

Media Plan

2009/2010 CONSUMER MEDIA PLAN												
	2009			2010								
	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT
NETWORK TV												
NATIONAL CABLE The Weather Channel VISIT FLORIDA												
SPOT MARKET TV												
NY NETWORK & CABLE TV Tampa												
VISIT FLORIDA CO-OP New York, Boston, Chicago, Philadelphia												
SUMMER INSTATE TV Tampa/St. Petersburg, Miami/Fort Lauderdale, Orlando, Ft. Myers/Naples, West Palm Beach												
SUMMER OUT-OF-STATE TV New York, Atlanta, Washington, D.C.												
LOCAL MARKET TV MIAMI/FORT LAUDERDALE	Dine Out											Spa Chic
NEWSPAPER												
NEW YORK TIMES Sunday Travel, Circ. 1,451,000			1/4 Pg Visit FLA	1/4 Pg Visit FLA				1/4 Pg Visit FLA				
BOSTON GLOBE Sunday Travel, Circ. 625,000		1/4 Pg Visit FLA		1/4 Pg Visit FLA	1/4 Pg Visit FLA							
FLORIDA REFECTIONS - AMEX Circ. 1,500,000 USA Today, Wall Street Journal, Boston Globe, Chicago Tribune, Philadelphia Inquirer, Atlanta Journal, New York Times								1 Pg Co-op				
VISIT FLORIDA INSTATE INSERT Circ. 2,700,000 26 Florida newspapers	1 Pg Co-op									1 Pg Co-op		
MIAMI HERALD-BROWARD Friday Weekend, Thursday Food, Circ. 313,000	1 Pg 8x Dine Out											1 Pg 8x Spa Chic
SUN-SENTINEL Friday Showtime, Thursday Food, Circ. 297,000	1 Pg 8x Dine Out											1 Pg 8x Dine Out

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	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT
CONSUMER MAGAZINES												
2010 OFFICIAL VISIT FLORIDA MAGAZINE Annually, Circ. 300,000				Spread Co-op Visit FLA								
2010 OFFICIAL VISIT FLORIDA INSIDER GUIDE Annually, Circ. 300,000							1 Pg Co-op Visit FLA					
CONDE NAST TRAVELER Monthly, Circ. 300,000		1 Pg Co-op Readers Choice Visit FLA		1 Pg Co-op FL Guide Visit FLA				1 Pg Co-op Hot List Visit FLA				
TRAVEL & LEISURE Monthly, Circ. 655,000		1 Pg		1 Pg			1 Pg Co-op Visit FLA AMEX					
FOOD & WINE Monthly, Circ. 606,000							1 Pg Co-op Visit FLA					
NEW YORK TIMES T TRAVEL 4x/Year, Circ. 1,600,000		1/2 Pg Florida				1 Pg Florida		1 Pg Family Travel				
ELITE TRAVELER Bi-Monthly, Circ. 120,000	1 Pg Co-op Boat Show	1 Pg Co-op										
GOURMET Monthly, Circ. 450,000	1/2 Pg Dine Out + Adver- torial			1 Pg		1 Pg Visit FLA		1/2 Pg Travel + Adver- torial				
COASTAL LIVING Monthly, Circ. 430,000				1 Pg Co-op Visit FLA					1 Pg Co-op Visit FLA			
VIRTUOSO LIFE Quarterly, Circ. 200,000				1 Pg		1 Pg						
OPRAH Monthly, Circ. 673,000					1 Pg Co-op Visit FLA			1 Pg Co-op Family Travel				
FAMILY CIRCLE Monthly, Circ. 760,000							1 Pg Co-op Visit FLA		1/2 Pg			
SOUTHERN LIVING Monthly, Circ. 1,260,000						1/3 Pg Visit FLA		1/3 Pg Visit FLA				
MORE Monthly, Circ. 1,300,000	1 Pg							1/2 Pg Visit FLA				1/2 Pg Visit FLA
AAA GOING PLACES Bi-Monthly, Circ. 2,551,000								1 Pg Co-op Visit FLA				
TRAVEL HOST Monthly, Circ. 50,000	1 Pg							1/2 Pg	1/2 Pg			



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GAY												
LOGO ONLINE Logo, TripOut, After Ellen, After Elton	TV, Rich Media, Video								TV, Rich Media, Video			
VISIT FLORIDA GLBT TARGETED E-NEWSLETTER												
GAYDAR UK/GAYDARNATION Banners, Advertorial, Rich Media												
DAMRON'S MEN'S TRAVEL GUIDE Annually, Circ. 50,000			12 Pg Co-op									
DAMRON'S ACCOMMODATIONS GUIDE Annually, Circ. 50,000					1 Pg							
OUT Monthly, Circ. 190,000		1/3 Pg		1/3 Pg					1/3 Pg			
INSTINCT Monthly, Circ. 95,000		1 Pg			1 Pg		1 Pg		1 Pg		1 Pg	
IGLTA MEMBERSHIP DIRECTORY Annually						1 Pg						
SPARTACUS, GERMANY Annually, Circ. 100,000						Back Cover						
THE SPARTACUS TRAVELER Bi-Monthly			Back Cover		Back Cover		Back Cover		Back Cover			

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SPA												
SPA MAGAZINE Bi-Monthly, Circ. 100,000										1 Pg		1 Pg Co-op
SPA MAGAZINE.com											Banners, Badges, Emails	
SPA FINDER.COM										Banners, Badges, Emails		
MNI HEALTH & BEAUTY Health, Allure, Cosmo Florida markets												1 Pg
CITY & SHORE Bi-Monthly, Circ. 50,000											1 Pg	
SPORTS MARKETING												
FLORIDA SPORTSMAN Monthly, Circ. 200,000								1/2 Pg	1/2 Pg	1/2 Pg		
SPORT DIVER Monthly, Circ. 219,000								1 Pg Co-op	1 Pg Co-op	1 Pg Co-op	1 Pg Co-op	1 Pg Co-op
DIVE TRAINING Monthly, Circ. 100,000								1 Pg Co-op	1 Pg Co-op	1 Pg Co-op	1 Pg Co-op	1 Pg Co-op
SCUBA DIVING.COM								Videos/Banners/ Text				
PLAY FLA GOLF Twice Annually, Circ. 175,000			Co-op Spread Visit FLA							Co-op Spread Visit FLA		
OUT OF HOME: WALL SPECTACULARS/TAXI TOPS												
NEW YORK 5,000' WALL WRAP, TOYS R US Broadway and 44th Street 30' high x 165' wide Printed vinyl, Southwest face, Front lit.												
NEW YORK TAXI TOPS												
OUT OF HOME: BEACH MOBILE												
TORONTO												
CHICAGO			Holiday Showcase									
NEW YORK				Media Party								
BOSTON												
WASHINGTON, D.C.												



2009/2010 INTERNATIONAL MEDIA PLAN

	2009			2010								
	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT
UNITED KINGDOM/SCANDINAVIA												
NORTH AMERICAN TRAVEL SERVICE Joint Marketing Promotion												
LASTMINUTE.COM Destination and Product Page, Holidays Homepage, Homepage Banner												
VIRGIN HOLIDAYS CRUISES			Brochure	Supple- ment in Mail on Sunday								
E-BOOKERS												
VISIT USA TRAVEL PLANNER Annually, Circ. 100,000		1 Pg										
TRAVEL USA Online newsletter with Visit FLA						2 Panels		2 Panels				
DISCOVER AMERICA SWEDISH INSERT	1/2 Pg											
NEW FLIGHTS FROM PRAGUE Joint Adv. with Tour Operators												
SCANDINAVIAN FLIGHTS Joint Marketing Co-op, TUI/ Thomas Cook, Thomas Cook (Ving and Apollo Sweden & Norway)												
CANADA												
WEST JET CO-OP												
AIR CANADA CO-OP												
TORONTO STAR Saturday Travel, Circ. 643,000	1/2 Pg Co-op Visit FLA	1/2 Pg Co-op Visit FLA										
THE STAR.COM (Toronto) Banners/Emails												
TRAVEL COURIER												
CANADIAN GEOGRAPHIC TRAVELER Bi-Annual, Circ. 120,000						1/2 Pg Visit FLA						
PRIOR SMITH'S CANADA CALLING RADIO			Radio show									

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	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT
LATIN AMERICA												
NATIONAL GEOGRAPHIC TRAVELER Latin America/Mexico Monthly, Circ. 150,000							1 Pg Co-op					
CLICK DIARIO Banners												
GROUP ESTADO Banners												
DESPAGAR.COM Banners												
REPORT AMERICAS Pan-American/Latin 2x/Month, Circ. 15,000	3Pg Co-op Visit FLA	3Pg Co-op Visit FLA	3Pg Co-op Visit FLA	1 Pg Visit FLA	1 Pg Visit FLA	1 Pg Visit FLA	1 Pg Visit FLA	1 Pg Visit FLA	1 Pg Visit FLA	1 Pg Visit FLA	1 Pg Visit FLA	
PANROTAS - BRAZIL Monthly, Circ. 17,000	1 Pg ABAV	1 Pg	1 Pg						1 Pg Co-op			
JORNAL DE PANROTAS Monthly, Circ. 17,000						1/2 Pg Visit FLA	1/2 Pg Visit FLA		1 Pg Visit FLA			
BOLETIN TURISTICO - MEXICO Monthly, Circ. 4,200	1 Pg FL Supp.						1 Pg FL Supp.		1 Pg FL Supp.			
GERENCIA DE VIAJES Pan-American/Latin Bi-Monthly, Circ. 14,000			1 Pg		1 Pg		1 Pg			1 Pg		
HERTZ/AMERICAN AIRLINES/ GMCVB CO-OP Consumer and Trade												



2009/2010 MULTICULTURAL MEDIA PLAN

	2009			2010								
	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT
AFRICAN-AMERICAN												
SOUL OF AMERICA.COM							Top of page banner, Spotlight on GFL, Editorial newsletter					
ODYSSEY COLEUR Quarterly, Circ. 100,000			1 Pg			1 Pg						
ESSENCE Monthly, Circ. 1,020,000					1/2 Pg Visit FLA			1/2 Pg Visit FLA				
PATHFINDERS TRAVEL Monthly, Circ. 100,000				1 Pg			1 Pg Visit FLA		1 Pg Reuni- ons			
BLACK MEETINGS & TOURISM Bi-Monthly, Circ. 28,000					1 Pg Florida				1 Pg Family Travel		1 Pg Reuni- ons	
RCMA ANNUAL DIRECTORY Annual				1 Pg								
REJUVENATE 7x Year, Circ. 5,000		1 Pg Annual Conf		1 Pg								
REJUVENATE ONLINE		Spon- sorship Box Annual Conf		Spon- sorship Box								
U.S. HISPANIC												
VISIT FLORIDA CO-OP RADIO New York, Miami, Chicago, Houston						3 Week Promo- tion						
VISIT FLORIDA CO-OP PRINT Latina, Vista, Glamour/Vogue en Espanol							1 Pg	1 Pg	1 Pg			
HISPANIC MEETINGS AND TRAVEL Monthly, Circ. 20,000				1 Pg Visit FLA			1 Pg					

2009/2010 SUPERIOR SMALL LODGING MEDIA PLAN

	2009			2010								
	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT
TRIP ADVISOR Florida content, Banners												
SHERMAN'S TRAVEL BULLETINS Exclusive emails, Northeast/Midwest												
THE STAR.COM (Toronto) Banners, Emails												
NJ.COM Banners, Emails												
TRIBUNE MEDIA NET Banners, Emails Newsday, Sun-Sentinel, Chicago Tribune, Orlando Sentinel												
AAA CAR & TRAVEL, NY Bi-Monthly, Circ. 1,579,000				1 Pg Co-op								
AAA WORLD, Mid-Atlantic Bi-Monthly, Circ. 2,100,000								1 Pg Co-op				
OFFICIAL VISIT FLORIDA MAGAZINE Annually, Circ. 300,000			1/6 Pg									
OFFICIAL VISIT FLORIDA INSIDER GUIDE Annually, Circ. 300,000							1/6 Pg					
VISIT FLORIDA INSTATE INSERT Circ. 1,400,000 15 Florida newspapers	1/12 Pg								1/12 Pg			



2009/2010 ONLINE MEDIA PLAN

	2009			2010								
	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT
AD RETARGETING, VIDEO, PRE-ROLL, EXPANDABLE BANNERS, SPONGECCELL BEHAVIORAL AD TARGETING, MOBILE MARKETING												
NEW YORK TIMES.COM GG Emails, Big Ads												
TRAVEL ZOO Destination of the Week												
PREMIUM TRAVEL SITES Kayak, Hotwire, Budget Travel, Cheapflights, CNN Travel, Expedia, Fodor's, Frommers, Hotels.com, Lonely Planet, MapQuest, NY Times Travel, Orbitz, RandMcNally, TravelandLeisure, Travelocity, Trip Advisor, Virtual Tourist												
WEATHER.COM												
TRIP ADVISOR Exclusive Sponsorship, FL destination pgs												
TRAVELOCITY/AMEX												
ORBITZ Florida Promotion												
FAMILY NETWORK Disney.com, iParenting, Wundertime, FamilyFun												
MEREDITH WOMEN'S NETWORK BHG.com, Parents.com												
BOSTON GLOBE TRAVELER.COM												
NJ.COM - TRAVEL												
SOUTHWEST AIRLINES CLICK N SAVE PROGRAM												
VISIT FLORIDA E-Magazines				Beaches					Florida			
MADDEN MEDIA USA Today.com, Time Inc., Cox Media Networks												

2009/2010 MEETINGS AND CONVENTION MEDIA PLAN

	2009			2010								
	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT
MEETING TRADES												
INTEGRATED MEETINGS MARKETING PROGRAM Direct mail, Email, Telemrktg.		Custom News-letter						Custom News-letter				
STARCITE Corporate Newsletter Sponsor												
VISIT FLORIDA MEETINGS CO-OP PROGRAM						1 Pg Email/Banner						
CONVENE - PCMA 10x Year, Circ. 11,879				Belly Band	E-news-letter	Spread Florida					Affordable Mtgs.	
ASSOCIATION NOW Monthly, Circ. 22,500			1 Pg Guide to Chicago Offices			Spread Co-op-Spring-time in the Park	1 Pg Guide to CVB Offices	Spread Co-op Florida			Belly Band ASAE	
MEETINGS & CONVENTIONS MCMAG.COM Monthly, Cir. 80,676		E-Post-card		Mid-Week News-letter		E-Post-card			Spread Co-op Florida	Spread Co-op GFL		
SUCCESSFUL MEETINGS Monthly, Circ. 77,860	1 Pg South Florida		E-News-letter		Spread Co-op-FL's East Coast			Spread Co-op Florida Marketplace		E-News-letter		
MEDICAL MEETINGS/ MEETINGS.NET Monthly, Circ. 22,000			Spread Co-op Florida		E-News-letter				E-Post-card			
PHARMA MEETINGS Monthly, Circ. 22,700							Spread Co-op Mtgs.					
MEETINGS SOUTH/ MEETINGS MEDIA.NET Monthly, Circ. 22,700							Spread Co-op Florida					
CORPORATE & INCENTIVE TRAVEL , Monthly, Circ. 44,000		1 Pg Awards										
BROWARD COUNTY CONVENTION CENTER												
TRADESHOW WEEK/TSW.COM Weekly, Circ. 27,500	Tab Divider		1/2 Pg IAEE	1/2 Pg PCMA	Banner	1/2 Pg CVB Report		Banner		1/2 Pg MPI	1 Pg SMG	
TRADESHOW EXECUTIVE Monthly, Circ. 27,500			1 Pg IAEE			1 Pg Who's Who						
FSAE 10x Year, Circ. 6,967		1 Pg Mtg Guide		1 Pg Guide to CVBs	1 Pg Guide to S. FL			1 Pg Coastal Mtgs		1 Pg Guide to S. FL		
FACILITIES & DESTINATIONS Bi-monthly, Circ. 16,333	1 Pg Awards							1 Pg Florida				
USAE Weekly, Circ. 10,000			1 Pg Holiday Showcase	Belly Band PCMA, MPI-PEC Dailies					Belly Band MPI	1 Pg ASAE Preview	ASAE Dailies	

