

Program Group	Program Type	Partners Receive	Estimated Impressions	Estimated Start Date	Estimated End Date	Program Name	Content	Opportunity	Detailed Program Overview	Rate	Max Participants
Domestic Sales Shows	Accommodations	Shared appointments with VCB, participation in VCB client activation	3000	11/15/2026	11/18/2026	Signature Travel Network National Conference FL DMOS: Orlando, FL–November 2026	Travel Advisor	Travel Advisor Trade Show	One of the travel industry's most influential luxury travel conferences, the Signature Travel Network Annual Conference brings together top-producing travel advisors, preferred supplier partners, and destination representatives for several days of networking, education, and business development. Join the VCB at this premier event to showcase Fort Myers – Islands, Beaches and Neighborhoods through pre-scheduled one-on-one trade show appointments with leading travel advisors, participation in the Cruise Planners pre-event, and networking opportunities during the Welcome Reception. The conference provides an ideal platform to strengthen relationships with high-producing advisors, share destination updates, highlight partner offerings, and position Fort Myers as a premier leisure destination for affluent travelers planning future vacations.	2000	1
Domestic Sales Shows	Accommodations	Shared sponsorship with VCB, planner contact information, and shared booth with VCB	850	12/02/2026	12/03/2026	Association Forum Holiday Showcase: Chicago, IL–December 2026	Meeting Planner	Meeting Planner Client Event	Holiday Showcase continues to be the Association Forum's largest annual event and Chicagoland's #1 meetings and business services exhibition. In addition to being a successful trade show, Holiday Showcase provides outstanding educational content in a variety of topic areas for attendees. Trade shows, client events, sales missions and sales calls are subject to change.	400	1
Domestic Sales Shows	Accommodations	Shared booth and conference attendance with VCB, planner contact information	700	01/05/2027	01/07/2027	RCMA Emerge: Orlando, FL–January 2027	Meeting Planner	Faith-Based Meeting Planner Trade Show	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 3 powerful keynote experiences, plus 6 hours of connectivity with planners during the Emerge Expo. There is also another 10+ hours of potential engagement during breaks, meals, receptions and other intentional connection events.	400	1
Domestic Sales Shows	Accommodations Attractions Chambers of Commerce	Booth with VCB	23000	01/23/2027	01/24/2027	Travel & Adventure Show NYC: New York, NY–January 2027	Leisure Consumer Travel Advisor	Consumer Trade Show & Travel Advisor Program	The Travel & Adventure Shows are time-tested and highly regarded destination promotion opportunities. You'll meet thousands of consumers who are attending to find their next vacation. Additionally, our participation in the FAM-TAS Passport Program, enables special access to pre-qualified and highly informed travel advisors, with whom you can count on quality face-to-face conversations, leading to lead generation and bookings, all under one roof.	300	1
Domestic Sales Shows	Accommodations	Your own booth, appointment book and conference attendance, planner contact information. VCB will provide carpet and limited décor to create a destination presence	150	01/24/2027	01/27/2027	Florida Encounter: Kissimmee, FL–January 2027	Meeting Planner	Meeting Planner Trade Show	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).	2750	5
Domestic Sales Shows	Accommodations	Booth with VCB, client event, and planner contact information	500	02/01/2027	02/01/2027	Metro NYSAE Tradeshow/Theater Client Event & Expo: New York City, NY–February 2027	Meeting Planner	Meeting Planner Trade Show and Client Event	The Metro New York Society of Association Executives (NYSAE) meeting planner event is a great opportunity to network with association and not-for-profit management executives. The VCB will invite clients to the networking tradeshow followed by a client theatre event. Participants will receive contact information from all planner show attendees.	500	1

Domestic Sales Shows	Accommodations Attractions Chambers of Commerce	Booth with VCB	20000	3/6/2027	3/7/2027	Travel & Adventure Show Dallas: Dallas, TX–March 2027	Leisure Consumer Travel Advisor	Consumer Trade Show & Travel Advisor Program	The Travel & Adventure Shows are time-tested and highly regarded destination promotion opportunities. You'll meet thousands of consumers who are attending to find their next vacation. Additionally, our participation in the FAM-TAS Passport Program, enables special access to pre-qualified and highly informed travel advisors, with whom you can count on quality face-to-face conversations, leading to lead generation and bookings, all under one roof.	300	1
Domestic Sales Shows	Accommodations Attractions	Shared booth and roundtable presentations with VCB and travel advisor contact information	150	04/01/2027	04/30/2027	Peninsula Shows in Massachusetts & Rhode Island–April 2027	Travel Advisor	Travel Advisor Trade Shows & Roundtable Presentations	Calling all industry enthusiasts to one of the travel industry's premier "face-to-face" networking opportunities where travel advisors and suppliers come together to build meaningful business relationships. For more than 30 years, Peninsula Travel Presentations have attracted the industry's top decision-makers, highly engaged travel advisors, and leading travel suppliers through their renowned roundtable presentations and trade shows. Join the VCB on this roadshow through Boston, Massachusetts, and Rhode Island to connect with an influential network of travel advisors—many of whom are home-based and actively selling leisure travel. Showcase Fort Myers – Islands, Beaches and Neighborhoods while strengthening relationships and inspiring new bookings for the important fall and winter travel seasons.	200	1
Domestic Sales Shows	Accommodations	Shared booth and meeting planner contact information	50	04/01/2027	04/30/2027	Destinations Celebration: Kansas City, MO & Minneapolis, MN–April 2027	Meeting Planner	Meeting Planner Client Event	The VCB will participate in a hosted meeting planner themed event in the Kansas City market and one in the Minneapolis 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.	500	1
Domestic Sales Shows	Accommodations	Client event with VCB, planner contact information	20	05/01/2027	05/30/2027	Red Sox Fenway Client Event: Boston, MA–May 2027	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. Participants will receive all planner contact information and qualification sheets. Date dependent upon Red Sox home game schedule.	300	1
Domestic Sales Shows	Accommodations	Travel advisor education opportunity and contact information	150	06/01/2027	06/30/2027	CCRA Tampa West Coast Sales Mission: Tampa, FL–June 2027	Travel Advisor	Travel Agency Sales Calls & Support Center Training	Connect with some of Florida's most influential travel advisors through a combination of trade show participation and targeted sales calls. Join the VCB at the CCRA Travel Commerce Network event in Tampa, Florida, where travel advisors and suppliers come together for education, networking, and one-on-one business development opportunities. Following the event, participate in a West Coast Sales Mission visiting AAA offices and travel agencies throughout Florida's Gulf Coast, strengthening existing relationships while introducing Fort Myers – Islands, Beaches and Neighborhoods to new advisors. This strategic combination of a trade event and in-market sales calls provides valuable face-to-face engagement, reinforces destination awareness, and inspires future leisure bookings for the destination.	300	1
Domestic Sales Shows	Accommodations	Client event with VCB, planner contact information	20	09/01/2027	09/30/2027	Minnesota Twins Client Event: Minneapolis, MN–September 2027	Meeting Planner	Meeting Planner Client Event	The Twins meeting planner event is a great opportunity to network with Greater Minneapolis area meeting professionals in a unique, destination themed setting. Targeted clients will be with planners in the corporate, association and incentive markets. Participants will receive all planner contact information and qualification sheets. Date dependent upon the Twins home game schedule.	300	2

Domestic Sales Shows	Accommodations	Shared Appointments with VCB, Planner Contact Information	450	08/01/2027	08/31/2027	Connect Association: TBD–August 2027	Meeting Planner	Meeting Planner Trade Show	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.	1300	1
Domestic Sales Shows	Accommodations	Shared Appointments with VCB, Planner Contact Information	450	08/01/2027	08/31/2027	Connect Corporate: TBD–August 2027	Meeting Planner	Meeting Planner Trade Show	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.	1300	1
Domestic Sales Shows	Accommodations	Shared booth and meeting planner contact information	50	09/01/2027	09/30/2027	Destinations Celebration: St. Louis, MO & Indianapolis, IN–September 2027	Meeting Planner	Meeting Planner Client Event	The VCB will participate in a hosted meeting planner themed event in the St. Louis market and one in the Indianapolis 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.	500	1
Domestic Sales Shows	Accommodations	Shared sales calls, planner contact information	20	09/01/2027	09/30/2027	Tallahassee Meeting Planner Sales Calls/Client Event: Tallahassee, FL–September 2027	Meeting Planner	Meeting Planner Sales Calls & Client Event	The VCB will organize daily sales calls and one client event 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.	300	2

Program Group	Program Type	Program Name	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Rate	Max Participants
International Leisure Digital Display	Accommodations	Canada Expedia International Digital: November 2026–January 2027	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 discounted 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	11/01/2026	01/31/2027	550	5
International Leisure Digital Display	Accommodations	Canada Travel Intenders International Digital: November 2026–January 2027	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	11/01/2026	01/31/2027	500	6
International Leisure Digital Display	Accommodations	Germany Expedia International Digital: November 2026–January 2027	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	11/01/2026	01/31/2027	550	3
International Leisure Digital Display	Accommodations	Germany Travel Intenders International Digital: November 2026–January 2027	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	11/01/2026	01/31/2027	500	6
International Leisure Digital Display	Accommodations	UK Expedia International Digital: January–April 2027	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	01/17/2027	04/30/2027	550	5

International Leisure Digital Display	Accommodations	UK Travel Intenders International Digital: January–April 2027	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	01/17/2027	04/30/2027	500	6
International Leisure Digital Display	Accommodations	Germany Expedia International Digital: March–May 2027	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	03/01/2027	05/31/2027	500	3
International Leisure Digital Display	Accommodations	Germany Travel Intenders International Digital: March–May 2027	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	03/01/2027	05/31/2027	500	6
International Leisure Digital Display	Accommodations	Canada Expedia International Digital: August–September 2027	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	08/01/2027	09/30/2027	550	5
International Leisure Digital Display	Accommodations	Canada Travel Intenders International Digital: August–September 2027	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	08/01/2027	09/30/2027	500	6
International Leisure Digital Display	Accommodations	UK Expedia International Digital: August–September 2027	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	08/01/2027	09/30/2027	550	5

International Leisure Digital Display	Accommodations	UK Travel Intenders International Digital: August–September 2027	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	08/01/2027	09/30/2027	500	6
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International Sales Shows	Accommodations	Florida Huddle: Kissimmee, FL–January 2027	International Tour Operators	International Travel Trade Appointment Show	Florida Huddle is Florida's foremost travel trade event, welcoming international travel buyers and receptives to meet directly with FL suppliers. Featuring pre-scheduled appointment sessions and networking opportunities, this event offers three days of wholesale productivity. Trade shows, client events, sales missions and sales calls are subject to change.	Individual booth, appointment book, one (1) badge, carpet and plants for destination themed look	200	01/24/2027	01/27/2027	2750	4
International Sales Shows	Accommodations	Joint Travel Trade Sales Mission: Orlando and Miami, FL–June 2027	International and Domestic Tour Operators	Travel Agency Sales Calls & Hosted Networking Event	Participate in this Joint Travel Trade sales mission and hosted networking event will include visiting travel agencies and receptive tour operators throughout Orlando and Miami, strengthening existing relationships while introducing Fort Myers – Islands, Beaches and Neighborhoods to new advisors. This strategic approach of in-market sales calls provides valuable face-to-face engagement, reinforces destination awareness, and inspires future leisure bookings for the destination. Trade shows, client events, sales missions and sales calls are subject to change.	Travel Advisor Opportunity and Contact Information	100	06/01/2027	06/30/2027	300	6

Program Group	Program Type	Program Name	Content	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Rate	Max Participants
Leisure Digital Display	Accommodations Attractions	Expedia Domestic Digital: November–December 2026		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) & business-dedicated Expedia landing page.	100000	11/01/2026	12/31/2026	500	5
Leisure Digital Display	Accommodations Attractions	Partner Site Retargeting Digital (Annual): November 2026–September 2027 (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 http://partner.com , "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	11/01/2026	09/30/2027	750	20
Leisure Digital Display	Accommodations Attractions	Travel Intenders Programmatic Digital: November–December 2026		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	11/01/2026	12/31/2026	500	6
Leisure Digital Display	Accommodations	Weddings Programmatic Digital: November–December 2026	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	11/01/2026	12/31/2026	375	6
Leisure Digital Display	Accommodations	Spring Training Digital: December 2026–March 2027	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	12/01/2026	03/31/2027	475	3
Leisure Digital Display	Accommodations Attractions	Expedia Domestic Digital: January–March 2027		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) & business-dedicated Expedia landing page.	100000	01/17/2027	03/31/2027	500	5

Leisure Digital Display	Accommodations Attractions	Travel Intenders Programmatic Digital: January–March 2027		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	01/17/2027	03/31/2027	500	6
Leisure Digital Display	Accommodations Attractions	Tripadvisor Domestic Digital: January–March 2027		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 conquesting to reach consumers searching for comparable destinations and unique reach to vacation rental searchers (if applicable to the 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	01/17/2027	03/31/2027	425	6
Leisure Digital Display	Accommodations	Weddings Programmatic Digital: January–March 2027	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	01/17/2027	03/31/2027	375	6
Leisure Digital Display	Accommodations	Weddings Programmatic Digital With 360° Video: January–March 2027	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. 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	01/17/2027	03/31/2027	850	2
Leisure Digital Display	Accommodations Attractions	Expedia Domestic Digital: April–June 2027		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) & business-dedicated Expedia landing	100000	04/01/2027	06/30/2027	500	5
Leisure Digital Display	Accommodations Attractions	People Inc. Digital (Premium Publisher): April–June 2027		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, which the brand runs in 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	04/01/2027	06/30/2027	500	4

Leisure Digital Display	Accommodations Attractions	Kayak Digital: April–June 2027		Partners have the opportunity to be included in Lee County's overarching campaign with Kayak by running display banners across Kayak.com. This is an intent tactic.	Kayak.com is a travel search engine that compares prices for flights, hotels, car rentals, and vacation packages across hundreds of travel sites. It doesn't sell directly but redirects users to the original provider to complete bookings. Kayak also offers tools like price alerts, flexible search options and trip management to help users find and organize the best travel deals. Banners will run across kayak.com and refer to the partner website.	Photo, Headline, Offer/Message and Direct Website Link		50000	04/01/2027	06/30/2027	400	4
Leisure Digital Display	Accommodations Attractions	Travel Intenders Programmatic Digital: April–June 2027		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	04/01/2027	06/30/2027	500	6
Leisure Digital Display	Accommodations Attractions	Tripadvisor Domestic Digital: April–June 2027		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 conquesting to reach consumers searching for comparable destinations and unique reach to vacation rental searchers (if applicable to the 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	04/01/2027	06/30/2027	425	8
Leisure Digital Display	Accommodations	Weddings Programmatic Digital With 360° Video: April–June 2027	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. 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	04/01/2027	07/05/2027	850	2
Leisure Digital Display	Accommodations	Weddings Programmatic Digital: April–June 2027	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 the 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	04/01/2027	06/30/2027	375	6
Leisure Digital Display	Accommodations	Afar Digital (Premium Publisher): January–March 2027		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		33000	01/01/2027	03/31/2027	500	3

Leisure Digital Display	Accommodations Attractions	Expedia Domestic Digital: July–September 2027		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) & business-dedicated Expedia landing page.	100000	07/01/2027	09/30/2027	500	5
Leisure Digital Display	Accommodations Attractions	Travel Intenders Programmatic Digital: July–September 2027		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	07/01/2027	09/30/2027	500	6
Leisure Digital Display	Accommodations Attractions	Tripadvisor Domestic Digital: July–September 2027		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 conquesting 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 that aligns with consumer intent.	Photo, Headline, Offer/Message and Direct Website Link	Offer Strongly Recommended (Offer must be valid through end date.)	35000	07/01/2027	09/30/2027	425	6
Leisure Digital Display	Accommodations Attractions Restaurants	Visitors – In-Market Mobile Geofencing Digital: July–September 2027		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 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	Offer Strongly Recommended (Offer must be valid through end date.)	100000	07/05/2027	09/30/2027	400	4
Leisure Digital Display	Accommodations	Weddings Programmatic Digital: July–September 2027	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	07/05/2027	09/30/2027	375	6
Leisure Digital Display	Accommodations Attractions	Island Hopper Songwriter Fest Programmatic Digital: August–September 2027	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 the 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	08/01/2027	09/24/2027	400	6

Leisure Digital Display	Accomodations	Garden & Gun Weddings Digital (Premium Publisher): January - March 2027	Weddings	Partners have the opportunity to be included in Lee County's overarching campaign with Garden & Gun Weddings by running display banners across gardenandgun.com/weddings. This is an intent tactic.	Garden & Gun Weddings is a premium Southern lifestyle publication showcasing distinctive venues, regional traditions, fashion, and curated vendor inspiration. Through rich editorial storytelling and dedicated wedding content, it targets an engaged audience actively planning or dreaming about Southern weddings and celebrations. Digital-only placements run across its site, aligning brands with aspirational wedding content and driving traffic to partner experiences.	Photo, Logo, Headline, Offer/Message and Direct Website Link		20000	01/01/2027	03/31/2027	400	2
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Program Group	Program Type	Program Name	Content	Opportunity	Detailed Program Overview	Partners Receive	Estimated Impressions	Estimated Start Date	Estimated End Date	Rate	Max Participants
Leisure Third-Party Email	Accommodations	eTarget Weddings (Email Publisher): January 2027	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	500000	01/01/2027	01/31/2027	425	4
Leisure Third-Party Email	Accommodations	eTarget Weddings (Email Publisher): February 2027	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	500000	02/01/2027	02/28/2027	425	4
Leisure Third-party Email	Accommodations	eTarget Weddings (Email Publisher): March 2027	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	500000	03/01/2027	03/31/2027	425	4
Leisure Third-Party Email	Accommodations Attractions	eTarget Leisure (Email Publisher): April 2027		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 destinations 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	04/01/2027	04/30/2027	450	4
Leisure Third-Party Email	Accommodations	eTarget Weddings (Email Publisher): April 2027	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	500000	04/01/2027	04/30/2027	425	4
Leisure Third-Party Email	Accommodations Attractions	Luxury Link (Email Publisher): May 2027	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	05/01/2027	05/31/2027	375	4
Leisure Third-Party Email	Accommodations Attractions	eTarget Leisure (Email Publisher): June 2027		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	06/01/2027	06/30/2027	450	4

Leisure Third-Party Email	Accommodations	Luxury Link (Email Publisher): August 2027	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 aged 45+) and affluent (average household income of \$275K+) audience.	Photo, Headline/Offer, Description and Direct Website Link	250000	08/01/2027	08/31/2027	375	4
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Program Group	Program Type	Program Name	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Rate	Max Participants
Social Media	Accommodations Attractions	Facebook – Content Calendar Inclusion: October 2026	Gives partners dedicated space on the destination's Facebook page, showcasing timely messaging to an engaged audience of over 800,000 followers. This placement will run on the VCB's pages, and the VCB will source imagery and finalize messaging. This is a prospecting tactic.	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. A partner can sign up for up to three content calendar placements total per year.	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	10/01/2026	10/31/2026	250	2
Social Media	Accommodations Attractions	Facebook and Instagram Advertising – Carousel Unit: October 2026	Provides partners with the ability to showcase their business on Facebook and Instagram through multiple images to tell a cohesive story. This placement will run on the partners' pages. This is a conversion tactic.	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.	3 High-Quality Images, 3 Ad Headlines, Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	10/01/2026	10/31/2026	500	2
Social Media	Accommodations Attractions	Facebook and Instagram Advertising – Single-Image Placement: October 2026	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. This placement will run on the partners' pages. This is a conversion tactic.	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.	High-Quality Image, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	10/01/2026	10/31/2026	500	1
Social Media	Accommodations Attractions	Instagram Content – Collab Post: October 2026	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. This placement will run on the partners' and the VCB's Instagram accounts. This is a prospecting tactic.	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. A partner can sign up for one collab post placement total per year.	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	10/01/2026	10/31/2026	750	1
Social Media	Accommodations Attractions	Pinterest Advertising – Single-Image Placement: October 2026	Provides partners with the ability to showcase their business on Pinterest to an engaged audience of over 11,200 followers. This placement will run on the VCB's page. This is a conversion tactic.	This placement will be reaching a highly engaged audience on Pinterest aligned with content and messaging. Ads are displayed within the Pinterest newsfeed and are shared from the VCB's social channels. VCB to match funds 1:1.	High-Quality Image, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	10/01/2026	10/31/2026	500	2
Social Media	Accommodations Attractions	Facebook – Content Calendar Inclusion: November 2026	Gives partners dedicated space on the destination's Facebook page, showcasing timely messaging to an engaged audience of over 800,000 followers. This placement will run on the VCB's pages, and the VCB will source imagery and finalize messaging. This is a prospecting tactic.	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. A partner can sign up for up to three content calendar placements total per year.	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	11/01/2026	11/30/2026	250	2

Social Media	Accommodations Attractions	Facebook and Instagram Advertising – Carousel Unit: November 2026	Provides partners with the ability to showcase their business on Facebook and Instagram through multiple images to tell a cohesive story. This placement will run on the partners' pages . This is a conversion tactic.	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.	3 High-Quality Images, 3 Ad Headlines, Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	11/01/2026	11/30/2026	500	2
Social Media	Accommodations Attractions	Facebook and Instagram Advertising – Single-Image Placement: November 2026	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. This placement will run on the partners' pages . This is a conversion tactic.	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.	High-Quality Image, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	11/01/2026	11/30/2026	500	1
Social Media	Accommodations Attractions	Pinterest Advertising – Single-Image Placement: November 2026	Provides partners with the ability to showcase their business on Pinterest to an engaged audience of over 11,200 followers. This placement will run on the VCB's page . This is a conversion tactic.	This placement will be reaching a highly engaged audience on Pinterest aligned with content and messaging. Ads are displayed within the Pinterest newsfeed and are shared from the VCB's social channels. VCB to match funds 1:1.	High-Quality Image, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	11/01/2026	11/30/2026	500	2
Social Media	Accommodations Attractions	Facebook – Content Calendar Inclusion: December 2026	Gives partners dedicated space on the destination's Facebook page, showcasing timely messaging to an engaged audience of over 800,000 followers. This placement will run on the VCB's pages , and the VCB will source imagery and finalize messaging. This is a prospecting tactic.	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. A partner can sign up for up to three content calendar placements total per year.	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	12/01/2026	12/31/2026	250	2
Social Media	Accommodations Attractions	Facebook and Instagram Advertising – Carousel Unit: December 2026	Provides partners with the ability to showcase their business on Facebook and Instagram through multiple images to tell a cohesive story. This placement will run on the partners' pages . This is a conversion tactic.	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.	3 High-Quality Images, 3 Ad Headlines, Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	12/01/2026	12/31/2026	500	2
Social Media	Accommodations Attractions	Facebook and Instagram Advertising – Single-Image Placement: December 2026	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. This placement will run on the partners' pages . This is a conversion tactic.	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.	High-Quality Image, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	12/01/2026	12/31/2026	500	1
Social Media	Accommodations Attractions	Instagram Content – Collab Post: December 2026	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. This placement will run on the partners' and the VCB's Instagram accounts . This is a prospecting tactic.	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. A partner can sign up for one collab post placement total per year.	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	12/01/2026	12/31/2026	750	1

Social Media	Accommodations Attractions	Pinterest Advertising – Single-Image Placement: December 2026	Provides partners with the ability to showcase their business on Pinterest to an engaged audience of over 11,200 followers. This placement will run on the VCB's page. This is a conversion tactic.	This placement will be reaching a highly engaged audience on Pinterest aligned with content and messaging. Ads are displayed within the Pinterest newsfeed and are shared from the VCB's social channels. VCB to match funds 1:1.	High-Quality Image, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	12/01/2026	12/31/2026	500	2
Social Media	Accommodations Attractions	Facebook – Content Calendar Inclusion: January 2027	Gives partners dedicated space on the destination's Facebook page, showcasing timely messaging to an engaged audience of over 800,000 followers. This placement will run on the VCB's pages, and the VCB will source imagery and finalize messaging. This is a prospecting tactic.	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. A partner can sign up for up to three content calendar placements total per year.	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	01/05/2026	01/31/2026	250	2
Social Media	Accommodations Attractions	Facebook – Content Calendar Inclusion: January 2027	Gives partners dedicated space on the destination's Facebook page, showcasing timely messaging to an engaged audience of over 800,000 followers. This placement will run on the VCB's pages, and the VCB will source imagery and finalize messaging. This is a prospecting tactic.	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. A partner can sign up for up to three content calendar placements total per year.	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	01/05/2027	01/31/2027	250	2
Social Media	Accommodations Attractions	Facebook and Instagram Advertising – Carousel Unit: January 2027	Provides partners with the ability to showcase their business on Facebook and Instagram through multiple images to tell a cohesive story. This placement will run on the partners' pages. This is a conversion tactic.	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.	3 High-Quality Images, 3 Ad Headlines, Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	01/05/2027	01/31/2027	500	2
Social Media	Accommodations Attractions	Facebook and Instagram Advertising – Single-Image Placement: January 2027	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. This placement will run on the partners' pages. This is a conversion tactic.	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.	High-Quality Image, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	01/05/2027	01/31/2027	500	1
Social Media	Accommodations Attractions	Pinterest Advertising – Single-Image Placement: January 2027	Provides partners with the ability to showcase their business on Pinterest to an engaged audience of over 11,200 followers. This placement will run on the VCB's page. This is a conversion tactic.	This placement will be reaching a highly engaged audience on Pinterest aligned with content and messaging. Ads are displayed within the Pinterest newsfeed. VCB to match funds 1:1.	High-Quality Image, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	01/05/2027	01/31/2027	500	2
Social Media	Accommodations Attractions	Facebook – Content Calendar Inclusion: February 2027	Gives partners dedicated space on the destination's Facebook page, showcasing timely messaging to an engaged audience of over 800,000 followers. This placement will run on the VCB's pages, and the VCB will source imagery and finalize messaging. This is a prospecting tactic.	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. A partner can sign up for up to three content calendar placements total per year.	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	02/01/2027	02/28/2027	250	2

Social Media	Accommodations Attractions	Facebook and Instagram Advertising – Carousel Unit: February 2027	Provides partners with the ability to showcase their business on Facebook and Instagram through multiple images to tell a cohesive story. This placement will run on the partners' pages . This is a conversion tactic.	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.	3 High-Quality Images, 3 Ad Headlines, Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	02/01/2027	02/28/2027	500	2
Social Media	Accommodations Attractions	Facebook and Instagram Advertising – Single-Image Placement: February 2027	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. This placement will run on the partners' pages . This is a conversion tactic.	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.	High-Quality Image, Link to Website, Ad Headline and Ad Post Copy	Strive to Showcase High-Quality, Organic Imagery	100000	02/01/2027	02/28/2027	500	1
Social Media	Accommodations Attractions	Instagram Content – Collab Post: February 2027	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. This placement will run on the partners' and the VCB's Instagram accounts . This is a prospecting tactic.	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. A partner can sign up for one collab post placement total per year.	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	02/01/2027	02/28/2027	750	1
Social Media	Accommodations Attractions	Pinterest Advertising – Single-Image Placement: February 2027	Provides partners with the ability to showcase their business on Pinterest to an engaged audience of over 11,200 followers. This placement will run on the VCB's page . This is a conversion tactic.	This placement will be reaching a highly engaged audience on Pinterest aligned with content and messaging. Ads are displayed within the Pinterest newsfeed and are shared from the VCB's social channels. VCB to match funds 1:1.	High-Quality Image, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	02/01/2027	02/28/2027	500	2
Social Media	Accommodations Attractions	Facebook – Content Calendar Inclusion: March 2027	Gives partners dedicated space on the destination's Facebook page, showcasing timely messaging to an engaged audience of over 800,000 followers. This placement will run on the VCB's pages , and the VCB will source imagery and finalize messaging. This is a prospecting tactic.	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. A partner can sign up for up to three content calendar placements total per year.	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	03/01/2027	03/31/2027	250	2
Social Media	Accommodations Attractions	Facebook and Instagram Advertising – Carousel Unit: March 2027	Provides partners with the ability to showcase their business on Facebook and Instagram through multiple images to tell a cohesive story. This placement will run on the partners' pages . This is a conversion tactic.	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.	3 High-Quality Images, 3 Ad Headlines, Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	03/01/2027	03/31/2027	500	2
Social Media	Accommodations Attractions	Facebook and Instagram Advertising – Single-Image Placement: March 2027	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. This placement will run on the partners' pages . This is a conversion tactic.	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.	High-Quality Image, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	03/01/2027	03/31/2027	500	1

Social Media	Accommodations Attractions	Pinterest Advertising – Single-Image Placement: March 2027	Provides partners with the ability to showcase their business on Pinterest to an engaged audience of over 11,200 followers. This placement will run on the VCB's page. This is a conversion tactic.	This placement will be reaching a highly engaged audience on Pinterest aligned with content and messaging. Ads are displayed within the Pinterest newsfeed and are shared from the VCB's social channels. VCB to match funds 1:1.	High-Quality Image, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	03/01/2027	03/31/2027	500	2
Social Media	Accommodations	Facebook and Instagram Advertising – Social Content Shoot (Hotel): April–June 2027	This new premium placement will provide partners with a minimum of 10 b-roll clips and 5 UGC-style social still images. 1 custom Instagram Reel/vertical video that will be published on the VCB's page and boosted. B-roll and images will be captured using an iPhone to align with an authentic, social-first aesthetic. The content will be candid and organic, rather than staged or overly produced like a traditional photo or video shoot. The paid media placement provides partners with the ability to showcase their business on the VCB's Instagram to an audience of over 101,000. The paid media placement will run on the VCB's pages, using the VCB-developed Reel containing photoshoot assets. This is a conversion tactic.	A minimum of two VCB social media team members will conduct a 3-day social video content shoot including one accommodation partner and four attractions partners during the first month of the quarter. Actual dates and timing are TBD and may change due to circumstances such as weather. Partners will receive b-roll and image assets 3 weeks following the shoot. VCB will develop a finalized Reel to post on the VCB's Instagram, and the Reel will be delivered to the partner for usage in perpetuity. The partner will receive the Reel 4 weeks after the shoot and will be given one round of revisions for “brand alignment” (not a minor edit such as adjusting placement of text in layout). After the organic Reel post is live on the VCB pages, the post will be boosted with paid spend for the third month of the quarter to drive traffic to the partner website. This placement is for an accommodation partner only. Partner must have open rooms and amenities available so that the VCB team members can stay on location and capture suitable content of the property. MMGY/VCB will oversee all legal and logistical responsibilities. Placement cost breakout: Partner Cost, Shoot + Video Development: \$,1500 Partner Cost, Meta Paid Campaign: \$300 (campaign budget is \$600 with VCB match) Partner Cost, Total: \$1,800	Minimum of 10 social-first b-roll clips and 5 social first, UGC-style images b-roll and image specifications: captured on iPhone, videos :05-:10 seconds, not edited 1 completed Reel, Post Copy and Link to Website	This placement is for an accommodation partner only. Partner must have open rooms and amenities available so that the VCB team members can stay on location and capture suitable content of the property. Reel will be developed by the VCB for the media campaign	60000	04/01/2027	06/30/2027	1800	1
Social Media	Attractions	Facebook and Instagram Advertising – Social Content Shoot (Attractions): April–June 2027	This new premium placement will provide partners with a minimum of 10 b-roll clips and 5 UGC-style social still images. 1 custom Instagram Reel/vertical video that will be published on the VCB's page and boosted. B-roll and images will be captured using an iPhone to align with an authentic, social-first aesthetic. The content will be candid and organic, rather than staged or overly produced like a traditional photo or video shoot. The paid media placement provides partners with the ability to showcase their business on the VCB's Instagram to an audience of over 101,000. The paid media placement will run on the VCB's pages, using the VCB-developed Reel containing photoshoot assets. This is a conversion tactic.	A minimum of two VCB social media team members will conduct a 3-day social video content shoot including one accommodation partner and four attractions partners during the first month of the quarter. Actual dates and timing are TBD and may change due to circumstances such as weather. Partners will receive b-roll and image assets 3 weeks following the shoot. VCB will develop a finalized Reel to post on the VCB's Instagram, and the Reel will be delivered to the partner for usage in perpetuity. The partner will receive the Reel 4 weeks after the shoot and will be given one round of revisions for “brand alignment” (not a minor edit such as adjusting placement of text in layout). After the organic Reel post is live on the VCB pages, the post will be boosted with paid spend for the third month of the quarter to drive traffic to the partner website. This placement is for an attractions partner only. Partner must be open for business so that the VCB team members can capture suitable content of the location. MMGY/VCB will oversee all legal and logistical responsibilities. Placement cost breakout: Partner Cost, Shoot + Video Development: \$1,500 Partner Cost, Meta Paid Campaign: \$300 (campaign budget is \$600 with VCB match) Partner Cost, Total: \$1,800	Minimum of 10 social-first b-roll clips and 5 social first, UGC-style images b-roll and image specifications: captured on iPhone, videos :05-:10 seconds, not edited 1 completed Reel, Post Copy and Link to Website	This placement is for an attractions partner only. Partner must be open for business so that the VCB team members can capture suitable content of the location. Reel will be developed by the VCB for the media campaign	60000	04/01/2027	06/30/2027	1800	4

Social Media	Accommodations Attractions	Facebook – Content Calendar Inclusion: April 2027	Gives partners dedicated space on the destination's Facebook page, showcasing timely messaging to an engaged audience of over 800,000 followers. This placement will run on the VCB's pages, and the VCB will source imagery and finalize messaging. This is a prospecting tactic.	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. A partner can sign up for up to three content calendar placements total per year.	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	04/01/2027	04/30/2027	250	2
Social Media	Accommodations Attractions	Facebook and Instagram Advertising – Carousel Unit: April 2027	Provides partners with the ability to showcase their business on Facebook and Instagram through multiple images to tell a cohesive story. This placement will run on the partners' pages. This is a conversion tactic.	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.	3 High-Quality Images, 3 Ad Headlines, Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	04/01/2027	04/30/2027	500	2
Social Media	Accommodations Attractions	Facebook and Instagram Advertising – Single-Image Placement: April 2027	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. This placement will run on the partners' pages. This is a conversion tactic.	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.	High-Quality Image, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	04/01/2027	04/30/2027	500	1
Social Media	Accommodations Attractions	Instagram Content – Collab Post: April 2027	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. This placement will run on the partners' and the VCB's Instagram accounts. This is a prospecting tactic.	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. A partner can sign up for one collab post placement total per year.	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	04/01/2027	04/30/2027	750	1
Social Media	Accommodations Attractions	Pinterest Advertising – Single-Image Placement: April 2027	Provides partners with the ability to showcase their business on Pinterest to an engaged audience of over 11,200 followers. This placement will run on the VCB's page. This is a conversion tactic.	This placement will be reaching a highly engaged audience on Pinterest aligned with content and messaging. Ads are displayed within the Pinterest newsfeed and are shared from the VCB's social channels. VCB to match funds 1:1.	High-Quality Image, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	04/01/2027	04/30/2027	500	2
Social Media	Accommodations Attractions	Facebook – Content Calendar Inclusion: May 2027	Gives partners dedicated space on the destination's Facebook page, showcasing timely messaging to an engaged audience of over 800,000 followers. This placement will run on the VCB's pages, and the VCB will source imagery and finalize messaging. This is a prospecting tactic.	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. A partner can sign up for up to three content calendar placements total per year.	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	05/01/2027	05/31/2027	250	2

Social Media	Accommodations Attractions	Facebook and Instagram Advertising – Carousel Unit: May 2027	Provides partners with the ability to showcase their business on Facebook and Instagram through multiple images to tell a cohesive story. This placement will run on the partners' pages . This is a conversion tactic.	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.	3 High-Quality Images, 3 Ad Headlines, Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	05/01/2027	05/31/2027	500	2
Social Media	Accommodations Attractions	Facebook and Instagram Advertising – Single-Image Placement: May 2027	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. This placement will run on the partners' pages . This is a conversion tactic.	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.	High-Quality Image, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	05/01/2027	05/31/2027	500	1
Social Media	Accommodations Attractions	Pinterest Advertising – Single-Image Placement: May 2027	Provides partners with the ability to showcase their business on Pinterest to an engaged audience of over 11,200 followers. This placement will run on the VCB's page . This is a conversion tactic.	This placement will be reaching a highly engaged audience on Pinterest aligned with content and messaging. Ads are displayed within the Pinterest newsfeed and are shared from the VCB's social channels. VCB to match funds 1:1.	High-Quality Image, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	05/01/2027	05/31/2027	500	2
Social Media	Accommodations Attractions	Facebook – Content Calendar Inclusion: June 2027	Gives partners dedicated space on the destination's Facebook page, showcasing timely messaging to an engaged audience of over 800,000 followers. This placement will run on the VCB's pages , and the VCB will source imagery and finalize messaging. This is a prospecting tactic.	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. A partner can sign up for up to three content calendar placements total per year.	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	06/01/2027	06/30/2027	250	2
Social Media	Accommodations Attractions	Facebook and Instagram Advertising – Carousel Unit: June 2027	Provides partners with the ability to showcase their business on Facebook and Instagram through multiple images to tell a cohesive story. This placement will run on the partners' pages . This is a conversion tactic.	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.	3 High-Quality Images, 3 Ad Headlines, Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	06/01/2027	06/30/2027	500	2
Social Media	Accommodations Attractions	Facebook and Instagram Advertising – Single-Image Placement: June 2027	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. This placement will run on the partners' pages . This is a conversion tactic.	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.	High-Quality Image, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	06/01/2027	06/30/2027	500	1

Social Media	Accommodations Attractions	Instagram Content – Collab Post: June 2027	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. This placement will run on the partners' and the VCB's Instagram accounts. This is a prospecting tactic.	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. A partner can sign up for one collab post placement total per year.	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	06/01/2027	06/30/2027	750	1
Social Media	Accommodations Attractions	Pinterest Advertising – Single-Image Placement: June 2027	Provides partners with the ability to showcase their business on Pinterest to an engaged audience of over 11,200 followers. This placement will run on the VCB's page. This is a conversion tactic.	This placement will be reaching a highly engaged audience on Pinterest aligned with content and messaging. Ads are displayed within the Pinterest newsfeed and are shared from the VCB's social channels. VCB to match funds 1:1.	High-Quality Image, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	06/01/2027	06/30/2027	500	2
Social Media	Accommodations Attractions	Facebook – Content Calendar Inclusion: July 2027	Gives partners dedicated space on the destination's Facebook page, showcasing timely messaging to an engaged audience of over 800,000 followers. This placement will run on the VCB's pages, and the VCB will source imagery and finalize messaging. This is a prospecting tactic.	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. A partner can sign up for up to three content calendar placements total per year.	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	07/01/2027	07/31/2027	250	2
Social Media	Accommodations Attractions	Facebook and Instagram Advertising – Carousel Unit: July 2027	Provides partners with the ability to showcase their business on Facebook and Instagram through multiple images to tell a cohesive story. This placement will run on the partners' pages. This is a conversion tactic.	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.	3 High-Quality Images, 3 Ad Headlines, Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	07/01/2027	07/31/2027	500	2
Social Media	Accommodations Attractions	Facebook and Instagram Advertising – Single-Image Placement: July 2027	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. This placement will run on the partners' pages. This is a conversion tactic.	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.	High-Quality Image, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	07/01/2027	07/31/2027	500	1
Social Media	Accommodations Attractions	Pinterest Advertising – Single-Image Placement: July 2027	Provides partners with the ability to showcase their business on Pinterest to an engaged audience of over 11,200 followers. This placement will run on the VCB's page. This is a conversion tactic.	This placement will be reaching a highly engaged audience on Pinterest aligned with content and messaging. Ads are displayed within the Pinterest newsfeed and are shared from the VCB's social channels. VCB to match funds 1:1.	High-Quality Image, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	07/01/2027	07/31/2027	500	2
Social Media	Accommodations Attractions	Facebook – Content Calendar Inclusion: August 2027	Gives partners dedicated space on the destination's Facebook page, showcasing timely messaging to an engaged audience of over 800,000 followers. This placement will run on the VCB's pages, and the VCB will source imagery and finalize messaging. This is a prospecting tactic.	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. A partner can sign up for up to three content calendar placements total per year.	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	08/01/2027	08/31/2027	250	2

Social Media	Accommodations Attractions	Facebook and Instagram Advertising – Carousel Unit: August 2027	Provides partners with the ability to showcase their business on Facebook and Instagram through multiple images to tell a cohesive story. This placement will run on the partners' pages. This is a conversion tactic.	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.	3 High-Quality Images, 3 Ad Headlines, Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	08/01/2027	08/31/2027	500	2
Social Media	Accommodations Attractions	Facebook and Instagram Advertising – Single-Image Placement: August 2027	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. This placement will run on the partners' pages. This is a conversion tactic.	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.	High-Quality Image, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	08/01/2027	08/31/2027	500	1
Social Media	Accommodations Attractions	Instagram Content – Collab Post: August 2027	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. This placement will run on the partners' and the VCB's Instagram accounts. This is a prospecting tactic.	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. A partner can sign up for one collab post placement total per year.	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	08/01/2027	08/31/2027	750	1
Social Media	Accommodations Attractions	Pinterest Advertising – Single-Image Placement: August 2027	Provides partners with the ability to showcase their business on Pinterest to an engaged audience of over 11,200 followers. This placement will run on the VCB's page. This is a conversion tactic.	This placement will be reaching a highly engaged audience on Pinterest aligned with content and messaging. Ads are displayed within the Pinterest newsfeed and are shared from the VCB's social channels. VCB to match funds 1:1.	High-Quality Image, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	08/01/2027	08/31/2027	500	2
Social Media	Accommodations Attractions	Facebook – Content Calendar Inclusion: September 2027	Gives partners dedicated space on the destination's Facebook page, showcasing timely messaging to an engaged audience of over 800,000 followers. This placement will run on the VCB's pages, and the VCB will source imagery and finalize messaging. This is a prospecting tactic.	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. A partner can sign up for up to three content calendar placements total per year.	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	09/01/2027	09/30/2027	250	2
Social Media	Accommodations Attractions	Facebook and Instagram Advertising – Carousel Unit: September 2027	Provides partners with the ability to showcase their business on Facebook and Instagram through multiple images to tell a cohesive story. This placement will run on the partners' pages. This is a conversion tactic.	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.	3 High-Quality Images, 3 Ad Headlines, Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	09/01/2027	09/30/2027	500	2

Social Media	Accommodations Attractions	Facebook and Instagram Advertising – Single-Image Placement: September 2027	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. This placement will run on the partners' pages. This is a conversion tactic.	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.	High-Quality Image, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	09/01/2027	09/30/2027	500	1
Social Media	Accommodations Attractions	Pinterest Advertising – Single-Image Placement: September 2027	Provides partners with the ability to showcase their business on Pinterest to an engaged audience of over 11,200 followers. This placement will run on the VCB's page. This is a conversion tactic.	This placement will be reaching a highly engaged audience on Pinterest aligned with content and messaging. Ads are displayed within the Pinterest newsfeed and are shared from the VCB's social channels. VCB to match funds 1:1.	High-Quality Image, Ad Headline, Ad Post Copy and Link to Website	Strive to Showcase High-Quality, Organic Imagery	100000	09/01/2027	09/30/2027	500	2

Program Group	Program Type	Program Name	Content	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Rate	Max Participants
Travel Trade Print	Accommodations	Travel Weekly (Travel Agents): November 2026	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.	60000	11/01/2026	11/30/2026	330	3
Travel Trade Print	Accommodations	Florida Trend (Meetings): November 2026	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.	52000	11/01/2026	11/30/2026	270	3
Travel Trade Print	Accommodations	FSAE SOURCE (Meetings): January/February 2027	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.	1000	01/05/2027	02/28/2027	215	3
Travel Trade Print	Accommodations	Prevue Meetings + Incentives (Meetings): January/February 2027	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.	132800	01/05/2027	02/28/2027	215	3
Travel Trade Print	Accommodations	Recommend (Travel Agents): March 2027	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.	143000	03/01/2027	03/31/2027	230	3
Travel Trade Print	Accommodations	Association Conventions & Facilities (Meetings): May 2027	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	05/01/2027	05/31/2027	230	3
Travel Trade Print	Accommodations	Corporate & Incentive Travel (Meetings): May 2027	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	05/01/2027	05/31/2027	230	3
Travel Trade Print	Accommodations	FSAE SOURCE (Meetings): July/August 2027	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.	1000	07/01/2027	08/31/2027	215	3

Travel Trade Print	Accommodations	Recommend (Travel Agents): September 2027	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.	143000	09/01/2027	09/30/2027	230	3
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Program Group	Program Type	Program Name	Content	Opportunity	Detailed Program Overview	Partners Receive	Estimated Impressions	Estimated Start Date	Estimated End Date	Rate	Max Participants
Travel Trade Third-Party Email	Accommodations	Association Conventions & Facilities Email (Meetings): November 2026	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	11/01/2026	11/30/2026	300	4
Travel Trade Third-Party Email	Accommodations	Corporate & Incentive Travel Email (Meetings): November 2026	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	11/01/2026	11/30/2026	300	4
Travel Trade Third-Party Email	Accommodations	Recommend Email (Travel Agents): August 2027	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	30000	08/01/2027	08/31/2027	300	3
Travel Trade Third-Party Email	Accommodations	Insider Travel Report Email (Travel Agents): December 2026	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	18000	12/01/2026	12/31/2026	300	4
Travel Trade Third-Party Email	Accommodations	Travel Weekly Email (Travel Agents): January 2027	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	51000	01/05/2027	01/31/2027	250	4
Travel Trade Third-Party Email	Accommodations	FSAE Dedicated Email (Meetings): February 2027	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	1000	02/01/2027	02/28/2027	275	4
Travel Trade Third-Party Email	Accommodations	Association Conventions & Facilities Email (Meetings): May 2027	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	05/01/2027	05/31/2027	300	4
Travel Trade Third-Party Email	Accommodations	Corporate & Incentive Travel Email (Meetings): May 2027	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	05/01/2027	05/31/2027	300	4

Travel Trade Third-Party Email	Accommodations	Prevue Meetings + Incentives Email (Meetings): March 2027	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	5000	03/01/2027	03/31/2027	300	4
Travel Trade Third-Party Email	Accommodations	Recommend Email (Travel Agents): March 2027	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	30000	03/01/2027	03/31/2027	300	3
Travel Trade Third-Party Email	Accommodations	EproDirect Email (Meetings): March 2027	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 that reaches meeting and event planning professionals. They specialize in email marketing and verify their lists daily to ensure the most accurate and active prospects are being reached.	Photo, Headline/Offer, Description and Direct Website Link	22500	03/01/2027	03/31/2027	300	4
Travel Trade Third-Party Email	Accommodations	Travel Market Report Email (Travel Agents): April 2027	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	53000	04/01/2027	04/30/2027	350	4
Travel Trade Third-Party Email	Accommodations	Travel Weekly Email (Travel Agents): May 2027	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	51000	05/01/2027	05/31/2027	250	4
Travel Trade Third-Party Email	Accommodations	Recommend Email (Travel Agents): May 2027	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	30000	05/01/2027	05/31/2027	300	3
Travel Trade Third-Party Email	Accommodations	Insider Travel Report Email (Travel Agents): March 2027	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	18000	03/01/2027	03/31/2027	300	4
Travel Trade Third-Party Email	Accommodations	EproDirect Email (Meetings): June 2027	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 that reaches meeting and event planning professionals. They specialize in email marketing and verify their lists daily to ensure the most accurate and active prospects are being reached.	Photo, Headline/Offer, Description and Direct Website Link	22500	06/01/2027	06/30/2027	300	4
Travel Trade Third-Party Email	Accommodations	FSAE Dedicated Email (Meetings): August 2027	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	1000	08/01/2027	08/31/2027	275	4

Program Group	Program Type	Program Name	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Rate	Max Participants
Vacation Rentals Digital Display (Domestic and International)	Vacation Rentals Accommodations	Canada Vacation Rental Vrbo Digital: November 2026–January 2027	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) & Link to business listing on VRBO website	35000	11/01/2026	01/31/2027	450	4
Vacation Rentals Digital Display (Domestic and International)	Vacation Rentals Accommodations	Domestic Vacation Rental Travel Intenders Digital: November 2026–January 2027	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, and geographic as well as 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	11/01/2026	01/31/2027	500	6
Vacation Rentals Digital Display (Domestic and International)	Vacation Rentals Accommodations	Domestic Vacation Rental Vrbo Digital: January–March 2027	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) & Link to business listing on VRBO website	40000	01/17/2027	03/31/2027	500	4
Vacation Rentals Digital Display (Domestic and International)	Vacation Rentals Accommodations	Domestic Vacation Rental Travel Intenders Digital: January–March 2027	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, and geographic as well as 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	01/17/2027	03/31/2027	500	6
Vacation Rentals Digital Display (Domestic and International)	Vacation Rentals Accommodations	Domestic Vacation Rental Vrbo Digital: April–June 2027	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) & Link to business listing on VRBO website	40000	04/01/2027	06/30/2027	500	4

Vacation Rentals Digital Display (Domestic and International)	Vacation Rentals Accommodations	Domestic Vacation Rental Travel Intenders Digital: April–June 2027	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, and geographic as well as 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	04/01/2027	06/30/2027	500	6
Vacation Rentals Digital Display (Domestic and International)	Vacation Rentals Accommodations	Domestic Vacation Rental Travel Intenders Digital: July–September 2027	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, and geographic as well as 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	07/05/2027	09/30/2027	500	6

Program Group	Program Type	Program Name	Content	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Rate	Max Participants
VCB Email	Accommodations Attractions	eNewsletter: October 2026	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.	30000	10/01/2026	10/31/2026	750	4
VCB Email	Accommodations Attractions	Partner Dedicated Email: October–December 2026	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.	22000	10/01/2026	12/31/2026	750	3
VCB Email	Accommodations Attractions	eNewsletter: November 2026	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.	30000	11/01/2026	11/30/2026	750	4
VCB Email	Accommodations Attractions	eNewsletter: December 2026	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.	30000	12/01/2026	12/31/2026	750	4
VCB Email	Accommodations Attractions	eNewsletter: January 2027	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.	30000	01/05/2027	01/31/2027	750	4
VCB Email	Accommodations Attractions	Partner Dedicated Email: January–March 2027	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.	22000	01/05/2027	03/31/2027	750	3

VCB Email	Accommodations Attractions	eNewsletter: February 2027	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.	30000	02/01/2027	02/28/2027	750	4
VCB Email	Accommodations Attractions	eNewsletter: March 2027	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.	30000	03/01/2027	03/31/2027	750	4
VCB Email	Accommodations Attractions	eNewsletter: April 2027	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.	30000	04/01/2027	04/30/2027	750	4
VCB Email	Accommodations Attractions	Partner Dedicated Email: April–June 2027	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.	22000	04/01/2027	06/30/2027	750	3
VCB Email	Accommodations Attractions	eNewsletter: May 2027	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.	30000	05/1/2027	05/31/2027	750	4
VCB Email	Accommodations Attractions	eNewsletter: June 2027	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.	30000	06/01/2027	06/30/2027	750	4
VCB Email	Accommodations Attractions	eNewsletter: July 2027	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.	30000	07/1/2027	07/31/2027	750	4

VCB Email	Accommodations Attractions	Partner Dedicated Email: July–September 2027	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.	22000	07/01/2027	09/30/2027	750	3
VCB Email	Accommodations Attractions	eNewsletter: August 2027	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.	30000	08/1/2027	08/31/2027	750	4
VCB Email	Accommodations Attractions	eNewsletter: September 2027	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.	30000	09/01/2027	09/30/2027	750	4
VCB Email	Accommodations Attractions	Neighborhoods Email Series: Sanibel Island 26-27	Seasonal Content	Partners will have the option to showcase within an email specific to Sanibel Island. The email series will run throughout the year with roughly one neighborhood email being deployed a month. Order in which the emails will be deployed is TBD.	Provide subscribers with more specific content for Sanibel Island and allow partners to participate to provide a sense of location to those not familiar with the area. Business must be located in Sanibel.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	18000	10/1/2026	09/30/2027	350	4
VCB Email	Accommodations Attractions	Neighborhoods Email Series: Captiva Island 26-27	Seasonal Content	Partners will have the option to showcase within an email specific to Captiva Island. The email series will run throughout the year with roughly one neighborhood email being deployed a month. Order in which the emails will be deployed is TBD.	Provide subscribers with more specific content for Captiva Island and allow partners to participate to provide a sense of location to those not familiar with the area. Business must be located in Captiva.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	18000	10/01/2026	09/30/2027	350	4
VCB Email	Accommodations Attractions	Neighborhoods Email Series: Matlacha and Pine Island 26-27	Seasonal Content	Partners will have the option to showcase within an email specific to Matlacha and Pine Island. The email series will run throughout the year with roughly one neighborhood email being deployed a month. Order in which the emails will be deployed is TBD.	Provide subscribers with more specific content for Matlacha and Pine Island and allow partners to participate to provide a sense of location to those not familiar with the area. Business must be located in Matlacha or Pine Island.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	18000	10/01/2026	09/30/2027	350	4
VCB Email	Accommodations Attractions	Neighborhoods Email Series: Fort Myers 26-27	Seasonal Content	Partners will have the option to showcase within an email specific to Fort Myers. The email series will run throughout the year with roughly one neighborhood email being deployed a month. Order in which the emails will be deployed is TBD.	Provide subscribers with more specific content for Fort Myers and allow partners to participate to provide a sense of location to those not familiar with the area. Business must be located in Fort Myers.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	18000	10/01/2026	09/30/2027	350	4
VCB Email	Accommodations Attractions	Neighborhoods Email Series: North Fort Myers 26-27	Seasonal Content	Partners will have the option to showcase within an email specific to North Fort Myers. The email series will run throughout the year with roughly one neighborhood email being deployed a month. Order in which the emails will be deployed is TBD.	Provide subscribers with more specific content for North Fort Myers and allow partners to participate to provide a sense of location to those not familiar with the area. Business must be located in North Fort Myers.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	18000	10/01/2026	09/30/2027	350	4
VCB Email	Accommodations Attractions	Neighborhoods Email Series: Fort Myers Beach 26-27	Seasonal Content	Partners will have the option to showcase within an email specific to Fort Myers Beach. The email series will run throughout the year with roughly one neighborhood email being deployed a month. Order in which the emails will be deployed is TBD.	Provide subscribers with more specific content for Fort Myers Beach and allow partners to participate to provide a sense of location to those not familiar with the area. Business must be located on Fort Myers Beach.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	18000	10/01/2026	09/30/2027	350	4

VCB Email	Accommodations Attractions	Neighborhoods Email Series: Cape Coral 26-27	Seasonal Content	Partners will have the option to showcase within an email specific to Cape Coral. The email series will run throughout the year with roughly one neighborhood email being deployed a month. Order in which the emails will be deployed is TBD.	Provide subscribers with more specific content for Cape Coral and allow partners to participate to provide a sense of location to those not familiar with the area. Business must be located in Cape Coral.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	18000	10/01/2026	09/30/2027	350	4
VCB Email	Accommodations Attractions	Neighborhoods Email Series: Alva/Buckingham 26-27	Seasonal Content	Partners will have the option to showcase within an email specific to Alva/Buckingham. The email series will run throughout the year with roughly one neighborhood email being deployed a month. Order in which the emails will be deployed is TBD.	Provide subscribers with more specific content for Alva/Buckingham and allow partners to participate to provide a sense of location to those not familiar with the area. Business must be located in Alva or Buckingham.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	18000	10/01/2026	09/30/2027	350	4
VCB Email	Accommodations Attractions	Neighborhoods Email Series: Boca Grande and Outer Islands 26-27	Seasonal Content	Partners will have the option to showcase within an email specific to Boca Grande and Outer Islands. The email series will run throughout the year with roughly one neighborhood email being deployed a month. Order in which the emails will be deployed is TBD.	Provide subscribers with more specific content for Boca Grande and Outer Islands and allow partners to participate to provide a sense of location to those not familiar with the area. Business must be located in Boca Grande and Outer Islands.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	18000	10/01/2026	09/30/2027	350	4
VCB Email	Accommodations Attractions	Neighborhoods Email Series: Bonita Springs and Estero 26-27	Seasonal Content	Partners will have the option to showcase within an email specific to Bonita Springs and Estero. The email series will run throughout the year with roughly one neighborhood email being deployed a month. Order in which the emails will be deployed is TBD.	Provide subscribers with more specific content for Bonita Springs and Estero and allow partners to participate to provide a sense of location to those not familiar with the area. Business must be located in Bonita Springs or Estero.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	18000	10/01/2026	09/30/2027	350	4
VCB Email	Accommodations Attractions	Holiday Planning Series: National Plan Your Vacation Day (January 2027)	Holiday Content	Partners have the opportunity to showcase specific holiday offers. Similar to partner dedicated emails, there were be no additional editorial content with these.	Provide subscribers with holiday offers and allow partners to promote booking during down seasons.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	22000	01/05/2027	01/31/2027	500	6
VCB Email	Accommodations Attractions	Holiday Planning Series: Black Friday (November 2026)	Holiday Content	Partners have the opportunity to showcase specific offers around Black Friday. Similar to partner dedicated emails, there were be no additional editorial content with these.	Provide subscribers with holiday offers and allow partners to promote booking during down seasons.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	22000	11/01/2027	11/30/2027	500	6
VCB Email	Accommodations Attractions	Holiday Planning Series: Memorial Day (May 2027)	Holiday Content	Partners have the opportunity to showcase specific holiday offers. Similar to partner dedicated emails, there were be no additional editorial content with these.	Provide subscribers with holiday offers and allow partners to promote booking during down seasons.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	22000	05/01/2027	05/31/2027	500	6
VCB Email	Accommodations Attractions	Holiday Planning Series: Independence Day (July 2027)	Holiday Content	Partners have the opportunity to showcase specific holiday offers. Similar to partner dedicated emails, there were be no additional editorial content with these.	Provide subscribers with holiday offers and allow partners to promote booking during down seasons.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	22000	06/01/2027	07/04/2027	500	6

Program Group	Program Type	Program Name	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Rate	Max Participants
VCB Website	Accommodations	Featured Accommodation: April–June 2027	Partners have the opportunity to feature a listing on VisitFortMyers.com	Leverages the extensive reach of VisitFortMyers.com by showcasing the partner's accommodation/attraction/deal/restaurant/event as a featured listing. This enhancement provides the partner's business listing with premium exposure in the search results.	Featured listings will be displayed at the top of all accommodation listings. Participating partners are rotated throughout run time to ensure equal exposure.	MUST have a business listing on the VCB website. Instructions can be found here: https://www.visitfortmyers.com/lee-vcb/education-and-resources/web-image-guidelines	8500	04/01/2027	06/30/2027	225	25
VCB Website	Accommodations	Featured Accommodation: January–March 2027	Partners have the opportunity to feature a listing on VisitFortMyers.com	Leverages the extensive reach of VisitFortMyers.com by showcasing the partner's accommodation/attraction/deal/restaurant/event as a featured listing. This enhancement provides the partner's business listing with premium exposure in the search results.	Featured listings will be displayed at the top of all accommodation listings. Participating partners are rotated throughout run time to ensure equal exposure.	MUST have a business listing on the VCB website. Instructions can be found here: https://www.visitfortmyers.com/lee-vcb/education-and-resources/web-image-guidelines	8500	01/05/2027	03/31/2027	225	25
VCB Website	Accommodations	Featured Accommodation: July–September 2027	Partners have the opportunity to feature a listing on VisitFortMyers.com	Leverages the extensive reach of VisitFortMyers.com by showcasing the partner's accommodation/attraction/deal/restaurant/event as a featured listing. This enhancement provides the partner's business listing with premium exposure in the search results.	Featured listings will be displayed at the top of all accommodation listings. Participating partners are rotated throughout run time to ensure equal exposure.	MUST have a business listing on the VCB website. Instructions can be found here: https://www.visitfortmyers.com/lee-vcb/education-and-resources/web-image-guidelines	8500	07/01/2027	09/30/2027	225	25
VCB Website	Accommodations	Featured Accommodation: October–December 2026	Partners have the opportunity to feature a listing on VisitFortMyers.com	Leverages the extensive reach of VisitFortMyers.com by showcasing the partner's accommodation/attraction/deal/restaurant/event as a featured listing. This enhancement provides the partner's business listing with premium exposure in the search results.	Featured listings will be displayed at the top of all accommodation listings. Participating partners are rotated throughout run time to ensure equal exposure.	MUST have a business listing on the VCB website. Instructions can be found here: https://www.visitfortmyers.com/lee-vcb/education-and-resources/web-image-guidelines	8500	10/01/2026	12/31/2026	225	25
VCB Website	Attractions	Featured Attraction: April–June 2027	Partners have the opportunity to feature a listing on VisitFortMyers.com	Leverages the extensive reach of VisitFortMyers.com by showcasing the partner's accommodation/attraction/deal/restaurant/event as a featured listing. This enhancement provides the partner's business listing with premium exposure in the search results.	Featured listings will be displayed at the top of all attraction listings. Participating partners are rotated throughout run time to ensure equal exposure.	MUST have a business listing on the VCB website. Instructions can be found here: https://www.visitfortmyers.com/lee-vcb/education-and-resources/web-image-guidelines	6000	04/01/2027	06/30/2027	100	25
VCB Website	Attractions	Featured Attraction: January–March 2027	Partners have the opportunity to feature a listing on VisitFortMyers.com	Leverages the extensive reach of VisitFortMyers.com by showcasing the partner's accommodation/attraction/deal/restaurant/event as a featured listing. This enhancement provides the partner's business listing with premium exposure in the search results.	Featured listings will be displayed at the top of all attraction listings. Participating partners are rotated throughout run time to ensure equal exposure.	MUST have a business listing on the VCB website. Instructions can be found here: https://www.visitfortmyers.com/lee-vcb/education-and-resources/web-image-guidelines	6000	01/05/2027	03/31/2027	100	25
VCB Website	Attractions	Featured Attraction: July–September 2027	Partners have the opportunity to feature a listing on VisitFortMyers.com	Leverages the extensive reach of VisitFortMyers.com by showcasing the partner's accommodation/attraction/deal/restaurant/event as a featured listing. This enhancement provides the partner's business listing with premium exposure in the search results.	Featured listings will be displayed at the top of all attraction listings. Participating partners are rotated throughout run time to ensure equal exposure.	MUST have a business listing on the VCB website. Instructions can be found here: https://www.visitfortmyers.com/lee-vcb/education-and-resources/web-image-guidelines	6000	07/01/2027	09/30/2027	100	25

VCB Website	Attractions	Featured Attraction: October–December 2026	Partners have the opportunity to feature a listing on VisitFortMyers.com	Leverages the extensive reach of VisitFortMyers.com by showcasing the partner's accommodation/attraction/deal/restaurant/event as a featured listing. This enhancement provides the partner's business listing with premium exposure in the search results.	Featured listings will be displayed at the top of all attraction listings. Participating partners are rotated throughout run time to ensure equal exposure.	MUST have a business listing on the VCB website. Instructions can be found here: https://www.visitfortmyers.com/lee-vcb/education-and-resources/web-image-guidelines	6000	10/01/2026	12/31/2026	100	25
VCB Website	Accommodations Attractions	Featured Deals: April–June 2027	Partners have the opportunity to feature a listing on VisitFortMyers.com	Leverages the extensive reach of VisitFortMyers.com by showcasing the partner's accommodation/attraction/deal/restaurant/event as a featured listing. This enhancement provides the partner's business listing with premium exposure in the search results.	Featured deal will be displayed at the top of all deals listings. Participating partners are rotated throughout run time to ensure equal exposure.	MUST have a deal listing on VCB Website. Instructions can be found here: https://www.visitfortmyers.com/lee-vcb/education-and-resources/web-image-guidelines	1000	04/01/2027	06/30/2027	125	15
VCB Website	Accommodations Attractions	Featured Deals: January–March 2027	Partners have the opportunity to feature a listing on VisitFortMyers.com	Leverages the extensive reach of VisitFortMyers.com by showcasing the partner's accommodation/attraction/deal/restaurant/event as a featured listing. This enhancement provides the partner's business listing with premium exposure in the search results.	Featured deal will be displayed at the top of all deals listings. Participating partners are rotated throughout run time to ensure equal exposure.	MUST have a deal listing on VCB Website. Instructions can be found here: https://www.visitfortmyers.com/lee-vcb/education-and-resources/web-image-guidelines	1000	01/05/2027	03/31/2027	125	15
VCB Website	Accommodations Attractions	Featured Deals: July–September 2027	Partners have the opportunity to feature a listing on VisitFortMyers.com	Leverages the extensive reach of VisitFortMyers.com by showcasing the partner's accommodation/attraction/deal/restaurant/event as a featured listing. This enhancement provides the partner's business listing with premium exposure in the search results.	Featured deal will be displayed at the top of all deals listings. Participating partners are rotated throughout run time to ensure equal exposure.	MUST submit listing via VCB Industry Portal. Instructions can be found here: https://www.visitfortmyers.com/lee-vcb/education-and-resources/web-image-guidelines	1000	07/01/2027	09/30/2027	125	15
VCB Website	Accommodations Attractions	Featured Deals: October–December 2026	Partners have the opportunity to feature a listing on VisitFortMyers.com	Leverages the extensive reach of VisitFortMyers.com by showcasing the partner's accommodation/attraction/deal/restaurant/event as a featured listing. This enhancement provides the partner's business listing with premium exposure in the search results.	Featured deal will be displayed at the top of all deals listings. Participating partners are rotated throughout run time to ensure equal exposure.	MUST have a deal listing on VCB Website. Instructions can be found here: https://www.visitfortmyers.com/lee-vcb/education-and-resources/web-image-guidelines	1000	10/01/2026	12/31/2026	125	15
VCB Website	Accommodations Attractions	Featured Event: April–June 2027	Partners have the opportunity to feature a listing on VisitFortMyers.com	Leverages the extensive reach of VisitFortMyers.com by showcasing the partner's accommodation/attraction/deal/restaurant/event as a featured listing. This enhancement provides the partner's business listing with premium exposure in the search results.	Featured listings will be displayed at the top of all event listings. Participating partners are rotated throughout run time to ensure equal exposure.	MUST have an event listing on the VCB website. Instructions can be found here: https://www.visitfortmyers.com/lee-vcb/education-and-resources/web-image-guidelines	6000	04/01/2027	06/30/2027	125	2
VCB Website	Accommodations Attractions	Featured Event: January–March 2027	Partners have the opportunity to feature a listing on VisitFortMyers.com	Leverages the extensive reach of VisitFortMyers.com by showcasing the partner's accommodation/attraction/deal/restaurant/event as a featured listing. This enhancement provides the partner's business listing with premium exposure in the search results.	Featured listings will be displayed at the top of all event listings. Participating partners are rotated throughout run time to ensure equal exposure.	MUST have an event listing on the VCB website. Instructions can be found here: https://www.visitfortmyers.com/lee-vcb/education-and-resources/web-image-guidelines	6000	01/05/2027	03/31/2027	125	2

VCB Website	Accommodations Attractions	Featured Event: July–September 2027	Partners have the opportunity to feature a listing on VisitFortMyers.com	Leverages the extensive reach of VisitFortMyers.com by showcasing the partner's accommodation/attraction/deal/restaurant/event as a featured listing. This enhancement provides the partner's business listing with premium exposure in the search results.	Featured listings will be displayed at the top of all event listings. Participating partners are rotated throughout run time to ensure equal exposure.	MUST have an event listing on the VCB website. Instructions can be found here: https://www.visitfortmyers.com/lee-vcb/education-and-resources/web-image-guidelines	6000	07/01/2027	09/30/2027	125	2
VCB Website	Accommodations Attractions	Featured Event: October–December 2026	Partners have the opportunity to feature a listing on VisitFortMyers.com	Leverages the extensive reach of VisitFortMyers.com by showcasing the partner's accommodation/attraction/deal/restaurant/event as a featured listing. This enhancement provides the partner's business listing with premium exposure in the search results.	Featured listings will be displayed at the top of all event listings. Participating partners are rotated throughout run time to ensure equal exposure.	MUST have an event listing on the VCB website. Instructions can be found here: https://www.visitfortmyers.com/lee-vcb/education-and-resources/web-image-guidelines	6000	10/01/2026	12/31/2026	125	2
VCB Website	Accommodations Restaurants	Featured Restaurant: April–June 2027	Partners have the opportunity to feature a listing on VisitFortMyers.com	Leverages the extensive reach of VisitFortMyers.com by showcasing the partner's accommodation/attraction/deal/restaurant/event as a featured listing. This enhancement provides the partner's business listing with premium exposure in the search results.	Featured listings will be displayed at the top of all restaurant listings. Participating partners are rotated throughout run time to ensure equal exposure.	MUST have a listing on the VCB website. Instructions can be found here: https://www.visitfortmyers.com/lee-vcb/education-and-resources/web-image-guidelines	2000	04/01/2027	06/30/2027	100	25
VCB Website	Accommodations Restaurants	Featured Restaurant: January–March 2027	Partners have the opportunity to feature a listing on VisitFortMyers.com	Leverages the extensive reach of VisitFortMyers.com by showcasing the partner's accommodation/attraction/deal/restaurant/event as a featured listing. This enhancement provides the partner's business listing with premium exposure in the search results.	Featured listings will be displayed at the top of all restaurant listings. Participating partners are rotated throughout run time to ensure equal exposure.	MUST have a listing on the VCB website. Instructions can be found here: https://www.visitfortmyers.com/lee-vcb/education-and-resources/web-image-guidelines	2000	01/05/2027	03/31/2027	100	25
VCB Website	Accommodations Restaurants	Featured Restaurant: July–September 2027	Partners have the opportunity to feature a listing on VisitFortMyers.com	Leverages the extensive reach of VisitFortMyers.com by showcasing the partner's accommodation/attraction/deal/restaurant/event as a featured listing. This enhancement provides the partner's business listing with premium exposure in the search results.	Featured listings will be displayed at the top of all restaurant listings. Participating partners are rotated throughout run time to ensure equal exposure.	MUST have a listing on the VCB website. Instructions can be found here: https://www.visitfortmyers.com/lee-vcb/education-and-resources/web-image-guidelines	2000	07/01/2027	09/30/2027	100	25
VCB Website	Accommodations Restaurants	Featured Restaurant: October–December 2026	Partners have the opportunity to feature a listing on VisitFortMyers.com	Leverages the extensive reach of VisitFortMyers.com by showcasing the partner's accommodation/attraction/deal/restaurant/event as a featured listing. This enhancement provides the partner's business listing with premium exposure in the search results.	Featured listings will be displayed at the top of all restaurant listings. Participating partners are rotated throughout run time to ensure equal exposure.	MUST have a listing on the VCB website. Instructions can be found here: https://www.visitfortmyers.com/lee-vcb/education-and-resources/web-image-guidelines	2000	10/01/2026	12/31/2026	100	25
VCB Website	Accommodations	Premium Featured Accommodation Deal (Desktop Fly-Ins and Mobile Banners): April–June 2027	Accommodation partners have the opportunity to be highlighted as a featured deal on VisitFortMyers.com as well as appear to desktop users as a fly-in and to mobile users as a banner. The fly-in and banner will display within the accommodations section of VisitFortMyers.com.	Unlike featured accommodations, which are embedded into the page, premium featured accommodations receive a desktop fly-in and mobile banner within the accommodations section of the website. This is a dedicated ad unit. Only one partner is shown per impression of the ad unit. Ad unit impressions are rotated among five partners to ensure equal exposure.	Partners must upload their deal through the VCB's Industry Portal in order to be featured.	MUST have a deal listed on the VCB website. Instructions can be found here: https://www.visitfortmyers.com/lee-vcb/education-and-resources/web-image-guidelines	7000	04/01/2027	06/30/2027	300	5

VCB Website	Accommodations	Premium Featured Accommodation Deal (Desktop Fly-Ins and Mobile Banners): January–March 2027	Accommodation partners have the opportunity to be highlighted as a featured deal on VisitFortMyers.com as well as appear to desktop users as a fly-in and to mobile users as a banner. The fly-in and banner will display within the accommodations section of VisitFortMyers.com.	Unlike featured accommodations, which are embedded into the page, premium featured accommodations receive a desktop fly-in and mobile banner within the accommodations section of the website. This is a dedicated ad unit. Only one partner is shown per impression of the ad unit. Ad unit impressions are rotated among five partners to ensure equal exposure.	Partners must upload their deal through the VCB's Industry Portal in order to be featured.	MUST have a deal listed on the VCB website Instructions can be found here: https://www.visitfortmyers.com/lee-vcb/education-and-resources/web-image-guidelines	15000	01/05/2027	03/31/2027	300	5
VCB Website	Accommodations	Premium Featured Accommodation Deal (Desktop Fly-Ins and Mobile Banners): July–September 2027	Accommodation partners have the opportunity to be highlighted as a featured deal on VisitFortMyers.com as well as appear to desktop users as a fly-in and to mobile users as a banner. The fly-in and banner will display within the accommodations section of VisitFortMyers.com.	Unlike featured accommodations, which are embedded into the page, premium featured accommodations receive a desktop fly-in and mobile banner within the accommodations section of the website. This is a dedicated ad unit. Only one partner is shown per impression of the ad unit. Ad unit impressions are rotated among five partners to ensure equal exposure.	Partners must upload their deal through the VCB's Industry Portal in order to be featured.	MUST have a deal listed on the VCB website Instructions can be found here: https://www.visitfortmyers.com/lee-vcb/education-and-resources/web-image-guidelines	15000	07/01/2027	09/30/2027	300	5
VCB Website	Accommodations	Premium Featured Accommodation Deal (Desktop Fly-Ins and Mobile Banners): October–December 2026	Accommodation partners have the opportunity to be highlighted as a featured deal on VisitFortMyers.com as well as appear to desktop users as a fly-in and to mobile users as a banner. The fly-in and banner will display within the accommodations section of VisitFortMyers.com.	Unlike featured accommodations, which are embedded into the page, premium featured accommodations receive a desktop fly-in and mobile banner within the accommodations section of the website. This is a dedicated ad unit. Only one partner is shown per impression of the ad unit. Ad unit impressions are rotated among five partners to ensure equal exposure.	Partners must upload their deal through the VCB's Industry Portal in order to be featured.	MUST have a deal listed on the VCB website Instructions can be found here: https://www.visitfortmyers.com/lee-vcb/education-and-resources/web-image-guidelines	15000	10/01/2026	12/31/2026	300	5
VCB Website	Attractions	Premium Featured Attraction Deal (Desktop Fly-Ins and Mobile Banners): October–December 2026	Attraction partners have the opportunity to be highlighted as a featured deal on VisitFortMyers.com as well as appear to desktop users as a fly-in and to mobile users as a banner. The fly-in and banner will display within the attractions section of VisitFortMyers.com. Partner content is also displayed on neighborhood overview pages that they are a part of and on applicable islands and beaches overview pages.	Unlike featured attractions, which are embedded into the page, premium featured attractions receive a desktop fly-in and mobile banner within the attractions section of the website. This is a dedicated ad unit. Only one partner is shown per impression of the ad unit. Ad unit impressions are rotated among five partners to ensure equal exposure.	Partners must upload their deal through the VCB's Industry Portal in order to be featured.	MUST have a deal listed on the VCB website Instructions can be found here: https://www.visitfortmyers.com/lee-vcb/education-and-resources/web-image-guidelines	2000	10/01/2026	12/31/2026	200	5
VCB Website	Attractions	Premium Featured Attraction Deal (Desktop Fly-Ins and Mobile Banners): April–June 2027	Attraction partners have the opportunity to be highlighted as a featured deal on VisitFortMyers.com as well as appear to desktop users as a fly-in and to mobile users as a banner. The fly-in and banner will display within the attractions section of VisitFortMyers.com.	Unlike featured attractions, which are embedded into the page, premium featured attractions receive a desktop fly-in and mobile banner within the attractions section of the website. This is a dedicated ad unit. Only one partner is shown per impression of the ad unit. Ad unit impressions are rotated among five partners to ensure equal exposure.	Partners must upload their deal through the VCB's Industry Portal in order to be featured.	MUST have a deal listed on the VCB website Instructions can be found here: https://www.visitfortmyers.com/lee-vcb/education-and-resources/web-image-guidelines	2000	04/01/2027	06/30/2027	200	5
VCB Website	Attractions	Premium Featured Attraction Deal (Desktop Fly-Ins and Mobile Banners): January–March 2027	Attraction partners have the opportunity to be highlighted as a featured deal on VisitFortMyers.com as well as appear to desktop users as a fly-in and to mobile users as a banner. The fly-in and banner will display within the attractions section of VisitFortMyers.com.	Unlike featured attractions, which are embedded into the page, premium featured attractions receive a desktop fly-in and mobile banner within the attractions section of the website. This is a dedicated ad unit. Only one partner is shown per impression of the ad unit. Ad unit impressions are rotated among five partners to ensure equal exposure.	Partners must upload their deal through the VCB's Industry Portal in order to be featured.	MUST have a deal listed on the VCB website Instructions can be found here: https://www.visitfortmyers.com/lee-vcb/education-and-resources/web-image-guidelines	2000	01/05/2027	03/31/2027	200	5
VCB Website	Attractions	Premium Featured Attraction Deal (Desktop Fly-Ins and Mobile Banners): July–September 2027	Attraction partners have the opportunity to be highlighted as a featured deal on VisitFortMyers.com as well as appear to desktop users as a fly-in and to mobile users as a banner. The fly-in and banner will display within the attractions section of VisitFortMyers.com.	Unlike featured attractions, which are embedded into the page, premium featured attractions receive a desktop fly-in and mobile banner within the attractions section of the website. This is a dedicated ad unit. Only one partner is shown per impression of the ad unit. Ad unit impressions are rotated among five partners to ensure equal exposure.	Partners must upload their deal through the VCB's Industry Portal in order to be featured.	MUST have a deal listed on the VCB website Instructions can be found here: https://www.visitfortmyers.com/lee-vcb/education-and-resources/web-image-guidelines	2000	07/01/2027	09/30/2027	200	5

VCB Website	Restaurants	Premium Featured Restaurant Deal (Desktop Fly-Ins and Mobile Banners): October–December 2026	Restaurant partners have the opportunity to be highlighted as a featured deal on VisitFortMyers.com as well as appear to desktop users as a fly-in and to mobile users as a banner. The fly-in and banner will display within the restaurant section of VisitFortMyers.com. Partner content is also displayed on neighborhood overview pages that they are a part of and applicable islands and beaches overview pages.	Unlike featured restaurants, which are embedded into the page, premium featured restaurants receive a desktop fly-in and mobile banner within the restaurants section of the website. This is a dedicated ad unit. Only one partner is shown per impression of the ad unit. Ad unit impressions are rotated among five partners to ensure equal exposure.	Partners must upload their deal through the VCB's Industry Portal in order to be featured.	MUST have a deal listed on the VCB website Instructions can be found here: https://www.visitfortmyers.com/lee-vcb/education-and-resources/web-image-guidelines	1000	10/01/2026	12/31/2026	200	5
VCB Website	Restaurants	Premium Featured Restaurant Deal (Desktop Fly-Ins and Mobile Banners): April–June 2027	Restaurant partners have the opportunity to be highlighted as a featured deal on VisitFortMyers.com as well as appear to desktop users as a fly-in and to mobile users as a banner. The fly-in and banner will display within the restaurant section of VisitFortMyers.com.	Unlike featured restaurants, which are embedded into the page, premium featured restaurants receive a desktop fly-in and mobile banner within the restaurants section of the website. This is a dedicated ad unit. Only one partner is shown per impression of the ad unit. Ad unit impressions are rotated among five partners to ensure equal exposure.	Partners must upload their deal through the VCB's Industry Portal in order to be featured.	MUST have a deal listed on the VCB website Instructions can be found here: https://www.visitfortmyers.com/lee-vcb/education-and-resources/web-image-guidelines	1000	04/01/2027	06/30/2027	200	5
VCB Website	Restaurants	Premium Featured Restaurant Deal (Desktop Fly-Ins and Mobile Banners): January–March 2027	Restaurant partners have the opportunity to be highlighted as a featured deal on VisitFortMyers.com as well as appear to desktop users as a fly-in and to mobile users as a banner. The fly-in and banner will display within the restaurant section of VisitFortMyers.com.	Unlike featured restaurants, which are embedded into the page, premium featured restaurants receive a desktop fly-in and mobile banner within the restaurants section of the website. This is a dedicated ad unit. Only one partner is shown per impression of the ad unit. Ad unit impressions are rotated among five partners to ensure equal exposure.	Partners must upload their deal through the VCB's Industry Portal in order to be featured.	MUST have a deal listed on the VCB website Instructions can be found here: https://www.visitfortmyers.com/lee-vcb/education-and-resources/web-image-guidelines	1000	01/05/2027	03/31/2027	200	5
VCB Website	Restaurants	Premium Featured Restaurant Deal (Desktop Fly-Ins and Mobile Banners): July–September 2027	Restaurant partners have the opportunity to be highlighted as a featured deal on VisitFortMyers.com as well as appear to desktop users as a fly-in and to mobile users as a banner. The fly-in and banner will display within the restaurant section of VisitFortMyers.com.	Unlike featured restaurants, which are embedded into the page, premium featured restaurants receive a desktop fly-in and mobile banner within the restaurants section of the website. This is a dedicated ad unit. Only one partner is shown per impression of the ad unit. Ad unit impressions are rotated among five partners to ensure equal exposure.	Partners must upload their deal through the VCB's Industry Portal in order to be featured.	MUST have a deal listed on the VCB website Instructions can be found here: https://www.visitfortmyers.com/lee-vcb/education-and-resources/web-image-guidelines	1000	07/01/2027	09/30/2027	200	5
VCB Website	Accommodations Attractions Restaurants	Premium Featured Weddings Listing (Desktop Fly-Ins and Mobile Banners): October–December 2026	<u>Partners have the opportunity to be highlighted as a featured listing on dedicated weddings' pages on VisitFortMyers.com as well as appear to desktop users as a fly-in and to mobile users as a banner. The fly-in and banner will display within the weddings section of VisitFortMyers.com.</u>	Unlike featured listings, which are embedded into the page, premium listings receive a desktop fly-in and mobile banner within the weddings section of the website. This is a dedicated ad unit. Only one partner is shown per impression of the ad unit. Ad unit impressions are rotated among five partners to ensure equal exposure.	Partners must submit a weddings' specific business listing in VCB's Industry Portal in order to be featured.	MUST have a deal listed on the VCB website Instructions can be found here: https://www.visitfortmyers.com/lee-vcb/education-and-resources/web-image-guidelines	1000	10/01/2026	12/31/2026	200	4
VCB Website	Accommodations Attractions Restaurants	Premium Featured Weddings Listing (Desktop Fly-Ins and Mobile Banners): January–March 2027	<u>Partners have the opportunity to be highlighted as a featured listing on dedicated weddings' pages on VisitFortMyers.com as well as appear to desktop users as a fly-in and to mobile users as a banner. The fly-in and banner will display within the weddings section of VisitFortMyers.com.</u>	Unlike featured listings, which are embedded into the page, premium listings receive a desktop fly-in and mobile banner within the weddings section of the website. This is a dedicated ad unit. Only one partner is shown per impression of the ad unit. Ad unit impressions are rotated among five partners to ensure equal exposure.	Partners must submit a weddings' specific business listing in VCB's Industry Portal in order to be featured.	MUST have a deal listed on the VCB website Instructions can be found here: https://www.visitfortmyers.com/lee-vcb/education-and-resources/web-image-guidelines	1000	01/05/2027	03/31/2027	200	4
VCB Website	Accommodations Attractions Restaurants	Premium Featured Weddings Listing (Desktop Fly-Ins and Mobile Banners): April–June 2027	<u>Partners have the opportunity to be highlighted as a featured listing on dedicated weddings' pages on VisitFortMyers.com as well as appear to desktop users as a fly-in and to mobile users as a banner. The fly-in and banner will display within the weddings section of VisitFortMyers.com.</u>	Unlike featured listings, which are embedded into the page, premium listings receive a desktop fly-in and mobile banner within the weddings section of the website. This is a dedicated ad unit. Only one partner is shown per impression of the ad unit. Ad unit impressions are rotated among five partners to ensure equal exposure.	Partners must submit a weddings' specific business listing in VCB's Industry Portal in order to be featured.	MUST have a deal listed on the VCB website Instructions can be found here: https://www.visitfortmyers.com/lee-vcb/education-and-resources/web-image-guidelines	1000	04/01/2027	06/30/2027	200	4

VCB Website	Accommodations Attractions Restaurants	Premium Featured Weddings Listing (Desktop Fly-Ins and Mobile Banners): July–September 2027	<u>Partners have the opportunity to be highlighted as a featured listing on dedicated weddings' pages on VisitFortMyers.com as well as appear to desktop users as a fly-in and to mobile users as a banner. The fly-in and banner will display within the weddings section of VisitFortMyers.com.</u>	Unlike featured listings, which are embedded into the page, premium listings receive a desktop fly-in and mobile banner within the weddings section of the website. This is a dedicated ad unit. Only one partner is shown per impression of the ad unit. Ad unit impressions are rotated among five partners to ensure equal exposure.	Partners must submit a weddings' specific business listing in VCB's Industry Portal in order to be featured.	MUST have a deal listed on the VCB website Instructions can be found here: https://www.visitfortmyers.com/lee-vcb/education-and-resources/web-image-guidelines	1000	07/01/2027	09/30/2027	200	4
VCB Website	Accommodations Attractions	Webcam Video Pre-Roll: November 2026	Partners have an opportunity to leverage the VCB's library of destination webcams by placing a branded pre-roll video ad before camera feed displays. Partners will be provided with exclusive ad placement for (1) month during the placement period.	<u>A pre-roll ad is a promotional video advertisement that plays before the desired content. Partners are to submit (1) existing pre-roll video file for use that is between 10-30 seconds. Users will have the option to skip the video ad after 7 seconds. Users are limited to 1 video ad view per 24 hours. VCB is not responsible for the creation of the video ad, rather partners are to submit their own video ad for this placement. The webcam library is viewable at https://visitfortmyers.com/webcams</u>	Video pre-roll ad across networks of webcam library.	Partners must submit an existing pre-roll video advertisement or coordinate with MMGY on the creation of static advertisement.	35000	11/01/2026	11/30/2026	500	1
VCB Website	Accommodations Attractions	Webcam Video Pre-Roll: December 2026	Partners have an opportunity to leverage the VCB's library of destination webcams by placing a branded pre-roll video ad before camera feed displays. Partners will be provided with exclusive ad placement for (1) month during the placement period.	<u>A pre-roll ad is a promotional video advertisement that plays before the desired content. Partners are to submit (1) existing pre-roll video file for use that is between 10-30 seconds. Users will have the option to skip the video ad after 7 seconds. Users are limited to 1 video ad view per 24 hours. VCB is not responsible for the creation of the video ad, rather partners are to submit their own video ad for this placement. The webcam library is viewable at https://visitfortmyers.com/webcams</u>	Video pre-roll ad across networks of webcam library.	Partners must submit an existing pre-roll video advertisement or coordinate with MMGY on the creation of static advertisement.	35000	12/01/2026	12/31/2026	500	1
VCB Website	Accommodations Attractions	Webcam Video Pre-Roll: January 2027	Partners have an opportunity to leverage the VCB's library of destination webcams by placing a branded pre-roll video ad before camera feed displays. Partners will be provided with exclusive ad placement for (1) month during the placement period.	<u>A pre-roll ad is a promotional video advertisement that plays before the desired content. Partners are to submit (1) existing pre-roll video file for use that is between 10-30 seconds. Users will have the option to skip the video ad after 7 seconds. Users are limited to 1 video ad view per 24 hours. VCB is not responsible for the creation of the video ad, rather partners are to submit their own video ad for this placement. The webcam library is viewable at https://visitfortmyers.com/webcams</u>	Video pre-roll ad across networks of webcam library.	Partners must submit an existing pre-roll video advertisement or coordinate with MMGY on the creation of static advertisement.	35000	01/05/2027	01/31/2027	500	1
VCB Website	Accommodations Attractions	Webcam Video Pre-Roll: February 2027	Partners have an opportunity to leverage the VCB's library of destination webcams by placing a branded pre-roll video ad before camera feed displays. Partners will be provided with exclusive ad placement for (1) month during the placement period.	<u>A pre-roll ad is a promotional video advertisement that plays before the desired content. Partners are to submit (1) existing pre-roll video file for use that is between 10-30 seconds. Users will have the option to skip the video ad after 7 seconds. Users are limited to 1 video ad view per 24 hours. VCB is not responsible for the creation of the video ad, rather partners are to submit their own video ad for this placement. The webcam library is viewable at https://visitfortmyers.com/webcams</u>	Video pre-roll ad across networks of webcam library.	Partners must submit an existing pre-roll video advertisement or coordinate with MMGY on the creation of static advertisement.	35000	02/01/2027	02/28/2027	500	1
VCB Website	Accommodations Attractions	Webcam Video Pre-Roll: March 2027	Partners have an opportunity to leverage the VCB's library of destination webcams by placing a branded pre-roll video ad before camera feed displays. Partners will be provided with exclusive ad placement for (1) month during the placement period.	<u>A pre-roll ad is a promotional video advertisement that plays before the desired content. Partners are to submit (1) existing pre-roll video file for use that is between 10-30 seconds. Users will have the option to skip the video ad after 7 seconds. Users are limited to 1 video ad view per 24 hours. VCB is not responsible for the creation of the video ad, rather partners are to submit their own video ad for this placement. The webcam library is viewable at https://visitfortmyers.com/webcams</u>	Video pre-roll ad across networks of webcam library.	Partners must submit an existing pre-roll video advertisement or coordinate with MMGY on the creation of static advertisement.	35000	03/01/2027	03/31/2027	500	1
VCB Website	Accommodations Attractions	Webcam Video Pre-Roll: April 2027	Partners have an opportunity to leverage the VCB's library of destination webcams by placing a branded pre-roll video ad before camera feed displays. Partners will be provided with exclusive ad placement for (1) month during the placement period.	<u>A pre-roll ad is a promotional video advertisement that plays before the desired content. Partners are to submit (1) existing pre-roll video file for use that is between 10-30 seconds. Users will have the option to skip the video ad after 7 seconds. Users are limited to 1 video ad view per 24 hours. VCB is not responsible for the creation of the video ad, rather partners are to submit their own video ad for this placement. The webcam library is viewable at https://visitfortmyers.com/webcams</u>	Video pre-roll ad across networks of webcam library.	Partners must submit an existing pre-roll video advertisement or coordinate with MMGY on the creation of static advertisement.	35000	04/01/2027	04/30/2027	500	1

VCB Website	Accommodations Attractions	Webcam Video Pre-Roll: May 2027	Partners have an opportunity to leverage the VCB's library of destination webcams by placing a branded pre-roll video ad before camera feed displays. Partners will be provided with exclusive ad placement for (1) month during the placement period.	<u>A pre-roll ad is a promotional video advertisement that plays before the desired content. Partners are to submit (1) existing pre-roll video file for use that is between 10-30 seconds. Users will have the option to skip the video ad after 7 seconds. Users are limited to 1 video ad view per 24 hours. VCB is not responsible for the creation of the video ad, rather partners are to submit their own video ad for this placement. The webcam library is viewable at https://visitfortmyers.com/webcams</u>	Video pre-roll ad across networks of webcam library.	Partners must submit an existing pre-roll video advertisement or coordinate with MMGY on the creation of static advertisement.	35000	05/01/2027	05/31/2027	500	1
VCB Website	Accommodations Attractions	Webcam Video Pre-Roll: June 2027	Partners have an opportunity to leverage the VCB's library of destination webcams by placing a branded pre-roll video ad before camera feed displays. Partners will be provided with exclusive ad placement for (1) month during the placement period.	<u>A pre-roll ad is a promotional video advertisement that plays before the desired content. Partners are to submit (1) existing pre-roll video file for use that is between 10-30 seconds. Users will have the option to skip the video ad after 7 seconds. Users are limited to 1 video ad view per 24 hours. VCB is not responsible for the creation of the video ad, rather partners are to submit their own video ad for this placement. The webcam library is viewable at https://visitfortmyers.com/webcams</u>	Video pre-roll ad across networks of webcam library.	Partners must submit an existing pre-roll video advertisement or coordinate with MMGY on the creation of static advertisement.	35000	06/01/2027	06/30/2027	500	1
VCB Website	Accommodations Attractions	Webcam Video Pre-Roll: July 2027	Partners have an opportunity to leverage the VCB's library of destination webcams by placing a branded pre-roll video ad before camera feed displays. Partners will be provided with exclusive ad placement for (1) month during the placement period.	<u>A pre-roll ad is a promotional video advertisement that plays before the desired content. Partners are to submit (1) existing pre-roll video file for use that is between 10-30 seconds. Users will have the option to skip the video ad after 7 seconds. Users are limited to 1 video ad view per 24 hours. VCB is not responsible for the creation of the video ad, rather partners are to submit their own video ad for this placement. The webcam library is viewable at https://visitfortmyers.com/webcams</u>	Video pre-roll ad across networks of webcam library.	Partners must submit an existing pre-roll video advertisement or coordinate with MMGY on the creation of static advertisement.	35000	07/01/2027	07/31/2027	500	1
VCB Website	Accommodations Attractions	Webcam Video Pre-Roll: August 2027	Partners have an opportunity to leverage the VCB's library of destination webcams by placing a branded pre-roll video ad before camera feed displays. Partners will be provided with exclusive ad placement for (1) month during the placement period.	<u>A pre-roll ad is a promotional video advertisement that plays before the desired content. Partners are to submit (1) existing pre-roll video file for use that is between 10-30 seconds. Users will have the option to skip the video ad after 7 seconds. Users are limited to 1 video ad view per 24 hours. VCB is not responsible for the creation of the video ad, rather partners are to submit their own video ad for this placement. The webcam library is viewable at https://visitfortmyers.com/webcams</u>	Video pre-roll ad across networks of webcam library.	Partners must submit an existing pre-roll video advertisement or coordinate with MMGY on the creation of static advertisement.	35000	08/01/2027	08/31/2027	500	1
VCB Website	Accommodations Attractions	Webcam Video Pre-Roll: September 2027	Partners have an opportunity to leverage the VCB's library of destination webcams by placing a branded pre-roll video ad before camera feed displays. Partners will be provided with exclusive ad placement for (1) month during the placement period.	<u>A pre-roll ad is a promotional video advertisement that plays before the desired content. Partners are to submit (1) existing pre-roll video file for use that is between 10-30 seconds. Users will have the option to skip the video ad after 7 seconds. Users are limited to 1 video ad view per 24 hours. VCB is not responsible for the creation of the video ad, rather partners are to submit their own video ad for this placement. The webcam library is viewable at https://visitfortmyers.com/webcams</u>	Video pre-roll ad across networks of webcam library.	Partners must submit an existing pre-roll video advertisement or coordinate with MMGY on the creation of static advertisement.	35000	09/01/2027	09/30/2027	500	1

Program Group	Program Type	Program Name	Content
Leisure Audio	Accommodations Attractions	Island Hopper Songwriter Fest iHeart Streaming Audio: August–September 2027	Island Hopper Songwriter Fest

Opportunity
Partners have the opportunity to be included in Lee County's overarching Island Hopper campaign with iHeartMedia. Partners can increase overall reach and target consumers who are listening to country music on iHeartRadio with audio spots. Audio spots can be tailored to each partner. This tactic will run within our in-state markets. This is an awareness tactic.

Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date
iHeart is a major American media company known for owning hundreds of radio stations and producing large-scale music events and podcasts. Its streaming platform, iHeartRadio, offers live radio, curated music playlists and thousands of podcasts for free across web and mobile devices. iHeart is also one of the world's leading podcast publishers and a key player in digital audio advertising.	Audio: Partner Deal and URL Incorporated Into VCB Audio Spot	Website link should be short and easy to say. No Bitly or UTM links. Consider a vanity URL if your link is too long.	100000	08/06/2027	09/29/2027

Rate	Max Participants
750	3