

Program Group	Program Name	Content Focus	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Space Deadline	Material Deadline	Rate	Max Participants
Domestic Sales Shows	Destinations Celebration & Sales Calls: Milwaukee, WI – November 2023	Meeting Planner	Meeting Planner Client Event	The VCB will participate in a hosted meeting planner themed event along with sales calls in the Milwaukee market, targeting planners in the corporate, association and incentive markets. Participants will receive all contact information of the planners at the conclusion of the event.  Trade shows, client events, sales missions and sales calls are subject to change.	Shared Booth and Sales Calls, Meeting Planner Contact Information		75	11/13/2023	11/15/2023	09/15/2023		250	1
Domestic Sales Shows	Tallahassee Meeting Planner Sales Calls: Tallahassee, FL – December 2023	Meeting Planner	Meeting Planner Sales Calls	The VCB will organize daily sales calls in the Tallahassee area. Targeted appointments will be with meeting planners in the Florida association market. The VCB will provide contact information and qualification sheets for each meeting planner from all sales appointments at the conclusion of the mission.  Trade shows, client events, sales missions and sales calls are subject to change.	Shared Sales Calls, Planner Contact Information		20	12/11/2023	12/14/2023	09/15/2023		200	2
Domestic Sales Shows	RCMA Emerge: San Antonio, TX – January 2024	Meeting Planner	Faith-Based Meeting Planner Tradeshow	The Religious Conference Management Association (RCMA) Emerge is a one-stop opportunity for you to meet with the top faith-based meeting planners, refine your professional skills with education, and reconnect with friends and colleagues. This show includes over 30 informative, interactive educational sessions and three powerful keynote experiences plus six hours of connectivity with planners during the Emerge Expo. There are also another 10+ hours of potential engagement during breaks, meals, receptions and other intentional connection events.  Trade shows, client events, sales missions and sales calls are subject to change.	Shared Booth and Conference Attendance With VCB, Planner Contact Information		450	01/09/2024	01/11/2024	09/15/2023		300	1
Domestic Sales Shows	Travel & Adventure Show Chicago: Rosemont, IL – January 2024	Leisure Consumer   Travel Advisor	Consumer Tradeshow	Travel & Adventure Shows are time-tested and highly regarded destination promotion opportunities. You'll meet tens of thousands of consumers at each event who are attending to find their next vacation and meet you. With pre-qualified and highly informed travel advisors also in attendance, you can count on quality face-to-face conversations that produce lead generation and bookings, all under one roof.  Trade shows, client events, sales missions and sales calls are subject to change.	Booth With VCB		10000	01/13/2024	01/14/2024	09/15/2023		200	1
Domestic Sales Shows	Travel & Adventure Show New York City: New York, NY – January 2024	Leisure Consumer   Travel Advisor	Consumer Tradeshow	Travel & Adventure Shows are time-tested and highly regarded destination promotion opportunities. You'll meet tens of thousands of consumers at each event who are attending to find their next vacation and meet you. With pre-qualified and highly informed travel advisors also in attendance, you can count on quality face-to-face conversations that produce lead generation and bookings, all under one roof.  Trade shows, client events, sales missions and sales calls are subject to change.	Booth With VCB		15000	01/27/2024	01/28/2024	09/15/2023		200	1
Domestic Sales Shows	NYSAE Tradeshow, Theatre Client Event & Expo: New York, NY – February/March 2024	Meeting Planner	Meeting Planner Tradeshow and Client Event	The New York Society of Association Executives (NYSAE) meeting planner event is a great opportunity to network with association and nonprofit management executives. The VCB will invite clients to the networking tradeshow followed by a client theater event. Participant will receive all contact information from all sales appointments.  Trade shows, client events, sales missions and sales calls are subject to change. Dates are to be determined.	Booth With VCB, Client Event and Planner Contact Information		400	02/01/2024	03/31/2024	09/15/2023		500	1
Domestic Sales Shows	Florida Encounter: Miami, FL – February 2024	Meeting Planner	Meeting Planner Tradeshow	Florida Encounter is Visit Florida's premier trade show for hosted conference planners to meet with Florida's meetings and events destinations and hotels. This trade show includes networking opportunities, one-on-one appointments, and boasts a 50:50 supplier to meeting professional ratio. Similar to the past couple of years, Florida Encounter is being held during the same timeframe as Florida Huddle (international travel trade).  Trade shows, client events, sales missions and sales calls are subject to change. Dates are to be determined.	Your own Booth, Appointment Book & Conference Attendance, Planner Contact Information. VCB will provide carpet & limited décor to create a destination presence.		200	02/04/2024	02/06/2024	08/17/2023		2500	4

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Domestic Sales Shows	Rendezvous South: Spartanburg, SC – February 2024	Meeting Planner	Meeting Planner Tradeshow	Rendezvous South's unique format allows planners who actively plan events throughout the South to meet with multiple stakeholders from each destination simultaneously during 15-minute, qualified appointments in living room–style booths. Each "Destination Team" includes representatives from area CVBs, hoteliers and meeting venues giving planners the opportunity to quickly identify the destinations and venues that are best suited to hosting their events. At Rendezvous South, attendees can extend their conversations beyond the meeting room at various networking events, including not one – but two – opening receptions, other lively events and an exciting finale luncheon.  Trade shows, client events, sales missions and sales calls are subject to change.	Shared Booth, Appointment Book and Conference Attendance With VCB, Planner Contact Information		60	02/26/2024	02/28/2024	09/15/2023		500	2
Domestic Sales Shows	Travel & Adventure Show Atlanta: Atlanta, GA – March 2024	Leisure Consumer   Travel Advisor	Consumer Tradeshow	Travel & Adventure Shows are time-tested and highly regarded destination promotion opportunities. You'll meet tens of thousands of consumers at each event who are attending to find their next vacation and meet you. With pre-qualified and highly informed travel advisors also in attendance, you can count on quality face-to-face conversations that produce lead generation and bookings, all under one roof.  Trade shows, client events, sales missions and sales calls are subject to change.	Booth With VCB		10000	03/09/2024	03/10/2024	09/15/2023		200	1
Domestic Sales Shows	Destinations Celebration: Minneapolis, MN, and Kansas City, MO – April 2024	Meeting Planner	Meeting Planner Client Event	The VCB will participate in a hosted meeting planner–themed event in the Minneapolis/St. Paul and Kansas City markets, targeting planners in the corporate, association and incentive markets. Participants will receive all contact information of the planners at the conclusion of the event.  Trade shows, client events, sales missions and sales calls are subject to change. Dates are to be determined.	Meeting Planner Contact Information		75	04/01/2024	04/30/2024	09/15/2023		500	1
Domestic Sales Shows	Northeast Coast Florida Travel Agency Sales Mission & Client Event: From Melbourne to West Palm Beach, FL – April 2024	Travel Advisor	Travel Advisor Sales Calls & Client Event	This is your chance to get your property “top-of-mind” with our state’s most influential travel advisors. The VCB will organize and lead several days of organized sales calls to travel agencies, tour planners and AAA offices to highlight Fort Myers – Islands, Beaches and Neighborhoods for the important summer and fall travel seasons.  Trade shows, client events, sales missions and sales calls are subject to change.	Travel Advisor Education Opportunity and Contact Information		30	04/23/2024	04/26/2024	09/15/2023		0	5
Domestic Sales Shows	XSITE Tallahassee: Tallahassee, FL – May 2024	Meeting Planner	Meeting Planner Tradeshow	XSITE is an innovative hosted-buyer appointment-style reverse trade show designed to bring meeting and event planners together with industry suppliers. Attendees receive up to 15 8-minute appointments with planners looking to do business in Florida along with multiple networking opportunities. Planners are from all market segments, AMCs, independents and third parties. Every supplier receives a valuable full profile on every planner who attends this show.  Trade shows, client events, sales missions and sales calls are subject to change.	Shared Appointments With VCB, Planner Contact Information		75	05/07/2024	05/09/2024	09/15/2023		250	1
Domestic Sales Shows	West Coast Florida Travel Agency Sales Mission: From Punta Gorda to Spring Hill, FL – May 2024	Travel Advisor	Travel Advisor Sales Calls	This is your chance to get your property “top-of-mind” with our state’s most influential travel advisors. The VCB will organize and lead several days of organized sales calls to travel agencies, tour planners and AAA offices to highlight Fort Myers – Islands, Beaches and Neighborhoods for the important summer and fall travel seasons.  Trade shows, client events, sales missions and sales calls are subject to change.	Travel Advisor Education Opportunity and Contact Information		30	05/21/2024	05/23/2024	09/15/2023		0	5
Domestic Sales Shows	Red Sox Fenway Client Event: Boston, MA – July 2024	Meeting Planner	Meeting Planner Client Event	The Red Sox meeting planner event is a great opportunity to network with greater Boston–area meeting professionals in a unique, destination-themed setting. Targeted clients will be with planners in the corporate, association and incentive markets. Participant will receive all planner contact information and qualification sheets. Date dependent upon Red Sox home game schedule.  Trade shows, client events, sales missions and sales calls are subject to change. Dates are to be determined.	Client Event With VCB, Planner Contact Information		20	07/01/2024	07/31/2024	09/15/2023		500	1
Domestic Sales Shows	Chicago Travel Agency Sales Calls: Chicago, IL – July 2024	Travel Advisor	Travel Agency Sales Calls	This is your chance to get your property “top-of-mind” with greater Chicago’s most influential travel advisors. The VCB will organize and lead several days of organized sales calls to travel agencies and AAA offices to highlight Fort Myers – Islands, Beaches and Neighborhoods for the important fall and winter travel seasons.  Trade shows, client events, sales missions and sales calls are subject to change.	Shared Appointments With VCB, Travel Agency Contact Information		25	07/29/2024	08/01/2024	09/15/2023		0	1

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Domestic Sales Shows	Connect Association: Milwaukee, WI – August 2024	Meeting Planner	Meeting Planner Tradeshow	<p>Connect is a hosted-buyer event that brings together the most active planners, suppliers and experts in Association meetings and events for preset appointments, keynote general sessions, planner/supplier roundtables and quality networking. The event offers a reverse trade show format that matches planners and suppliers for individual appointments based on their requests, as well as additional factors.</p> <p>Trade shows, client events, sales missions and sales calls are subject to change. Dates are to be determined.</p>	Shared Appointments With VCB, Planner Contact Information		450	08/01/2024	08/31/2024	09/15/2023		1000	1
Domestic Sales Shows	Connect Corporate: Milwaukee, WI – August 2024	Meeting Planner	Meeting Planner Tradeshow	<p>Connect is a hosted-buyer event that brings together the most active planners, suppliers and experts in Corporate meetings and events for preset appointments, keynote general sessions, planner/supplier roundtables and quality networking. The event offers a reverse trade show format that matches planners and suppliers for individual appointments based on their requests, as well as additional factors.</p> <p>Trade shows, client events, sales missions and sales calls are subject to change. Dates are to be determined.</p>	Shared Appointments With VCB, Planner Contact Information		450	08/01/2024	08/31/2024	09/15/2023		Domestic Sales Shows	1

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International Leisure Digital Display	Canada Expedia International Digital: Winter 2023/24		Partners have the opportunity to target specific Lee County destinations with Expedia through banner ad units as well as retarget consumers who have shown interest.  This is a conversion tactic.	Expedia is an OTA (online travel agency) for finding discount rates for airline tickets and hotel stays. The ads will run on search result pages for consumers looking for bookings in Lee County and competitive destinations. Will refer to the partner listing within Expedia.	Photo, Headline, Offer/Message and Link to Partner's OTA Listing	Offer Strongly Recommended (Offer must be valid through end date)	50000	11/01/2023	01/31/2024	09/15/2023	09/15/2023	550	5
International Leisure Digital Display	Canada Travel Intenders International Digital: Winter 2023/24		Partners have the opportunity to increase overall reach and target consumers who have exhibited online behaviors indicating they are planning a beach/Florida vacation. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting.  This is an intent tactic.	Programmatic targeting provides reach at an efficient cost as well as targeting specific consumers who show the behaviors of travel intent for beach and Florida vacations. Programmatic utilizes RTB (real-time bidding) across exchanges to reach the audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic partner will be able to reach the target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "hotels on Sanibel Island" in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time.	Photo, Headline, Offer/Message and Direct Website Link	Offer Strongly Recommended (Offer must be valid through end date)	75000	11/01/2023	01/31/2024	09/15/2023	09/15/2023	500	6
International Leisure Digital Display	Germany Expedia International Digital: Winter 2023/24		Partners have the opportunity to target specific Lee County destinations with Expedia through banner ad units as well as retarget consumers who have shown interest.  This is a conversion tactic.	Expedia is an OTA (online travel agency) for finding discount rates for airline tickets and hotel stays. The ads will run on search result pages for consumers looking for bookings in Lee County and competitive destinations. Will refer to the partner listing within Expedia.	Photo, Headline, Offer/Message and Link to Partner's OTA Listing	Offer Strongly Recommended (Offer must be valid through end date)	50000	11/01/2023	01/31/2024	09/15/2023	09/15/2023	550	5
International Leisure Digital Display	Germany Travel Intenders International Digital: Winter 2023/24		Partners have the opportunity to increase overall reach and target consumers who have exhibited online behaviors indicating they are planning a beach/Florida vacation. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting.  This is an intent tactic.	Programmatic targeting provides reach at an efficient cost as well as targeting specific consumers who show the behaviors of travel intent for beach and Florida vacations. Programmatic utilizes RTB (real-time bidding) across exchanges to reach the audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic partner will be able to reach the target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "hotels on Sanibel Island" in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time.	Photo, Headline, Offer/Message and Direct Website Link	Offer Strongly Recommended (Offer must be valid through end date)	75000	11/01/2023	01/31/2024	09/15/2023	09/15/2023	500	6
International Leisure Digital Display	U.K. Expedia International Digital: Spring/Summer 2024		Partners have the opportunity to target specific Lee County destinations with Expedia through banner ad units as well as retarget consumers who have shown interest.  This is a conversion tactic.	Expedia is an OTA (online travel agency) for finding discount rates for airline tickets and hotel stays. The ads will run on search result pages for consumers looking for bookings in Lee County and competitive destinations. Will refer to the partner listing within Expedia.	Photo, Headline, Offer/Message and Link to Partner's OTA Listing	Offer Strongly Recommended (Offer must be valid through end date)	50000	01/17/2024	04/30/2024	11/01/2023	11/01/2023	550	5
International Leisure Digital Display	U.K. Travel Intenders International Digital: Spring/Summer 2024		Partners have the opportunity to increase overall reach and target consumers who have exhibited online behaviors indicating they are planning a beach/Florida vacation. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting.  This is an intent tactic.	Programmatic targeting provides reach at an efficient cost as well as targeting specific consumers who show the behaviors of travel intent for beach and Florida vacations. Programmatic utilizes RTB (real-time bidding) across exchanges to reach the audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic partner will be able to reach the target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "hotels on Sanibel Island" in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time.	Photo, Headline, Offer/Message and Direct Website Link	Offer Strongly Recommended (Offer must be valid through end date)	75000	01/17/2024	04/30/2024	11/01/2023	11/01/2023	500	6
International Leisure Digital Display	Germany Expedia International Digital: Spring/Summer 2024		Partners have the opportunity to target specific Lee County destinations with Expedia through banner ad units as well as retarget consumers who have shown interest.  This is a conversion tactic.	Expedia is an OTA (online travel agency) for finding discount rates for airline tickets and hotel stays. The ads will run on search result pages for consumers looking for bookings in Lee County and competitive destinations. Will refer to the partner listing within Expedia.	Photo, Headline, Offer/Message and Link to Partner's OTA Listing	Offer Strongly Recommended (Offer must be valid through end date)	35000	03/01/2024	05/31/2024	01/01/2024	01/01/2024	500	5
International Leisure Digital Display	Germany Travel Intenders International Digital: Spring/Summer 2024		Partners have the opportunity to increase overall reach and target consumers who have exhibited online behaviors indicating they are planning a beach/Florida vacation. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting.  This is an intent tactic.	Programmatic targeting provides reach at an efficient cost as well as targeting specific consumers who show the behaviors of travel intent for beach and Florida vacations. Programmatic utilizes RTB (real-time bidding) across exchanges to reach the audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic partner will be able to reach the target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "hotels on Sanibel Island" in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time.	Photo, Headline, Offer/Message and Direct Website Link	Offer Strongly Recommended (Offer must be valid through end date)	75000	03/01/2024	05/31/2024	01/05/2024	01/05/2024	500	6
International Leisure Digital Display	Canada Expedia International Digital: Fall 2024		Partners have the opportunity to target specific Lee County destinations with Expedia through banner ad units as well as retarget consumers who have shown interest.  This is a conversion tactic.	Expedia is an OTA (online travel agency) for finding discount rates for airline tickets and hotel stays. The ads will run on search result pages for consumers looking for bookings in Lee County and competitive destinations. Will refer to the partner listing within Expedia.	Photo, Headline, Offer/Message and Link to Partner's OTA Listing	Offer Strongly Recommended (Offer must be valid through end date)	50000	08/01/2024	09/30/2024	06/01/2024	06/01/2024	550	5
International Leisure Digital Display	Canada Travel Intenders International Digital: Fall 2024		Partners have the opportunity to increase overall reach and target consumers who have exhibited online behaviors indicating they are planning a beach/Florida vacation. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting.  This is an intent tactic.	Programmatic targeting provides reach at an efficient cost as well as targeting specific consumers who show the behaviors of travel intent for beach and Florida vacations. Programmatic utilizes RTB (real-time bidding) across exchanges to reach the audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic partner will be able to reach the target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "hotels on Sanibel Island" in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time.	Photo, Headline, Offer/Message and Direct Website Link	Offer Strongly Recommended (Offer must be valid through end date)	75000	08/01/2024	09/30/2024	06/01/2024	06/01/2024	500	6
International Leisure Digital Display	U.K. Expedia International Digital: Fall 2024		Partners have the opportunity to target specific Lee County destinations with Expedia through banner ad units as well as retarget consumers who have shown interest.  This is a conversion tactic.	Expedia is an OTA (online travel agency) for finding discount rates for airline tickets and hotel stays. The ads will run on search result pages for consumers looking for bookings in Lee County and competitive destinations. Will refer to the partner listing within Expedia.	Photo, Headline, Offer/Message and Link to Partner's OTA Listing	Offer Strongly Recommended (Offer must be valid through end date)	50000	08/01/2024	09/30/2024	06/01/2024	06/01/2024	550	5

International Leisure Digital Display	U.K. Travel Intenders International Digital: Fall 2024		<p>Partners have the opportunity to increase overall reach and target consumers who have exhibited online behaviors indicating they are planning a beach/Florida vacation. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting.</p> <p>This is an intent tactic.</p>	<p>Programmatic targeting provides reach at an efficient cost as well as targeting specific consumers who show the behaviors of travel intent for beach and Florida vacations. Programmatic utilizes RTB (real-time bidding) across exchanges to reach the audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic partner will be able to reach the target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "hotels on Sanibel Island" in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time.</p>	Photo, Headline, Offer/Message and Direct Website Link	Offer Strongly Recommended (Offer must be valid through end date)	75000	08/01/2024	09/30/2024	06/01/2024	06/01/2024	500	6
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International Sales Shows	Florida Huddle: Miami, FL – February 2024	Travel Trade	Travel Trade Appointment Show	<p>Florida Huddle is Florida’s foremost travel trade event, welcoming international travel buyers and receptives to meet directly with Florida suppliers. Featuring pre-requested, pre-scheduled appointment sessions and networking opportunities, this event offers three days of Florida-focused wholesale productivity. Florida Huddle and Florida Encounter (meetings industry) will be held concurrently.</p> <p>Trade shows, client events, sales missions and sales calls are subject to change.</p>	Individual booth, appointment book, 1 appointment-taking badge, 1 non-appointment taking badge, carpet and plants for a destination themed look on the show floor.		200	02/04/2024	02/06/2024	08/17/2023		2500	4
International Sales Shows	IPW: Los Angeles, CA – May 2024	Travel Trade	Travel Trade Appointment Show	<p>IPW is the travel industry’s premier international marketplace and is the largest generator of travel to the U.S. In three days of pre-scheduled business appointments, more than 1,300 U.S. travel organizations from every region of the U.S.A. conduct business negotiations that result in future travel to the United States.</p> <p>Trade shows, client events, sales missions and sales calls are subject to change.</p> <p><b>NOTE: Partners must purchase own booth through USTA.</b></p>	LVCB provides full booth furnishings, plants and design elements to each booth decorated in the destination theme. <u>NOTE: Partners must purchase own booth through USTA.</u>		6000	05/03/2024	05/07/2024	09/15/2023		1500	2
International Sales Shows	Sales Mission: Scandinavia/U.K./Ireland – Fall 2024	Travel Trade	Travel Trade   Media Mission	<p>The global sales team is organizing a sales mission in partnership with three hotel partners to promote the area as a leisure destination to Scandinavia, U.K. and Ireland. During seven days, covering multiple cities and events, the team will have the opportunity to showcase the destination and its hotel products to key tour operators and agents, along with various trade media.</p> <p>Trade shows, client events, sales missions and sales calls are subject to change. Dates are to be determined.</p>	Opportunity will include travel agent events, in-house trainings for sales staff of key partners, meetings with product and marketing managers, and networking opportunities with trade professionals.		40	08/01/2024	09/30/2024	09/15/2023		500	3

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Leisure Digital Display	Expedia Domestic Digital: Winter 2023/2024		Partners have the opportunity to target specific Lee County destinations with Expedia through banner ad units as well as retarget consumers who have shown interest.  This is a conversion tactic.	Expedia is an OTA (online travel agency) for finding discount rates for airline tickets and hotel stays. The ads will run on search result pages for consumers looking for bookings in Lee County and competitive destinations. Will refer to partner listing within Expedia.	Photo, Headline, Offer/Message and Link to Partner's OTA Listing	Offer Strongly Recommended (Offer must be valid through end date.)	100000	11/01/2023	12/31/2023	09/15/2023	09/15/2023	500	5
Leisure Digital Display	Partner Site Retargeting Digital (Annual): Oct. 2023–Sept. 2024 (MUST have the ability to place a flood tag on your site)		Partners have the opportunity to utilize their own website data and retarget visitors to their site across all devices and through display banners.  This is a conversion tactic.	Cross-device site retargeting provides an opportunity to reach consumers who have visited your site and are interested in your brand. For example, if a consumer goes to <a href="http://partner.com">http://partner.com</a> , "Partner" would have the opportunity to retarget them with a VCB/co-op banner to entice them to come back to the site and convert. Direct-response messaging is extremely encouraged in this type of opportunity. Co-op partners will only be able to retarget from their own site and use their first-party data. Their data will not be shared with other co-op partners. Partners MUST have the ability to place a floodlight tag on their website.	Photo, Headline, Offer/Message and Direct Website Link	Direct-Response Messaging Highly Encouraged (MUST have ability to place flood tag on your site.)	250000	11/01/2023	09/30/2024	09/15/2023	09/15/2023	750	20
Leisure Digital Display	The Knot Digital: Winter 2023/24	Weddings	Partners have the opportunity to be included in Lee County's overarching campaign with The Knot by running targeted display banners across TheKnot.com.  This is an intent tactic.	The Knot Worldwide family of brands inspire, inform and celebrate life's biggest milestones. The Knot enables every couple to plan and celebrate their wedding their way, with 9 out of 10 brides using the The Knot during their wedding journey.	Photo, Logo, Headline, Offer/Message and Direct Website Link	Copy Should Focus on Weddings	50000	11/01/2023	12/31/2023	09/15/2023	09/15/2023	350	3
Leisure Digital Display	Travel Intenders Programmatic Digital: Winter 2023/24		Partners have the opportunity to increase overall reach and target consumers who have exhibited online behaviors indicating they are planning a beach/Florida vacation. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting.  This is an intent tactic.	Programmatic targeting provides reach at an efficient cost as well as targeting specific consumers who show the behaviors of travel intent for beach and Florida vacations. Programmatic utilizes RTB (real-time bidding) across exchanges to reach our audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic vendor will be able to reach our target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "hotels on Sanibel island" on Google, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time.	Photo, Headline, Offer/Message and Direct Website Link	Offer Strongly Recommended (Offer must be valid through end date.)	150000	11/01/2023	12/31/2023	09/15/2023	09/15/2023	500	6
Leisure Digital Display	Weddings Programmatic Digital: Winter 2023/24	Weddings	Partners have the opportunity to increase overall reach and target consumers who have shown online behaviors indicating they are planning a beach/Florida wedding through banner ad units. Types of targeting include behavioral, contextual, demographic, geographic, site retargeting and search retargeting. This also includes site retargeting from the VCB site. By utilizing the VCB's website, partners have the opportunity to target consumers who have shown direct interest in the destination by visiting the VCB's website.  This is an intent tactic.	Programmatic targeting provides reach at an efficient cost, as well as targeting our specific consumers who show the behaviors of intent for destination beach and Florida weddings. Programmatic utilizes RTB (real-time bidding) across exchanges to reach our audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic vendor will be able to reach our target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "beach wedding venues on Fort Myers Beach" in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time.	Photo, Logo, Headline, Offer/Message and Direct Website Link	Copy Should Focus on Weddings	150000	11/01/2023	12/31/2023	09/15/2023	09/15/2023	375	6
Leisure Digital Display	Spring Training Digital: Spring 2024	Spring Training Focus	Partners have the opportunity to reach baseball fans and the spring training audience. Ads will be targeted toward Boston Red Sox and Minneapolis Twins MLB fans based on contextual, behavioral and past-purchase data related to baseball. This tactic will run in the Boston and Minneapolis markets only.  This is an intent tactic.	Programmatic targeting provides reach at an efficient cost as well as targeting specific consumers who show the behaviors of travel intent for Spring Training and Florida vacations. Programmatic utilizes RTB (real-time bidding) across exchanges to reach our audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic vendor will be able to reach our target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "hotels on Sanibel island" on Google, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time.	Photo, Logo, Headline, Offer/Message and Direct Website Link		100000	12/01/2023	02/28/2024	10/01/2023	10/01/2023	475	3
Leisure Digital Display	Expedia Domestic Digital: Spring 2024		Partners have the opportunity to target specific Lee County destinations with Expedia through banner ad units as well as retarget consumers who have shown interest.  This is a conversion tactic.	Expedia is an OTA (online travel agency) for finding discount rates for airline tickets and hotel stays. The ads will run on search result pages for consumers looking for bookings in Lee County and competitive destinations. Will refer to partner listing within Expedia.	Photo, Headline, Offer/Message and Link to Partner's OTA Listing	Offer Strongly Recommended (Offer must be valid through end date.)	100000	01/17/2024	03/31/2024	11/01/2023	11/01/2023	500	5
Leisure Digital Display	The Knot Digital: Spring 2024	Weddings	Partners have the opportunity to be included in Lee County's overarching campaign with The Knot by running targeted display banners across TheKnot.com.  This is an intent tactic.	The Knot Worldwide family of brands inspire, inform and celebrate life's biggest milestones. The Knot enables every couple to plan and celebrate their wedding their way, with 9 out of 10 brides using the The Knot during their wedding journey.	Photo, Logo, Headline, Offer/Message and Direct Website Link	Copy Should Focus on Weddings	50000	01/17/2024	03/31/2024	11/01/2023	11/01/2023	350	3
Leisure Digital Display	Travel Intenders Programmatic Digital: Spring 2024		Partners have the opportunity to increase overall reach and target consumers who have exhibited online behaviors indicating they are planning a beach/Florida vacation. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting.  This is an intent tactic.	Programmatic targeting provides reach at an efficient cost as well as targeting specific consumers who show the behaviors of travel intent for beach and Florida vacations. Programmatic utilizes RTB (real-time bidding) across exchanges to reach our audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic vendor will be able to reach our target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "hotels on Sanibel island" on Google, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time.	Photo, Headline, Offer/Message and Direct Website Link	Offer Strongly Recommended (Offer must be valid through end date.)	150000	01/17/2024	03/31/2024	11/01/2023	11/01/2023	500	6
Leisure Digital Display	Tripadvisor Domestic Digital: Spring 2024		Partners have the opportunity to target consumers across Tripadvisor.com with display banners. Campaigns will utilize contextual targeting for placement within Lee County content, competitive conquering to reach consumers searching for comparable destinations and unique reach to vacation rental searchers (if applicable to partner).  This is an intent tactic.	Tripadvisor provides recommendations for hotels, resorts, inns, vacations, travel packages, vacation packages, travel guides, restaurants, activities and more. This is a high-performing tactic aligning with consumer intent.	Photo, Headline, Offer/Message and Direct Website Link	Offer Strongly Recommended (Offer must be valid through end date.)	35000	01/17/2024	03/31/2024	11/01/2023	11/01/2023	425	6
Leisure Digital Display	Weddings Programmatic Digital: Spring 2024	Weddings	Partners have the opportunity to increase overall reach and target consumers who have shown online behaviors indicating they are planning a beach/Florida wedding through banner ad units. Types of targeting include behavioral, contextual, demographic, geographic, site retargeting and search retargeting. This also includes site retargeting from the VCB site. By utilizing the VCB's website, partners have the opportunity to target consumers who have shown direct interest in the destination by visiting the VCB's website.  This is an intent tactic.	Programmatic targeting provides reach at an efficient cost, as well as targeting our specific consumers who show the behaviors of intent for destination beach and Florida weddings. Programmatic utilizes RTB (real-time bidding) across exchanges to reach our audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic vendor will be able to reach our target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "beach wedding venues on Fort Myers Beach" in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time.	Photo, Logo, Headline, Offer/Message and Direct Website Link	Copy Should Focus on Weddings	150000	01/17/2024	03/31/2024	11/01/2023	11/01/2023	375	6

Program Group	Program Name	Content Focus	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Space Deadline	Material Deadline	Rate	Max Participants
Leisure Digital Display	Tinybeans Digital (Premium Publisher): Spring 2024	Parents Focus	Partners have the opportunity to be included in Lee County's overarching campaign with Tinybeans by running display banners across tinybeans.com.  This is an intent tactic.	Tinybeans is a resource for all things parenting, including advice, product reviews and family travel guides. Tinybeans reaches parents, primarily Millennial moms (median age 35) with children 2–5 years old. The display units will be targeted to Tinybeans website visitors.	Photo, Logo, Headline, Offer/Message and Direct Website Link		150000	01/17/2024	03/31/2024	11/01/2023	11/01/2023	500	3
Leisure Digital Display	Condé Nast Digital (Premium Publisher): Summer 2024		Partners have the opportunity to be included in Lee County's overarching campaign with Condé Nast by running targeted display banners across Condé Nast's portfolio of sites.  This is an intent tactic.	Condé Nast is a premium national publisher of large, household-name magazines including Condé Nast Traveler, Bon Appétit, Vanity Fair and Wired, among others. Condé Nast will use their first-party data from all its sites to identify users most likely to travel and those who show the greatest interest in Florida. Banners will run across the full network of Condé Nast sites and refer to the partner website.	Photo, Headline, Offer/Message and Direct Website Link		100000	04/01/2024	06/30/2024	02/01/2024	02/01/2024	500	2
Leisure Digital Display	Expedia Domestic Digital: Summer 2024		Partners have the opportunity to target specific Lee County destinations with Expedia through banner ad units as well as retarget consumers who have shown interest.  This is a conversion tactic.	Expedia is an OTA (online travel agency) for finding discount rates for airline tickets and hotel stays. The ads will run on search result pages for consumers looking for bookings in Lee County and competitive destinations. Will refer to partner listing within Expedia.	Photo, Headline, Offer/Message and Link to Partner's OTA Listing	Offer Strongly Recommended (Offer must be valid through end date.)	100000	04/01/2024	06/30/2024	02/01/2024	02/01/2024	500	5
Leisure Digital Display	Dotdash Meredith Digital (Premium Publisher): Summer 2024		Partners have the opportunity to be included in Lee County's overarching campaign with Dotdash Meredith by running display banners across Dotdash Meredith's portfolio of sites.  This is an intent tactic.	Dotdash Meredith is a premium national publisher of large, household-name magazines, including Midwest Living, Parents, Southern Living and Travel + Leisure, in which the brand runs print. Other big names include People, Better Homes & Gardens, Real Simple, Magnolia and Martha Stewart Living, among many others. Meredith brands reach a largely female audience who are actively planning for their families. Banners will run across the full network of Dotdash Meredith sites and refer to the partner website.	Photo, Headline, Offer/Message and Direct Website Link		100000	04/01/2024	06/30/2024	02/01/2024	02/01/2024	500	4
Leisure Digital Display	The New York Times Digital (Premium Publisher): Summer 2024		Partners have the opportunity to be included in Lee County's overarching campaign with The New York Times by running display banners across NYTimes.com.  This is an intent tactic.	The New York Times website provides comprehensive coverage of the news from arts and entertainment to sports and science and from business and technology to dining and home design. Banners will run across NYTimes.com and refer to the partner website.	Photo, Headline, Offer/Message and Direct Website Link		85000	04/01/2024	06/30/2024	02/01/2024	02/01/2024	500	6
Leisure Digital Display	ShermansTravel Digital: Summer 2024		Partners have the opportunity to be included in Lee County's overarching campaign with ShermansTravel by running targeted display banners across ShermansTravel.com.  This is an intent tactic.	The mission of ShermansTravel is to provide readers with expert advice on great destinations. Shermans' advice simplifies travel research, providing both the tools and inspiration to make the perfect trip. Banners will refer to the partner website.	Photo, Headline, Offer/Message and Direct Website Link	Direct-Response Messaging Highly Encouraged	50000	04/01/2024	06/30/2024	02/01/2024	02/01/2024	350	5
Leisure Digital Display	Travel Intenders Programmatic Digital: Summer 2024		Partners have the opportunity to increase overall reach and target consumers who have exhibited online behaviors indicating they are planning a beach/Florida vacation. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting.  This is an intent tactic.	Programmatic targeting provides reach at an efficient cost as well as targeting specific consumers who show the behaviors of travel intent for beach and Florida vacations. Programmatic utilizes RTB (real-time bidding) across exchanges to reach our audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic vendor will be able to reach our target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "hotels on Sanibel island" on Google, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time.	Photo, Headline, Offer/Message and Direct Website Link	Offer Strongly Recommended (Offer must be valid through end date.)	150000	04/01/2024	06/30/2024	02/01/2024	02/01/2024	500	6
Leisure Digital Display	Tripadvisor Domestic Digital: Summer 2024		Partners have the opportunity to target consumers across Tripadvisor.com with display banners. Campaigns will utilize contextual targeting for placement within Lee County content, competitive conquoting to reach consumers searching for comparable destinations and unique reach to vacation rental searchers (if applicable to partner).  This is an intent tactic.	Tripadvisor provides recommendations for hotels, resorts, inns, vacations, travel packages, vacation packages, travel guides, restaurants, activities and more. This is a high-performing tactic aligning with consumer intent.	Photo, Headline, Offer/Message and Direct Website Link	Offer Strongly Recommended (Offer must be valid through end date.)	35000	04/01/2024	06/30/2024	02/01/2024	02/01/2024	425	8
Leisure Digital Display	Weddings Programmatic Digital With 360° Video: Summer 2024	Weddings	Partners have the opportunity to increase overall reach and target consumers who have shown online behaviors indicating they are planning a beach/Florida wedding through banner ad units featuring partner-specific 360° video. The 360° video provides an immersive experience for engaged couples to "tour" the property.  Types of targeting include behavioral, contextual, demographic, geographic, site retargeting and search retargeting. This also includes site retargeting from the VCB website. By utilizing the VCB's website, partners have the opportunity to target consumers who have shown direct interest in the destination.  This is an intent tactic.	Programmatic targeting provides reach at an efficient cost as well as targeting specific consumers who show the behaviors of travel intent for beach and Florida vacations. Programmatic utilizes RTB (real-time bidding) across exchanges to reach our audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic vendor will be able to reach our target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "hotels on Sanibel island" on Google, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time.  Creative will feature 360° video gathered through Lee County's partnership with Threshold 360.	Photo, Logo, Headline, Offer/Message and Direct Website Link.	Copy Should Focus on Weddings (Previous participation in 360°-video collection efforts required.)	250000	04/01/2024	06/30/2024	02/01/2024	02/01/2024	850	2
Leisure Digital Display	Weddings Programmatic Digital: Summer 2024	Weddings	Partners have the opportunity to increase overall reach and target consumers who have shown online behaviors indicating they are planning a beach/Florida wedding through banner ad units. Types of targeting include behavioral, contextual, demographic, geographic, site retargeting and search retargeting. Partners can purchase more than one spot. Creative will be 100% SOV for partner and the VCB. This also includes site retargeting from the VCB site. By utilizing the VCB's website, partners have the opportunity to target consumers who have shown direct interest in the destination by visiting the VCB's website.  This is an intent tactic.	Programmatic targeting provides reach at an efficient cost, as well as targeting our specific consumers who show the behaviors of intent for destination beach and Florida weddings. Programmatic utilizes RTB (real-time bidding) across exchanges to reach our audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic vendor will be able to reach our target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "beach wedding venues on Fort Myers Beach" in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time.	Photo, Logo, Headline, Offer/Message and Direct Website Link	Copy Should Focus on Weddings	150000	04/01/2024	06/30/2024	02/01/2024	02/01/2024	375	6
Leisure Digital Display	Afar Digital (Premium Publisher): Summer 2024		Partners have the opportunity to be included in Lee County's overarching campaign with Afar by running display banners across afar.com.  This is an intent tactic.	AFAR inspires, guides and enables travelers to have deeper, richer and more meaningful travel experiences. AFAR is one of the fastest growing travel media brands, running in both the print and digital spaces. They reach an affluent audience with an average household income of income of \$390,000 who take 13 trips annually. Sixty-seven percent of the audience has children in the household.	Photo, Logo, Headline, Offer/Message and Direct Website Link		100000	04/01/2024	06/30/2024	02/01/2024	02/01/2024	500	3
Leisure Digital Display	Tinybeans Digital (Premium Publisher): Summer 2024	Parents Focus	Partners have the opportunity to be included in Lee County's overarching campaign with Tinybeans by running display banners across tinybeans.com.  This is an intent tactic.	Tinybeans is a resource for all things parenting, including advice, product reviews and family travel guides. Tinybeans reaches parents, primarily Millennial moms (median age 35) with children 2–5 years old. The display units will be targeted to Tinybeans website visitors.	Photo, Logo, Headline, Offer/Message and Direct Website Link		150000	04/01/2024	06/30/2024	02/01/2024	02/01/2024	500	3



Program Group	Program Name	Content Focus	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Space Deadline	Material Deadline	Rate	Max Participants
Leisure Digital Display	Expedia Domestic Digital: Fall 2024		Partners have the opportunity to target specific Lee County destinations with Expedia through banner ad units as well as retarget consumers who have shown interest.  This is a conversion tactic.	Expedia is an OTA (online travel agency) for finding discount rates for airline tickets and hotel stays. The ads will run on search result pages for consumers looking for bookings in Lee County and competitive destinations. Will refer to partner listing within Expedia.	Photo, Headline, Offer/Message and Link to Partner's OTA Listing	Offer Strongly Recommended (Offer must be valid through end date.)	100000	07/05/2024	09/30/2024	05/01/2024	05/01/2024	500	5
Leisure Digital Display	The New York Times Digital (Premium Publisher): Fall 2024		Partners have the opportunity to be included in Lee County's overarching campaign with The New York Times by running display banners across NYTimes.com.  This is an intent tactic.	The New York Times website provides comprehensive coverage of the news from arts and entertainment to sports and science and from business and technology to dining and home design. Banners will run across NYTimes.com and refer to the partner website.	Photo, Headline, Offer/Message and Direct Website Link		85000	07/05/2024	09/30/2024	05/01/2024	05/01/2024	500	6
Leisure Digital Display	ShermansTravel Digital: Fall 2024		Partners have the opportunity to be included in Lee County's overarching campaign with ShermansTravel by running targeted display banners across ShermansTravel.com.  This is an intent tactic.	The mission of ShermansTravel is to provide readers with expert advice on great destinations. Shermans' advice simplifies travel research, providing both the tools and inspiration to make the perfect trip. Banners will refer to the partner website.	Photo, Headline, Offer/Message and Direct Website Link	Direct-Response Messaging Highly Encouraged	50000	07/05/2024	09/30/2024	05/01/2024	05/01/2024	350	5
Leisure Digital Display	Travel Intenders Programmatic Digital: Fall 2024		Partners have the opportunity to increase overall reach and target consumers who have exhibited online behaviors indicating they are planning a beach/Florida vacation. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting.  This is an intent tactic.	Programmatic targeting provides reach at an efficient cost as well as targeting specific consumers who show the behaviors of travel intent for beach and Florida vacations. Programmatic utilizes RTB (real-time bidding) across exchanges to reach our audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic vendor will be able to reach our target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "hotels on Sanibel island" on Google, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time.	Photo, Headline, Offer/Message and Direct Website Link	Offer Strongly Recommended (Offer must be valid through end date.)	150000	07/05/2024	09/30/2024	05/01/2024	05/01/2024	500	6
Leisure Digital Display	Tripadvisor Domestic Digital: Fall 2024		Partners have the opportunity to target consumers across Tripadvisor.com with display banners. Campaigns will utilize contextual targeting for placement within Lee County content, competitive conquering to reach consumers searching for comparable destinations and unique reach to vacation rental searchers (if applicable to partner).  This is an intent tactic.	Tripadvisor provides recommendations for hotels, resorts, inns, vacations, travel packages, vacation packages, travel guides, restaurants, activities and more. This is a high-performing tactic aligning with consumer intent.	Photo, Headline, Offer/Message and Direct Website Link	Offer Strongly Recommended (Offer must be valid through end date.)	35000	07/05/2024	09/30/2024	05/01/2024	05/01/2024	425	6
Leisure Digital Display	Visitors – In-Market Mobile Geofencing Digital: Summer 2024		Partners have the opportunity to reach visitors actively in-market to promote attractions and activities on their mobile devices through geofencing technology. Partners are only able to promote their restaurant or attraction. No accommodation promotion.  This is a conversion tactic.	Partners have an opportunity to run display banners and be part of custom creative on mobile devices that will be targeted to users who are currently in Lee County. This campaign will only message visitors to encourage them to spend in-market by utilizing geofencing technology to distinguish between residents.	Photo, Headline, Offer/Message and Direct Website Link (300x250 web banner)	Offer Strongly Recommended (Offer must be valid through end date.)	100000	07/05/2024	09/30/2024	05/01/2024	05/01/2024	400	4
Leisure Digital Display	Weddings Programmatic Digital With 360° Video: Fall 2024	Weddings	Partners have the opportunity to increase overall reach and target consumers who have shown online behaviors indicating they are planning a beach/Florida wedding through banner ad units featuring partner-specific 360° video. The 360° video provides an immersive experience for engaged couples to "tour" the property.  Types of targeting include behavioral, contextual, demographic, geographic, site retargeting and search retargeting. This also includes site retargeting from the VCB website. By utilizing the VCB's website, partners have the opportunity to target consumers who have shown direct interest in the destination.  This is an intent tactic.	Programmatic targeting provides reach at an efficient cost as well as targeting specific consumers who show the behaviors of travel intent for beach and Florida vacations. Programmatic utilizes RTB (real-time bidding) across exchanges to reach our audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic vendor will be able to reach our target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "hotels on Sanibel island" on Google, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time.  Creative will feature 360° video gathered through Lee County's partnership with Threshold 360.	Photo, Logo, Headline, Offer/Message and Direct Website Link	Copy Should Focus on Weddings (Previous participation in 360°-video collection efforts required.)	250000	07/05/2024	09/30/2024	05/01/2024	05/01/2024	850	2
Leisure Digital Display	Weddings Programmatic Digital: Fall 2024	Weddings	Partners have the opportunity to increase overall reach and target consumers who have shown online behaviors indicating they are planning a beach/Florida wedding through banner ad units. Types of targeting include behavioral, contextual, demographic, geographic, site retargeting and search retargeting. Partners can purchase more than one spot. Creative will be 100% SOV for partner and the VCB. This also includes site retargeting from the VCB site. By utilizing the VCB's website, partners have the opportunity to target consumers who have shown direct interest in the destination by visiting the VCB's website.  This is an intent tactic.	Programmatic targeting provides reach at an efficient cost, as well as targeting our specific consumers who show the behaviors of intent for destination beach and Florida weddings. Programmatic utilizes RTB (real-time bidding) across exchanges to reach our audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic vendor will be able to reach our target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "beach wedding venues on Fort Myers Beach" in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time.	Photo, Logo, Headline, Offer/Message and Direct Website Link	Copy Should Focus on Weddings	150000	07/05/2024	09/30/2024	05/01/2024	05/01/2024	375	6
Leisure Digital Display	Island Hopper Songwriter Fest Programmatic Digital: Fall 2024	Island Hopper Songwriter Fest	Partners have the opportunity to increase overall reach and target consumers who have shown online behaviors indicating they are planning to attend the Island Hopper Songwriter Fest. Types of targeting include behavioral, contextual, demographic, geographic, site retargeting and search retargeting. Creative will be 100% SOV for partner and the VCB. This also includes site retargeting from the VCB website. By utilizing the VCB's website, partners have the opportunity to target consumers who have shown direct interest in the event.  This is a conversion tactic.	Programmatic targeting provides reach at an efficient cost as well as targeting specific consumers who show the behaviors of travel intent for beach and Florida vacations. Programmatic utilizes RTB (real-time bidding) across exchanges to reach our audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic vendor will be able to reach our target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "hotels on Sanibel island" on Google, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time.	Photo, Headline, Offer/Message and Direct Website Link	Must Submit a Deal for This Placement (Offer must be valid through end date.)	50000	08/07/2024	09/24/2024	06/01/2024	06/01/2024	400	10

Program Group	Program Name	Content Focus	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Space Deadline	Material Deadline	Rate	Max Participants
Leisure Third-Party Email	Luxury Link (Email Publisher): November 2023	Affluent audience	Partners have the opportunity to be included as a featured property in a Luxury Link email dedicated to Lee County.  This is an intent tactic.	Luxury Link is a unique online destination for inspiration and information about the world's best destinations, luxury accommodations and curated travel experiences. Luxury Link reaches an older (56% are adults 45+) and affluent (average household income of \$275K+) audience.	Photo, Headline/Offer, Description and Direct Website Link		250000	11/01/2023	11/30/2023	09/15/2023	09/15/2023	375	6
Leisure Third-Party Email	eTarget Weddings (Email Publisher): January 2024	Weddings	Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. The email will be distributed by eTarget to all double opt-in users who are interested in wedding-related sites.  This is an intent tactic.	eTarget Media has the ability to microtarget our desired audience through targeted email lists. Their email database is enriched with multiple sources, allowing them to verify each record's authenticity and append a vast amount of demographic and lifestyle data to each record. Their email list database is one of the largest on the market today, containing information on more than 150 million consumers and 15 million businesses.	Photo, Headline/Offer, Description and Direct Website Link		524000	01/01/2024	01/31/2024	11/01/2023	11/01/2023	425	6
Leisure Third-Party Email	eTarget Weddings (Email Publisher): February 2024	Weddings	Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. The email will be distributed by eTarget to all double opt-in users who are interested in wedding-related sites.  This is an intent tactic.	eTarget Media has the ability to microtarget our desired audience through targeted email lists. Their email database is enriched with multiple sources, allowing them to verify each record's authenticity and append a vast amount of demographic and lifestyle data to each record. Their email list database is one of the largest on the market today, containing information on more than 150 million consumers and 15 million businesses.	Photo, Headline/Offer, Description and Direct Website Link		524000	02/01/2024	02/28/2024	12/01/2023	12/01/2023	425	6
Leisure Third-Party Email	Luxury Link (Email Publisher): February 2024	Affluent audience	Partners have the opportunity to be included as a featured property in a Luxury Link email dedicated to Lee County.  This is an intent tactic.	Luxury Link is a unique online destination for inspiration and information about the world's best destinations, luxury accommodations and curated travel experiences. Luxury Link reaches an older (56% are adults 45+) and affluent (average household income of \$275K+) audience.	Photo, Headline/Offer, Description and Direct Website Link		250000	02/01/2024	02/29/2024	12/01/2023	12/01/2023	375	6
Leisure Third-party Email	eTarget Weddings (Email Publisher): March 2024	Weddings	Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. The email will be distributed by eTarget to all double opt-in users who are interested in wedding-related sites.  This is an intent tactic.	eTarget Media has the ability to microtarget our desired audience through targeted email lists. Their email database is enriched with multiple sources, allowing them to verify each record's authenticity and append a vast amount of demographic and lifestyle data to each record. Their email list database is one of the largest on the market today, containing information on more than 150 million consumers and 15 million businesses.	Photo, Headline/Offer, Description and Direct Website Link		524000	03/01/2024	03/31/2024	01/05/2024	01/05/2024	425	6
Leisure Third-Party Email	ShermansTravel Email (Travel Retail): March 2024	Family Travel	Partners have the opportunity to be included as a featured property in a ShermansTravel email dedicated to Lee County.  This is a conversion tactic.	ShermansTravel dedicated emails are distributed to their opt-in subscriber database. The mission of ShermansTravel is to provide readers with expert advice on great destinations. Shermans' advice simplifies travel research, providing both the tools and inspiration to make the perfect trip. The email will focus on travel to Lee County exclusively.	Photo, Headline/Offer, Description and Direct Website Link		500000	03/01/2024	03/31/2024	01/05/2024	01/05/2024	400	6
Leisure Third-Party Email	eTarget Leisure (Email Publisher): April 2024		Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. The email will be distributed by eTarget to all double opt-in users who are interested in beach and Florida travel.  This is an intent tactic.	eTarget Media has the ability to microtarget our desired audience through targeted email lists. Their email database is enriched with multiple sources, allowing them to verify each record's authenticity and append a vast amount of demographic and lifestyle data to each record. Their email list database is one of the largest on the market today, containing information on more than 150 million consumers and 15 million businesses.	Photo, Headline/Offer, Description and Direct Website Link		2000000	04/01/2024	04/30/2024	02/01/2024	02/01/2024	450	6
Leisure Third-Party Email	eTarget Weddings (Email Publisher): April 2024	Weddings	Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. The email will be distributed by eTarget to all double opt-in users who are interested in wedding-related sites.  This is an intent tactic.	eTarget Media has the ability to microtarget our desired audience through targeted email lists. Their email database is enriched with multiple sources, allowing them to verify each record's authenticity and append a vast amount of demographic and lifestyle data to each record. Their email list database is one of the largest on the market today, containing information on more than 150 million consumers and 15 million businesses.	Photo, Headline/Offer, Description and Direct Website Link		524000	04/01/2024	04/30/2024	02/01/2024	02/01/2024	425	6
Leisure Third-Party Email	Luxury Link (Email Publisher): May 2024	Affluent audience	Partners have the opportunity to be included as a featured property in a Luxury Link email dedicated to Lee County.  This is an intent tactic.	Luxury Link is a unique online destination for inspiration and information about the world's best destinations, luxury accommodations and curated travel experiences. Luxury Link reaches an older (56% are adults 45+) and affluent (average household income of \$275K+) audience.	Photo, Headline/Offer, Description and Direct Website Link		250000	05/01/2024	05/31/2024	03/01/2024	03/01/2024	375	6
Leisure Third-Party Email	eTarget Leisure (Email Publisher): June 2024		Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. The email will be distributed by eTarget to all in-state double opt-in users who are interested in local family road trips and summer vacations. This will be for in-state target markets only.  This is an intent tactic.	eTarget Media has the ability to microtarget our desired audience through targeted email lists. Their email database is enriched with multiple sources, allowing them to verify each record's authenticity and append a vast amount of demographic and lifestyle data to each record. Their email list database is one of the largest on the market today, containing information on more than 150 million consumers and 15 million businesses.	Photo, Headline/Offer, Description and Direct Website Link		2000000	06/01/2024	06/30/2024	04/01/2024	04/01/2024	450	6
Leisure Third-Party Email	Luxury Link (Email Publisher): August 2024	Affluent audience	Partners have the opportunity to be included as a featured property in a Luxury Link email dedicated to Lee County.  This is an intent tactic.	Luxury Link is a unique online destination for inspiration and information about the world's best destinations, luxury accommodations and curated travel experiences. Luxury Link reaches an older (56% are adults 45+) and affluent (average household income of \$275K+) audience.	Photo, Headline/Offer, Description and Direct Website Link		250000	08/01/2024	08/31/2024	06/01/2024	06/01/2024	375	6
Leisure Third-Party Email	ShermansTravel Email (Travel Retail): August 2024	Consider focusing content around the Island Hopper Songwriter Festival by sharing a deal or offer specific to the event.	Partners have the opportunity to be included as a featured property in a ShermansTravel email dedicated to Lee County.  This is a conversion tactic.	ShermansTravel dedicated emails are distributed to their opt-in subscriber database. The mission of ShermansTravel is to provide readers with expert advice on great destinations. Shermans' advice simplifies travel research, providing both the tools and inspiration to make the perfect trip. The email will focus on travel to Lee County exclusively.	Photo, Headline/Offer, Description and Direct Website Link	Align Copy With the Content of the Email	500000	08/01/2024	08/31/2024	06/01/2024	06/01/2024	400	6

Program Group	Program Name	Content Focus	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Space Deadline	Material Deadline	Rate	Max Participants
Social Media	Facebook – Content Calendar Inclusion: October 2023		<p>Gives partners dedicated space on the destination's Facebook page, showcasing timely messaging to an engaged audience of over 800,000 followers.</p> <p>This placement will run on the <b>VCB's pages</b>, and the VCB will source imagery and finalize messaging.</p> <p>This is a prospecting tactic.</p>	<p>One Facebook post will be created on the partner's behalf and shared on the VCB's consumer Facebook page. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 800,000 as well as promoted for a period of seven days to further extend post reach to a highly targeted audience. VCB to match funds 1:1.</p> <p>A partner can sign up for up to three content calendar placements total per year.</p>	1–3 key messaging points, link to website and link to partner's Facebook page. The VCB will write copy based on messaging points submitted by partner to ensure alignment with brand standards.	Imagery Will Be Selected by the VCB for Content Calendar Inclusion	50000	10/01/2023	10/31/2023	09/15/2023	09/15/2023	250	2
Social Media	Facebook and Instagram Advertising – Carousel Unit: October 2023		<p>Provides partners with the ability to showcase their business on Facebook and Instagram through multiple images to tell a cohesive story.</p> <p>This placement will run on the <b>partners' pages</b>.</p> <p>This is a conversion tactic.</p>	<p>Provides partners with the ability to showcase their business on Facebook and Instagram to generate website referral leads. This placement utilizes a proprietary audience comprised of Facebook and Instagram users who have similar behaviors to Lee County's current database. Ads are displayed within the Facebook and Instagram newsfeed. VCB to match funds 1:1.</p>	3 High-Quality Images, 3 Ad Headlines, Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	10/01/2023	10/31/2023	09/15/2023	09/15/2023	500	2
Social Media	Facebook and Instagram Advertising – Single-Image Placement: October 2023		<p>Provides partners with the ability to showcase their business on Facebook and Instagram by targeting a custom audience comprised of the VCB's current enewsletter subscribers.</p> <p>This placement will run on the <b>partners' pages</b>.</p> <p>This is a conversion tactic.</p>	<p>This placement will be reaching a highly engaged audience who has already subscribed to the VCB's enewsletter and retargeting that audience with partner-specific messaging. Ads are displayed within the Facebook and Instagram newsfeed and are shared from the partner's social channels. VCB to match funds 1:1.</p>	High-Quality Image, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	10/01/2023	10/31/2023	09/15/2023	09/15/2023	500	1
Social Media	Facebook and Instagram Advertising – Slideshow: October 2023		<p>Provides partners with the ability to showcase their business on Facebook and Instagram with images in a video format to generate website referral leads.</p> <p>This placement will run on the <b>partners' pages</b>.</p> <p>This is a conversion tactic.</p>	<p>Facebook and Instagram slideshow ads are video-like ads that use motion via multiple images and text to tell your story across Facebook and Instagram channels. This placement utilizes custom targeting of those who have previously engaged with Lee County's social media content. Ads are displayed within the Facebook and Instagram newsfeed. VCB to match funds 1:1.</p>	3–4 High-Quality Images, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	10/01/2023	10/31/2023	09/15/2023	09/15/2023	500	2
Social Media	Instagram Content – Collab Post: October 2023		<p>This new premium placement provides partners with the ability to showcase their business on the VCB's Instagram to an audience of over 78,000. Social interactions are applied to both accounts, giving enhanced engagement metrics to the partner's Instagram post.</p> <p>This placement will run on the <b>partners' and the VCB's Instagram accounts</b>.</p> <p>This is a prospecting tactic.</p>	<p>One Instagram post will be created on the partner's behalf and shared on the VCB's profile. The VCB will send a collab request to the partner's Instagram account – once accepted, the post will also appear on the partner's profile. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 78,000 as well as promoted for a period of seven days to further extend post reach to a highly targeted audience. VCB to match funds 1:1.</p> <p>A partner can sign up for one collab post placement total per year.</p>	1–3 key messaging points to be utilized for post copy creation plus link to partner's Instagram (for collab tagging purposes). The VCB will write copy based on messaging points submitted by the partner to ensure alignment with brand standards. Partner must approve request for collab via the Instagram app. The VCB has the right to reconsider if available imagery doesn't align with their channel best practices.	Imagery Will Be Selected by the VCB	125000	10/01/2023	10/31/2023	09/15/2023	09/15/2023	750	1
Social Media	Facebook and Instagram Advertising – Meetings Single-Image Placement: October 2023		<p>Provides partners with the ability to showcase their business on Facebook and Instagram by targeting an interest-based audience using meta key phrases relating to meeting planning professionals.</p> <p>This placement will run on the <b>partners' pages</b>.</p> <p>This is a prospecting tactic.</p>	<p>This placement will be reaching meeting planners by strategically leveraging specific job titles, fields of study, and employment industries related to meeting/event planning and management. Ads are displayed within the Facebook and Instagram newsfeed and are shared from the partner's social channels. VCB to match funds 1:1.</p>	High-Quality Image, Link to Website, Ad Headline and Ad Post Copy	Strive to Showcase High-Quality, Meetings-centric imagery	100000	10/01/2023	10/31/2023	09/15/2023	09/15/2023	500	1
Social Media	Facebook – Content Calendar Inclusion: November 2023		<p>Gives partners dedicated space on the destination's Facebook page, showcasing timely messaging to an engaged audience of over 800,000 followers.</p> <p>This placement will run on the <b>VCB's pages</b>, and the VCB will source imagery and finalize messaging.</p> <p>This is a prospecting tactic.</p>	<p>One Facebook post will be created on the partner's behalf and shared on the VCB's consumer Facebook page. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 800,000 as well as promoted for a period of seven days to further extend post reach to a highly targeted audience. VCB to match funds 1:1.</p> <p>A partner can sign up for up to three content calendar placements total per year.</p>	1–3 key messaging points, link to website and link to partner's Facebook page. The VCB will write copy based on messaging points submitted by partner to ensure alignment with brand standards.	Imagery Will Be Selected by the VCB for Content Calendar Inclusion	50000	11/01/2023	11/30/2023	10/01/2023	10/01/2023	250	2
Social Media	Facebook and Instagram Advertising – Carousel Unit: November 2023		<p>Provides partners with the ability to showcase their business on Facebook and Instagram through multiple images to tell a cohesive story.</p> <p>This placement will run on the <b>partners' pages</b>.</p> <p>This is a conversion tactic.</p>	<p>Provides partners with the ability to showcase their business on Facebook and Instagram to generate website referral leads. This placement utilizes a proprietary audience comprised of Facebook and Instagram users who have similar behaviors to Lee County's current database. Ads are displayed within the Facebook and Instagram newsfeed. VCB to match funds 1:1.</p>	3 High-Quality Images, 3 Ad Headlines, Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	11/01/2023	11/30/2023	10/01/2023	10/01/2023	500	2
Social Media	Facebook and Instagram Advertising – Single-Image Placement: November 2023		<p>Provides partners with the ability to showcase their business on Facebook and Instagram by targeting a custom audience comprised of the VCB's current enewsletter subscribers.</p> <p>This placement will run on the <b>partners' pages</b>.</p> <p>This is a conversion tactic.</p>	<p>This placement will be reaching a highly engaged audience who has already subscribed to the VCB's enewsletter and retargeting that audience with partner-specific messaging. Ads are displayed within the Facebook and Instagram newsfeed and are shared from the partner's social channels. VCB to match funds 1:1.</p>	High-Quality Image, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	11/01/2023	11/30/2023	10/01/2023	10/01/2023	500	1
Social Media	Facebook and Instagram Advertising – Slideshow: November 2023		<p>Provides partners with the ability to showcase their business on Facebook and Instagram with images in a video format to generate website referral leads.</p> <p>This placement will run on the <b>partners' pages</b>.</p> <p>This is a conversion tactic.</p>	<p>Facebook and Instagram slideshow ads are video-like ads that use motion via multiple images and text to tell your story across Facebook and Instagram channels. This placement utilizes custom targeting of those who have previously engaged with Lee County's social media content. Ads are displayed within the Facebook and Instagram newsfeed. VCB to match funds 1:1.</p>	3–4 High-Quality Images, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	11/01/2023	11/30/2023	10/01/2023	10/01/2023	500	2

Program Group	Program Name	Content Focus	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Space Deadline	Material Deadline	Rate	Max Participants
Social Media	Facebook – Content Calendar Inclusion: December 2023		<p>Gives partners dedicated space on the destination's Facebook page, showcasing timely messaging to an engaged audience of over 800,000 followers.</p> <p>This placement will run on the <b>VCB's pages</b>, and the VCB will source imagery and finalize messaging.</p> <p>This is a prospecting tactic.</p>	<p>One Facebook post will be created on the partner's behalf and shared on the VCB's consumer Facebook page. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 800,000 as well as promoted for a period of seven days to further extend post reach to a highly targeted audience. VCB to match funds 1:1.</p> <p>A partner can sign up for up to three content calendar placements total per year.</p>	1–3 key messaging points, link to website and link to partner's Facebook page. The VCB will write copy based on messaging points submitted by partner to ensure alignment with brand standards.	Imagery Will Be Selected by the VCB for Content Calendar Inclusion	50000	12/01/2023	12/31/2023	11/01/2023	11/01/2023	250	2
Social Media	Facebook and Instagram Advertising – Carousel Unit: December 2023		<p>Provides partners with the ability to showcase their business on Facebook and Instagram through multiple images to tell a cohesive story.</p> <p>This placement will run on the <b>partners' pages</b>.</p> <p>This is a conversion tactic.</p>	<p>Provides partners with the ability to showcase their business on Facebook and Instagram to generate website referral leads. This placement utilizes a proprietary audience comprised of Facebook and Instagram users who have similar behaviors to Lee County's current database. Ads are displayed within the Facebook and Instagram newsfeed. VCB to match funds 1:1.</p>	3 High-Quality Images, 3 Ad Headlines, Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	12/01/2023	12/31/2023	11/01/2023	11/01/2023	500	2
Social Media	Facebook and Instagram Advertising – Single-Image Placement: December 2023		<p>Provides partners with the ability to showcase their business on Facebook and Instagram by targeting a custom audience comprised of the VCB's current enewsletter subscribers.</p> <p>This placement will run on the <b>partners' pages</b>.</p> <p>This is a conversion tactic.</p>	<p>This placement will be reaching a highly engaged audience who has already subscribed to the VCB's enewsletter and retargeting that audience with partner-specific messaging. Ads are displayed within the Facebook and Instagram newsfeed and are shared from the partner's social channels. VCB to match funds 1:1.</p>	High-Quality Image, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	12/01/2023	12/31/2023	11/01/2023	11/01/2023	500	1
Social Media	Facebook and Instagram Advertising – Slideshow: December 2023		<p>Provides partners with the ability to showcase their business on Facebook and Instagram with images in a video format to generate website referral leads.</p> <p>This placement will run on the <b>partners' pages</b>.</p> <p>This is a conversion tactic.</p>	<p>Facebook and Instagram slideshow ads are video-like ads that use motion via multiple images and text to tell your story across Facebook and Instagram channels. This placement utilizes custom targeting of those who have previously engaged with Lee County's social media content. Ads are displayed within the Facebook and Instagram newsfeed. VCB to match funds 1:1.</p>	3–4 High-Quality Images, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	12/01/2023	12/31/2023	11/01/2023	11/01/2023	500	2
Social Media	Instagram Content – Collab Post: December 2023		<p>This new premium placement provides partners with the ability to showcase their business on the VCB's Instagram to an audience of over 78,000. Social interactions are applied to both accounts, giving enhanced engagement metrics to the partner's Instagram post.</p> <p>This placement will run on the <b>partners' and the VCB's Instagram accounts</b>.</p> <p>This is a prospecting tactic.</p>	<p>One Instagram post will be created on the partner's behalf and shared on the VCB's profile. The VCB will send a collab request to the partner's Instagram account – once accepted, the post will also appear on the partner's profile. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 78,000 as well as promoted for a period of seven days to further extend post reach to a highly targeted audience. VCB to match funds 1:1.</p> <p>A partner can sign up for one collab post placement total per year.</p>	1–3 key messaging points to be utilized for post copy creation plus link to partner's Instagram (for collab tagging purposes). The VCB will write copy based on messaging points submitted by the partner to ensure alignment with brand standards. Partner must approve request for collab via the Instagram app. The VCB has the right to reconsider if available imagery doesn't align with their channel best practices.	Imagery Will Be Selected by the VCB	125000	12/01/2023	12/31/2023	11/01/2023	11/01/2023	750	1
Social Media	Facebook and Instagram Advertising – Meetings Single-Image Placement: December 2023		<p>Provides partners with the ability to showcase their business on Facebook and Instagram by targeting an interest-based audience using meta key phrases relating to meeting planning professionals.</p> <p>This placement will run on the <b>partners' pages</b>.</p> <p>This is a prospecting tactic.</p>	<p>This placement will be reaching meeting planners by strategically leveraging specific job titles, fields of study, and employment industries related to meeting/event planning and management. Ads are displayed within the Facebook and Instagram newsfeed and are shared from the partner's social channels. VCB to match funds 1:1.</p>	High-Quality Image, Link to Website, Ad Headline and Ad Post Copy	Strive to Showcase High-Quality, Meetings-centric imagery	100000	12/01/2023	12/31/2023	11/01/2023	11/01/2023	500	1
Social Media	Facebook – Content Calendar Inclusion: January 2024		<p>Gives partners dedicated space on the destination's Facebook page, showcasing timely messaging to an engaged audience of over 800,000 followers.</p> <p>This placement will run on the <b>VCB's pages</b>, and the VCB will source imagery and finalize messaging.</p> <p>This is a prospecting tactic.</p>	<p>One Facebook post will be created on the partner's behalf and shared on the VCB's consumer Facebook page. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 800,000 as well as promoted for a period of seven days to further extend post reach to a highly targeted audience. VCB to match funds 1:1.</p> <p>A partner can sign up for up to three content calendar placements total per year.</p>	1–3 key messaging points, link to website and link to partner's Facebook page. The VCB will write copy based on messaging points submitted by partner to ensure alignment with brand standards.	Imagery Will Be Selected by the VCB for Content Calendar Inclusion	50000	01/05/2024	01/31/2024	12/01/2023	12/01/2023	250	2
Social Media	Facebook and Instagram Advertising – Carousel Unit: January 2024		<p>Provides partners with the ability to showcase their business on Facebook and Instagram through multiple images to tell a cohesive story.</p> <p>This placement will run on the <b>partners' pages</b>.</p> <p>This is a conversion tactic.</p>	<p>Provides partners with the ability to showcase their business on Facebook and Instagram to generate website referral leads. This placement utilizes a proprietary audience comprised of Facebook and Instagram users who have similar behaviors to Lee County's current database. Ads are displayed within the Facebook and Instagram newsfeed. VCB to match funds 1:1.</p>	3 High-Quality Images, 3 Ad Headlines, Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	01/05/2024	01/31/2024	12/01/2023	12/01/2023	500	2
Social Media	Facebook and Instagram Advertising – Single-Image Placement: January 2024		<p>Provides partners with the ability to showcase their business on Facebook and Instagram by targeting a custom audience comprised of the VCB's current enewsletter subscribers.</p> <p>This placement will run on the <b>partners' pages</b>.</p> <p>This is a conversion tactic.</p>	<p>This placement will be reaching a highly engaged audience who has already subscribed to the VCB's enewsletter and retargeting that audience with partner-specific messaging. Ads are displayed within the Facebook and Instagram newsfeed and are shared from the partner's social channels. VCB to match funds 1:1.</p>	High-Quality Image, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	01/05/2024	01/31/2024	12/01/2023	12/01/2023	500	1
Social Media	Facebook and Instagram Advertising – Slideshow: January 2024		<p>Provides partners with the ability to showcase their business on Facebook and Instagram with images in a video format to generate website referral leads.</p> <p>This placement will run on the <b>partners' pages</b>.</p> <p>This is a conversion tactic.</p>	<p>Facebook and Instagram slideshow ads are video-like ads that use motion via multiple images and text to tell your story across Facebook and Instagram channels. This placement utilizes custom targeting of those who have previously engaged with Lee County's social media content. Ads are displayed within the Facebook and Instagram newsfeed. VCB to match funds 1:1.</p>	3–4 High-Quality Images, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	01/05/2024	01/31/2024	12/01/2023	12/01/2023	500	2

Program Group	Program Name	Content Focus	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Space Deadline	Material Deadline	Rate	Max Participants
Social Media	Facebook – Content Calendar Inclusion: February 2024		<p>Gives partners dedicated space on the destination's Facebook page, showcasing timely messaging to an engaged audience of over 800,000 followers.</p> <p>This placement will run on the <b>VCB's pages</b>, and the VCB will source imagery and finalize messaging.</p> <p>This is a prospecting tactic.</p>	<p>One Facebook post will be created on the partner's behalf and shared on the VCB's consumer Facebook page. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 800,000 as well as promoted for a period of seven days to further extend post reach to a highly targeted audience. VCB to match funds 1:1.</p> <p>A partner can sign up for up to three content calendar placements total per year.</p>	1–3 key messaging points, link to website and link to partner's Facebook page. The VCB will write copy based on messaging points submitted by partner to ensure alignment with brand standards.	Imagery Will Be Selected by the VCB for Content Calendar Inclusion	50000	02/01/2024	02/28/2024	01/05/2024	01/05/2024	250	2
Social Media	Facebook and Instagram Advertising – Carousel Unit: February 2024		<p>Provides partners with the ability to showcase their business on Facebook and Instagram through multiple images to tell a cohesive story.</p> <p>This placement will run on the <b>partners' pages</b>.</p> <p>This is a conversion tactic.</p>	<p>Provides partners with the ability to showcase their business on Facebook and Instagram to generate website referral leads. This placement utilizes a proprietary audience comprised of Facebook and Instagram users who have similar behaviors to Lee County's current database. Ads are displayed within the Facebook and Instagram newsfeed. VCB to match funds 1:1.</p>	3 High-Quality Images, 3 Ad Headlines, Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	02/01/2024	02/28/2024	01/05/2024	01/05/2024	500	2
Social Media	Facebook and Instagram Advertising – Single-Image Placement: February 2024		<p>Provides partners with the ability to showcase their business on Facebook and Instagram by targeting a custom audience comprised of the VCB's current enewsletter subscribers.</p> <p>This placement will run on the <b>partners' pages</b>.</p> <p>This is a conversion tactic.</p>	<p>This placement will be reaching a highly engaged audience who has already subscribed to the VCB's enewsletter and retargeting that audience with partner-specific messaging. Ads are displayed within the Facebook and Instagram newsfeed and are shared from the partner's social channels. VCB to match funds 1:1.</p>	High-Quality Image, Link to Website, Ad Headline and Ad Post Copy	Strive to Showcase High-Quality, Organic Imagery	100000	02/01/2024	02/28/2024	01/05/2024	01/05/2024	500	1
Social Media	Facebook and Instagram Advertising – Slideshow: February 2024		<p>Provides partners with the ability to showcase their business on Facebook and Instagram with images in a video format to generate website referral leads.</p> <p>This placement will run on the <b>partners' pages</b>.</p> <p>This is a conversion tactic.</p>	<p>Facebook and Instagram slideshow ads are video-like ads that use motion via multiple images and text to tell your story across Facebook and Instagram channels. This placement utilizes custom targeting of those who have previously engaged with Lee County's social media content. Ads are displayed within the Facebook and Instagram newsfeed. VCB to match funds 1:1.</p>	3–4 High-Quality Images, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	02/01/2024	02/28/2024	01/05/2024	01/05/2024	500	2
Social Media	Instagram Content – Collab Post: February 2024		<p>This new premium placement provides partners with the ability to showcase their business on the VCB's Instagram to an audience of over 78,000. Social interactions are applied to both accounts, giving enhanced engagement metrics to the partner's Instagram post.</p> <p>This placement will run on the <b>partners' and the VCB's Instagram accounts</b>.</p> <p>This is a prospecting tactic.</p>	<p>One Instagram post will be created on the partner's behalf and shared on the VCB's profile. The VCB will send a collab request to the partner's Instagram account – once accepted, the post will also appear on the partner's profile. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 78,000 as well as promoted for a period of seven days to further extend post reach to a highly targeted audience. VCB to match funds 1:1.</p> <p>A partner can sign up for one collab post placement total per year.</p>	1–3 key messaging points to be utilized for post copy creation plus link to partner's Instagram (for collab tagging purposes). The VCB will write copy based on messaging points submitted by the partner to ensure alignment with brand standards. Partner must approve request for collab via the Instagram app. The VCB has the right to reconsider if available imagery doesn't align with their channel best practices.	Imagery Will Be Selected by the VCB	125000	02/01/2024	02/28/2024	01/05/2024	01/05/2024	750	1
Social Media	Facebook and Instagram Advertising – Meetings Single-Image Placement: February 2024		<p>Provides partners with the ability to showcase their business on Facebook and Instagram by targeting an interest-based audience using meta key phrases relating to meeting planning professionals.</p> <p>This placement will run on the <b>partners' pages</b>.</p> <p>This is a prospecting tactic.</p>	<p>This placement will be reaching meeting planners by strategically leveraging specific job titles, fields of study, and employment industries related to meeting/event planning and management. Ads are displayed within the Facebook and Instagram newsfeed and are shared from the partner's social channels. VCB to match funds 1:1.</p>	High-Quality Image, Link to Website, Ad Headline and Ad Post Copy	Strive to Showcase High-Quality, Meetings-centric imagery	100000	02/01/2024	02/28/2024	01/13/2024	01/13/2024	500	1
Social Media	Facebook – Content Calendar Inclusion: March 2024		<p>Gives partners dedicated space on the destination's Facebook page, showcasing timely messaging to an engaged audience of over 800,000 followers.</p> <p>This placement will run on the <b>VCB's pages</b>, and the VCB will source imagery and finalize messaging.</p> <p>This is a prospecting tactic.</p>	<p>One Facebook post will be created on the partner's behalf and shared on the VCB's consumer Facebook page. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 800,000 as well as promoted for a period of seven days to further extend post reach to a highly targeted audience. VCB to match funds 1:1.</p> <p>A partner can sign up for up to three content calendar placements total per year.</p>	1–3 key messaging points, link to website and link to partner's Facebook page. The VCB will write copy based on messaging points submitted by partner to ensure alignment with brand standards.	Imagery Will Be Selected by the VCB for Content Calendar Inclusion	50000	03/01/2024	03/31/2024	02/01/2024	02/01/2024	250	2
Social Media	Facebook and Instagram Advertising – Carousel Unit: March 2024		<p>Provides partners with the ability to showcase their business on Facebook and Instagram through multiple images to tell a cohesive story.</p> <p>This placement will run on the <b>partners' pages</b>.</p> <p>This is a conversion tactic.</p>	<p>Provides partners with the ability to showcase their business on Facebook and Instagram to generate website referral leads. This placement utilizes a proprietary audience comprised of Facebook and Instagram users who have similar behaviors to Lee County's current database. Ads are displayed within the Facebook and Instagram newsfeed. VCB to match funds 1:1.</p>	3 High-Quality Images, 3 Ad Headlines, Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	03/01/2024	03/31/2024	02/01/2024	02/01/2024	500	2
Social Media	Facebook and Instagram Advertising – Single-Image Placement: March 2024		<p>Provides partners with the ability to showcase their business on Facebook and Instagram by targeting a custom audience comprised of the VCB's current enewsletter subscribers.</p> <p>This placement will run on the <b>partners' pages</b>.</p> <p>This is a conversion tactic.</p>	<p>This placement will be reaching a highly engaged audience who has already subscribed to the VCB's enewsletter and retargeting that audience with partner-specific messaging. Ads are displayed within the Facebook and Instagram newsfeed and are shared from the partner's social channels. VCB to match funds 1:1.</p>	High-Quality Image, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	03/01/2024	03/31/2024	02/01/2024	02/01/2024	500	1
Social Media	Facebook and Instagram Advertising – Slideshow: March 2024		<p>Provides partners with the ability to showcase their business on Facebook and Instagram with images in a video format to generate website referral leads.</p> <p>This placement will run on the <b>partners' pages</b>.</p> <p>This is a conversion tactic.</p>	<p>Facebook and Instagram slideshow ads are video-like ads that use motion via multiple images and text to tell your story across Facebook and Instagram channels. This placement utilizes custom targeting of those who have previously engaged with Lee County's social media content. Ads are displayed within the Facebook and Instagram newsfeed. VCB to match funds 1:1.</p>	3–4 High-Quality Images, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	03/01/2024	03/31/2024	02/01/2024	02/01/2024	500	2

Program Group	Program Name	Content Focus	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Space Deadline	Material Deadline	Rate	Max Participants
Social Media	Facebook – Content Calendar Inclusion: April 2024		<p>Gives partners dedicated space on the destination's Facebook page, showcasing timely messaging to an engaged audience of over 800,000 followers.</p> <p>This placement will run on the <b>VCB's pages</b>, and the VCB will source imagery and finalize messaging.</p> <p>This is a prospecting tactic.</p>	<p>One Facebook post will be created on the partner's behalf and shared on the VCB's consumer Facebook page. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 800,000 as well as promoted for a period of seven days to further extend post reach to a highly targeted audience. VCB to match funds 1:1.</p> <p>A partner can sign up for up to three content calendar placements total per year.</p>	1–3 key messaging points, link to website and link to partner's Facebook page. The VCB will write copy based on messaging points submitted by partner to ensure alignment with brand standards.	Imagery Will Be Selected by the VCB for Content Calendar Inclusion	50000	04/01/2024	04/30/2024	03/01/2024	03/01/2024	250	2
Social Media	Facebook and Instagram Advertising – Carousel Unit: April 2024		<p>Provides partners with the ability to showcase their business on Facebook and Instagram through multiple images to tell a cohesive story.</p> <p>This placement will run on the <b>partners' pages</b>.</p> <p>This is a conversion tactic.</p>	<p>Provides partners with the ability to showcase their business on Facebook and Instagram to generate website referral leads. This placement utilizes a proprietary audience comprised of Facebook and Instagram users who have similar behaviors to Lee County's current database. Ads are displayed within the Facebook and Instagram newsfeed. VCB to match funds 1:1.</p>	3 High-Quality Images, 3 Ad Headlines, Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	04/01/2024	04/30/2024	03/01/2024	03/01/2024	500	2
Social Media	Facebook and Instagram Advertising – Single-Image Placement: April 2024		<p>Provides partners with the ability to showcase their business on Facebook and Instagram by targeting a custom audience comprised of the VCB's current enewsletter subscribers.</p> <p>This placement will run on the <b>partners' pages</b>.</p> <p>This is a conversion tactic.</p>	<p>This placement will be reaching a highly engaged audience who has already subscribed to the VCB's enewsletter and retargeting that audience with partner-specific messaging. Ads are displayed within the Facebook and Instagram newsfeed and are shared from the partner's social channels. VCB to match funds 1:1.</p>	High-Quality Image, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	04/01/2024	04/30/2024	03/01/2024	03/01/2024	500	1
Social Media	Facebook and Instagram Advertising – Slideshow: April 2024		<p>Provides partners with the ability to showcase their business on Facebook and Instagram with images in a video format to generate website referral leads.</p> <p>This placement will run on the <b>partners' pages</b>.</p> <p>This is a conversion tactic.</p>	<p>Facebook and Instagram slideshow ads are video-like ads that use motion via multiple images and text to tell your story across Facebook and Instagram channels. This placement utilizes custom targeting of those who have previously engaged with Lee County's social media content. Ads are displayed within the Facebook and Instagram newsfeed. VCB to match funds 1:1.</p>	3–4 High-Quality Images, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	04/01/2024	04/30/2024	03/01/2024	03/01/2024	500	2
Social Media	Instagram Content – Collab Post: April 2024		<p>This new premium placement provides partners with the ability to showcase their business on the VCB's Instagram to an audience of over 78,000. Social interactions are applied to both accounts, giving enhanced engagement metrics to the partner's Instagram post.</p> <p>This placement will run on the <b>partners' and the VCB's Instagram accounts</b>.</p> <p>This is a prospecting tactic.</p>	<p>One Instagram post will be created on the partner's behalf and shared on the VCB's profile. The VCB will send a collab request to the partner's Instagram account – once accepted, the post will also appear on the partner's profile. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 78,000 as well as promoted for a period of seven days to further extend post reach to a highly targeted audience. VCB to match funds 1:1.</p> <p>A partner can sign up for one collab post placement total per year.</p>	1–3 key messaging points to be utilized for post copy creation plus link to partner's Instagram (for collab tagging purposes). The VCB will write copy based on messaging points submitted by the partner to ensure alignment with brand standards. Partner must approve request for collab via the Instagram app. The VCB has the right to reconsider if available imagery doesn't align with their channel best practices.	Imagery Will Be Selected by the VCB	125000	04/01/2024	04/30/2024	03/01/2024	03/01/2024	750	1
Social Media	Facebook and Instagram Advertising – Meetings Single-Image Placement: April 2024		<p>Provides partners with the ability to showcase their business on Facebook and Instagram by targeting an interest-based audience using meta key phrases relating to meeting planning professionals.</p> <p>This placement will run on the <b>partners' pages</b>.</p> <p>This is a prospecting tactic.</p>	<p>This placement will be reaching meeting planners by strategically leveraging specific job titles, fields of study, and employment industries related to meeting/event planning and management. Ads are displayed within the Facebook and Instagram newsfeed and are shared from the partner's social channels. VCB to match funds 1:1.</p>	High-Quality Image, Link to Website, Ad Headline and Ad Post Copy	Strive to Showcase High-Quality, Meetings-centric imagery	100000	04/01/2024	04/30/2024	03/01/2024	03/01/2024	500	1
Social Media	Facebook – Content Calendar Inclusion: May 2024		<p>Gives partners dedicated space on the destination's Facebook page, showcasing timely messaging to an engaged audience of over 800,000 followers.</p> <p>This placement will run on the <b>VCB's pages</b>, and the VCB will source imagery and finalize messaging.</p> <p>This is a prospecting tactic.</p>	<p>One Facebook post will be created on the partner's behalf and shared on the VCB's consumer Facebook page. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 800,000 as well as promoted for a period of seven days to further extend post reach to a highly targeted audience. VCB to match funds 1:1.</p> <p>A partner can sign up for up to three content calendar placements total per year.</p>	1–3 key messaging points, link to website and link to partner's Facebook page. The VCB will write copy based on messaging points submitted by partner to ensure alignment with brand standards.	Imagery Will Be Selected by the VCB for Content Calendar Inclusion	50000	05/01/2024	05/31/2024	04/01/2024	04/01/2024	250	2
Social Media	Facebook and Instagram Advertising – Carousel Unit: May 2024		<p>Provides partners with the ability to showcase their business on Facebook and Instagram through multiple images to tell a cohesive story.</p> <p>This placement will run on the <b>partners' pages</b>.</p> <p>This is a conversion tactic.</p>	<p>Provides partners with the ability to showcase their business on Facebook and Instagram to generate website referral leads. This placement utilizes a proprietary audience comprised of Facebook and Instagram users who have similar behaviors to Lee County's current database. Ads are displayed within the Facebook and Instagram newsfeed. VCB to match funds 1:1.</p>	3 High-Quality Images, 3 Ad Headlines, Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	05/01/2024	05/31/2024	04/01/2024	04/01/2024	500	2
Social Media	Facebook and Instagram Advertising – Single-Image Placement: May 2024		<p>Provides partners with the ability to showcase their business on Facebook and Instagram by targeting a custom audience comprised of the VCB's current enewsletter subscribers.</p> <p>This placement will run on the <b>partners' pages</b>.</p> <p>This is a conversion tactic.</p>	<p>This placement will be reaching a highly engaged audience who has already subscribed to the VCB's enewsletter and retargeting that audience with partner-specific messaging. Ads are displayed within the Facebook and Instagram newsfeed and are shared from the partner's social channels. VCB to match funds 1:1.</p>	High-Quality Image, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	05/01/2024	05/31/2024	04/01/2024	04/01/2024	500	1
Social Media	Facebook and Instagram Advertising – Slideshow: May 2024		<p>Provides partners with the ability to showcase their business on Facebook and Instagram with images in a video format to generate website referral leads.</p> <p>This placement will run on the <b>partners' pages</b>.</p> <p>This is a conversion tactic.</p>	<p>Facebook and Instagram slideshow ads are video-like ads that use motion via multiple images and text to tell your story across Facebook and Instagram channels. This placement utilizes custom targeting of those who have previously engaged with Lee County's social media content. Ads are displayed within the Facebook and Instagram newsfeed. VCB to match funds 1:1.</p>	3–4 High-Quality Images, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	05/01/2024	05/31/2024	04/01/2024	04/01/2024	500	2

Program Group	Program Name	Content Focus	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Space Deadline	Material Deadline	Rate	Max Participants
Social Media	Facebook – Content Calendar Inclusion: June 2024		<p>Gives partners dedicated space on the destination's Facebook page, showcasing timely messaging to an engaged audience of over 800,000 followers.</p> <p>This placement will run on the <b>VCB's pages</b>, and the VCB will source imagery and finalize messaging.</p> <p>This is a prospecting tactic.</p>	<p>One Facebook post will be created on the partner's behalf and shared on the VCB's consumer Facebook page. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 800,000 as well as promoted for a period of seven days to further extend post reach to a highly targeted audience. VCB to match funds 1:1.</p> <p>A partner can sign up for up to three content calendar placements total per year.</p>	1–3 key messaging points, link to website and link to partner's Facebook page. The VCB will write copy based on messaging points submitted by partner to ensure alignment with brand standards.	Imagery Will Be Selected by the VCB for Content Calendar Inclusion	50000	06/01/2024	06/30/2024	05/01/2024	05/01/2024	250	2
Social Media	Facebook and Instagram Advertising – Carousel Unit: June 2024		<p>Provides partners with the ability to showcase their business on Facebook and Instagram through multiple images to tell a cohesive story.</p> <p>This placement will run on the <b>partners' pages</b>.</p> <p>This is a conversion tactic.</p>	<p>Provides partners with the ability to showcase their business on Facebook and Instagram to generate website referral leads. This placement utilizes a proprietary audience comprised of Facebook and Instagram users who have similar behaviors to Lee County's current database. Ads are displayed within the Facebook and Instagram newsfeed. VCB to match funds 1:1.</p>	3 High-Quality Images, 3 Ad Headlines, Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	06/01/2024	06/30/2024	05/01/2024	05/01/2024	500	2
Social Media	Facebook and Instagram Advertising – Single-Image Placement: June 2024		<p>Provides partners with the ability to showcase their business on Facebook and Instagram by targeting a custom audience comprised of the VCB's current enewsletter subscribers.</p> <p>This placement will run on the <b>partners' pages</b>.</p> <p>This is a conversion tactic.</p>	<p>This placement will be reaching a highly engaged audience who has already subscribed to the VCB's enewsletter and retargeting that audience with partner-specific messaging. Ads are displayed within the Facebook and Instagram newsfeed and are shared from the partner's social channels. VCB to match funds 1:1.</p>	High-Quality Image, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	06/01/2024	06/30/2024	05/01/2024	05/01/2024	500	1
Social Media	Facebook and Instagram Advertising – Slideshow: June 2024		<p>Provides partners with the ability to showcase their business on Facebook and Instagram with images in a video format to generate website referral leads.</p> <p>This placement will run on the <b>partners' pages</b>.</p> <p>This is a conversion tactic.</p>	<p>Facebook and Instagram slideshow ads are video-like ads that use motion via multiple images and text to tell your story across Facebook and Instagram channels. This placement utilizes custom targeting of those who have previously engaged with Lee County's social media content. Ads are displayed within the Facebook and Instagram newsfeed. VCB to match funds 1:1.</p>	3–4 High-Quality Images, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	06/01/2024	06/30/2024	05/01/2024	05/01/2024	500	2
Social Media	Instagram Content – Collab Post: June 2024		<p>This new premium placement provides partners with the ability to showcase their business on the VCB's Instagram to an audience of over 78,000. Social interactions are applied to both accounts, giving enhanced engagement metrics to the partner's Instagram post.</p> <p>This placement will run on the <b>partners' and the VCB's Instagram accounts</b>.</p> <p>This is a prospecting tactic.</p>	<p>One Instagram post will be created on the partner's behalf and shared on the VCB's profile. The VCB will send a collab request to the partner's Instagram account – once accepted, the post will also appear on the partner's profile. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 78,000 as well as promoted for a period of seven days to further extend post reach to a highly targeted audience. VCB to match funds 1:1.</p> <p>A partner can sign up for one collab post placement total per year.</p>	1–3 key messaging points to be utilized for post copy creation plus link to partner's Instagram (for collab tagging purposes). The VCB will write copy based on messaging points submitted by the partner to ensure alignment with brand standards. Partner must approve request for collab via the Instagram app. The VCB has the right to reconsider if available imagery doesn't align with their channel best practices.	Imagery Will Be Selected by the VCB	125000	06/01/2024	06/30/2024	05/01/2024	05/01/2024	750	1
Social Media	Facebook and Instagram Advertising – Meetings Single-Image Placement: June 2024		<p>Provides partners with the ability to showcase their business on Facebook and Instagram by targeting an interest-based audience using meta key phrases relating to meeting planning professionals.</p> <p>This placement will run on the <b>partners' pages</b>.</p> <p>This is a prospecting tactic.</p>	<p>This placement will be reaching meeting planners by strategically leveraging specific job titles, fields of study, and employment industries related to meeting/event planning and management. Ads are displayed within the Facebook and Instagram newsfeed and are shared from the partner's social channels. VCB to match funds 1:1.</p>	High-Quality Image, Link to Website, Ad Headline and Ad Post Copy	Strive to Showcase High-Quality, Meetings-centric imagery	100000	06/01/2024	06/30/2024	05/01/2024	05/01/2024	500	1
Social Media	Facebook – Content Calendar Inclusion: July 2024		<p>Gives partners dedicated space on the destination's Facebook page, showcasing timely messaging to an engaged audience of over 800,000 followers.</p> <p>This placement will run on the <b>VCB's pages</b>, and the VCB will source imagery and finalize messaging.</p> <p>This is a prospecting tactic.</p>	<p>One Facebook post will be created on the partner's behalf and shared on the VCB's consumer Facebook page. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 800,000 as well as promoted for a period of seven days to further extend post reach to a highly targeted audience. VCB to match funds 1:1.</p> <p>A partner can sign up for up to three content calendar placements total per year.</p>	1–3 key messaging points, link to website and link to partner's Facebook page. The VCB will write copy based on messaging points submitted by partner to ensure alignment with brand standards.	Imagery Will Be Selected by the VCB for Content Calendar Inclusion	50000	07/01/2024	07/31/2024	06/01/2024	06/01/2024	250	2
Social Media	Facebook and Instagram Advertising – Carousel Unit: July 2024		<p>Provides partners with the ability to showcase their business on Facebook and Instagram through multiple images to tell a cohesive story.</p> <p>This placement will run on the <b>partners' pages</b>.</p> <p>This is a conversion tactic.</p>	<p>Provides partners with the ability to showcase their business on Facebook and Instagram to generate website referral leads. This placement utilizes a proprietary audience comprised of Facebook and Instagram users who have similar behaviors to Lee County's current database. Ads are displayed within the Facebook and Instagram newsfeed. VCB to match funds 1:1.</p>	3 High-Quality Images, 3 Ad Headlines, Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	07/01/2024	07/31/2024	06/01/2024	06/01/2024	500	2
Social Media	Facebook and Instagram Advertising – Single-Image Placement: July 2024		<p>Provides partners with the ability to showcase their business on Facebook and Instagram by targeting a custom audience comprised of the VCB's current enewsletter subscribers.</p> <p>This placement will run on the <b>partners' pages</b>.</p> <p>This is a conversion tactic.</p>	<p>This placement will be reaching a highly engaged audience who has already subscribed to the VCB's enewsletter and retargeting that audience with partner-specific messaging. Ads are displayed within the Facebook and Instagram newsfeed and are shared from the partner's social channels. VCB to match funds 1:1.</p>	High-Quality Image, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	07/01/2024	07/31/2024	06/01/2024	06/01/2024	500	1
Social Media	Facebook and Instagram Advertising – Slideshow: July 2024		<p>Provides partners with the ability to showcase their business on Facebook and Instagram with images in a video format to generate website referral leads.</p> <p>This placement will run on the <b>partners' pages</b>.</p> <p>This is a conversion tactic.</p>	<p>Facebook and Instagram slideshow ads are video-like ads that use motion via multiple images and text to tell your story across Facebook and Instagram channels. This placement utilizes custom targeting of those who have previously engaged with Lee County's social media content. Ads are displayed within the Facebook and Instagram newsfeed. VCB to match funds 1:1.</p>	3–4 High-Quality Images, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	07/01/2024	07/31/2024	06/01/2024	06/01/2024	500	2

Program Group	Program Name	Content Focus	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Space Deadline	Material Deadline	Rate	Max Participants
Social Media	Facebook – Content Calendar Inclusion: August 2024		<p>Gives partners dedicated space on the destination's Facebook page, showcasing timely messaging to an engaged audience of over 800,000 followers.</p> <p>This placement will run on the <b>VCB's pages</b>, and the VCB will source imagery and finalize messaging.</p> <p>This is a prospecting tactic.</p>	<p>One Facebook post will be created on the partner's behalf and shared on the VCB's consumer Facebook page. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 800,000 as well as promoted for a period of seven days to further extend post reach to a highly targeted audience. VCB to match funds 1:1.</p> <p>A partner can sign up for up to three content calendar placements total per year.</p>	1–3 key messaging points, link to website and link to partner's Facebook page. The VCB will write copy based on messaging points submitted by partner to ensure alignment with brand standards.	Imagery Will Be Selected by the VCB for Content Calendar Inclusion	50000	08/01/2024	08/31/2024	07/01/2024	07/01/2024	250	2
Social Media	Facebook and Instagram Advertising – Carousel Unit: August 2024		<p>Provides partners with the ability to showcase their business on Facebook and Instagram through multiple images to tell a cohesive story.</p> <p>This placement will run on the <b>partners' pages</b>.</p> <p>This is a conversion tactic.</p>	<p>Provides partners with the ability to showcase their business on Facebook and Instagram to generate website referral leads. This placement utilizes a proprietary audience comprised of Facebook and Instagram users who have similar behaviors to Lee County's current database. Ads are displayed within the Facebook and Instagram newsfeed. VCB to match funds 1:1.</p>	3 High-Quality Images, 3 Ad Headlines, Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	08/01/2024	08/31/2024	07/01/2024	07/01/2024	500	2
Social Media	Facebook and Instagram Advertising – Single-Image Placement: August 2024		<p>Provides partners with the ability to showcase their business on Facebook and Instagram by targeting a custom audience comprised of the VCB's current enewsletter subscribers.</p> <p>This placement will run on the <b>partners' pages</b>.</p> <p>This is a conversion tactic.</p>	<p>This placement will be reaching a highly engaged audience who has already subscribed to the VCB's enewsletter and retargeting that audience with partner-specific messaging. Ads are displayed within the Facebook and Instagram newsfeed and are shared from the partner's social channels. VCB to match funds 1:1.</p>	High-Quality Image, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	08/01/2024	08/31/2024	07/01/2024	07/01/2024	500	1
Social Media	Facebook and Instagram Advertising – Slideshow: August 2024		<p>Provides partners with the ability to showcase their business on Facebook and Instagram with images in a video format to generate website referral leads.</p> <p>This placement will run on the <b>partners' pages</b>.</p> <p>This is a conversion tactic.</p>	<p>Facebook and Instagram slideshow ads are video-like ads that use motion via multiple images and text to tell your story across Facebook and Instagram channels. This placement utilizes custom targeting of those who have previously engaged with Lee County's social media content. Ads are displayed within the Facebook and Instagram newsfeed. VCB to match funds 1:1.</p>	3–4 High-Quality Images, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	08/01/2024	08/31/2024	07/01/2024	07/01/2024	500	2
Social Media	Instagram Content – Collab Post: August 2024		<p>This new premium placement provides partners with the ability to showcase their business on the VCB's Instagram to an audience of over 78,000. Social interactions are applied to both accounts, giving enhanced engagement metrics to the partner's Instagram post.</p> <p>This placement will run on the <b>partners' and the VCB's Instagram accounts</b>.</p> <p>This is a prospecting tactic.</p>	<p>One Instagram post will be created on the partner's behalf and shared on the VCB's profile. The VCB will send a collab request to the partner's Instagram account – once accepted, the post will also appear on the partner's profile. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 78,000 as well as promoted for a period of seven days to further extend post reach to a highly targeted audience. VCB to match funds 1:1.</p> <p>A partner can sign up for one collab post placement total per year.</p>	1–3 key messaging points to be utilized for post copy creation plus link to partner's Instagram (for collab tagging purposes). The VCB will write copy based on messaging points submitted by the partner to ensure alignment with brand standards. Partner must approve request for collab via the Instagram app. The VCB has the right to reconsider if available imagery doesn't align with their channel best practices.	Imagery Will Be Selected by the VCB	125000	08/01/2024	08/31/2024	07/01/2024	07/01/2024	750	1
Social Media	Facebook and Instagram Advertising – Meetings Single-Image Placement: August 2024		<p>Provides partners with the ability to showcase their business on Facebook and Instagram by targeting an interest-based audience using meta key phrases relating to meeting planning professionals.</p> <p>This placement will run on the <b>partners' pages</b>.</p> <p>This is a prospecting tactic.</p>	<p>This placement will be reaching meeting planners by strategically leveraging specific job titles, fields of study, and employment industries related to meeting/event planning and management. Ads are displayed within the Facebook and Instagram newsfeed and are shared from the partner's social channels. VCB to match funds 1:1.</p>	High-Quality Image, Link to Website, Ad Headline and Ad Post Copy	Strive to Showcase High-Quality, Meetings-centric imagery	100000	08/01/2024	08/31/2024	07/01/2024	07/01/2024	500	1
Social Media	Facebook – Content Calendar Inclusion: September 2024		<p>Gives partners dedicated space on the destination's Facebook page, showcasing timely messaging to an engaged audience of over 800,000 followers.</p> <p>This placement will run on the <b>VCB's pages</b>, and the VCB will source imagery and finalize messaging.</p> <p>This is a prospecting tactic.</p>	<p>One Facebook post will be created on the partner's behalf and shared on the VCB's consumer Facebook page. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 800,000 as well as promoted for a period of seven days to further extend post reach to a highly targeted audience. VCB to match funds 1:1.</p> <p>A partner can sign up for up to three content calendar placements total per year.</p>	1–3 key messaging points, link to website and link to partner's Facebook page. The VCB will write copy based on messaging points submitted by partner to ensure alignment with brand standards.	Imagery Will Be Selected by the VCB for Content Calendar Inclusion	50000	09/01/2024	09/30/2024	08/01/2024	08/01/2024	250	2
Social Media	Facebook and Instagram Advertising – Carousel Unit: September 2024		<p>Provides partners with the ability to showcase their business on Facebook and Instagram through multiple images to tell a cohesive story.</p> <p>This placement will run on the <b>partners' pages</b>.</p> <p>This is a conversion tactic.</p>	<p>Provides partners with the ability to showcase their business on Facebook and Instagram to generate website referral leads. This placement utilizes a proprietary audience comprised of Facebook and Instagram users who have similar behaviors to Lee County's current database. Ads are displayed within the Facebook and Instagram newsfeed. VCB to match funds 1:1.</p>	3 High-Quality Images, 3 Ad Headlines, Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	09/01/2024	09/30/2024	08/01/2024	08/01/2024	500	2
Social Media	Facebook and Instagram Advertising – Single-Image Placement: September 2024		<p>Provides partners with the ability to showcase their business on Facebook and Instagram by targeting a custom audience comprised of the VCB's current enewsletter subscribers.</p> <p>This placement will run on the <b>partners' pages</b>.</p> <p>This is a conversion tactic.</p>	<p>This placement will be reaching a highly engaged audience who has already subscribed to the VCB's enewsletter and retargeting that audience with partner-specific messaging. Ads are displayed within the Facebook and Instagram newsfeed and are shared from the partner's social channels. VCB to match funds 1:1.</p>	High-Quality Image, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	09/01/2024	09/30/2024	08/01/2024	08/01/2024	500	1
Social Media	Facebook and Instagram Advertising – Slideshow: September 2024		<p>Provides partners with the ability to showcase their business on Facebook and Instagram with images in a video format to generate website referral leads.</p> <p>This placement will run on the <b>partners' pages</b>.</p> <p>This is a conversion tactic.</p>	<p>Facebook and Instagram slideshow ads are video-like ads that use motion via multiple images and text to tell your story across Facebook and Instagram channels. This placement utilizes custom targeting of those who have previously engaged with Lee County's social media content. Ads are displayed within the Facebook and Instagram newsfeed. VCB to match funds 1:1.</p>	3–4 High-Quality Images, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	09/01/2024	09/30/2024	08/01/2024	08/01/2024	500	2



Program Group	Program Name	Content Focus	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Space Deadline	Material Deadline	Rate	Max Participants
Travel Trade Digital Display	Meeting Planner Programmatic Digital With 360° Video: Winter 2023	Meetings	Partners have the opportunity to increase overall reach and target meeting planners who show online behaviors indicating they plan meetings in Florida using banner ad units featuring partner-specific 360° video. The 360° video provides an immersive experience for meeting planners to "tour" the property.  Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. This also includes site retargeting from the VCB site. By utilizing the VCB's website, partners have the opportunity to target consumers who have shown direct interest in the destination by visiting the VCB's website.  This is an intent tactic.	Programmatic targeting provides reach at an efficient cost as well as targeting specific consumers who show the behaviors of meeting and event planners. Programmatic utilizes RTB (real-time bidding) across exchanges to reach the audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic partner will be able to reach the target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a planner searches for "meeting spaces in Fort Myers" in a search engine, the network will bid in real time for the next available ad unit in order to show the co-op partner's message at the most relevant time.  Creative will feature a 360° video gathered through Lee County's partnership with Threshold 360.	Photo, Headline, Offer/Message and Direct Website Link (EXACT MATERIAL SPECS TBD)	Speak to Meeting Planners (Previous participation in 360°-video collection efforts required.)	250000	11/01/2023	12/31/2023	09/15/2023	09/15/2023	850	2
Travel Trade Digital Display	Meeting Planner Programmatic Digital: Winter 2023/24	Meetings	Partners have the opportunity to increase overall reach and target meeting planners who have shown online behaviors indicating they plan Florida meetings, through banner ad units.  Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. This also includes site retargeting from the VCB site. By utilizing the VCB's website, partners have the opportunity to target consumers who have shown direct interest in the destination by visiting the VCB's website.  This is an intent tactic.	Programmatic targeting provides reach at an efficient cost as well as targeting specific consumers who show the behaviors of travel intent for beach and Florida vacations. Programmatic utilizes RTB (real-time bidding) across exchanges to reach the audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic partner will be able to reach the target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "meeting venues on Sanibel Island" in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time.	Photo, Headline, Offer/Message and Direct Website Link	Speak to Meeting Planners	100000	11/01/2023	12/31/2023	09/15/2023	09/15/2023	475	5
Travel Trade Digital Display	Travel Agent Programmatic Digital: Winter 2023/24	Travel Agents	Partners have the opportunity to increase overall reach and target travel agents who have shown online behaviors indicating they plan Florida meetings, through banner ad units. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. This also includes site retargeting from the VCB site. By utilizing the VCB's website, partners have the opportunity to target consumers who have shown direct interest in the destination by visiting the VCB's website.  This is an intent tactic.	Programmatic targeting provides reach at an efficient cost as well as targeting our specific consumers who show the behaviors of travel intent for beach and Florida vacations. Programmatic utilizes RTB (real-time bidding) across exchanges to reach our audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic partner will be able to reach our target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "vacation packages on Sanibel Island" in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time.	Photo, Headline, Offer/Message and Direct Website Link	Speak to Travel Agents	100000	11/01/2023	12/31/2023	09/15/2023	09/15/2023	475	5
Travel Trade Digital Display	Conference Geofencing (Meetings): Annual Program	Meetings	Partners have the opportunity to reach meeting planners who attend relevant industry conferences. This is an annual program that aligns with the planned conference schedule for the fiscal year (4-5 events total). Partners have the opportunity to target attendees by geofencing the conference center and reaching the captured audience after the event takes place. Final conferences and schedule to be finalized at a later date.  This is an intent tactic.	Partners have an opportunity to run display banners and be part of custom creative on mobile devices that will be targeted to users who attended specific conference events by utilizing geofencing technology.	Photo, Headline, Offer/Message and Direct Website Link	Speak to Meeting Planners	100000	11/01/2023	09/30/2024	09/15/2023	09/15/2023	475	5
Travel Trade Digital Display	Meeting Planner Programmatic Digital With 360° Video: Spring 2024	Meetings	Partners have the opportunity to increase overall reach and target meeting planners who show online behaviors indicating they plan meetings in Florida using banner ad units featuring partner-specific 360° video. The 360° video provides an immersive experience for meeting planners to "tour" the property.  Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. This also includes site retargeting from the VCB site. By utilizing the VCB's website, partners have the opportunity to target consumers who have shown direct interest in the destination by visiting the VCB's website.  This is an intent tactic.	Programmatic targeting provides reach at an efficient cost as well as targeting specific consumers who show the behaviors of meeting and event planners. Programmatic utilizes RTB (real-time bidding) across exchanges to reach the audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic partner will be able to reach the target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a planner searches for "meeting spaces in Fort Myers" in a search engine, the network will bid in real time for the next available ad unit in order to show the co-op partner's message at the most relevant time.  Creative will feature a 360° video gathered through Lee County's partnership with Threshold 360.	Photo, Headline, Offer/Message and Direct Website Link (EXACT MATERIAL SPECS TBD)	Speak to Meeting Planners (Previous participation in 360°-video collection efforts required.)	250000	01/17/2024	03/30/2024	11/01/2023	11/01/2023	850	2
Travel Trade Digital Display	Meeting Planner Programmatic Digital: Spring 2024	Meetings	Partners have the opportunity to increase overall reach and target meeting planners who have shown online behaviors indicating they plan Florida meetings, through banner ad units.  Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. This also includes site retargeting from the VCB site. By utilizing the VCB's website, partners have the opportunity to target consumers who have shown direct interest in the destination by visiting the VCB's website.  This is an intent tactic.	Programmatic targeting provides reach at an efficient cost as well as targeting specific consumers who show the behaviors of travel intent for beach and Florida vacations. Programmatic utilizes RTB (real-time bidding) across exchanges to reach the audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic partner will be able to reach the target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "meeting venues on Sanibel Island" in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time.	Photo, Headline, Offer/Message and Direct Website Link	Speak to Meeting Planners	100000	01/17/2024	03/31/2024	11/01/2023	11/01/2023	475	5

Program Group	Program Name	Content Focus	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Space Deadline	Material Deadline	Rate	Max Participants
Travel Trade Digital Display	Travel Agent Programmatic Digital: Spring 2024	Travel Agents	Partners have the opportunity to increase overall reach and target travel agents who have shown online behaviors indicating they plan Florida meetings, through banner ad units. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. This also includes site retargeting from the VCB site. By utilizing the VCB's website, partners have the opportunity to target consumers who have shown direct interest in the destination by visiting the VCB's website.  This is an intent tactic.	Programmatic targeting provides reach at an efficient cost as well as targeting specific users who show the behaviors of travel planning intent for beach and Florida vacations. Programmatic utilizes RTB (real-time bidding) across exchanges to reach the audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic partner will be able to reach the target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "vacation packages on Sanibel Island" in a search engine, the network will bid in real time for the next available ad unit in order to show the co-op partner's message at the most relevant time.	Photo, Headline, Offer/Message and Direct Website Link	Speak to Travel Agents	100000	01/17/2024	03/31/2024	11/01/2023	11/01/2023	475	5
Travel Trade Digital Display	Meeting Planner Programmatic Digital With 360° Video: Summer 2024	Meetings	Partners have the opportunity to increase overall reach and target meeting planners who show online behaviors indicating they plan meetings in Florida using banner ad units featuring partner-specific 360° video. The 360° video provides an immersive experience for meeting planners to "tour" the property.  Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. This also includes site retargeting from the VCB site. By utilizing the VCB's website, partners have the opportunity to target consumers who have shown direct interest in the destination by visiting the VCB's website.  This is an intent tactic.	Programmatic targeting provides reach at an efficient cost as well as targeting specific consumers who show the behaviors of meeting and event planners. Programmatic utilizes RTB (real-time bidding) across exchanges to reach the audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic partner will be able to reach the target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a planner searches for "meeting spaces in Fort Myers" in a search engine, the network will bid in real time for the next available ad unit in order to show the co-op partner's message at the most relevant time.  Creative will feature a 360° video gathered through Lee County's partnership with Threshold 360.	Photo, Headline, Offer/Message and Direct Website Link (EXACT MATERIAL SPECS TBD)	Speak to Meeting Planners (Previous participation in 360°-video collection efforts required.)	250000	04/01/2024	06/30/2024	02/01/2024	02/01/2024	850	2
Travel Trade Digital Display	Meeting Planner Programmatic Digital: Summer 2024	Meetings	Partners have the opportunity to increase overall reach and target meeting planners who have shown online behaviors indicating they plan Florida meetings, through banner ad units.  Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. This also includes site retargeting from the VCB site. By utilizing the VCB's website, partners have the opportunity to target consumers who have shown direct interest in the destination by visiting the VCB's website.  This is an intent tactic.	Programmatic targeting provides reach at an efficient cost as well as targeting specific consumers who show the behaviors of travel intent for beach and Florida vacations. Programmatic utilizes RTB (real-time bidding) across exchanges to reach the audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic partner will be able to reach the target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "meeting venues on Sanibel Island" in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time.	Photo, Headline, Offer/Message and Direct Website Link	Speak to Meeting Planners	100000	04/01/2024	06/30/2024	02/01/2024	02/01/2024	475	5
Travel Trade Digital Display	Travel Agent Programmatic Digital: Summer 2024	Travel Agents	Partners have the opportunity to increase overall reach and target travel agents who have shown online behaviors indicating they plan Florida meetings, through banner ad units. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. This also includes site retargeting from the VCB site. By utilizing the VCB's website, partners have the opportunity to target consumers who have shown direct interest in the destination by visiting the VCB's website.  This is an intent tactic.	Programmatic targeting provides reach at an efficient cost as well as targeting specific users who show the behaviors of travel planning intent for beach and Florida vacations. Programmatic utilizes RTB (real-time bidding) across exchanges to reach the audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic partner will be able to reach the target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "vacation packages on Sanibel Island" in a search engine, the network will bid in real time for the next available ad unit in order to show the co-op partner's message at the most relevant time.	Photo, Headline, Offer/Message and Direct Website Link	Speak to Travel Agents	100000	04/01/2024	06/30/2024	02/01/2024	02/01/2024	475	5
Travel Trade Digital Display	Meeting Planner Programmatic Digital With 360° Video: Fall 2024	Meetings	Partners have the opportunity to increase overall reach and target meeting planners who show online behaviors indicating they plan meetings in Florida using banner ad units featuring partner-specific 360° video. The 360° video provides an immersive experience for meeting planners to "tour" the property.  Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. This also includes site retargeting from the VCB site. By utilizing the VCB's website, partners have the opportunity to target consumers who have shown direct interest in the destination by visiting the VCB's website.  This is an intent tactic.	Programmatic targeting provides reach at an efficient cost as well as targeting specific consumers who show the behaviors of meeting and event planners. Programmatic utilizes RTB (real-time bidding) across exchanges to reach the audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic partner will be able to reach the target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a planner searches for "meeting spaces in Fort Myers" in a search engine, the network will bid in real time for the next available ad unit in order to show the co-op partner's message at the most relevant time.  Creative will feature a 360° video gathered through Lee County's partnership with Threshold 360.	Photo, Headline, Offer/Message and Direct Website Link (EXACT MATERIAL SPECS TBD)	Speak to Meeting Planners (Previous participation in 360°-video collection efforts required.)	250000	07/05/2024	09/30/2024	05/01/2024	05/01/2024	850	2
Travel Trade Digital Display	Meeting Planner Programmatic Digital: Fall 2024	Meetings	Partners have the opportunity to increase overall reach and target meeting planners who have shown online behaviors indicating they plan Florida meetings, through banner ad units.  Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. This also includes site retargeting from the VCB site. By utilizing the VCB's website, partners have the opportunity to target consumers who have shown direct interest in the destination by visiting the VCB's website.  This is an intent tactic.	Programmatic targeting provides reach at an efficient cost as well as targeting specific consumers who show the behaviors of travel intent for beach and Florida vacations. Programmatic utilizes RTB (real-time bidding) across exchanges to reach the audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic partner will be able to reach the target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "meeting venues on Sanibel Island" in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time.	Photo, Headline, Offer/Message and Direct Website Link	Speak to Meeting Planners	100000	07/05/2024	09/30/2024	05/01/2024	05/01/2024	475	5

Program Group	Program Name	Content Focus	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Space Deadline	Material Deadline	Rate	Max Participants
Travel Trade Digital Display	Travel Agent Programmatic Digital: Fall 2024	Travel Agents	<p>Partners have the opportunity to increase overall reach and target travel agents who have shown online behaviors indicating they plan Florida meetings, through banner ad units. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. This also includes site retargeting from the VCB site. By utilizing the VCB's website, partners have the opportunity to target consumers who have shown direct interest in the destination by visiting the VCB's website.</p> <p>This is an intent tactic.</p>	<p>Programmatic targeting provides reach at an efficient cost as well as targeting specific users who show the behaviors of travel planning intent for beach and Florida vacations. Programmatic utilizes RTB (real-time bidding) across exchanges to reach the audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic partner will be able to reach the target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "vacation packages on Sanibel Island" in a search engine, the network will bid in real time for the next available ad unit in order to show the co-op partner's message at the most relevant time.</p>	Photo, Headline, Offer/Message and Direct Website Link	Speak to Travel Agents	100000	07/05/2024	09/30/2024	05/01/2024	05/01/2024	475	5

Program Group	Program Name	Content Focus	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Space Deadline	Material Deadline	Rate	Max Participants
Travel Trade Print	Travel Weekly (Travel Agents): November 2023	Travel Agents	Partners may participate in a full-page display ad targeting travel agents. This is a prospecting tactic.	Travel Weekly is the leading national travel trade newspaper providing news and information regarding travel trends and destinations that are relevant to travel professionals. Partners will be featured in a Lee County destination ad.	Photo, Offer/Message, Phone Number and Direct Website Link	Website link should be short and easy to remember. No Bitly or UTM links. Consider a vanity URL if your link is too long.	37000	11/01/2023	11/30/2023	09/15/2023	09/15/2023	330	3
Travel Trade Print	Agent@Home (Travel Agents): December 2023	Travel Agents (Groups and Family Travel)	Partners may participate in a full-page display ad to reach travel agents who work from home. This is a prospecting tactic.	Agent@Home magazine is still the only publication written for and distributed exclusively to home-based travel agents, the fastest-growing segment of the travel agent market and also the hardest to reach. Partners will be featured in a Lee County destination ad.	Photo, Offer/Message, Phone Number and Direct Website Link	Website link should be short and easy to remember. No Bitly or UTM links. Consider a vanity URL if your link is too long.	40000	12/01/2023	12/31/2023	09/15/2023	09/15/2023	250	3
Travel Trade Print	Florida Trend (Meetings): December 2023	Meetings	Partners may participate in a full-page display ad targeting Florida association executives/meeting planners. This is a prospecting tactic.	Florida Trend is a monthly magazine covering Florida business, industry, education and leisure. Florida Trend is read by business executives, government officials and civic leaders. Partners will be featured in a Lee County destination ad.	Photo, Offer/Message, Phone Number and Direct Website Link	Website link should be short and easy to remember. No Bitly or UTM links. Consider a vanity URL if your link is too long.	55454	12/01/2023	12/31/2023	09/15/2023	09/15/2023	270	3
Travel Trade Print	FSAE SOURCE (Meetings): January/February	Meetings	Partners may participate in a full-page display ad targeting Florida association executives/meeting planners. This is a prospecting tactic.	Association SOURCE is sent directly to the executives and meeting planners who make the decisions in Florida's associations. These executives, their staffs and their association members represent millions of dollars in sales opportunities. SOURCE is a top resource of information on Florida association business management and resources. Partners will be featured in a Lee County destination ad.	Photo, Offer/Message, Phone Number, and Direct Website Link	Website link should be short and easy to remember. No Bitly or UTM links. Consider a vanity URL if your link is too long.	1200	01/05/2024	02/28/2024	10/01/2023	10/01/2023	215	3
Travel Trade Print	Prevue Meetings + Incentives (Meetings): January/February 2024	Meetings	Partners may participate in a full-page display ad to reach meeting planners. This is a prospecting tactic.	Prevue Meetings + Incentives is a multiplatform brand that inspires planners by providing immersive experiential travel coverage, professional development and thought leadership. Partners have the opportunity to be featured in the January/February Visit Florida issue.	Photo, Offer/Message, Phone Number and Direct Website Link	Website link should be short and easy to remember. No Bitly or UTM links. Consider a vanity URL if your link is too long.	37800	01/05/2024	02/28/2024	10/01/2023	10/01/2023	215	3
Travel Trade Print	Recommend (Travel Agents): March 2024	Travel Agents	Partners may participate in a full-page display ad targeting travel agents. This is a prospecting tactic.	Recommend has been helping travel advisors sell travel by providing them with in-depth destination and product information. Its editors travel the globe previewing, reviewing and crafting experiential articles that make for some of the most informative and engrossing destination content available today. Partners will be featured in a Lee County destination ad.	Photo, Offer/Message, Phone Number and Direct Website Link	Website link should be short and easy to remember. No Bitly or UTM links. Consider a vanity URL if your link is too long.	50050	03/01/2024	03/31/2024	12/01/2023	12/01/2023	230	3
Travel Trade Print	Convention South (Meetings): April 2024	Meetings	Partners may participate in a full-page display ad to reach meeting planners. This is a prospecting tactic.	Convention South reaches over 18,000 planners located throughout the United States – all organize meetings and events in the South. Partners will be featured in a Lee County destination ad.	Photo, Offer/Message, Phone Number and Direct Website Link	Website link should be short and easy to remember. No Bitly or UTM links. Consider a vanity URL if your link is too long.	57371	04/01/2024	04/30/2024	01/05/2024	01/05/2024	250	3
Travel Trade Print	Association Conventions & Facilities (Meetings): May 2024	Meetings	Partners may participate in a full-page display ad to reach meeting planners. This is a prospecting tactic.	Association Conventions & Facilities targets association and convention planners through national, state, professional and SMERF associations. Subscribers are members of ASAE, PCMA and MPI. Partners will be featured in a Lee County destination ad.	Photo, Offer/Message, Phone Number and Direct Website Link	Website link should be short and easy to remember. No Bitly or UTM links. Consider a vanity URL if your link is too long.	20500	05/01/2024	05/31/2024	02/01/2024	02/01/2024	230	3
Travel Trade Print	Florida Trend (Meetings): May 2024	Meetings	Partners may participate in a full-page display ad targeting Florida association executives/meeting planners. This is a prospecting tactic.	Florida Trend is a monthly magazine covering Florida business, industry, education and leisure. Florida Trend is read by business executives, government officials and civic leaders. Partners will be featured in a Lee County destination ad.	Photo, Offer/Message, Phone Number and Direct Website Link	Website link should be short and easy to remember. No Bitly or UTM links. Consider a vanity URL if your link is too long.	55454	05/01/2024	05/31/2024	02/01/2024	02/01/2024	270	3
Travel Trade Print	Corporate & Incentive Travel (Meetings): June 2024	Meetings	Partners may participate in a full-page display ad to reach meeting planners. This is a prospecting tactic.	Corporate & Incentive Travel reaches over 40,000 corporate and incentive travel planners who participate in MPI, SITE, GBTA and PCMA. Partners will be featured in a Lee County destination ad.	Photo, Offer/Message, Phone Number and Direct Website Link	Website link should be short and easy to remember. No Bitly or UTM links. Consider a vanity URL if your link is too long.	40000	06/01/2024	06/30/2024	03/01/2024	03/01/2024	230	3
Travel Trade Print	FSAE SOURCE (Meetings): July/August 2024	Meetings	Partners may participate in a full-page display ad targeting Florida association executives/meeting planners. This is a prospecting tactic.	Association SOURCE is sent directly to the executives and meeting planners who make the decisions in Florida's associations. These executives, their staffs and their association members represent millions of dollars in sales opportunities. SOURCE is a top resource of information on Florida association business management and resources. Partners will be featured in a Lee County destination ad.	Photo, Offer/Message, Phone Number and Direct Website Link	Website link should be short and easy to remember. No Bitly or UTM links. Consider a vanity URL if your link is too long.	1200	07/01/2024	08/31/2024	04/01/2024	04/01/2024	215	3

Program Group	Program Name	Content Focus	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Space Deadline	Material Deadline	Rate	Max Participants
Travel Trade Third-Party Email	Association Conventions & Facilities Email (Meetings): November 2023	Meetings	Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. This is targeting meeting planners and decision-makers across Association Conventions & Facilities' audience of association planners.  This is an intent tactic.	Association Conventions & Facilities targets association and conventions planners through national, state, professional and SMERF associations. Subscribers are members of ASAE, PCMA and MPI.	Photo, Headline/Offer, Description and Direct Website Link		16000	11/01/2023	11/30/2023	09/15/2023	09/15/2023	300	6
Travel Trade Third-Party Email	Corporate & Incentive Travel Email (Meetings): November 2023	Meetings	Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. This is targeting meeting planners and decision-makers across Corporate & Incentive Travel's audience of corporate and incentive planners.  This is an intent tactic.	Corporate & Incentive Travel reaches over 19,000 corporate and incentive travel planners who participate in MPI, SITE, GBTA and PCMA.	Photo, Headline/Offer, Description and Direct Website Link		19000	11/01/2023	11/30/2023	09/15/2023	09/15/2023	300	6
Travel Trade Third-Party Email	EproDirect Email (Meetings): November 2023	Meetings	Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. Email will target planners in states with the highest propensity to book meetings in Florida.  This is an intent tactic.	EproDirect is a hospitality marketing company reaching meeting and event planning professionals. They specialize in email marketing and verify lists daily to ensure the most accurate and active prospects are being reached.	Photo, Headline/Offer, Description and Direct Website Link		22500	11/01/2023	11/30/2023	09/15/2023	09/15/2023	300	6
Travel Trade Third-Party Email	Insider Travel Report Email (Travel Agents): November 2023	Travel Agents	Partners have the opportunity to be included as a featured property in an email dedicated to Lee County.  This is an intent tactic.	Insider Travel Report delivers daily curated content to advisors based on its in-depth profile, which reaches 75% of U.S. and Canadian travel advisors.	Photo, Headline/Offer, Description and Direct Website Link		69558	11/01/2023	11/30/2023	09/15/2023	09/15/2023	300	6
Travel Trade Third-Party Email	Travel Weekly Email (Travel Agents): November 2023	Travel Agents	Partners may participate in an exclusive destination email to promote special leisure offers to travel professionals.  This is an intent tactic.	Travel Weekly provides news and information regarding travel trends and destinations relevant to travel professionals. This custom email will be sent to travel professionals across the United States.	Photo, Headline/Offer, Description and Direct Website Link		48000	11/01/2023	11/30/2023	09/15/2023	09/15/2023	250	6
Travel Trade Third-Party Email	FSAE Dedicated Email (Meetings): December 2023	Meetings	Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. This is targeting key business executives across Florida.  This is an intent tactic.	FSAE is the Florida Society of Association Executives. FSAE reaches association executives, meeting planners, CEOs and association management companies. Partners have the opportunity to have a listing in the dedicated email reaching this audience.	Photo, Headline/Offer, Description and Direct Website Link		750	12/01/2023	12/31/2023	09/15/2023	09/15/2023	275	6
Travel Trade Third-Party Email	Recommend Email (Travel Agents): December 2023	Travel Agents	Recommend provides travel advisors with product information about destinations, accommodations, transportation, cruises, tours and events.  This is an intent tactic.	Recommend provides travel advisors with product information about destinations, accommodations, transportation, cruises, tours and events.	Photo, Headline/Offer, Description and Direct Website Link		40000	12/01/2023	12/31/2023	10/01/2023	10/01/2023	300	3
Travel Trade Third-Party Email	Travel Weekly Email (Travel Agents): January 2024	Travel Agents	Partners may participate in an exclusive destination email to promote special leisure offers to travel professionals.  This is an intent tactic.	Travel Weekly provides news and information regarding travel trends and destinations relevant to travel professionals. This custom email will be sent to travel professionals across the United States.	Photo, Headline/Offer, Description and Direct Website Link		48000	01/05/2024	01/31/2024	11/01/2023	11/01/2023	250	6
Travel Trade Third-Party Email	EproDirect Email (Meetings): February 2024	Meetings	Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. Email will target planners in states with the highest propensity to book meetings in Florida.  This is an intent tactic.	EproDirect is a hospitality marketing company reaching meeting and event planning professionals. They specialize in email marketing and verify lists daily to ensure the most accurate and active prospects are being reached.	Photo, Headline/Offer, Description and Direct Website Link		22500	02/01/2024	02/28/2024	12/01/2023	12/01/2023	300	6
Travel Trade Third-Party Email	Insider Travel Report Email (Travel Agents): February 2024	Travel Agents	Partners have the opportunity to be included as a featured property in an email dedicated to Lee County.  This is an intent tactic.	Insider Travel Report delivers daily curated content to advisors based on its in-depth profile, which reaches 75% of U.S. and Canadian travel advisors.	Photo, Headline/Offer, Description and Direct Website Link		69558	02/01/2024	02/28/2024	12/01/2023	12/01/2023	300	6
Travel Trade Third-Party Email	Prevue Meetings + Incentives Email (Meetings): February 2024	Meetings	Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. This is targeting meeting planners and decision-makers across Prevue's audience of association, corporate and incentive planners.  This is an intent tactic.	Prevue Meetings + Incentives is a multiplatform brand that inspires planners by providing immersive experiential travel coverage, professional development and thought leadership. Partners have the opportunity to be featured in the dedicated email reaching this audience within the Visit Florida package. This package also comes with a reblast sent out to initial openers.	Photo, Headline/Offer, Description and Direct Website Link		30000	02/01/2024	02/28/2024	12/01/2023	12/01/2023	300	6
Travel Trade Third-Party Email	FSAE Dedicated Email (Meetings): March 2024	Meetings	Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. This is targeting key business executives across Florida.  This is an intent tactic.	FSAE is the Florida Society of Association Executives. FSAE reaches association executives, meeting planners, CEOs and association management companies. Partners have the opportunity to have a listing in the dedicated email reaching this audience.	Photo, Headline/Offer, Description and Direct Website Link		750	03/01/2024	03/31/2024	01/05/2024	01/05/2024	275	6
Travel Trade Third-Party Email	Travel Weekly Email (Travel Agents): March 2024	Travel Agents	Partners may participate in an exclusive destination email to promote special leisure offers to travel professionals.  This is an intent tactic.	Travel Weekly provides news and information regarding travel trends and destinations relevant to travel professionals. This custom email will be sent to travel professionals across the United States.	Photo, Headline/Offer, Description and Direct Website Link		48000	03/01/2024	03/31/2024	01/05/2024	01/05/2024	250	6
Travel Trade Third-Party Email	Recommend Email (Travel Agents): March 2024	Travel Agents	Recommend provides travel advisors with product information about destinations, accommodations, transportation, cruises, tours and events.  This is an intent tactic.	Recommend provides travel advisors with product information about destinations, accommodations, transportation, cruises, tours and events.	Photo, Headline/Offer, Description and Direct Website Link		40000	03/01/2024	03/31/2024	01/05/2024	01/05/2024	300	3
Travel Trade Third-Party Email	Travel Market Report Email (Travel Agents): April 2024	Travel Agents	Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. This is targeting travel agents across Travel Market Report's audience.  This is an intent tactic.	Travel Market Report is an online business publication that serves as an independent forum and voice for retail travel sellers in North America. Travel Market Report provides in-depth coverage and analysis of news and trends affecting leisure and corporate travel agents, along with practical business advice and insights into key growth markets. Partners have the opportunity to have a listing in the dedicated email reaching this audience.	Photo, Headline/Offer, Description and Direct Website Link		116000	04/01/2024	04/30/2024	02/01/2024	02/01/2024	350	6

Program Group	Program Name	Content Focus	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Space Deadline	Material Deadline	Rate	Max Participants
Travel Trade Third-Party Email	Association Conventions & Facilities Email (Meetings): May 2024	Meetings	Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. This is targeting meeting planners and decision-makers across Association Conventions & Facilities' audience of association planners.  This is an intent tactic.	Association Conventions & Facilities targets association and conventions planners through national, state, professional and SMERF associations. Subscribers are members of ASAE, PCMA and MPI.	Photo, Headline/Offer, Description and Direct Website Link		16000	05/01/2024	05/31/2024	03/01/2024	03/01/2024	300	6
Travel Trade Third-Party Email	EproDirect Email (Meetings): May 2024	Meetings	Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. Email will target planners in states with the highest propensity to book meetings in Florida.  This is an intent tactic.	EproDirect is a hospitality marketing company reaching meeting and event planning professionals. They specialize in email marketing and verify lists daily to ensure the most accurate and active prospects are being reached.	Photo, Headline/Offer, Description and Direct Website Link		22500	05/01/2024	05/31/2024	03/01/2024	03/01/2024	300	6
Travel Trade Third-Party Email	FSAE Dedicated Email (Meetings): May 2024	Meetings	Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. This is targeting key business executives across Florida.  This is an intent tactic.	FSAE is the Florida Society of Association Executives. FSAE reaches association executives, meeting planners, CEOs and association management companies. Partners have the opportunity to have a listing in the dedicated email reaching this audience.	Photo, Headline/Offer, Description and Direct Website Link		750	05/01/2024	05/31/2024	03/01/2024	03/01/2024	275	6
Travel Trade Third-Party Email	Travel Weekly Email (Travel Agents): May 2024	Travel Agents	Partners may participate in an exclusive destination email to promote special leisure offers to travel professionals.  This is an intent tactic.	Travel Weekly provides news and information regarding travel trends and destinations relevant to travel professionals. This custom email will be sent to travel professionals across the United States.	Photo, Headline/Offer, Description and Direct Website Link		48000	05/01/2024	05/31/2024	03/01/2024	03/01/2024	250	6
Travel Trade Third-Party Email	Recommend Email (Travel Agents): May 2024	Travel Agents	Recommend provides travel advisors with product information about destinations, accommodations, transportation, cruises, tours and events.  This is an intent tactic.	Recommend provides travel advisors with product information about destinations, accommodations, transportation, cruises, tours and events.	Photo, Headline/Offer, Description and Direct Website Link		40000	05/01/2024	05/31/2024	03/01/2024	03/01/2024	300	3
Travel Trade Third-Party Email	Corporate & Incentive Travel Email (Meetings): June 2024	Meetings	Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. This is targeting meeting planners and decision-makers across Corporate & Incentive Travel's audience of corporate and incentive planners.  This is an intent tactic.	Corporate & Incentive Travel reaches over 19,000 corporate and incentive travel planners who participate in MPI, SITE, GBTA and PCMA.	Photo, Headline/Offer, Description and Direct Website Link		19000	06/01/2024	06/30/2024	04/01/2024	04/01/2024	300	6
Travel Trade Third-Party Email	FSAE Dedicated Email (Meetings): June 2024	Meetings	Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. This is targeting key business executives across Florida.  This is an intent tactic.	FSAE is the Florida Society of Association Executives. FSAE reaches association executives, meeting planners, CEOs and association management companies. Partners have the opportunity to have a listing in the dedicated email reaching this audience.	Photo, Headline/Offer, Description and Direct Website Link		750	06/01/2024	06/30/2024	04/01/2024	04/01/2024	275	6
Travel Trade Third-Party Email	Travel Market Report Email (Travel Agents): June 2024	Travel Agents	Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. This is targeting travel agents across Travel Market Report's audience.  This is an intent tactic.	Travel Market Report is an online business publication that serves as an independent forum and voice for retail travel sellers in North America. Travel Market Report provides in-depth coverage and analysis of news and trends affecting leisure and corporate travel agents, along with practical business advice and insights into key growth markets. Partners have the opportunity to have a listing in the dedicated email reaching this audience.	Photo, Headline/Offer, Description and Direct Website Link		116000	06/01/2024	06/30/2024	04/01/2024	04/01/2024	350	6
Travel Trade Third-Party Email	Northstar Travel Group Email (Meetings): July 2024	Meetings	Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. This is targeting meeting planners and decision-makers across Northstar's audience of association, corporate and incentive planners.  This is an intent tactic.	Northstar Travel Group is a leading publisher of trade magazines edited for corporate meeting managers, professional associations, incentive houses, travel agencies and independent meeting planning companies. Partners have the opportunity to have a listing in the dedicated email reaching this audience.	Photo, Headline/Offer, Description and Direct Website Link		25000	07/01/2024	07/31/2024	05/01/2024	05/01/2024	300	6
Travel Trade Third-Party Email	Travel Weekly Email (Travel Agents): July 2024	Travel Agents	Partners may participate in an exclusive destination email to promote special leisure offers to travel professionals.  This is an intent tactic.	Travel Weekly provides news and information regarding travel trends and destinations relevant to travel professionals. This custom email will be sent to travel professionals across the United States.	Photo, Headline/Offer, Description and Direct Website Link		48000	07/01/2024	07/31/2024	05/01/2024	05/01/2024	250	6
Travel Trade Third-Party Email	EproDirect Email (Meetings): August 2024	Meetings	Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. Email will target planners in states with the highest propensity to book meetings in Florida.  This is an intent tactic.	EproDirect is a hospitality marketing company reaching meeting and event planning professionals. They specialize in email marketing and verify lists daily to ensure the most accurate and active prospects are being reached.	Photo, Headline/Offer, Description and Direct Website Link		22500	08/01/2024	08/31/2024	06/01/2024	06/01/2024	300	6
Travel Trade Third-Party Email	Northstar Travel Group Email (Meetings): September 2024	Meetings	Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. This is targeting meeting planners and decision-makers across Northstar's audience of association, corporate and incentive planners.  This is an intent tactic.	Northstar Travel Group is a leading publisher of trade magazines edited for corporate meeting managers, professional associations, incentive houses, travel agencies and independent meeting planning companies. Partners have the opportunity to have a listing in the dedicated email reaching this audience.	Photo, Headline/Offer, Description and Direct Website Link		25000	09/01/2024	09/30/2024	07/01/2024	07/01/2024	300	6

Program Group	Program Name	Content Focus	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Space Deadline	Material Deadline	Rate	Max Participants
Vacation Rentals Digital Display (Domestic and International)	Canada Vacation Rental Vrbo Digital: Winter 2023/24		Partners have the opportunity to target specific Lee County destinations within Vrbo through banner ad units as well as retarget consumers who have shown interest.  This is a conversion tactic.	Vrbo is a vacation rental OTA website that allows consumers to book vacation rental homes either directly or indirectly. Will refer to the partner website.	Photo, Headline, Offer/Message and Direct Website Link	Offer Strongly Recommended (Offer must be valid through end date.)	35000	11/01/2023	01/31/2024	09/15/2023	09/15/2023	450	4
Vacation Rentals Digital Display (Domestic and International)	Domestic Vacation Rental Travel Intenders Digital: Spring 2024		Partners have the opportunity to increase overall reach and target consumers who have exhibited online behaviors indicating they are planning a beach/Florida vacation and want to stay in a vacation rental property. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting.  This is an intent tactic.	Programmatic targeting provides reach at an efficient cost as well as targeting specific consumers who show the behaviors of travel intent for beach and Florida vacations and who want to stay in a vacation rental property. Programmatic utilizes RTB (real-time bidding) across exchanges to reach the audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic vendor will be able to reach the target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "vacation rentals on Captiva Island" in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time. Will refer to the partner website.	Photo, Headline, Offer/Message and Direct Website Link	Offer Strongly Recommended (Offer must be valid through end date.)	150000	11/01/2023	12/31/2023	09/15/2023	09/15/2023	500	6
Vacation Rentals Digital Display (Domestic and International)	Domestic Vacation Rental Vrbo Digital: Summer		Partners have the opportunity to target specific Lee County destinations within Vrbo through banner ad units as well as retarget consumers who have shown interest.  This is a conversion tactic.	Vrbo is a vacation rental OTA website that allows consumers to book vacation rental homes either directly or indirectly. Will refer to the partner website.	Photo, Headline, Offer/Message and Direct Website Link	Offer Strongly Recommended (Offer must be valid through end date.)	40000	01/17/2024	03/31/2024	11/01/2023	11/01/2023	500	4
Vacation Rentals Digital Display (Domestic and International)	Domestic Vacation Rental Travel Intenders Digital: Summer 2024		Partners have the opportunity to increase overall reach and target consumers who have exhibited online behaviors indicating they are planning a beach/Florida vacation and want to stay in a vacation rental property. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting.  This is an intent tactic.	Programmatic targeting provides reach at an efficient cost as well as targeting specific consumers who show the behaviors of travel intent for beach and Florida vacations and who want to stay in a vacation rental property. Programmatic utilizes RTB (real-time bidding) across exchanges to reach the audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic vendor will be able to reach the target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "vacation rentals on Captiva Island" in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time. Will refer to the partner website.	Photo, Headline, Offer/Message and Direct Website Link	Offer Strongly Recommended (Offer must be valid through end date.)	150000	01/17/2024	03/31/2024	11/01/2023	11/01/2023	500	6
Vacation Rentals Digital Display (Domestic and International)	Domestic Vacation Rental Vrbo Digital: Fall		Partners have the opportunity to target specific Lee County destinations within Vrbo through banner ad units as well as retarget consumers who have shown interest.  This is a conversion tactic.	Vrbo is a vacation rental OTA website that allows consumers to book vacation rental homes either directly or indirectly. Will refer to the partner website.	Photo, Headline, Offer/Message and Direct Website Link	Offer Strongly Recommended (Offer must be valid through end date.)	40000	04/01/2024	06/30/2024	02/01/2024	02/01/2024	500	4
Vacation Rentals Digital Display (Domestic and International)	Domestic Vacation Rental Travel Intenders Digital: Fall 2024		Partners have the opportunity to increase overall reach and target consumers who have exhibited online behaviors indicating they are planning a beach/Florida vacation and want to stay in a vacation rental property. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting.  This is an intent tactic.	Programmatic targeting provides reach at an efficient cost as well as targeting specific consumers who show the behaviors of travel intent for beach and Florida vacations and who want to stay in a vacation rental property. Programmatic utilizes RTB (real-time bidding) across exchanges to reach our audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic vendor will be able to reach our target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "vacation rentals on Captiva Island" in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time. Will refer to the partner website.	Photo, Headline, Offer/Message and Direct Website Link	Offer Strongly Recommended (Offer must be valid through end date.)	150000	04/01/2024	06/30/2024	02/01/2024	02/01/2024	500	6
Vacation Rentals Digital Display (Domestic and International)	Domestic Vacation Rental Travel Intenders Digital: Winter 2024/25		Partners have the opportunity to increase overall reach and target consumers who have exhibited online behaviors indicating they are planning a beach/Florida vacation and want to stay in a vacation rental property. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting.  This is an intent tactic.	Programmatic targeting provides reach at an efficient cost as well as targeting specific consumers who show the behaviors of travel intent for beach and Florida vacations and who want to stay in a vacation rental property. Programmatic utilizes RTB (real-time bidding) across exchanges to reach the audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic vendor will be able to reach the target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "vacation rentals on Captiva Island" in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time. Will refer to the partner website.	Photo, Headline, Offer/Message and Direct Website Link	Offer Strongly Recommended (Offer must be valid through end date.)	150000	07/05/2024	09/30/2024	05/01/2024	05/01/2024	500	6

Program Group	Program Name	Content Focus	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Space Deadline	Material Deadline	Rate	Max Participants
VCB Email	eNewsletter: October 2023	Seasonal Content	Provides partners with the ability to showcase their business in the monthly enewsletter. Ads are displayed within the body of the email.  This is an intent tactic.	Leverage the extensive reach of the VCB's monthly enewsletter. This is sent to a growing database of individuals who have opted in to receive information about Lee County.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	225000	10/01/2023	10/31/2023	09/15/2023	09/15/2023	750	6
VCB Email	Partner Dedicated Email: October–December 2023	Partner/VCB	This quarterly email showcases an individual partner and is sent to a portion of the VCB's active database.  This is an intent tactic.	This quarterly email showcases an individual partner. Those who chose to participate must provide a promotional offer or noteworthy content to be featured. All content will be developed on behalf of the featured partner. No other partners or CTAs will be promoted outside of the featured partner and VCB.	VCB-Approved Photo, Promotional Offer/Noteworthy Messaging Points, Logo and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	100000	10/01/2023	12/31/2023	09/15/2023	09/15/2023	750	3
VCB Email	Welcome Email – Leisure: October–December 2023	Welcome	The Welcome Email is sent to all new leads that have opted in to receive information about the destination. Partners will be included in all three Welcome emails of the series.  This is an intent tactic.	Welcomes new email subscribers to the VCB's enewsletter list. Provides partners with the ability to showcase their business in the welcome email. Ads are displayed within the body of the email.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	15000	10/01/2023	12/31/2023	09/15/2023	09/15/2023	520	6
VCB Email	Welcome Email – Partner Focused: October–December 2023	Welcome Partner Deals	The Welcome Email is sent to all new leads that have opted in to receive information about the destination and engaged with one of the first three emails of the welcome series.  This is an intent tactic.	Welcomes new email subscribers to the VCB's enewsletter list with a dedicated email sent to those who clicked on the first Welcome email sent. Provides partners with the ability to showcase their business in the welcome email. Ads are displayed within the body of the email.	Photo, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	350	10/01/2023	12/31/2023	09/15/2023	09/15/2023	125	6
VCB Email	Welcome Email – Weddings: October–December 2023	Welcome Weddings	The Weddings Welcome Email is sent to all leads that have opted in to receive more information about weddings in-destination.  This is an intent tactic.	Contains information about the destination's wedding products and services. Provides partners with the ability to showcase their business in the Weddings Welcome Email. Ads are displayed within the body of the email.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	100	10/01/2023	12/31/2023	09/15/2023	09/15/2023	75	6
VCB Email	eNewsletter: November 2023	Seasonal Content	Provides partners with the ability to showcase their business in the monthly enewsletter. Ads are displayed within the body of the email.  This is an intent tactic.	Leverage the extensive reach of the VCB's monthly enewsletter. This is sent to a growing database of individuals who have opted in to receive information about Lee County.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	225000	11/01/2023	11/30/2023	09/15/2023	09/15/2023	750	6
VCB Email	eNewsletter: December 2023	Seasonal Content	Provides partners with the ability to showcase their business in the monthly enewsletter. Ads are displayed within the body of the email.  This is an intent tactic.	Leverage the extensive reach of the VCB's monthly enewsletter. This is sent to a growing database of individuals who have opted in to receive information about Lee County.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	225000	12/01/2023	12/31/2023	10/01/2023	10/01/2023	750	6
VCB Email	eNewsletter: January 2024	Seasonal Content	Provides partners with the ability to showcase their business in the monthly enewsletter. Ads are displayed within the body of the email.  This is an intent tactic.	Leverage the extensive reach of the VCB's monthly enewsletter. This is sent to a growing database of individuals who have opted in to receive information about Lee County.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	225000	01/01/2024	01/31/2024	11/01/2023	11/01/2023	750	6
VCB Email	Partner Dedicated Email: January–March 2024	Partner/VCB	This quarterly email showcases an individual partner and is sent to a portion of the VCB's active database.  This is an intent tactic.	This quarterly email showcases an individual partner. Those who chose to participate must provide a promotional offer or noteworthy content to be featured. All content will be developed on behalf of the featured partner. No other partners or CTAs will be promoted outside of the featured partner and VCB.	VCB-Approved Photo, Promotional Offer/Noteworthy Messaging Points, Logo and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	100000	01/05/2024	03/31/2024	11/01/2023	11/01/2023	750	3
VCB Email	Welcome Email – Leisure: January–March 2024	Welcome	The Welcome Email is sent to all new leads that have opted in to receive information about the destination. Partners will be included in all three Welcome emails of the series.  This is an intent tactic.	Welcomes new email subscribers to the VCB's enewsletter list. Provides partners with the ability to showcase their business in the welcome email. Ads are displayed within the body of the email.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	15000	01/05/2024	03/31/2024	11/01/2023	11/01/2023	520	6
VCB Email	Welcome Email – Partner Focused: January–March 2024	Welcome Partner Deals	The Welcome Email is sent to all new leads that have opted in to receive information about the destination and engaged with one of the first three emails of the welcome series.  This is an intent tactic.	Welcomes new email subscribers to the VCB's enewsletter list with a dedicated email sent to those who clicked on the first Welcome email sent. Provides partners with the ability to showcase their business in the welcome email. Ads are displayed within the body of the email.	Photo, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	350	01/05/2024	03/31/2024	11/01/2023	11/01/2023	125	6
VCB Email	Welcome Email – Weddings: January–March 2024	Welcome Weddings	The Weddings Welcome Email is sent to all leads that have opted in to receive more information about weddings in-destination.  This is an intent tactic.	Contains information about the destination's wedding products and services. Provides partners with the ability to showcase their business in the Weddings Welcome Email. Ads are displayed within the body of the email.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	100	01/05/2024	03/31/2024	11/01/2023	11/01/2023	75	6
VCB Email	eNewsletter: February 2024	Seasonal Content	Provides partners with the ability to showcase their business in the monthly enewsletter. Ads are displayed within the body of the email.  This is an intent tactic.	Leverage the extensive reach of the VCB's monthly enewsletter. This is sent to a growing database of individuals who have opted in to receive information about Lee County.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	225000	02/01/2024	02/28/2024	12/01/2023	12/01/2023	750	6
VCB Email	eNewsletter: March 2024	Seasonal Content	Provides partners with the ability to showcase their business in the monthly enewsletter. Ads are displayed within the body of the email.  This is an intent tactic.	Leverage the extensive reach of the VCB's monthly enewsletter. This is sent to a growing database of individuals who have opted in to receive information about Lee County.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	225000	03/01/2024	03/31/2024	01/05/2024	01/05/2024	750	6



Program Group	Program Name	Content Focus	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Space Deadline	Material Deadline	Rate	Max Participants
VCB Email	eNewsletter: April 2024	Seasonal Content	Provides partners with the ability to showcase their business in the monthly enewsletter. Ads are displayed within the body of the email. This is an intent tactic.	Leverage the extensive reach of the VCB's monthly enewsletter. This is sent to a growing database of individuals who have opted in to receive information about Lee County.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	225000	04/01/2024	04/30/2024	02/01/2024	02/01/2024	750	6
VCB Email	Florida Residents eNewsletter: April 2024	Seasonal Content	Provides partners with the ability to showcase their business in the monthly enewsletter. Ads are displayed within the body of the email. This is an intent tactic.	Leverage the extensive reach of the VCB's monthly enewsletter. This email targets Florida residents who have opted in to receive information about Lee County.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	20000	04/01/2024	04/30/2024	02/01/2024	02/01/2024	500	6
VCB Email	Partner Dedicated Email: April-June 2024	Partner/VCB	This quarterly email showcases an individual partner and is sent to a portion of the VCB's active database. This is an intent tactic.	This quarterly email showcases an individual partner. Those who chose to participate must provide a promotional offer or noteworthy content to be featured. All content will be developed on behalf of the featured partner. No other partners or CTAs will be promoted outside of the featured partner and VCB.	VCB-Approved Photo, Promotional Offer/Noteworthy Messaging Points, Logo and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	100000	04/01/2024	06/30/2024	02/01/2024	02/01/2024	750	3
VCB Email	Welcome Email – Leisure: April-June 2024	Welcome	The Welcome Email is sent to all new leads that have opted in to receive information about the destination. Partners will be included in all three Welcome emails of the series. This is an intent tactic.	Welcomes new email subscribers to the VCB's enewsletter list. Provides partners with the ability to showcase their business in the welcome email. Ads are displayed within the body of the email.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	15000	04/01/2024	06/30/2024	02/01/2024	02/01/2024	520	6
VCB Email	Welcome Email – Partner Focused: April-June 2024	Welcome Partner Deals	The Welcome Email is sent to all new leads that have opted in to receive information about the destination and engaged with one of the first three emails of the welcome series. This is an intent tactic.	Welcomes new email subscribers to the VCB's enewsletter list with a dedicated email sent to those who clicked on the first Welcome email sent. Provides partners with the ability to showcase their business in the welcome email. Ads are displayed within the body of the email.	Photo, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	350	04/01/2024	06/30/2024	02/01/2024	02/01/2024	125	6
VCB Email	Welcome Email – Weddings: April-June 2024	Welcome Weddings	The Weddings Welcome Email is sent to all leads that have opted in to receive more information about weddings in-destination. This is an intent tactic.	Contains information about the destination's wedding products and services. Provides partners with the ability to showcase their business in the Weddings Welcome Email. Ads are displayed within the body of the email.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	100	04/01/2024	06/30/2024	02/01/2024	02/01/2024	75	6
VCB Email	eNewsletter: May 2024	Seasonal Content	Provides partners with the ability to showcase their business in the monthly enewsletter. Ads are displayed within the body of the email. This is an intent tactic.	Leverage the extensive reach of the VCB's monthly enewsletter. This is sent to a growing database of individuals who have opted in to receive information about Lee County.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	225000	05/01/2024	05/31/2024	03/01/2024	03/01/2024	750	6
VCB Email	Florida Residents eNewsletter: May 2024	Seasonal Content	Provides partners with the ability to showcase their business in the monthly enewsletter. Ads are displayed within the body of the email. This is an intent tactic.	Leverage the extensive reach of the VCB's monthly enewsletter. This email targets Florida residents who have opted in to receive information about Lee County.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	20000	05/01/2024	05/31/2024	03/01/2024	03/01/2024	500	6
VCB Email	eNewsletter: June 2024	Seasonal Content	Provides partners with the ability to showcase their business in the monthly enewsletter. Ads are displayed within the body of the email. This is an intent tactic.	Leverage the extensive reach of the VCB's monthly enewsletter. This is sent to a growing database of individuals who have opted in to receive information about Lee County.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	225000	06/01/2024	06/30/2024	04/01/2024	04/01/2024	750	6
VCB Email	Florida Residents eNewsletter: June 2024	Seasonal Content	Provides partners with the ability to showcase their business in the monthly enewsletter. Ads are displayed within the body of the email. This is an intent tactic.	Leverage the extensive reach of the VCB's monthly enewsletter. This email targets Florida residents who have opted in to receive information about Lee County.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	20000	06/01/2024	06/30/2024	04/01/2024	04/01/2024	500	6
VCB Email	eNewsletter: July 2024	Seasonal Content	Provides partners with the ability to showcase their business in the monthly enewsletter. Ads are displayed within the body of the email. This is an intent tactic.	Leverage the extensive reach of the VCB's monthly enewsletter. This is sent to a growing database of individuals who have opted in to receive information about Lee County.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	225000	07/01/2024	07/31/2024	05/02/2024	05/02/2024	750	6
VCB Email	Florida Residents eNewsletter: July 2024	Seasonal Content	Provides partners with the ability to showcase their business in the monthly enewsletter. Ads are displayed within the body of the email. This is an intent tactic.	Leverage the extensive reach of the VCB's monthly enewsletter. This email targets Florida residents who have opted in to receive information about Lee County.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	20000	07/01/2024	07/31/2024	05/02/2024	05/02/2024	500	6
VCB Email	Partner Dedicated Email: July-September 2024	Partner/VCB	This quarterly email showcases an individual partner and is sent to a portion of the VCB's active database. This is an intent tactic.	This quarterly email showcases an individual partner. Those who chose to participate must provide a promotional offer or noteworthy content to be featured. All content will be developed on behalf of the featured partner. No other partners or CTAs will be promoted outside of the featured partner and VCB.	VCB-Approved Photo, Promotional Offer/Noteworthy Messaging Points, Logo and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	100000	07/01/2024	09/30/2024	05/01/2024	05/01/2024	750	3
VCB Email	Welcome Email – Leisure: July-September 2024	Welcome	The Welcome Email is sent to all new leads that have opted in to receive information about the destination. Partners will be included in all three Welcome emails of the series. This is an intent tactic.	Welcomes new email subscribers to the VCB's enewsletter list. Provides partners with the ability to showcase their business in the welcome email. Ads are displayed within the body of the email.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	15000	07/01/2024	09/30/2024	05/02/2024	05/02/2024	520	6

Program Group	Program Name	Content Focus	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Space Deadline	Material Deadline	Rate	Max Participants
VCB Email	Welcome Email – Partner Focused: July–September 2024	Welcome Partner Deals	The Welcome Email is sent to all new leads that have opted in to receive information about the destination and engaged with one of the first three emails of the welcome series.  This is an intent tactic.	Welcomes new email subscribers to the VCB's newsletter list with a dedicated email sent to those who clicked on the first Welcome email sent. Provides partners with the ability to showcase their business in the welcome email. Ads are displayed within the body of the email.	Photo, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	350	07/01/2024	09/30/2024	05/01/2024	05/01/2024	125	6
VCB Email	Welcome Email – Weddings: July–September 2024	Welcome Weddings	The Weddings Welcome Email is sent to all leads that have opted in to receive more information about weddings in-destination.  This is an intent tactic.	Contains information about the destination's wedding products and services. Provides partners with the ability to showcase their business in the Weddings Welcome Email. Ads are displayed within the body of the email.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	100	07/01/2024	09/30/2024	05/01/2024	05/01/2024	75	6
VCB Email	eNewsletter: August 2024	Seasonal Content	Provides partners with the ability to showcase their business in the monthly enewsletter. Ads are displayed within the body of the email.  This is an intent tactic.	Leverage the extensive reach of the VCB's monthly enewsletter. This is sent to a growing database of individuals who have opted in to receive information about Lee County.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	225000	08/01/2024	08/31/2024	06/01/2024	06/01/2024	750	6
VCB Email	Florida Residents eNewsletter: August 2024	Seasonal Content	Provides partners with the ability to showcase their business in the monthly enewsletter. Ads are displayed within the body of the email.  This is an intent tactic.	Leverage the extensive reach of the VCB's monthly enewsletter. This email targets Florida residents who have opted in to receive information about Lee County.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	20000	08/01/2024	08/31/2024	06/01/2024	06/01/2024	500	6
VCB Email	eNewsletter: September 2024	Seasonal Content	Provides partners with the ability to showcase their business in the monthly enewsletter. Ads are displayed within the body of the email.  This is an intent tactic.	Leverage the extensive reach of the VCB's monthly enewsletter. This is sent to a growing database of individuals who have opted in to receive information about Lee County.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	225000	09/01/2024	09/30/2024	07/01/2024	07/01/2024	750	6
VCB Email	Florida Residents eNewsletter: September 2024	Seasonal Content	Provides partners with the ability to showcase their business in the monthly enewsletter. Ads are displayed within the body of the email.  This is an intent tactic.	Leverage the extensive reach of the VCB's monthly enewsletter. This email targets Florida residents who have opted in to receive information about Lee County.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	20000	09/01/2024	09/30/2024	07/01/2024	07/01/2024	500	6



