itineraries | Deals | Find a Contact | Weather 72°F

GET Tampa Bay | Sports Commission | Privacy Policy | Tampa Bay Blog | Partner Information | FAQs | Getting Around | About Us | Sitemap | Maps | Media Room



Celebrate 28 years of football in paradise

Outback Bowl

Celebrate 28 years of football in paradise

Wednesday, January 1, 2014

Imagine 65,000 college football fans, from across the country, cheering their team on from the stands at Raymond James Stadium. Fans from over 45 states come out to Tampa Bay on New Year's Day for just one reason, the 28th annual Outback Bowl.

It's where the Big Ten faces off against the SEC. And this year, the Louisiana State University Tigers take on the Iowa State University Hawkeyes. The Tigers are 9-3 and the Hawkeyes are 8-4. It was 1989 the last time LSU competed in the Outback Bowl (then called the Hall of Fame Bowl). The 2014 game will be Iowa's fourth appearance in Tampa since they last played in 2008. And this year is only the second time LSU and Iowa have ever competed in all 120 seasons of their team history.

SHOW MORE

Events

- Tampa Bay Black Heritage Festival
- Gasparilla Season
- Florida State Fair
- Strawberry Festival
- Spring Training
- Indian Film Academy Awards

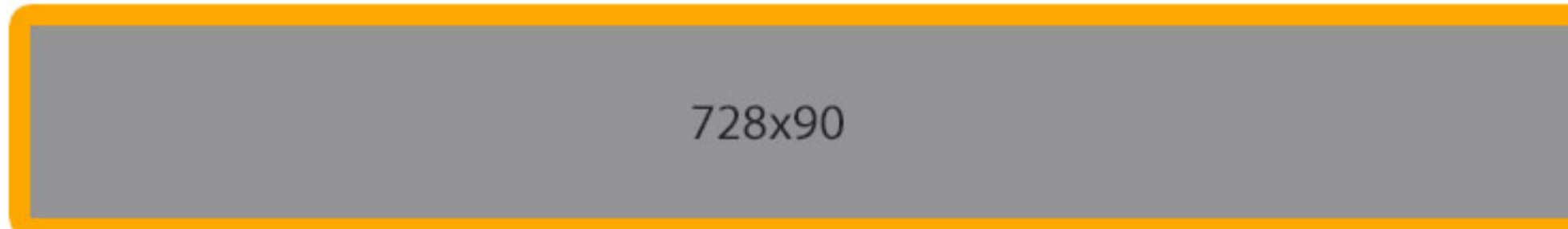
Contact Information

Mike Schulze
 Director Sales & Marketing
mike@outbackbowl.com
 813-874-2695

Medium Rectangle
 (300x250)



728x90



Leaderboard
 (728x90)

Schedule of Events

Monday, December 30, 2013

Clearwater Beach Day

Only in Florida can you plan a beach day at the end of December. The LSU Tigers and the Iowa Hawkeyes bring out their players, marching bands, dancers and crew for a day of fun at the Hilton Clearwater Beaches next to Pier 60. Enjoy plenty of music from team marching bands, cheerleading and dance performances, plus some pregame competition with tug-of-war and other contests. Stick around to watch the sunset dip into the Gulf of Mexico before the big game. *11 a.m.-4 p.m., Pier 60, 1 Causeway Blvd., Clearwater.*

Tuesday, December 31, 2013

New Year's Eve Parade & Pep Rally

Hundreds of twirling flags, dozens glittering parade floats, and the boom of over 15 marching bands along Seventh Avenue in Tampa Bay's historic Ybor City. There's no better way to prep for the Outback Bowl than the New Year's Eve Parade and pep rally in Ybor. Both marching bands and cheerleaders from LSU and Iowa will battle it out at the pep rally. *Free. Arrive early. Parade starts at 5:30 p.m. along Seventh Ave., no coolers or open containers allowed.*

Wednesday, January 1, 2014

Pregame at Raymond James Stadium

It's 2014, and you're about to watch LSU take on Iowa at the Outback Bowl. Sure, you got pumped at last night's parade and pep rally, but now it's game day (and a new year). Keep the spirit going at the Pregame Bowl Bash with live music, more pep-rallying, food and games.

Then enjoy the pregame show compete with high school and college marching bands, a special flyover, and skydivers delivering the game-day ball. And, in Outback Bowl tradition, the coin toss will be hosted by a secret celebrity guest. Bowl Bash located on the stadium's south plaza

SHOW MORE

160x600



Skyscraper
 (160x600)

DON'T MISS OUT

VisitTampaBay.com
Home Page Display
Advertising

The screenshot shows the homepage of VisitTampaBay.com. At the top, there is a navigation bar with the 'UNLOCK TAMPA BAY' logo, weather information (78°F), and links for 'FAVORITES', 'MEETINGS', and 'TRAVEL PROFESSIONALS'. Below this is a secondary navigation bar with 'Play Stay Eat' and category links like 'FAMILY FUN', 'OUR PICKS', 'GASPARILLA PIRATE FESTIVAL', 'FOODIE', and 'BEAUTIFUL BEACHES'. The main hero section features a large image of a pirate ship with the text 'YOURS TO CLAIM' and a link to the 'Gasparilla Pirate Festival'. Below this is a 'DISCOVER' section with three featured items: 'Family Fun', 'Gasparilla Pirate Festival', and 'Surrounding Beaches'. A 'DEALS & EVENTS' section follows, with sub-sections for 'Hot Deal', 'Discover Deals', 'Another Event', and 'Gasparilla Pirates Festival'. The lower half of the page contains several promotional tiles: 'UNLOCK SOME OF TAMPA'S BEST KEPT SECRETS' with social media icons; a 'Busch Gardens' tile; a 'CENTRAL FLORIDA TRAVEL CENTER' tile; a 'TAMPA BAY BLOG' tile; a 'WHY TAMPA DAY' section with a list of activities including 'Busch Gardens', 'The Florida Aquarium', 'Tampa's Lowry Park Zoo', 'LEGOLAND® Florida', 'Botanical Gardens', 'Big Cat Rescue', and 'Dinosaur World'; and an 'Adventure Island' tile. At the bottom, there is a 'BOOK ONLINE' section with search filters for dates, rooms, and adults/children, and a footer with 'Events', 'Deals', 'Tampa Bay Blog', 'Weather', 'Visitor's Guide', 'Signup for our eNews', 'Social media links', and 'All Social' links.

Unlock Collage Large

Unlock Collage Regular

300x250 Banner

Why Links

Masthead Takeover

Masthead Theme Large

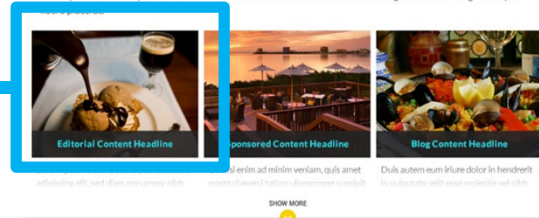
Masthead Theme Regular



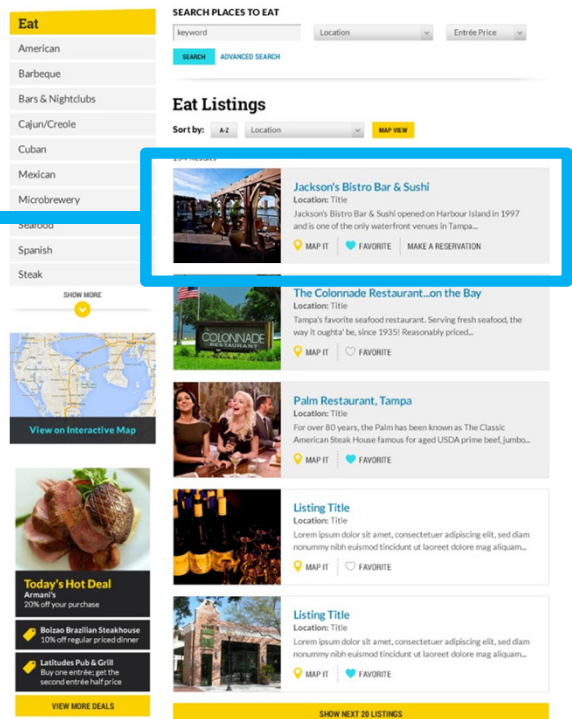
Eat

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc eget nisi nunc, a cursus est. Sed quis eros turpis. Ut lacinia posuere massa quis viverra. Duis non erat enim. Aenean cursus leo sit amet ligula vestibulum eget suscipit

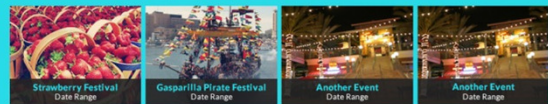
Content Feature



Featured Listing



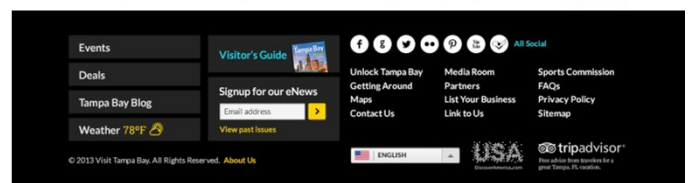
FEATURED EVENTS



BOOK ONLINE

Check-in Date [mm/dd/yyyy] Check-out Date [mm/dd/yyyy] Rooms Needed [1] # of Adults [1] # of Children [1] SEARCH

VisitTampaBay.com
Category Page Display Advertising



VisitTampaBay.com
Mobile Site

UNLOCK TAMPA BAY
TREASURE HUNTERS

Search Tampa Bay

Play Stay Eat

- EVENTS
- GETTING AROUND
- DEALS
- WHAT'S NEARBY

WELCOME TO TAMPA BAY
Caesar praemuniet satis utilitas fiducias, utcumque tremulus apparatus bellis.
> Call To Action

YOURS TO CLAIM
Saetosus chirographi adquireret lascivius concite oratori vix.
> Call To Action

DISCOVER YOUR DARING
Fiducias iocari plane adlaudabilis matrimonii estes dolorem caesar bellis.
> Call To Action

UNLOCK
SOME OF TAMPA'S BEST KEPT SECRETS.
Get general information, tips, suggestions, and a list of useful Apps.
> Call To Action

FAVES (3) eNEWS FULL SITE

78°F Scattered Thunderstorms

f g t d p You Tube

TAMPA BAY
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(800) 44-TAMPA
info@VisitTampaBay.com

CLICK FOR TICKETS AND DEEP SAVINGS THE FLORIDA AQUARIUM

Mobile Banner

Visit Tampa Bay Online Advertising Opportunities

Ad Units	Treasure Awaits Package	Unlock Package	Key Package	Monthly Net Rate	What's Included
PARTNER DISPLAY ADVERTISING					
Enhanced Partner Listing	Included	Included	Included	FREE	Partner Info, Images, Logo + More
Featured Partner Listing [Premier Category: Play/Stay/Eat]	✓	✓	✓	\$300	Highlighted Partner Listing
Featured Partner Listing [Niche Category: Attractions, etc.]	✓	✓		\$100	Highlighted Partner Listing
HOME PAGE DISPLAY ADVERTISING					
Home Page Banner Ad [300 x 250]				\$400	300x250 Ad
Home Page Unlock Collage [Large] Ad	✓			\$1,000	Image + Text
Home Page Unlock Collage [Regular] Ad		✓		\$300	Image + Rollover Text
Home Page Why Links	✓			\$200	Company Name + Link to Page
Home Page Featured Event/Deal		✓		\$300	Image + Text of Deal or Event
CATEGORY PAGE DISPLAY ADVERTISING					
Masthead Takeover				\$1,750	Large Image, Text + 4 Smaller Images
Masthead [Large] Ad				\$1,000	Large Image + Text
Masthead [Regular] Ad			✓	\$250	Smaller Image
Content Feature				\$500	Image + Text
MEETINGS/TRAVEL PROFESSIONALS DISPLAY ADVERTISING					
Banner Ad [300x250]				\$300	300x250 Ad
Featured Event/Deal				\$250	Image + Text of Deal or Event
Why Links			✓	\$200	Company Name + Link to Page
EVENT MICROSITES DISPLAY ADVERTISING					
Full Event Microsite				\$1,000	All ads on site
Rectangle Ad				\$250	300x250 Ad
Leaderboard Ad				\$500	728x90 Ad
Skyscraper Ad				\$500	160x600 Image
MOBILE SITE					
Mobile Site Footer Advertisement				\$250	
# of Units Included in Package	4	4	4		
TOTAL PACKAGE PRICE	\$1,500/month	\$1,000/month	\$600/month		

Visit Tampa Bay partners receive 30% savings. Rates subject to change. Customized packages available.

Terms & Conditions

Payment: First month due with signed agreement, billed monthly thereafter. Check or major credit card accepted.