

VISIT TAMPA BAY

Advertising & Marketing Opportunities

MEDIA KIT



TAMPA BAY

TREASURE AWAITS

VisitTampaBay.com

IN TAMPA BAY,
TREASURE IS
YOURS TO
CLAIM!



MEDIA KIT

ADVERTISING & MARKETING **OPPORTUNITIES**

4

Online Opportunities

Visit TampaBay.com is the official tourism marketing website for the Tampa Bay area putting you in front of millions of visitors each year.

14

eNewsletters

Three different monthly and quarterly eNewsletters are directed at leisure visitors, meeting professionals and our community partners.

16

Print Publications

The informative and beautifully produced Official Tampa Bay Visitors Guide, Tampa Bay Meeting Planner Invasion Guide, Official Visitors Map, Dining & Nightlife Guide and Invasion Guide, targeting the leisure audience.

20

Cooperative Marketing Opportunities

Visit Tampa Bay's co-op program continues to grow as we offer multi-dimensional benefits to our tourism-industry partners.

23

Visitor Center

Tampa Bay's Official Visitors Center, located in Channelside Bay Plaza next to Cruise Terminal 2, attracts more than 31,000 visitors each year.

THE TAMPA BAY AREA WELCOMES
OVER 14 MILLION
VISITORS
EACH YEAR.

THESE
VISITORS
SPEND OVER
\$3 BILLION
ANNUALLY

SPENDING BREAKDOWN:

FOOD & RESTAURANTS/\$824 million

RETAIL/\$287 million

LOCAL TRANSPORTATION/\$337 million

LODGING/\$713 million

ENTERTAINMENT/\$524 million

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. Our marketing and advertising opportunities may be customized to suit your company's specific business objectives while reaching targeted consumers in new, fresh ways.

Unlock Marketing Treasures

Charlena Owens

Marketing Sales + Media Relations

O 813.342.4085 / **F** 813.218.3335

COwens@VisitTampaBay.com

ONLINE OPPORTUNITIES

VisitTampaBay.com

OVER
**1 MILLION
 VISITS** & OVER
**3.75 MILLION
 PAGE VIEWS**
 ANNUALLY

THE OFFICIAL TOURISM MARKETING WEBSITE
 FOR THE TAMPA BAY AREA PUTS YOU IN FRONT
 OF MILLIONS OF VISITORS EACH YEAR.

WHY ADVERTISE WITH VISIT TAMPA BAY?

- VisitTampaBay.com plays a vital role in influencing visitors to book travel to Tampa Bay and make important decisions regarding accommodations, dining, things to do and more
- Digital enhancements ensure your advertising messages are delivered when visitors are making travel decisions
- Ranks in Top 5 Google and Yahoo searches for key words "Tampa Bay"
- Expand your reach and showcase your business in a robust way
- Free monthly reporting and optimization

FEATURED PARTNER LISTINGS

- Ensure your business attracts visitors, meeting professionals and travel professionals as they plan their next visit to Tampa Bay with a featured listing on VisitTampaBay.com
- Position yourself as a leader to the most qualified audience on the site
- Featured listings appear on relevant category pages, driving more visitors to your business

SPONSORED CONTENT

- Drive qualified traffic to your site with ads seamlessly integrated into the site's content
- Allows advertisers to feature a photo and text in specific channels to reach your targeted audience
- Available on entire site or targeted section of site

CUSTOM CONTENT

- Photos and/or videos combined with headlines, description and website link
- Available on entire site or targeted section of site

BANNER ADS

- Offers visual representation and high exposure to visitors, meeting planners and travel professionals
- Banner ads are sold on SOV (share-of-voice) basis and includes monthly reporting to track your return
- 300x250 banner ads are available on the Home Page, Meeting Professionals Home Page and Travel Professionals Home Page
- Leaderboards, skyscrapers and button ads are available on event microsites

Contact Charlena Owens for
online ad rates and packages.

MOBILE SITE

- The official mobile website for Visit Tampa Bay individuals can link to many of our restaurants, shopping, museums, attractions and more
- Mobile devices now account for more than 50% of all local search and is growing exponentially
- Adhesion banner ad available on mobile site and remains on each page of site
- Featured content and partner listings available as well
- Sold on SOV (share-of-voice) basis and includes monthly reporting to track your return

AUDIENCE & REACH

Gender:

29% Male 71% Female

Age:

11% 25-34 years old
23% 35-44 years old
28% 45-54 years old
22% 55-64 years old
13% 65+ years old

Level of Education:

29% High school graduate
29% Some college
22% College Graduate
13% Graduate Degree

Household Income:

24% \$100k +
41% \$75k +
63% \$50k +

Independent analysis of visitor requests for information, March 2008

HOME PAGE ADVERTISING SPACE

UNLOCK TAMPA BAY
TREASURE FRUITS

57°F | FAVORITES | MEETINGS | TRAVEL PROFESSIONALS

Play | Stay | Eat

UNLOCK TAMPA BAY | GASPARILLA SEASON | FLORIDA STATE FAIR

TREASURE AROUND EVERY CORNER
Discover Tampa Bay

DISCOVER

- Discover the Districts
- Family Fun
- Surrounding Beaches

DEALS & EVENTS | View More Deals | View More Events

Home Page Hot Deals | Home Page Events

- Book Early and Save
- Sail Into 10% Savings
- IIFA Celebrations
- Music Fest

Home Page Unlock Collage (Regular x 5) | Home Page Unlock Collage (Large)

- UNLOCK SOME OF TAMPA'S BEST KEPT SECRETS
- Tampa Theatre
- 10 Tips for Gasparilla
- TAMPA BAY BLOG

WHY TAMPA BAY

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: [input] | Check-out Date: [input] | Rooms Needed: 1 | # of Adults: 1 | # of Children: 0 | SEARCH

Events | Deals | Tampa Bay Blog | Weather: 57°F

Visitors Guide | Signup for our eNews

Unlock Tampa Bay Getting Around Maps Contact Us

Media Room Partners List Your Business Link to Us

Sports Commission FAQs Privacy Policy Stemap

© 2013 Visit Tampa Bay. All Rights Reserved. About Us

Select Language | USA | tripadvisor

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

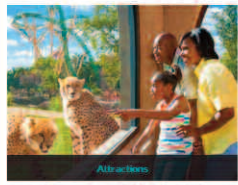
HOME PLAY

SHARE f t+ <

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 hair-raising 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



Adults & Kids



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

302 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. [View page](#)

MAP IT FAVORITE

Featured Listing

Bok Tower Gardens
Experience one of America's finest gardens and nature preserve surrounding a 205-foot sculpted marble cañion tower with daily concerts and Mediterranean style mansion. National Historic Landmark. [View page](#)

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. [View page](#)

MAP IT FAVORITE

SHOW NEXT 10 LISTINGS

BOOK ONLINE

HOTELS FLIGHTS CAR PACKAGES ATTRACTIONS Call 1-877-620-0078

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

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

Visitors Guide

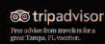
Signup for our eNews

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

Select Language



CATEGORY PAGE DISPLAY ADVERTISING

ENHANCED PARTNER LISTING

Expanded Multi-Media

Expanded Amenities and Details

Integration with Deals

Integration with Events

Editorial Content

Integration with Partner Social

Integration with Reviews

PARTNER TIP:

Post deals, packages, events, social media feeds and more on VisitTampaBay.com at no charge!

The screenshot displays the Tampa Bay website interface with an enhanced partner listing for Tampa's Lowry Park Zoo. The listing is highlighted with blue and orange callout boxes corresponding to the labels on the left. Key features include:

- Expanded Multi-Media:** A gallery of images showing zoo animals and visitors.
- Expanded Amenities and Details:** A section titled 'Amenities' listing 'Days/Hours of Operation', 'Admission Prices', and 'Credit Cards'.
- Integration with Deals:** A 'Hot Deals' section featuring offers like 'Free Admission for Birthday Guests'.
- Integration with Events:** An 'Upcoming Events' section listing 'Zoo Run Run' and '16 Day'.
- Editorial Content:** A 'Headline of Editorial Content' section with placeholder text and an image.
- Integration with Partner Social:** A 'Find us on Facebook' section showing a social media post.
- Integration with Reviews:** A 'Reviews' section featuring a TripAdvisor review with a star rating and text.

At the bottom of the page, there is a 'MORE TO UNLOCK' section with images of other attractions, a 'BOOK ONLINE' section with a search form, and a footer with navigation links and social media icons.

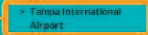
Target meeting professionals seeking information on hosting conventions, meetings and events in Tampa Bay.

MEETING PLANNERS HOME PAGE

The screenshot shows the 'Unlock Tampa Bay' website interface. At the top, there is a navigation bar with 'MEETING PLANNERS' selected, and sub-links for 'Unlock Tampa', 'Book', 'Services', 'Submit RFP', and 'Find a Contact'. A search bar for 'Meeting Planners' is also present. Below the navigation is a large hero image of the Tampa Bay skyline with the text 'UNLOCK PLANNING PERFECTION' and a 'Claim Your Adventure!' button. A yellow bar contains three buttons: 'Submit RFP', 'Find a Contact', and 'Meeting Planner e-News'. The 'INCENTIVES AND SERVICES' section features four tiles: 'Meeting Incentives', 'Meeting Services', 'View All Hot Deals', and 'Convention Center'. The 'WHY TAMPA BAY' section includes a list of amenities and a 'Meeting Home Page Why Links' list with 'Tampa International Airport' highlighted. A 'SIGN UP FOR OUR ENEWS' form is located below. The footer contains social media icons, a list of links (GET Tampa Bay, Tampa Bay Blog, Media Room, Sports Commission, Partner Information, About Us, Privacy Policy, FAQs, Sitemap), a language selector, and logos for USA and TripAdvisor.



Meeting Home Page Banner Ad (300x250)



Meeting Home Page Why Links

TRAVEL PROFESSIONALS HOME PAGE

Maximize your exposure by advertising on Tampa Bay's primary marketing site for global travel professionals.

UNLOCK TAMPA BAY
TREASURE ADVENTS

72°F | FAVORITES | VISITORS | MEETING PLANNERS

TRAVEL PROFESSIONALS | Unlock Tampa | Book | Group Tours

Search Travel Professionals

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

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, missions are welcome! Discover our hospitality and find something different - reasons awaits you in Tampa Bay.

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

Travel Professional Home Page Why Links

Marriott's Family of Hotels in Tampa Bay, FL

Travel Professional Home Page Banner Ad (300x250)

SIGN UP FOR OUR ENEWS

Enter address | SIGN UP | View past issues

Submit an RFP | Ideas & Itineraries | Find a Contact

Visitors Guide | Deals | Weather | 72°F

GET Tampa Bay | Tampa Bay Blog | Getting Around | Maps

Sports Commission | Partner Information | About Us | Media Room

Privacy Policy | FAQs | Sitemap

USA | tripadvisor

© 2013 Visit Tampa Bay. All Rights Reserved. About Us

MOBILE WEBSITE

Over
170,000
Visits
Annually

Sponsored Content

UNLOCK
TAMPA BAY
TREATS LIKE AN ARTS

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 orationi vix.

Call To Action

DISCOVER YOUR DARING

Fiducias locari 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

TAMPA BAY

© 2013 Visit Tampa Bay. All Rights Reserved

(800) 44-TAMPA
info@VisitTampaBay.com

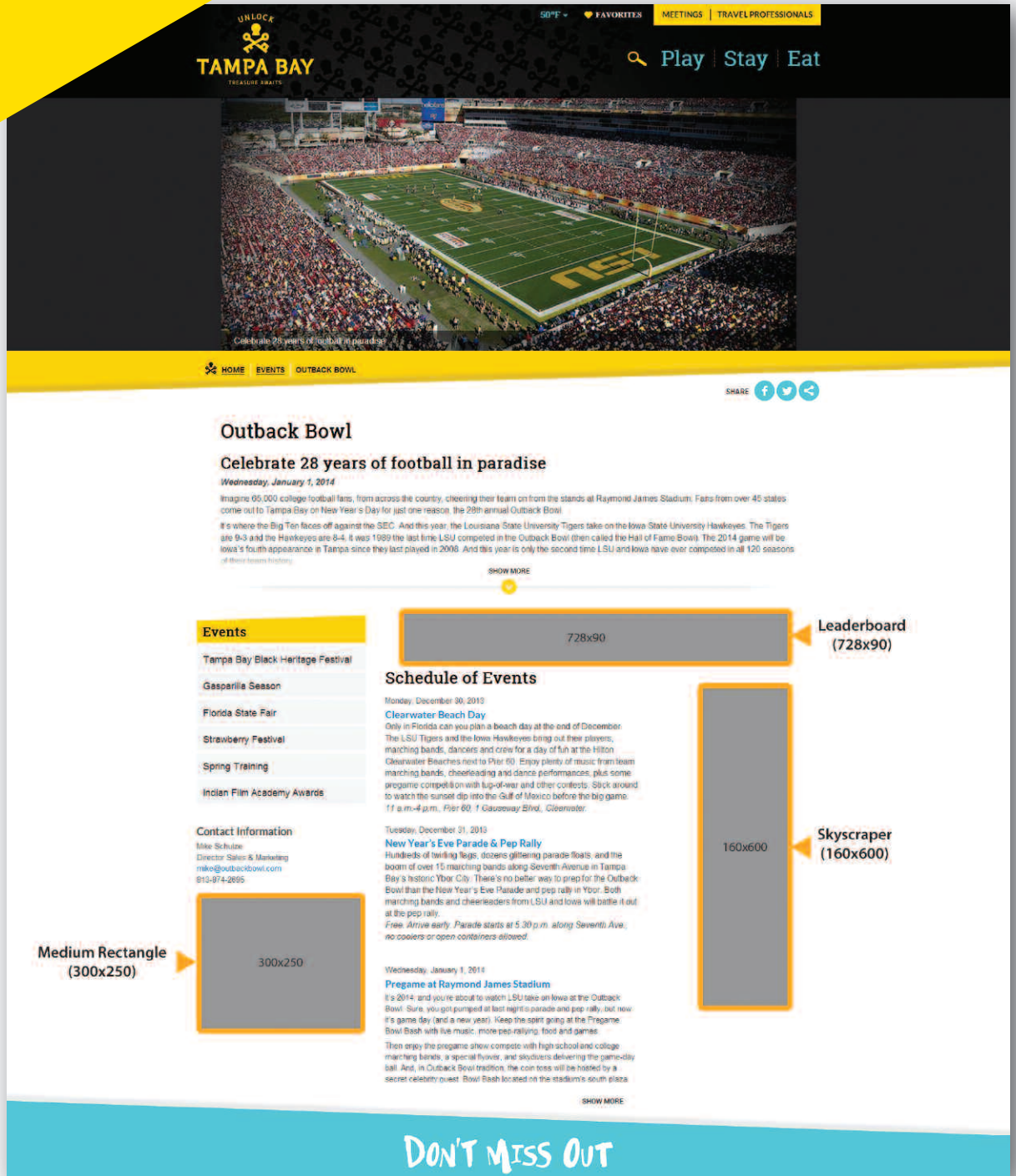
CLICK FOR TICKETS AND DEEP SAVINGS THE FLORIDA AQUARIUM

Mobile Banner

*Banner remains on each page.

EVENT MICROSITES

Reach targeted audiences for specific events being held in Tampa Bay each year.



SAMPLE MEDIA PLAN

Let Visit Tampa Bay build a complete marketing package for your business, so you can reach the right visitors, at the right time, with the right message.

WHY TAMPA BAY

Visit Tampa Bay, local businesses, civic leaders and the community have formed a partnership to service your needs 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)

DIVE IN TO INCREDIBLE ADVENTURES

UNLOCK TAMPA BAY
TREASURES AWAIT

DIVE IN TO UNTOLO ADVENTURES

UNLOCK TAMPA BAY
TREASURES AWAIT

Find the treasures you seek, and get a view to match. In Tampa Bay, cultural gems blend with authentic history to create awe-inspiring adventures. Whether your quest is for world-famous art, sensational live entertainment or other untold delights, thrills await around every corner.

Discover Tampa's treasures at ExploreTheArts.com

UNLOCK TAMPA BAY
TREASURES AWAIT

Discover Tampa's treasures at ExploreTheArts.com

UNLOCK TAMPA BAY
TREASURES AWAIT

DIVE IN TO UNTOLO ADVENTURES

UNLOCK TAMPA BAY
TREASURES AWAIT

UNLOCK TAMPA BAY
TREASURES AWAIT

View Email | Online

TAMPA BAY Play Stay Eat

UNLOCK TAMPA BAY

Come for the Game, Stay for the Treasures

What better place to watch a bowl game than in beautiful Tampa Bay? The LSU Tigers and Iowa Hawkeyes will square off in the Outback Bowl on January 1st at Raymond James Stadium. [Unlock More](#)

IT'S GAME TIME

Tampa Bay Black Heritage Festival

Celebrate the many contributions and influences African Americans have made on our society at the Tampa Bay Black Heritage Festival. This ten day festival has everything from live entertainment to exciting cultural events for the entire family to enjoy. [Unlock More](#)

HERITAGE & FESTIVAL

Unlock the Adventures in Gasparilla in 2014

Ahoy mateys! Let the adventures of Gasparilla 2014 begin. Jose Gasparilla will be charging the waters of Hillsborough Bay to kick off the Gasparilla season, which will be filled with cannons, buses and much more. [Unlock More](#)

Book Your Tampa Bay Vacation

Whether you need a hotel, flight or car rental - Unlock your trip online. [Book Now](#)

Request a Visitors Guide

Plan your Tampa Bay adventure! [Discover More](#)

LET IT SNOW LET IT SNOW

DEC. 26-30

COOL SNOW, LIGHTS AND MORE.

[CLICK FOR DETAILS](#)

DISCOVER DEALS

VisitTampaBay.com

401 East Jackson Street, Suite 2100, Tampa, FL 33602
(800) 44-TAMPA | Info@VisitTampaBay.com

[f](#) [g](#) [t](#) [+](#) [p](#) [u](#) [v](#)

[FORWARD TO A FRIEND](#)

VisitTampaBay.com

Unlock Marketing Treasures

Charlena Owens
Marketing Sales + Media Relations
O 813.342.4085 / F 813.218.3335
COWens@VisitTampaBay.com



E-NEWSLETTERS

TAKE
ADVANTAGE OF
**INTEGRATED
ADVERTISING
OPPORTUNITIES**
DESIGNED TO FIT
YOUR SPECIFIC
GOALS AND
BUDGET.

LEISURE VISITORS AUDIENCE

Leisure e-newsletter features information of interest to visitors and local residents – including events, special promotions, new attractions, activities and more.

- **Monthly Distribution: 30,000+ Opt-In Consumers**
- **Partner Cost: \$750/Month or \$7,650/Year**
- **Banner Ad Dimensions: 250x250**
- **Only two advertisers per issue**

MEETING PROFESSIONALS AUDIENCE

The meetings e-newsletter features information of interest to meetings and convention professionals, including upcoming conventions, venue or hotel news, special incentives for planners, industry updates and more.

- **Quarterly Distribution: 19,000+ Meetings & Convention Professionals**
- **Partner Cost: \$750/Month or \$7,650/Year**
- **Banner Ad Dimensions: 250x250**
- **Only two advertisers per issue**

PARTNERS & COMMUNITY AUDIENCE

The partners' e-newsletter is distributed to Visit Tampa Bay's partner database, which includes over 700 local businesses and 2,000+ contacts from the hotel industry to dining and nightlife to attractions and many more. The newsletter features partner updates and announcements, new partners, upcoming partner events, industry updates and more.

- **Monthly Distribution: 2,000+ Partners & Local Community**
- **Partner Cost: \$500/Month or \$5,000/Year**
- **Banner Ad Dimensions: 250x250**
- **Only two advertisers per issue**

LEISURE

UNLOCK View Email Online

TAMPA BAY Play Stay Eat

UNLOCK TAMPA BAY

Come for the Game, Stay for the Treasures
 What better place to watch a bowl game than in beautiful Tampa Bay? The LSU Tigers and Iowa Hawkeyes will square off in the Outback Bowl on January 1st at Raymond James Stadium. [Unlock More](#)



Tampa Bay Black Heritage Festival
 Celebrate the many contributions and influences African Americans have made on our society at the Tampa Bay Black Heritage Festival. This ten day festival has everything from live entertainment to exciting cultural events for the entire family to enjoy. [Unlock More](#)



Unlock the Adventures in Gasparilla in 2014
 Ahoy mateys! Let the adventures of Gasparilla 2014 begin. Jose Gasparilla will be changing the waters of Hillsborough Bay, to kick off the Gasparilla season, which will be filled with cannons, boats and much more. [Unlock More](#)



Book Your Tampa Bay Vacation

Whether you need a hotel, flight or car rental - Unlock your trip online. [Book Now](#)

Request a Visitors Guide

Plan your Tampa Bay adventure! [Discover More](#)

LET IT SNOW
 LET IT SNOW
 LET IT SNOW
 DEC. 26-30

COOL SNOW, LIGHTS AND MORE.
[CLICK FOR DETAILS](#)

DISCOVER DEALS

VisitTampaBay.com
 401 East Jackson Street, Suite 2100, Tampa, FL 33602
 (800) 44-TAMPA | info@VisitTampaBay.com

f g t+ p in v

FORWARD TO A FRIEND

MEETINGS

UNLOCK View Email Online

TAMPA BAY

Unlock Tampa | Book | Plan | Submit RFP

TAKEOVER TAMPA BAY

Discover the Benefits of a Convention Center
 Experienced staff, quality service and ample meeting space nestled into one of the premier hosting facilities in the Southeast make the Tampa Convention Center an ideal setting for your next invasion.



Hotel Options to Fit Your Needs
 Downtown Tampa's hotels offer impeccable service with plenty of amenities. The in-town trolley and street car system provide convenient connections between hotels, the convention center and entertainment venues. [Unlock Tampa Bay's hotel options!](#)



Best in Tech
 Learn more about our \$160 million in wireless and wired-network technology investments. [Discover how your event can stay connected.](#)



Distinctive Dining
 From waterfront bistros to fine dining restaurants, the quest for a memorable meal ends here.



Tampa International Airport (TPA)

Voted the 3rd Best U.S. Airport by Condé Nast, Tampa International Airport is just seven miles west of Downtown Tampa.

Convention Sales Team

We are your local destination experts and are here to assist you in finding the perfect venues and accommodations for your event. [Our services are complimentary!](#)

DISCOVER SAVINGS

Your Key to Citywide Incentives

TREASURE AWAITS TAMPA BAY

CLAIM TREASURES

Discover Tampa Bay's Bonus for Bookings!

TREASURE AWAITS TAMPA BAY

VisitTampaBay.com
 401 East Jackson Street, Suite 2100, Tampa, FL 33602
 (800) 44-TAMPA | Sales@VisitTampaBay.com

f g t+ p in v

FORWARD TO A FRIEND

PARTNERS

VISIT View Email Online

TAMPA BAY

Partner Extranet | Submit Deals | Submit Events

UNLOCK TAMPA BAY

Happy Holidays from Visit Tampa Bay
 We want to take this opportunity to wish you, our partners, a very happy holiday season. We cannot express enough gratitude for your support and contributions to our organization as well as to the promotion of Tampa Bay as a leading destination. We look forward to working with you in the coming year to make even greater strides for Tampa Bay in 2014. Happy Holidays and Happy New Year! - *Santiago Carrada, President & CEO*



MAY ALL YOUR HOLIDAYS BE MERRY AND BRIGHT

Partner Events
 Interested in hosting one of our monthly Business by the Bay events in 2014? Contact Katy Brantley at SKBrantley@VisitTampaBay.com to schedule one at your venue today. [Click here](#) to register for upcoming partner events.

New Partners
 Visit Tampa Bay proudly welcomed a number of new partners during September, October and November. [View the full list of new partners here.](#)



What's New
 What's new or upcoming at your organization? Keep us informed on your events, announcements, and other exciting news by emailing PR@VisitTampaBay.com.



Convention Calendar
 27 meetings will be held in January with more than 13,700 attendees expected. [Find out more.](#)



GET Tampa Bay
 Learn more about our GET Tampa Bay (Guest Experience Training) program.

Partner Anniversaries and Milestones
 Thank you to our partners who have reached a milestone for their years of partnership with Visit Tampa Bay.

DISCOVER DEALS

UPDATE LISTINGS

New Websites Launch Soon!

UPDATE YOUR LISTINGS TODAY TAMPA BAY

VisitTampaBay.com
 401 East Jackson Street, Suite 2100, Tampa, FL 33602
 (800) 44-TAMPA | Partnership@VisitTampaBay.com

f g t+ p in v

FORWARD TO A FRIEND

Just Two Ads Allowed Per Month = **Enhanced Impact**

Each e-newsletter is restricted to only two ad spaces per month

PRINT PUBLICATIONS

WITH A
DISTRIBUTION
OF **150,000**
ANNUALLY

2015 OFFICIAL VISITORS GUIDE

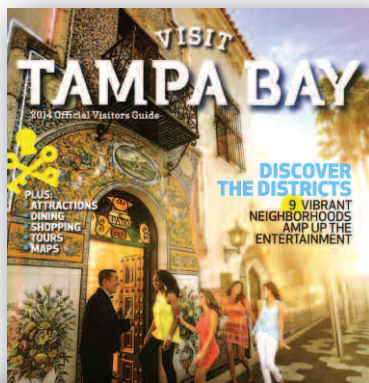
Inspire travelers to visit Tampa Bay with the Official Tampa Bay Visitors Guide

- Engaging print and informative digital integration will keep Tampa Bay top of mind and inspire travelers to visit.
- While digital mediums keep gaining ground with influencing consumer decisions on travel, the power of print remains. Harness the potential of both a printed fulfillment piece and its digitally integrated components.
- The guide relays pertinent information and stories in a format that consumers respect and are familiar with, while simultaneously providing a digital connection for tech-savvy readers.

Annual Circulation: 150,000

Distribution:

- Direct Mail
- In-Market
- Tradeshows
- Digital format on VisitTampaBay.com



Rates & Deadlines

- Ad Space Close: August 29, 2014
- Materials Due: September 5, 2014
- Publish Date: December 1, 2014
- Ad Rates Range from \$1,250 - \$18,500



Advertising Sales, Madden Media

Danah Heye,
Regional Account Manager
dhey@addenmedia.com
727-542-5462

TAMPA BAY MEETING PLANNER INVASION GUIDE

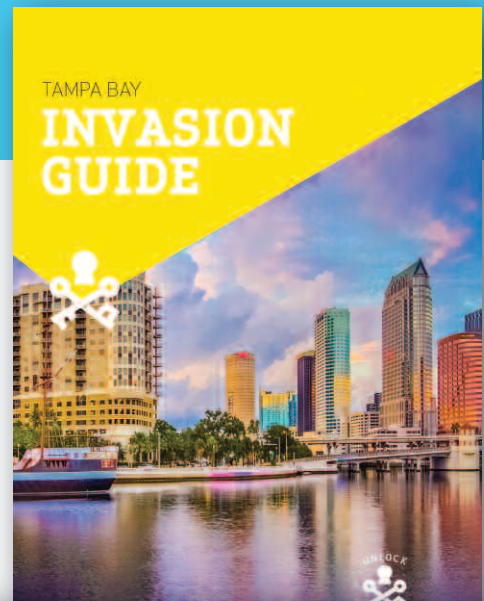
Our **Tampa Bay Invasion Guide** includes everything a **meeting planner** needs to know about Tampa Bay's meeting facilities, hotels, attractions, restaurants, transportation services and more. Reach meeting professionals considering Tampa Bay for their next event as well as those who have already selected Tampa Bay as their host destination. The guides are distributed by our sales and services team at tradeshows, sales events and through our satellite offices in Washington, D.C. and Chicago.

Distribution:

- To meeting planners working with Visit Tampa Bay
- Visit Tampa Bay's convention & services team distributes at trade shows, sales missions, client events, etc.
- Backed by Visit Tampa Bay's meetings ad campaign including inserts in *Convene* and *M&C* magazines
- Digital version on VisitTampaBay.com

Rates & Deadlines

- Ad Space Close: April 11, 2014
- Materials Due: April 18, 2014
- Publish Date: Late Spring
- Ad Rates Range from \$500 - \$3,500



EXPLORE WITH EASE

From the moment they land at the Tampa International Airport, attendees are in for a sensational time. Don't believe us? Our airport is so popular it was named one of the top ten most loved airports in the world! Take that, other airports. It's also not a hub airport, which helps you save on travel. The airport is just minutes away from popular districts like West Shore, South Tampa and Downtown. And it's minutes away from major highways. And an another option for air travel, guests can choose the St. Petersburg Clearwater International Airport, located just across the bay.

Whether your attendees prefer shuttles, rentals, taxis or limos, we have a range of transportation options to keep them moving. And for a decidedly retro feel, they can get whisked around town on the TECO Line Streetcar, featuring 31 stops spread across three districts.

If attendees are looking for a seafaring journey, they're in luck. Tampa is a major cruise port, with four major cruise lines offering excursions. The Gulf of Mexico is a portal to many destinations, including the shores of sunny Cozumel and the glittering waters of the Caribbean.

For more information:
Adam DePiro
 Director of Convention Sales
 813.242.4002
 ADePiro@VisitTampaBay.com

If you have any questions about the best way to invade Tampa Bay, just drop us a line. We'll work with you to find the best way to travel, and we'll do it for free!

Take Your Event to the Next Level

Your Treasurable Event Awaits

- Awe-Inspiring Views
- Award-Winning Staff
- Exquisite Dining Options
- State-of-the-Art Facilities
- Easily Accessible via Tampa International Airport
- 200,000 sq. ft. Exhibit Hall
- 36,000 sq. ft. Ballroom
- 84,000 sq. ft. Flexible Pre-Function Space
- 36 Meeting Rooms (Including 10 on the waterfront)
- Boat Dock Facilities Featuring Twenty-seven 40' Slips

Scan for more info

Tampa Convention Center
 tampaconventioncenter.com

OFFICIAL VISITORS MAP



UNLOCK TAMPA BAY TREASURE AWAITS

REGIONAL MAP & GUIDE

Visit Tampa Bay's official visitors map is an ideal and cost-effective advertising option for attractions, restaurants, retailers, service providers and more. The fold-out map features the Tampa Bay region.

Annual Circulation: 100,000

Rates & Deadlines:

- Ad Space Close: April 14, 2014
- Materials Due: April 21, 2014
- Publish Date: May 1, 2014
- Ad Rates Range from \$500 - \$5,000

Map, Dining Guide and Invasion Guide Distribution:

- Hotels, Convention Center, Airport and more
- Welcome centers
- Convention attendees
- Relocation kits
- Local area businesses
- Available through our website



DINING & NIGHTLIFE GUIDE

Unlock Tampa Bay's dining and nightlife treasures!

Visit Tampa Bay's *Dining & Nightlife* Guide features some of the area's classic favorites, latest culinary hot spots, top breweries and trendy nightclubs. Feature your business today!

Annual Circulation: 50,000

Rates & Deadlines:

- Ad Space Close: February 14, 2014
- Materials Due: February 21, 2014
- Publish Date: March 3, 2014
- Ad Rates Range from \$500 - \$5,000

INVASION GUIDE

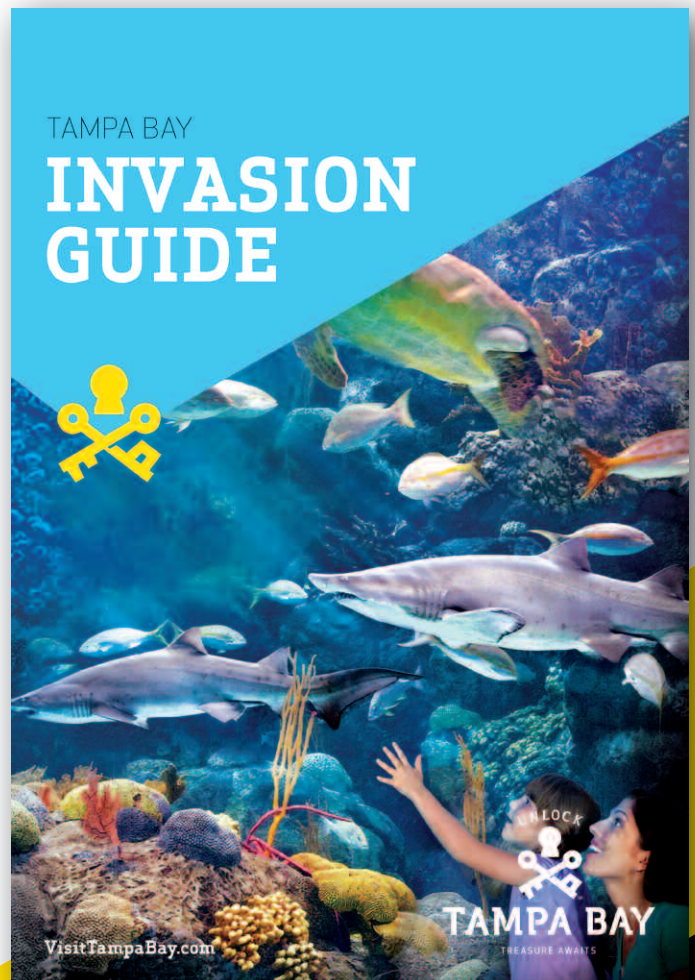
The Tampa Bay Invasion Guide is designed to help visitors get the most out of their experience in Tampa Bay. It includes various events, shopping, dining, attractions, transportation, etc.! Distributed at international tradeshows, pre-promote conventions, and more.

Annual Circulation:

Printed in 4 languages: English, Spanish, German & Portuguese

Rates & Deadlines:

- Ad Space Close: April 21, 2014
- Materials Due: April 28, 2014
- Publish Date: May 4, 2014
- Ad Rates Range from \$500 - \$7,500



*Map, Dining Guide and Leisure Invasion Guide covers subject to change.

COOPERATIVE MARKETING OPPORTUNITIES

SPEND
LESS FOR
MORE
EXPOSURE

Visit Tampa Bay's co-op program continues to grow as we offer multi-dimensional benefits to our tourism industry partners. Maximize your advertising dollars by spending less for more exposure. See individual co-op programs for contacts and specific deadlines. Co-op participation is on a first-come, first-served basis.

2014 MEETINGS MEDIA CAMPAIGN



Why Convene? • Monthly publication to 33,000 qualified readers • 90% Planner Readers

- Digital editions located on pcma.org and available by iPad and Android apps
- Watkins Research Study names *Convene* as the leading meetings industry publication (2010 & 2012)

Advertising Opportunities:

One-Page Ad in Visit Tampa Bay's 12-Page Insert

- March 2014 Issue | Partner Cost: \$5,000
- Features: 22nd Annual Meetings Market Survey
- Ad Space Close: December 31, 2013
- Materials Due: January 3, 2014

One-Page Ad in Visit Tampa Bay's 12-Page Insert

- May 2014 Issue
- Partner Cost: \$5,000
- Features: Convention Bureau Update
- Ad Space Close: February 28, 2014
- Materials Due: March 31, 2014



Meetings AND Conventions Magazine

Why M&C? M&C subscribers plan an average of 15.1 off-site meetings annually of all sizes, allowing your destination the most exposure and potential for being the destination of choice for one of their next events. M&C's full-time strategic planners deliver some of the highest buying power within the industry, with the average spend being \$200,000 per each event.

- Circulation = 50,000

Advertising Opportunities:

One-Page Ad in Visit Tampa Bay's 8-Page Insert

- June 2014 Issue
- Partner Cost: \$5,000
- Features: Second-Tier Cities & Small Meetings
- Special Section: Florida Guide
- Ad Space Close: March 7, 2014

One-Page Ad in Visit Tampa Bay's 8-Page Insert

- September 2014 Issue
- Partner Cost: \$5,000
- Features: Affordable Meetings
- Ad Space Close: June 30, 2014

2014 ARTS, CULTURE & EVENTS CAMPAIGN

Visit Tampa Bay and the Hillsborough County Tourist Development Council host the Arts, Culture & Events Co-Op Program, which is a targeted marketing program generating additional revenue, which is used to promote the arts in Tampa Bay. Partner with us to maximize your marketing efforts and reach!

• Target Markets:

- Gainesville/Ocala -Ft. Myers/Naples
- Daytona Beach/Melbourne

• Demographics:

- “Culturally Connected” -Ages 25-54
- Visit museums, performing arts venues, etc.

• Media Mix / Partner Exposure

- TV News Partnerships -Newspapers
- Digital -Magazines

• Partner Cost: \$500 or \$5,000

CAPTURE OUR
CULTURE.

Find the treasures you seek, and get a view to match. In Tampa Bay, cultural gems mingle with authentic history to create an atmosphere that inspires awe and adventure. Whether your quest is for art spanning antiquity to the modern era, sensational live entertainment or other untold delights, imaginative and inspiring thrills await around every corner.

Discover Tampa's treasures at UnlockTampaBay.com.

UNLOCK
TAMPA BAY
TREASURE AWAITS

VISIT TAMPA BAY THE FLORIDA AQUARIUM TAMPA BAY HISTORICAL SOCIETY TAMPA BAY MUSEUM TAMPA BAY BOTANICAL GARDEN



2014 SUMMER LEISURE CAMPAIGN

• Level 1: \$5,000 • Level 2: \$15,000 • Level 3: \$30,000

Strategy: To reach key markets within close proximity to Tampa Bay where individuals are actively seeking “things to do”

Timing: May – July 2014

Key Markets:

- Miami/Ft. Lauderdale
- West Palm Beach
- Ft. Myers/Naples
- Orlando (Daytona Beach/Melbourne)

Target:

- Adults 25-54 (with kids)
- “Family” focused audience
- Visits zoos, theme parks and museums

Media Mix:

- Print
- Digital
- TV Partnerships

Partner Exposure:

- Logo included on all print ads, digital ads and end of TV spots
- Inclusion on news sponsorships and more
- Website Campaign



2015 WINTER LEISURE CAMPAIGN

• Level 1: \$25,000 or Level 2: \$50,000

Strategy: To reach key feeder markets impacting primary winter travel season

Timing: November 2014 – March 2015

Key Markets:

- | | |
|----------------|------------------|
| • Atlanta | • Indianapolis |
| • Chicago | • Boston |
| • Baltimore | • Buffalo, NY |
| • Syracuse, NY | • Washington, DC |
| • Pittsburgh | • Detroit |
| • Charleston | • Toronto |

Target:

- Adults 25-54; “Cultural Seeking” Individuals

Media Mix:

- Digital
- Social Media

Partner Exposure:

- Logo included on all interactive, high-impact digital ads
- Logo included on :30 or :60 spot
- Social media and more

TAMPA BAY'S OFFICIAL VISITORS CENTER

STAND OUT
IN FRONT OF
**OVER 31,000
VISITORS**
A YEAR



Visit Tampa Bay's Official Visitors Center, located in Channelside Bay Plaza next to Cruise Terminal 2, attracts more than 31,000 visitors each year. In addition to brochure distribution, promotions and ticket sales, partners can take advantage of additional paid advertising. We offer affordable advertising options to reach visitors in market.

Available Spaces:

- Premium Window Space
- Wall Ad Space
- Ad Space on Brochure Wall
- Video Showcase
- Custom Packages available

Because marketing your business is not a "one-size fits-all" endeavor, we will put together a custom package that fits your needs and budget. Contact Charlena to schedule a consultation to see how tourism can benefit your business.

Unlock Marketing Treasures Charlena Owens

Marketing Sales + Media Relations

O 813.342.4085 / **F** 813.218.3335

COwens@VisitTampaBay.com

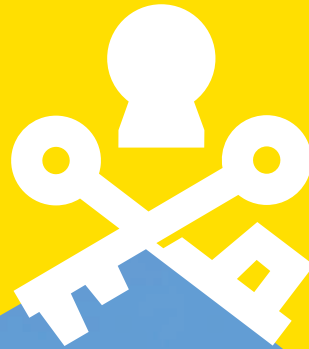
Unlock Marketing Treasures

Charlena Owens

Marketing Sales + Media Relations

0 813.342.4085 / F 813.218.3335

COwens@VisitTampaBay.com



TAMPA BAY

TREASURE AWAITS