



FY2019 MEDIA RECOMMENDATION: LEISURE CAMPAIGN



All Segments

	Target Segment	Ad Unit	Geography	DELIVERY	SEPT 18	OCT 18	NOV 18	DEC 18	JAN 19	FEB 19	MAR 19	APR 19	MAY 19	JUNE 19	JULY 19	AUG 19	SEPT 19	Total Spend	% Allocation By Target
Targeted NFL Games						JAGS JAG												Jotal Spella	Segment
Broadcast Calendar (Monday) Leisure					27 3 10 17 24	1 8 15 22	29 5 12 1	9 26 3 10 17	24 31 7 14 21 3	28 4 11 18	25 4 11 18 25	1 8 15 22	29 6 13 20 2	27 3 10 17	24 1 8 15 22	29 5 12 19 2	26 2 9 16 23		
DIGITAL																		\$815,561	64%
Adara	All segments	Targeted Display+ Mobile	SE Region + Support Markets + Excludes Jacksonville	8,350,000														\$60,000	
Adara	Sports	Targeted Display+ Mobile	Houston	500,000														\$4,000	
Adara	Sports	Targeted Display+ Mobile	Indianapolis	500,000														\$4,000	
Conde Nast: Custom Targeted Sitewide Rotation (Active Adults)	Active Adults	Crown; 728x90; 970x250; 300x600; 300x250	Geotargeted to select DMAs	643,940				<u>'</u>										\$17,000	
Conde Nast: Custom Targeted Sitewide Rotation (Arts, Culture, History	Arts/Culture/History	Crown; 728x90; 970x250; 300x600; 300x250	Geotargeted to select DMAs	643,940														\$17,000	
Conde Nast: Custom Targeted Sitewide Rotation (Culinary)	Culinary	Crown; 728x90; 970x250; 300x600; 300x250	Geotargeted to select DMAs	303,030														\$8,000	
Conde Nast: Newsletter Rotation (All segments)	All segments	300x250	Geotargeted to select DMAs	405,064														\$8,000	
Garden & Gun: 2 Sponsored Newsletters	Arts/Culture/History and Culinary	E-Newsletter	National	TBD														\$13,000	
Garden & Gun: Added Value Home Page Take over	Arts/Culture/History and Culinary	Various	National	TBD														\$0	
iExplore: In-house Content and Social Media Influencer Promotion	Active Adults and Arts/Culture/History and Culinary	Social Media (includes posts and twitter chat sponsor ship)	SE Region + Support Markets + Excludes Jacksonville	30,000,000														\$20,000	
iExplore: High Impact Units (Active Adults)	Active Adults	Floating Catfish	SE Region + Support Markets + Excludes Jacksonville	500,000														\$5,000	
iExplore: High Impact Units (Active Adults)	Active Adults	IAB Rising Star	SE Region + Support Markets + Excludes Jacksonville	500,000														\$5,000	
iExplore: High Impact Units (Arts/Culture)	Arts/Culture/History	Floating Catfish	SE Region + Support Markets + Excludes Jacksonville	500,000														\$5,000	
iExplore: High Impact Units (Arts/Culture)	Arts/Culture/History	IAB Rising Star	SE Region + Support Markets + Excludes Jacksonville	500,000														\$5,000	
iExplore: High Impact Units (Active Adults)	Active Adults	Standard Banner	SE Region + Support Markets + Excludes Jacksonville	833,333														\$5,000	
iExplore: High Impact Units (Arts/Culture)	Arts/Culture/History	Standard Banner	SE Region + Support Markets + Excludes Jacksonville	833,333														\$5,000	
iExplore: High Impact Units Added Value	All segments	Floating Catfish, IAB Rising Star, Standard Banner	SE Region + Support Markets + Excludes Jacksonville	1,200,000														\$0	
Influencer Marketing: Boosted Posts	TBD	TBD	TBD	TBD														\$4,853	
Lamark: Email Sports Enthusiasts	Sports	Emails + Social Retargeting	Houston	30,000														\$3,600	
Lamark: Email Sports Enthusiasts	Sports	Emails + Social Retargeting	Indy	30,000														\$3,600	
MNI: Ad serving	All segments	Fee	SE Region + Support Markets + Excludes Jacksonville	n/a														\$1,327	
MNI: Digital Display MNIx	Active Adults	300x250, 728x90, 160x600, 300x250, 300x50	SE Region + Support Markets + Excludes Jacksonville	1,023,256														\$11,000	
MNI: Digital Display MNIx	Arts/Culture/History	300x250, 728x90, 160x600, 300x250, 300x51	SE Region + Support Markets + Excludes Jacksonville	1,023,256														\$11,000	
MNI: Digital Display MNIx	Culinary	300x250, 728x90, 160x600, 300x250, 300x52	SE Region + Support Markets + Excludes Jacksonville	725,578														\$9,581	
MNI: Digital Display MNIx	All segments	300x250,728x90, 160x600	SE Region + Support Markets + Excludes Jacksonville	244,762														\$0	
MNI: Mobile Advanced Geotargeting MNIx (JAGS IN LONDON)	Sports	300x250,320x50,300x50	London	600,000														\$4,800	
MNI: Display Contextual Targeting + Display Added Value MNIx (JAGS IN LONDON)	Sports	300x250,728x90, 160x600	London	628,051														\$4,800	
MNI: Madden Media Amplified Storytelling	Active Adults and Arts/Culture/History	4 stories	SE Region + Support Markets + Excludes Jacksonville	15,152														\$50,000	
MNI: Madden Media Visit FL Co-Op	Active Adults and Arts/Culture/History	728x90, 300x250, 300x600, 160x600	SE Region + Support Markets + Excludes Jacksonville	500,000														\$6,500	
MNI: Pre Roll Custom Audience MNIx	Active Adults	Standard Video (4:3 Ratio)	SE Region + Support Markets + Excludes Jacksonville	245,700														\$10,000	
MNI: Pre Roll Custom Audience MNIx	Arts/Culture/History	Standard Video (4:3 Ratio)	SE Region + Support Markets + Excludes Jacksonville	245,701														\$10,000	
MNI: Pulsepoint Native articles	Active Adults and Arts/Culture/History	Custom	SE Region + Support Markets + Excludes Jacksonville	138,889														\$62,500	
MNI: Search	All segments	Search Text Ad	SE Region + Support Markets + Excludes Jacksonville	n/a														\$65,000	
MNI: Facebook Traffic Unit	Active Adults	Social Banner	SE Region + Support Markets + Excludes Jacksonville	10,133														\$28,500	
MNI: Facebook Traffic Unit	Arts/Culture/History	Social Banner	SE Region + Support Markets + Excludes Jacksonville	10,133														\$28,500	
MNI: Facebook Houston Texans vs Jacksonville Jags	Sports	Social Banner	Houston	2,844														\$8,000	
MNI: Facebook Indy Colts vs Jacksonville Jags	Sports	Social Banner	Indianapolis	2,844	-							-			+			\$8,000	
MNI: Facebook Pittsburgh Steelers vs Jacksonville Jags	Sports	Social Banner	Pittsburgh SE Region + Support Markets + Excludes	2,844					+ +			-	+		+	+ +		\$8,000	
MNI: Social Kids Free November MNI: Facebook Video	All segments Active Adults	Social Banner Social Video	Jacksonville SE Region + Support Markets + Excludes	1,778 285,000														\$5,000 \$28,500	
MNI: Facebook Video	Arts/Culture/History	Social Video	Jacksonville SE Region + Support Markets + Excludes	285,000														\$28,500	
MNI: Undertone Mobile Adhesion Unit	Active Adults and Arts/Culture/History	1x1	Jacksonville SE Region + Support Markets + Excludes Jacksonville	3,750,000														\$50,000	
MNI: Undertone Page Grabber	Active Adults and Arts/Culture/History	1x1	SE Region + Support Markets + Excludes	3,750,000														\$50,000	
I .	1		Jacksonville	,	I						1								



Jags Games:
Week of Oct 15: Houston @ JAX
Week of Oct 22: Eagles vs Jags @ London
Week of Nov 5: Jags @ Indy

FY2019 MEDIA RECOMMENDATION: LEISURE CAMPAIGN



All Segments

	Target Segment	Ad Unit	Geography	DELIVERY	SEPT 18	OCT 18	NOV 18	DEC 18	JAN 19	FEB 19	MAR 19	APR 19	MAY 19	JUNE 19	JULY 1	9 AUG 1	19 SEPT 19		% Allocation B
Targeted NFL Games						IAGS JAGS	IAGS JAGS											Total Spend	Segme
Broadcast Calendar (Monday)					27 3 10 17 24	1 8 15 22	29 5 12 19	26 3 10 17	24 31 7 14 21	28 4 11 18 25	4 11 18 25	1 8 15 2	2 29 6 13 20	27 3 10 17	24 1 8 1	5 22 29 5 1	12 19 26 2 9 16	23	
DIGITAL																			
ICC Media: Active Adults	Active Adults	In Stream Video	Atlanta	128,846														\$3,350	
ICC Media: Active Adults	Active Adults	IBV Targeting	Atlanta	279,167														\$3,350	
ICC Media: Active Adults	Active Adults	In Stream Video	Charlotte	63,462														\$1,650	
ICC Media: Active Adults	Active Adults	IBV Targeting	Charlotte	137,500														\$1,650	
ICC Media: Arts/Culture/History	Arts/Culture/History	In Stream Video	Atlanta	128,846										·				\$3,350	
ICC Media: Arts/Culture/History	Arts/Culture/History	IBV Targeting	Atlanta	279,167														\$3,350	
ICC Media: Arts/Culture/History	Arts/Culture/History	In Stream Video	Charlotte	63,462											•	·		\$1,650	
ICC Media: Arts/Culture/History	Arts/Culture/History	IBV Targeting	Charlotte	137,500														\$1,650	
ICC Media: Culinary	Culinary	In Stream Video	Atlanta	128,846										· ·				\$3,350	
ICC Media: Culinary	Culinary	IBV Targeting	Atlanta	279,167														\$3,350	
ICC Media: Culinary	Culinary	In Stream Video	Charlotte	63,462											•	·		\$1,650	
ICC Media: Culinary	Culinary	IBV Targeting	Charlotte	137,500														\$1,650	
rip Advisor: Florida content	All Segments	320x50, 1x1 native, 728x90, 300x600, 300x250	SE Region + Support Markets + Excludes Jacksonville	382,750			•	•								•		\$3,000	
rip Advisor: Florida content	All Segments	728x90, 300x600, 300x250, 320x50, 1x1 native	Chicago, Dallas, Houston, Phila, NYC, DC IP's	300,000														\$3,000	
rip Advisor: Jacksonville content	All Segments	728x90,300x600, 300x250	US IP's	649,738														\$6,600	
rip Advisor: Jacksonville content	Arts/Culture/History	728x90, 300x600, 300x250	US IP's + Arts/Culture	50,000														\$800	
rip Advisor: Jacksonville content	Active Adults	728x90, 300x600, 300x250	US IP's + Nat Parks/Outdoors	75,000														\$800	
rip Advisor: Jacksonville content	Culinary	728x90, 300x600, 300x250	US IP's + Culinary	75,000														\$800	_
rip Advisor: Everywhere video	All Segments	Video	SE Region + Support Markets + Excludes Jacksonville	1,000,000														\$10,000	
rip Advisor: ROS Added Value	All segments	728x90, 300x250	US IP's	100,000														\$0	
EO		n/a	National	n/a														\$48,000	_
mail		n/a	TBD	TBD														\$30.000	





FY2019 MEDIA RECOMMENDATION: LEISURE CAMPAIGN



All Segments

	Target Segment	Ad Unit	Geography	DELIVERY	SEPT 18	OCT 18	NOV 18	DEC 18	JAN 19	FE	B 19	MAR 19	AP	R 19	MAY 19	J	IUNE 19	JULY 19	AUG 19		SEPT 19		% Allocation By Target
Targeted NFL Games						JAGS JAGS	JAGS JAGS															Total Spend	Segment
Broadcast Calendar (Monday)					27 3 10 17 24	1 8 15 22	29 5 12 19	26 3 10 17 24	31 7 14	21 28 4	11 18 25	4 11 18 2	1 8	15 22	29 6 13	20 27 3	10 17 2	4 1 8 15	22 29 5 12	19 26	2 9 16 23		
PRINT																						\$52,644	4%
2018 Inspiration Guide	All segments	1/3 page ad	National	465,000 CIRC																		\$7,666	i
2018 Official Visit Florida Magazine	All segments	Full Page ad, full page sponsored feature, reader response card	National	400,000 CIRC																		\$16,601	I
2018 Official Visit Florida Digital Magazine	All segments	Digital Magazine + links to Visit Jax website	National	850,000 IMPs																		\$0	İ
Garden & Gun: Print ad	Arts/Culture/History and Culinary	1/3 Page	National	375,000 CIRC																		\$7,791	ı
Garden & Gun: Visit Florida Section ad + Advertorial	Arts/Culture/History and Culinary	1/2 Page + Advertorial	National	375,000 CIRC																		\$20,586	
OUTDOOR																						\$40,000	3%
Innovation Outdoor	Active Adults and Arts/Culture/History	Barclay Center Digital Screen and POI Geofencing	New York	TBD																		\$10,680	1
Innovation Outdoor	Active Adults and Arts/Culture/History	Bike Share (1), Metro Lights (4) and POI Geofencing	Chicago	TBD																		\$7,060	I
Innovation Outdoor	Active Adults and Arts/Culture/History	Billboards and POI Geofencing	Atlanta	TBD																		\$12,700	I
Innovation Outdoor	Active Adults and Arts/Culture/History	Billboards and POI Geofencing	Charlotte	TBD																		\$9,560	I
IN FLIGHT																			•			\$36,795	3%
American Airlines	All segments	:30 Spot (On Demand Spot)	All American Airlines Flights	6,500,000 IMPs																		\$3,295	
Delta Sky	All segments	1/2 Page	All Delta Sky Flights	608,529 CIRC																		\$11,500	İ
Southwest Magazine	All segments	The City You Are Missing	All Southwest Magazine Flights	450,000 CIRC																		\$16,500	İ
Sunseeker (Allegiant)	All segments	Cover Page, 1/3 page TOC, Full page ad, 2 pages of editorial	All Sunseeker Allegiant Flights	48,000 CIRC																		\$5,500	
CABLE																						\$250,000	20%
Charlotte	All segments	:30 Spot	Charlotte	1,285,000																		\$45,000	ı
Atlanta	All segments	:30 Spot	Atlanta, GA	4,672,000																		\$205,000	
DIGITAL RADIO																						\$30,000	2%
Pandora: Mobile Audio with Standard Banner	Sports	:30 audio and 300x250	Houston	1,568,628																		\$12,000	I
Pandora: Mobile Display with Standard Banner	Sports	300x250	Houston	882,354																		\$3,000	I
Pandora: Mobile Display with Standard Banner	Sports	300x250	Indianapolis	441,177										T								\$3,000	I
Pandora: Mobile Audio with Standard Banner	Sports	:30 audio and 300x250	Indianapolis	1,568,628																		\$12,000	
TOTAL																						\$1,225,000	\$0
MEDIA BUDGET (OVERAGE)/CONTINGENCY																						\$1,275,000 \$50.000	

*Costs are estimated and subject to change based on finalized negotiations.

