

07/24/2018

Broadcast Calendar (Monday)	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 Est. NET	% Alloc.									
	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	1			8	15	22	29	5	12	19	26	2
Industry Events																																															
MEETING PLANNERS																															\$60,963	41%															
Event (Sep 1, 2017-Aug 20, 2018)																															\$21,097																
2 Diamond																																															
Featured Article Newsletter																																															
CVB Copy Feature																																															
Destination Request a Quote																																															
Competitive Market Ad																																															
SEM (Google AdWords)																															\$10,866																
MNI Targeted Media																															\$19,000																
Programmatic Display (VCPM)																															2,500,114																
Added Value																															277,509																
Madden Media Native Advertising																															1,685																
CORPORATE MEETINGS																															\$33,723	23%															
Prevue Magazine																															37,800																
Added Value: Bonus Page																															37,800																
Added Value: Spotlight eBlast																															30,000																
Added Value: Banner on prevuemeetings.com/visitflorida/products/page																															300x90																
Added Value: ROS Banner on prevuemeetings.com																															300x90																
Added Value: Logo or mention in e-blasts featuring special section																															30,000																
Black Meetings & Tourism																															\$7,623																
Added Value: Enewsletter																															468x60	8,200															
Added Value: ROS Banner on blackmeetingsandtourism.com																															728x90 120x240																
Meetings Today																															55,100																
Added Value: Presence at Annual Trade Events																															55,100																
Eblasts																															4,000																
Convention South																															17,998																
Full Page 4C																															17,998																
Added Value: Digital Issue Linked Ad																																															
Added Value: Spotlight Breakout in FL Showcase																																															
Added Value: Social Media Posts																																															
ASSOCIATION MEETINGS																															\$4,195	3%															
ASAE																															\$795																
Site Listing Sponsorship																															300x250																
Association Forum																															4,000																
Added Value																															4,000																
GROUP TOUR																															\$5,446	4%															
Groux Tour SE																															15,000																
Added Value: Social Post																																															
Added Value: Destination Directory Basic Listing																																															
Added Value: Digital Magazine Exposure																																															
MEDICAL MEETINGS																															\$2,646	2%															
MeetingsNet																																															
eNewsletter: Medical Meetings Direct																															120x240 25 words copy	10,000															
MILITARY MEETINGS																															\$2,700	2%															
Military Reunion Network Magazine																															10,597																
RELIGIOUS MEETINGS																															\$5,000	3.4%															
Aspire (RCMA)																																															
Full Page, 4C																																															
FINANCIAL/INSURANCE MEETINGS																															\$3,902	3%															
Insurance & Financial Meetings Management																															5,005																
Added Value: Free Page of Matching Edit in Oct 18 WCA (w/FPAC insertion)																															Full Page, 4C	Added Value															
STATE/LOCAL CHAPTERS, EVENT SUPPORT																															\$26,250	18%															
MPI - South Florida Chapter																															3,045																
E-Newsletter																															FL																
MPI - Potomac																																															
E-Newsletter																															DC, Baltimore																
MPI - Carolinas Chapter																															400																
E-Blast, custom																															NC, SC																
MPI - New York																															752																
E-Newsletter Spon Content																															NY																
MPI - Philadelphia																															715																
Digital Leaderboard																																															
SAE - Texas																															16,000																
Site Banner Sq Ad, Top Rt (6 months)																															TX																
SGMP - Florida**																																															
Banner Ad (12 Months)																															Florida																
FSAE: The Source																															1,000																
Full Page 4C																															Florida																
FSAE: Assn Resource Buyer's Guide																															1,000																
Listing																															Florida																
Industry Event Mobile Geo-Fencing																															1,200,000																
300x250, 300x50, 320x50																															Various																
Bring It Home Jax!																																															
Bring It Home Jax! Bizjournals.com/jacksonville																															728x90, 300x250, 320x50	Jacksonville	130,000														
TOTAL MEDIA BUDGET																																															
(OVERAGE)/CONTINGENCY																																															

***Funded from FY2018 Sponsorship/Trade Show budget. Dates are placeholders, subject to change

Print Digital Media