

FY18/19 CO-OPERATIVE ADVERTISING PROGRAM



THE BEACHES OF
**FORT MYERS
AND SANIBEL**
FORTMYERS-SANIBEL.COM

FY18/19 CO-OP PROGRAMS

295 programs available for purchase across multiple channels

- Traditional (Print and Radio Sponsorships)
- Digital (Third Party Email, Digital Banners, Native, Text Links)
- Social (Instagram and Facebook)
- VCB Email (Monthly, Welcome Series, Partner Dedicated)
- Travel Trade (Digital, Native, Print)
- International (Digital, Print)
- Website (Featured Listings and Deals)

Program Cost

- Many programs cost less than 1-2% of the total placement price
- Would be unable to run campaigns otherwise due to vendor minimums

New Campaigns

- Meetings
- Brand Campaign Evolution (Islandology)

AGENDA

- FY17/18 Successes
- Media Landscape
- Program Benefits
- Traditional Co-op
- VCB Email Co-op
- Digital Co-op
- Social Media Co-op
- Travel Trade Co-op
- International Co-op
- Sales Co-op
- Reporting
- Brand Insights
- Assets
- Timing and Next Steps



FY17/18 SUCCESSES

An aerial photograph of a harbor at sunset. The sky is filled with dramatic, dark clouds, with a bright orange and yellow glow from the setting sun. The water is calm, reflecting the colors of the sky. Numerous sailboats are anchored in the harbor, their masts and sails visible against the water. In the background, a city skyline is visible under the twilight sky.

FY17/18 SUCCESSES

Co-op Successes

- Offered ten new co-op programs to partners
 - First time offer of radio campaign
- Over 127,000 partner site visits driven from co-op media campaigns

Brand Successes

- Have surpassed leads and inquiry goal for fiscal year
 - Generated 325,251 leads and 19,878,194 inquiries
 - Leads are up 85% YOY
- 456 million gross media impressions (up 12% YoY)

MEDIA LANDSCAPE

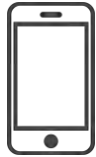


MEDIA CONSUMPTION

Average Time Spent per Day with Major Media by US Adults in 2018



2 hrs
daily



3.5 hrs
daily



4 hrs
daily



12 mins
daily



10 mins
daily



1.3 hrs
daily



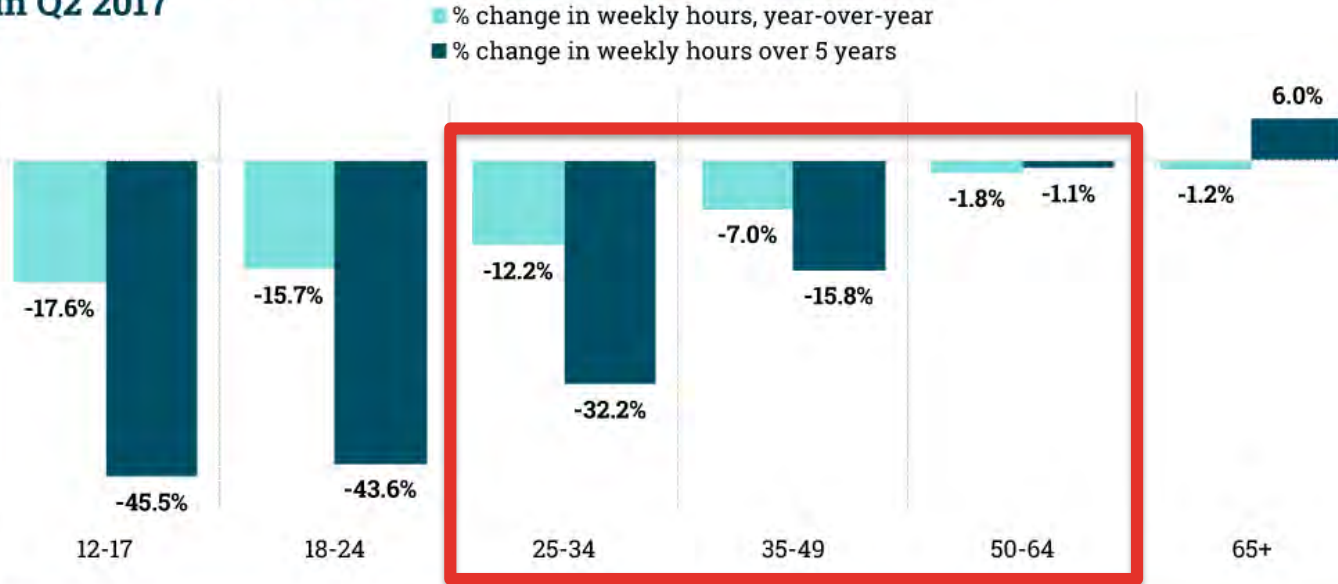
Source: eMarketer, Sept 2017



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MEDIA CONSUMPTION

Traditional TV Viewing Trends, by Age Group in Q2 2017



Published on MarketingCharts.com in December 2017 | Data Source: MarketingCharts.com analysis of Nielsen data

**Traditional TV refers to all live + DVR/time-shifted TV viewing during the quarter for the total population*

In Q2 2017, live viewing averaged 24:26 per week for the 2+ population and DVR/time-shifted TV 3:18 per week.



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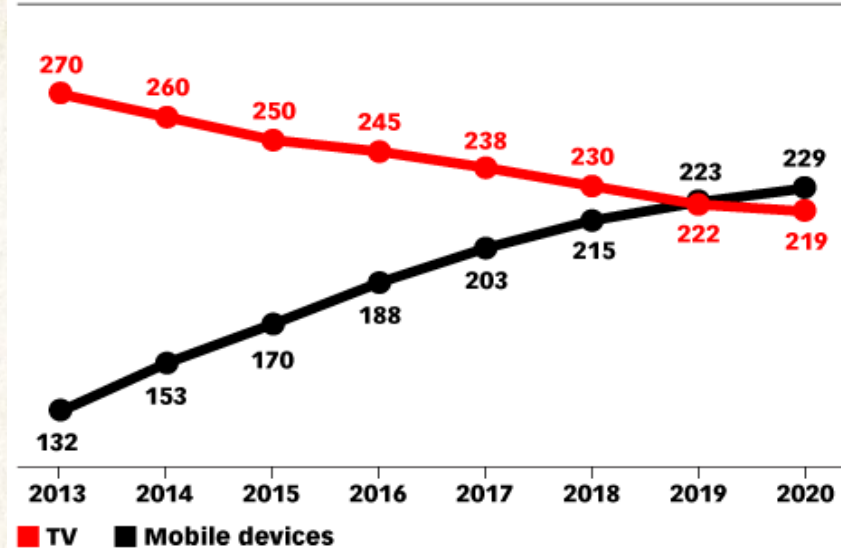
THE RISE OF MOBILE

TIME SPENT WITH MOBILE PROJECTED TO SURPASS TV BY NEXT YEAR!

- Increase in mobile activity due to smartphones
- #1 activity on mobile is audio consumption
- Expected to hit plateau in 2020

Average Time Spent per Day with TV and Mobile Devices by US Adults, 2013-2020

minutes



Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking on a mobile device while watching TV is counted as 1 hour for TV and 1 hour for mobile device
Source: eMarketer, April 2018

238500

www.eMarketer.com

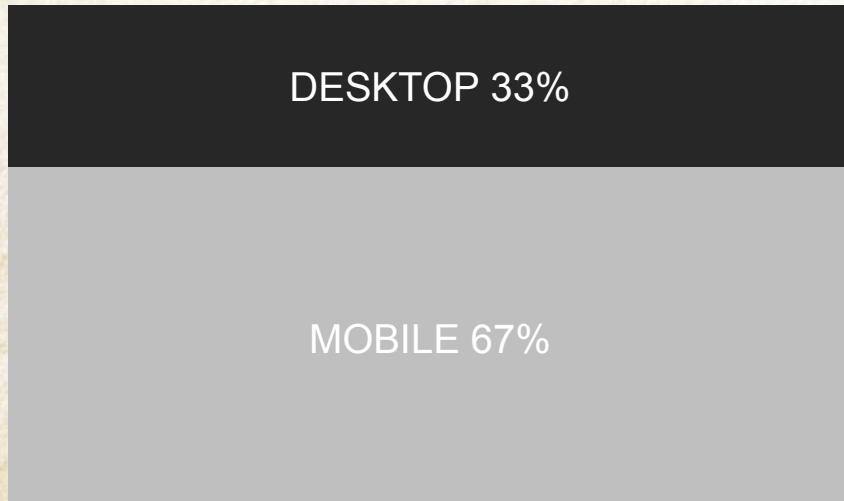


THE BEACHES OF
**FORT MYERS
AND SANIBEL**

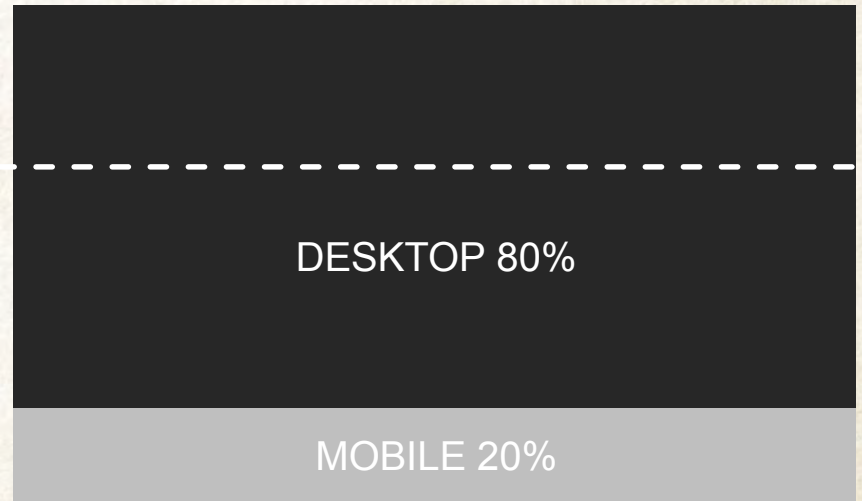
MOBILE SPEND GAP

OPPORTUNITY TO GAIN
SHARE

 TIME SPENT



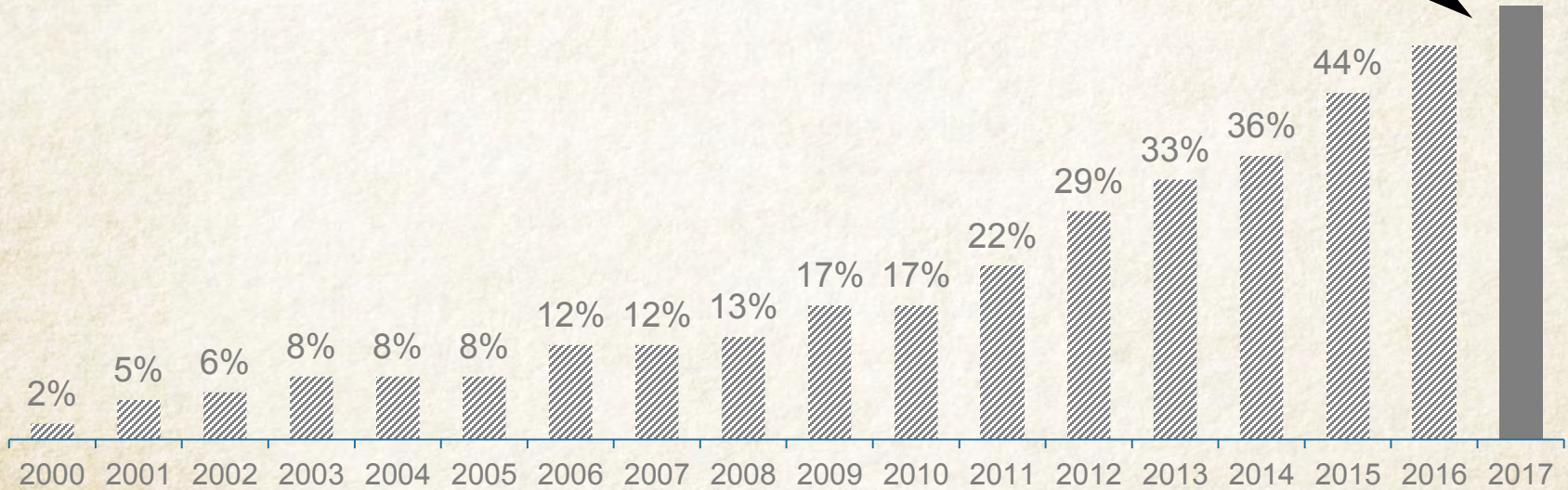
 SPENDING



STREAMING AUDIO

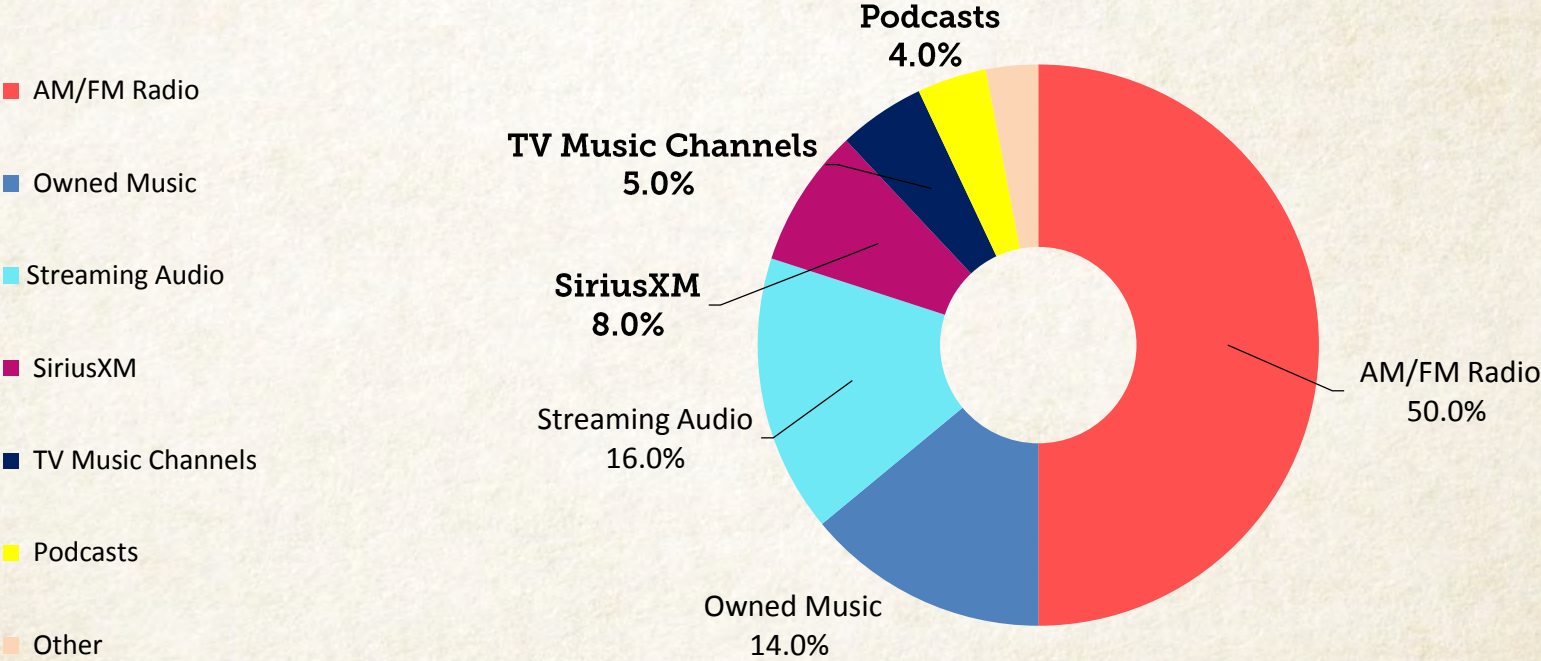
FINALLY HITS THE
MAINSTREAM

ESTIMATED
140M



SHARE OF EAR

DAILY TIME SPENT LISTENING TO AUDIO

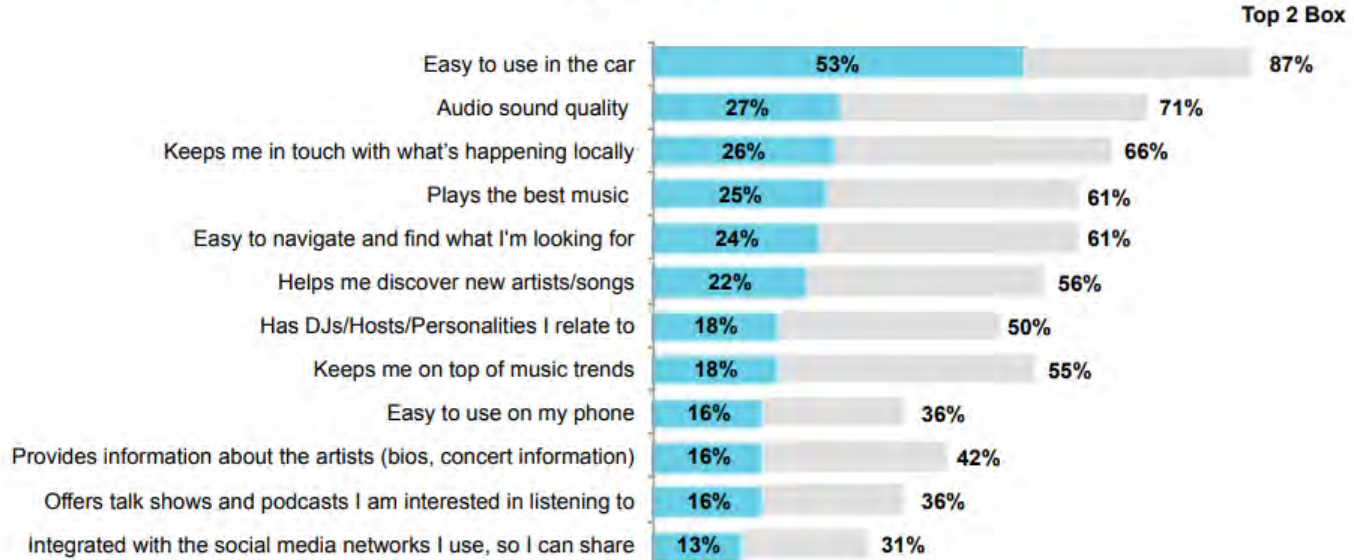


Source: Edison Research, Share of Ear Study, 2018

TRADITIONAL RADIO

CONSUMERS LESS SATISFIED

Among Broadcast AM/FM Users
"Very Satisfied" Scores



MEDIA CONSUMPTION

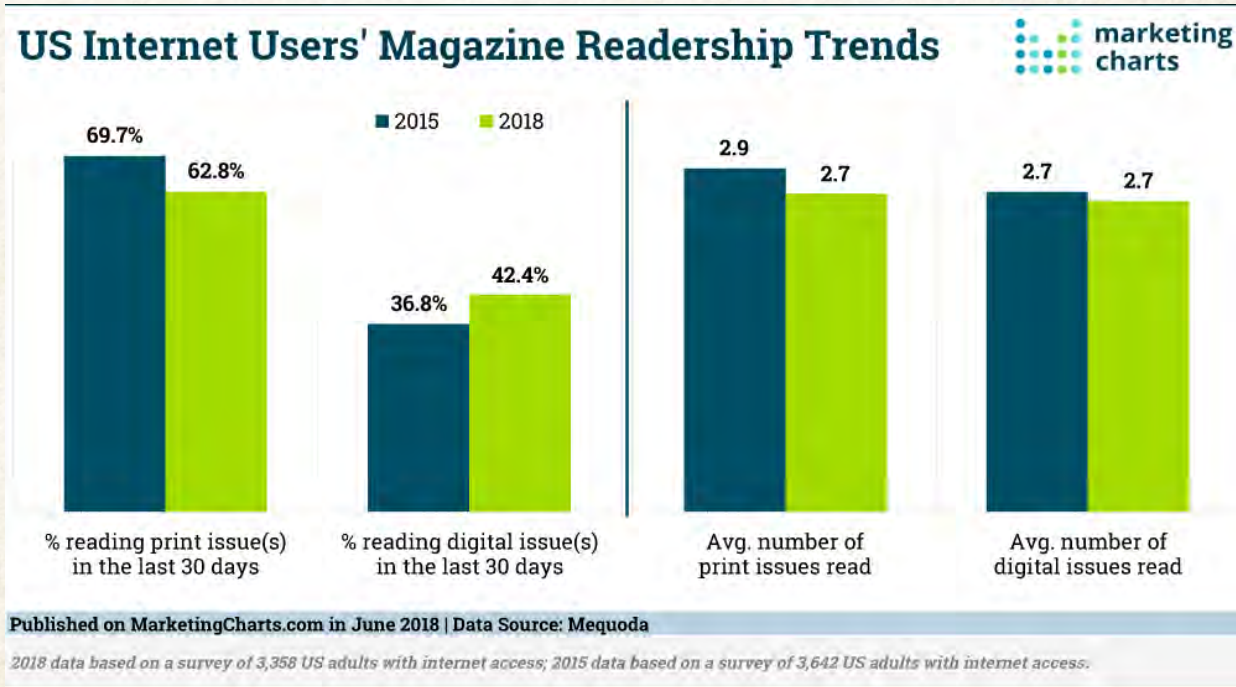
REACHING A YOUNGER AUDIENCE

Media Consumption	A35-64 Index	A25-34 Index	Difference
Magazine – Heavy/Moderate user	121	84	-37 pts
Newspapers – Heavy/Moderate user	103	54	-49 pts
Radio – Heavy/Moderate user	117	94	-23 pts
TV – Heavy/Moderate user	65	47	-18 pts
Out-of-Home – Heavy/Moderate user	144	122	-22 pts
Internet – Heavy/Moderate user	110	145	+35 pts

Source: GfK MRI, U.S. adults 25-64, HHI \$75,000+, visited Florida in last 12 months



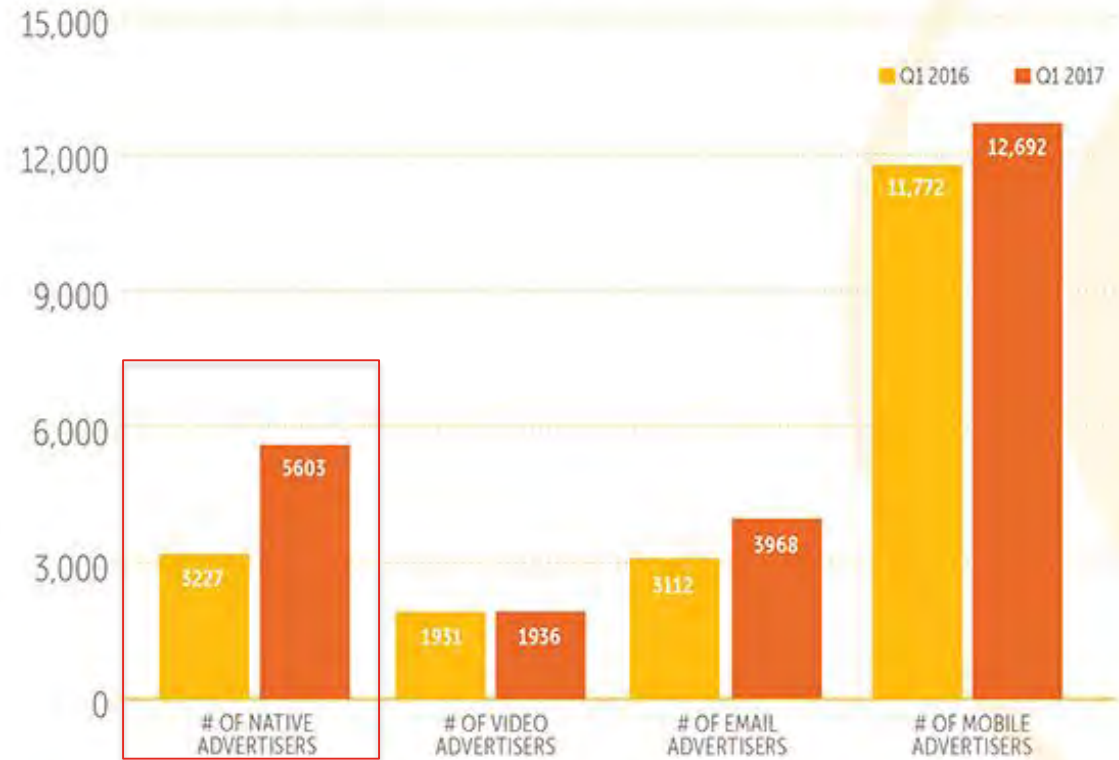
MAGAZINE READERSHIP TRENDING RELATIVELY FLAT



NATIVE ADS ON THE RISE

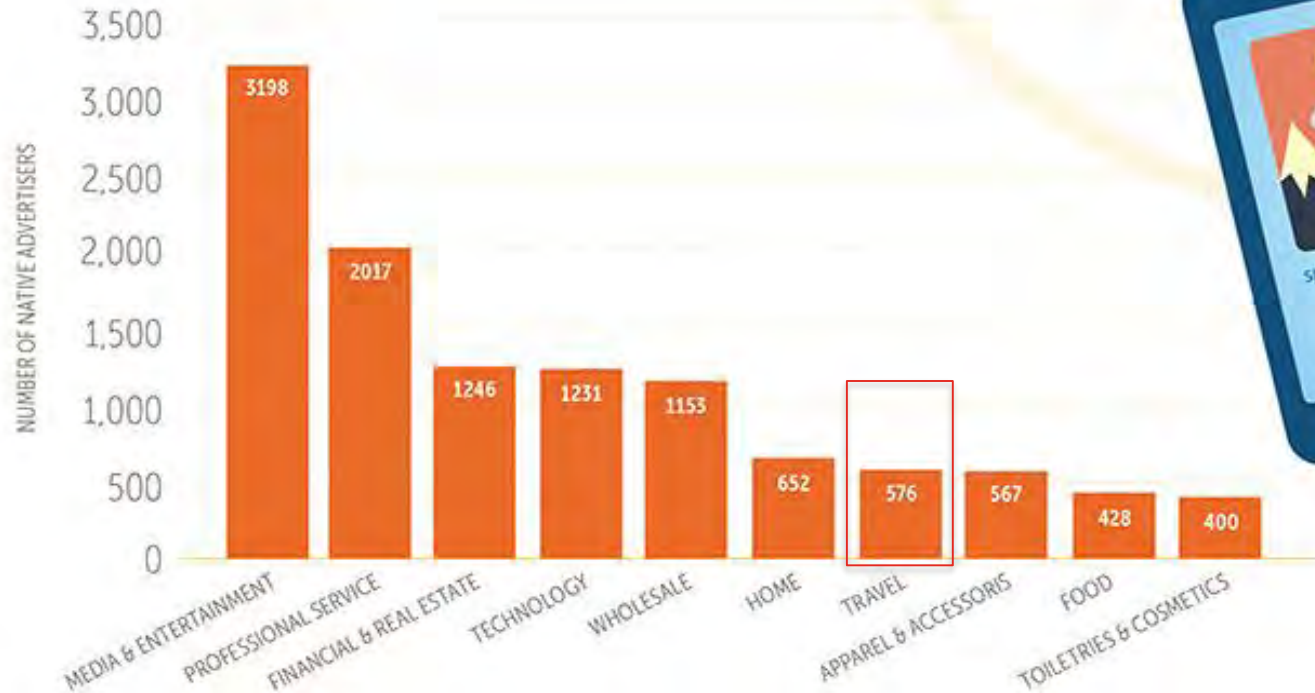
- 74% growth in just one year!

Change in Advertisers by Format Q1 YoY

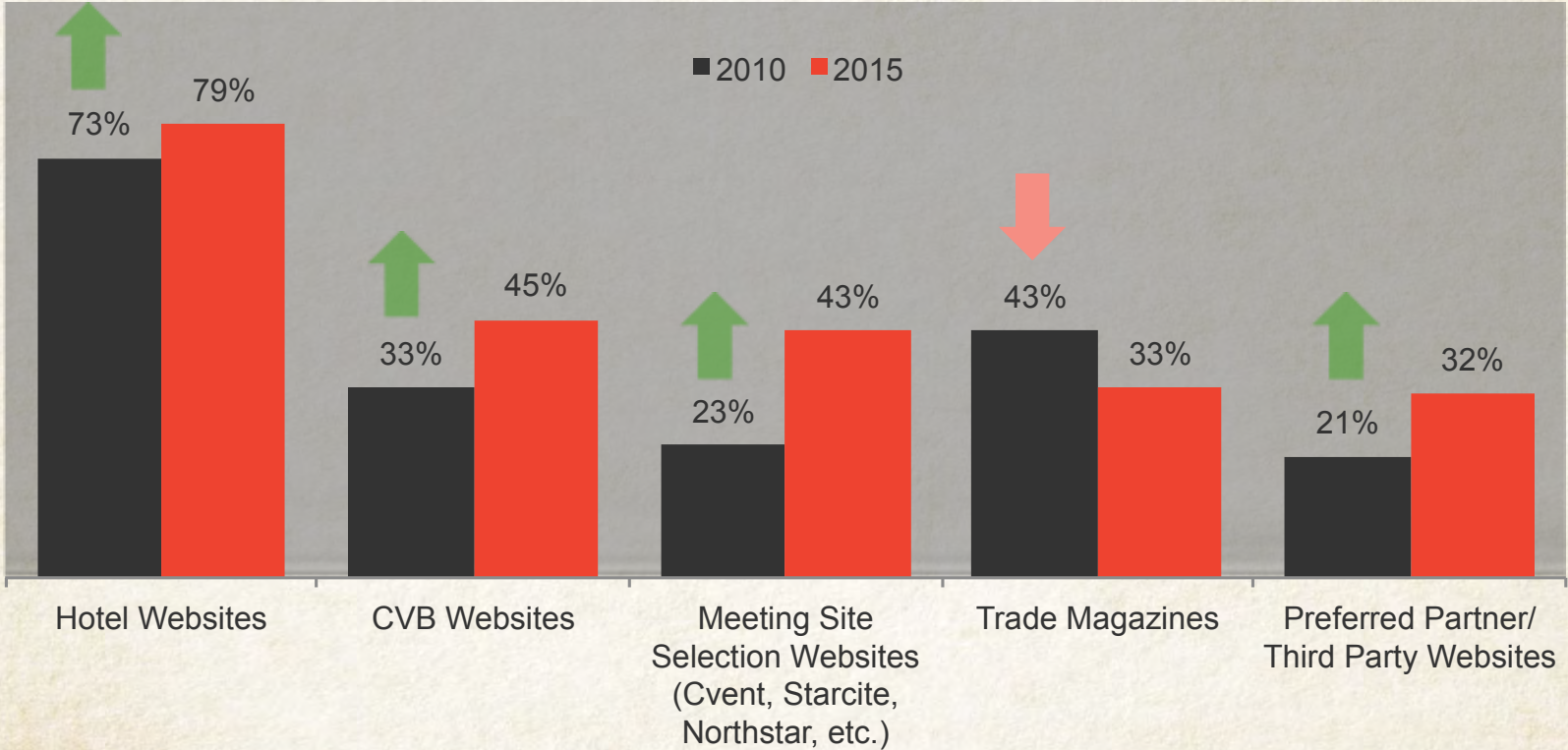


Top 10 Product Categories in Native Advertising

January-December 2016



Sources Used to Learn About Venues 2010/2015 Differences

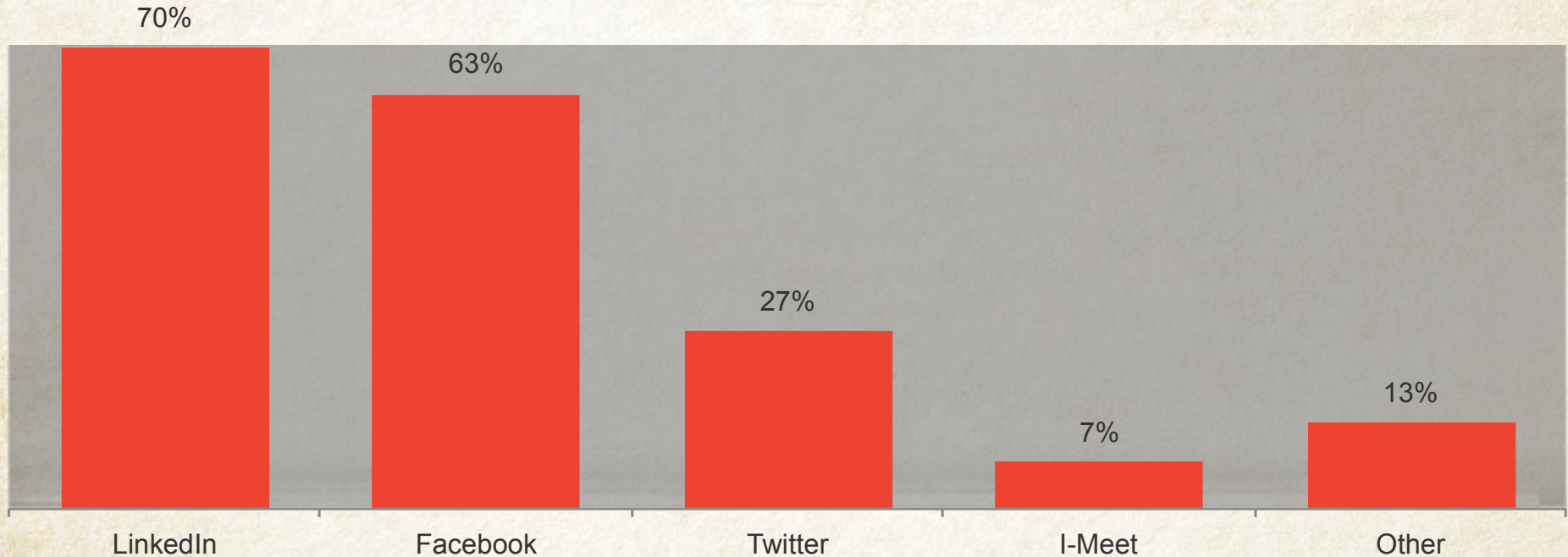


Source: Meeting Planners Preference, MMGY Global 2015



Social Networks Used Regularly for Planning Meetings

(Among those who use social networks)



Source: Meeting Planners Preference, MMGY Global 2015

PROGRAM BENEFITS



WHY CONSIDER PARTICIPATING IN THE CO-OP PROGRAM?

- **Research capabilities**
- **Ability to inexpensively participate in advertising placements that require high minimum investments**
- **Highly valued creative services**
- **Reporting capabilities**
- **Huge dollar savings**



A photograph of a beach at sunset. The sky is filled with dark, dramatic clouds, with a bright orange and yellow glow from the setting sun. The ocean is calm, reflecting the colors of the sky. In the foreground, a large, light-colored seashell lies on the sand. The overall mood is serene and contemplative.

TRADITIONAL: NEW OPPORTUNITIES

NY TIMES “T MAGAZINE”

About the New York Times “T Magazine”

The New York Times “T Magazine” is a special magazine published 12 times a year. The May issue will focus on must-see destinations for the world traveler. This magazine reaches affluent readers and reaches our target audience with content in which they are interested.

Magazine Facts

- 47% Male / 53% Female
- \$112,000 median HHI
- 53 median age

Print Program Details

- Participation in full-page insertion in the NY Times “T Magazine” Travel issue
- May “Travel” issue
- 1,025,230 circulation
- Cost: \$1,000



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A sunset scene over a body of water. The sky is a gradient of orange and red, transitioning into a darker blue. In the background, a silhouette of a landmass is visible, featuring a prominent tower or lighthouse structure. The water in the foreground is a calm, light blue. The text "TRADITIONAL CO-OP" is overlaid in white, bold, sans-serif font in the center of the image.

TRADITIONAL CO-OP

COASTAL LIVING PRINT

About the Magazine

Coastal Living is a print publication published ten times a year. Editorial content is focused on travel & culture, home, food & beverage, style and family. At Coastal Living, "coastal" is a state of mind – an escape to the good life.

Magazine Facts

- 29% Male / 71% Female
- \$100,444 median HHI
- 47 median age

Print Program Details

- Participation in two-page spread
- May and July/August issues – Eastern edition
- Couples travel content
- 440,000 circulation
- Cost: \$550 per issue

NO 07 An island's not deserted when it's all yours for the day.

What's **ISLANDOLOGY**

CASA VIELE RESORT
Casa Viele is Sanibel's most sought-after luxury resort. It's a beautiful blend of modern amenities and island charm. [CasaViele.com](#)
800-296-4763

SEASIDEWAY BEACH RESORT
Book a stay at SeasideWay Beach Resort. The location is ideal for families, couples, and solo travelers. [SeasideWay.com](#)
800-527-5276

ROYAL INN
Experience the island's rich history and culture at the Royal Inn. The resort is a perfect blend of modern amenities and island charm. [RoyalInn.com](#)
800-666-8122

SOUTH BEAR ISLAND RESORT
South Bear Island Resort is a beautiful island resort. It's a perfect blend of modern amenities and island charm. [SouthBear.com](#)
888-333-7848

SEASIDEWAY BEACH RESORT & SPA
SeasideWay Beach Resort & Spa is a beautiful island resort. It's a perfect blend of modern amenities and island charm. [SeasideWay.com](#)
800-476-6626

THE WESTIN CAPE CORAL RESORT AT PALM VILLAGE
The Westin Cape Coral Resort at Palm Village is a beautiful island resort. It's a perfect blend of modern amenities and island charm. [WestinCapeCoral.com](#)
239-546-3000

ISLANDOLOGY is our way of life. It's deciding to land on any beach you see. It's hopping ashore and letting time pass by. It's looking forward to having the world best.

Take your trip at [PorchPages.Sanibel.com](#)

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SOUTHERN LIVING PRINT

About the Magazine

Southern Living is a print publication published on a monthly basis. Southern Living celebrates the essence of life in the South, covering the best in Southern food, home travel and style.

Magazine Facts

- 21% Male / 79% Female
- \$90,203 median HHI
- 52 median age

Print Program Details

- Participation in a two-page spread
- March, May, August issues – Florida edition
- Couple and family travel content
- 255,000 circulation
- Cost: \$580 per issue

NO 41 It's more about who you bring than what you find.

ISLANDOLOGY

CASA VIELE RESORT
Escape to Southern coastal elegance in a home from the past. In a tropical setting, Casa Viele Resort. CasaViele.com
888-276-4753

SANDALWOOD BEACHFRONT CONDOMINIUM
Take an investment or just the convenience of a second home. This is a beautiful building and it's all yours. SandalwoodCondo.com
800-721-3280

SANIBEL CAPTIVA BEACH RESORTS
Each island with its own charm. Captiva Beach Resort is a beautiful island with a million uses of it. SanibelCaptivaBeachResorts.com
800-223-5885

SOUTH SEA ISLAND RESORTS
Just down the road, the 12,000 square foot, 150,000 sq ft resort is a beautiful island. SouthSea.com
888-222-7848

THE YACHT LODGE & RESTAURANT
Top 2 ratings on the Food & Beverage, Travel, Entertainment and World-Class Dining and more. TheYachtLodge.com
888-222-2999

THE BEACHES OF FORT MYERS AND SANIBEL

ISLANDOLOGY is our way of life. It's going to your favorite place over and over again. It's playing together in the Gulf's gentle waves or passing to test the Florida sun. It's knowing the best part of any place is the people you share it with.

Plan your trip at FortMyers-Sanibel.com

MIDWEST LIVING PRINT

About the Magazine

Midwest Living is a print publication published six times a year. Midwest Living is the leading lifestyle media brand that explores the Midwest region and inspires its community to experience the best of the region in travel, food, home and lifestyle.

Magazine Facts

- 24% Male / 76% Female
- \$75,650 median HHI
- 58 median age

Print Program Details

- Participation in a two-page spread
- January/February issue – National edition
- Couples travel content
- 950,000 circulation
- Cost: \$760 per issue

NO 32 Any day can be a beach day.
ISLANDOLOGY

RESIDENCE INN FORT MYERS SANIBEL
Enjoy every bit of Sanibel from Fort Myers Sanibel. Our hotel has a beautiful view, and there's a reason you'll want to stay here. MyersSanibel.com/ThingsToDo
239-481-4150

ROYAL SHELL VACATIONS
Escape the ordinary and enjoy the extraordinary island experience. Make your Florida beach vacation more fun. www.royalshellvacations.com
888-816-6856

SANIBEL POOP CONDOMINIUMS
Real estate on Sanibel Island. Beautiful views, beautiful location, beautiful and peaceful. SanibelPoopCondos.com
800-725-2250

SANIBEL MOORINGS CONDOMINIUMS BEACH
Sanibel Mooring Condos is a beautiful and peaceful location. Enjoy the view, the sun, and the sand. SanibelMooringCondos.com
800-271-2714

SOUTH BEACH ISLAND RESORT
Get in touch with Coastal. Stay for two nights and receive 20% off. Book now. www.coastalresort.com
888-223-7949

SANIBEL BEACH RESORT & SPA
Relax, just a mile to the east on the Gulf of Mexico at Sanibel Island is Sanibel Beach Resort & Spa. SanibelBeachResort.com
888-481-3049

Islandology is our way of life. It's walking out the door with the ocean on your mind and the sun on your skin. It's dropping everything when the sand cushions your step. Because a little bit of beach can make a lasting impression.
Plan your trip at FortMyersSanibel.com

THE BEACHES OF FORT MYERS AND SANIBEL
www.fortmyersandsanibel.com

FAMILY CIRCLE / MIDWEST LIVING

About the Magazines and Program

Family Circle and Midwest Living are two leading magazines published by Meredith Corp. This program is targeted to upscale Midwest subscribers via an eight-page, digest size editorial insert, backed by a full-page brand ad for The Beaches of Fort Myers & Sanibel. Placement is in March/April issue of Midwest Living and the April issue of Family Circle, promoting spring and summer travel.

Print Program Details

- Participation in an eight-page magazine insert
- March/April issue
- Family travel content
- 1,675,000 circulation
- Cost: \$1,000

SANIBEL MOORINGS CONDOMINIUM RESORT
Quiet front beach resort with one-, two- and three-bedroom condos, suites, botanical garden, boat docks, tennis courts and two pools.
888-237-5164
www.SanibelMoorings.com

SANDALFOOT BEACHFRONT CONDOMINIUM
Beautifully decorated one- and two-bedroom condominiums. Beachfront or full view. Private beach, pool, tennis and more.
888-755-5266
www.SandalfootCondo.com

SUNIDIAL BEACH RESORT & SPA
Swim, play and relax in the sun on the Gulf at Mexico at Sanibel Beachfront. 1.6 million resort.
888-448-9394
www.SundialResort.com

No 24 You can hear a lot with the world on silent mode.
Pick up some speed on the water and you may find dolphins playing in your boat's wake. Be silent and you'll hear the call of birds. Lock up and you'll notice that each species has something special. Our natural life surrounds you, whether it's inland or on an island.

No 28 When you let go you can enjoy the ride.
The road doesn't end when you reach the water's edge. Rent a kayak, paddleboard or boat, and paths open in every direction. Then, you can chart a course to your next fishing spot or plan your island visit. But remember, some of the best places appear when you just let the water take you there.

No 01 The best souvenirs are priceless and also free.
Hundreds of thousands of seashells roll onto our shores every day. Just step on the white sand and search the tideline for a lettered olive, or get your feet wet hunting for a fighting conch. There are many kinds of shells, and a memory under each one.

NEW YORK TIMES “VOYAGES”

About the New York Times Sunday Magazine

"Voyages" is a travel-themed issue of New York Times Sunday Magazine. The New York Times Sunday Magazine is a supplement that is sent out with the Sunday edition of the newspaper. As one of America's top national newspapers, approximately 50% of the Times' circulation runs outside of the New York City DMA.

Magazine Facts

- 60% Male / 40% Female
- \$100,000 median HHI
- 53 median age

Print Program Details

- Participation in two-page spread in September "Voyages" issue
- Couples travel content
- 1,025,230 circulation
- Cost: \$1,000



IN-STATE NEWSPAPER INSERT

About the Program

This opportunity offers participation in a four-page insert exclusively highlighting the destination. Newspapers in this program include The Villages Daily Sun, Ft. Lauderdale Sun Sentinel, Miami Herald, Orlando Sentinel, and Tampa Bay Times. The timing of this opportunity promotes summer travel to The Beaches of Fort Myers & Sanibel.

Print Program Details

- Participation in custom-designed, four-page insert
- May, June and August inserts
- Couples and family travel content
- 250,000 circulation
- Cost: \$985 per insert



— BEACHES —
Fifty miles of wide-open white sand make it easy to find your perfect spot. Go at sunrise for the best shelling.

— NATURE —
Watch otters, osprey and gators from a boardwalk or sail alongside dogfish, pods and giant, gentle manatees.

— DINING —
Savor the ocean view and a menu of crab, clams, grouper and pink-gold shrimp straight from the Gulf.

— FAMILY FUN —
Splash about and unwind with the kids before heading to Fort Myers Beach to explore fun shops at Times Square.

— GET ACTIVE —
Bike wide, paved paths on Sanibel or paddle through twists, turns and a mangrove forest on the Great Calusa Blueway.

— SUNSET SPOTS —
See the orange sky turn to night at the seat of a dinner table from Captiva Beach or Fort Myers Beach Pier.

Skies and Shine
Longer days mean more time to do what you love.

NATIONAL SEASHELL DAY, JUNE 21
is the "Shell Capital of the World," join us as we celebrate this day by being the one and only summer they bring! Learn more at FortMyersSanibel.com

It's easy to find deals all summer long.
Plan your trip and see a free Lonely Planet guidebook at FortMyers-Sanibel.com.

 <p>COPA DEL MAR RESORT Enjoy the sun on the beautiful beaches, stay in our Casa del Mar villas. 888.376.4113 CopaDelMar.com</p>	 <p>OFFSHORE SAILING CENTER Join the fun with Offshore's exciting 17' and 20' sailboats. 2500 S. US Highway 1, Fort Myers, FL 33904 888.388.6467 OffshoreSailing.com</p>	 <p>SANIBEL ISLAND BEACHFRONT CONDOMINIUMS Conveniently located on the edge of the Gulf of Mexico, nestled beachfront on the Gulf. 800.725.5252 SanibelIslandCondo.com</p>	 <p>SANIBEL CAPTIVA BEACH RESORTS Book directly with Sanibel Captiva Beach Resorts to receive the best guaranteed rate. Also includes a complimentary shuttle. 800.275.1966 SanibelCaptivaBeachResorts.com</p>	 <p>SANIBEL ISLAND BEACH RESORT Private resort on 600+ acres of one-of-a-kind Sanibel Island. Located on the beach and close to shopping and dining. Includes a complimentary shuttle. 888.388.6467 SanibelBeachResort.com</p>	 <p>SIESTA KEY BEACH RESORT Private, modern escape. See 40+ acres of beach, tennis courts and a spa. Includes a complimentary shuttle. 888.388.6467 SiestaKey.com</p>	 <p>THE WEST CAPE CORAL RESORT AT MARINA VILLAGE Private Cape Coral's only AAAA Five Diamond Resort. Includes complimentary shuttle to Sanibel Key and the Gulf of Mexico. 239.346.1133 WestCapeCoral.com</p>
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Attraction Option



THE BEACHES OF
**FORT MYERS
AND SANIBEL**

RADIO OPPORTUNITIES

About the Program

These sponsorships are 10-15 second radio spots that are played during the news, weather and/or traffic updates. We utilize a radio network so the spots run across multiple radio stations and formats including Adult Contemporary, Country, News Talk, Rock and Top 40.

Orlando Program Details

- Participation in 10-15 second News/Weather/Traffic sponsorships
- Campaign Date: June
- 100,000 estimated impressions
- Cost: \$750

Tampa Program Details

- Participation in a 10-15 second News/Weather/Traffic sponsorships
- Campaign Date: June
- 125,000 estimated impressions
- Cost: \$800

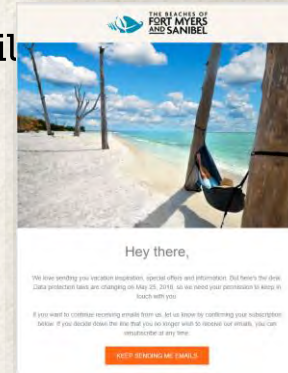


A photograph of a weathered, light blue wooden house with a corrugated metal roof, elevated on wooden stilts over a body of water. The house has a porch and a chimney. The water is clear and blue, reflecting the sky and the house. The background shows a distant shoreline with trees under a clear sky.

EMAIL CO-OP

GDPR COMPLIANCE

- New European Union privacy regulations require explicit email opt-in consent for all EU citizens as of May 2018.
- The VCB deployed a re-engagement campaign for all EU subscribers and those with no geographic location. We scrubbed those who didn't engage.
- We have applied the strict GDPR rules to our entire database, which ensures we will not need to do this kind of major scrub again, if the United States were to adopt these regulations.
- Database size decreased around 75,000 subscribers in May 2018. However, all continuing lead generation efforts are now GDPR compliant and the database consistently grows each week.



WEEKLY LEADS

- As a courtesy, VCB shares their leads from brand efforts on a weekly basis
 - Partners sign up through co-op portal under "Misc."
- Include leads from "Reader Service" cards in publications
 - Media vendors use their own template and we cannot alter them to include individual partners
- Consumers are requesting information from the destination as a whole, not individual partners
- Mailing addresses only are provided
 - Email addresses/electronic info not included due to privacy laws
- Partners can use the leads to physically mail proprietary collateral
- Foreign leads no longer included in weekly list
 - If US follows EU's suit, will have to discontinue this free program



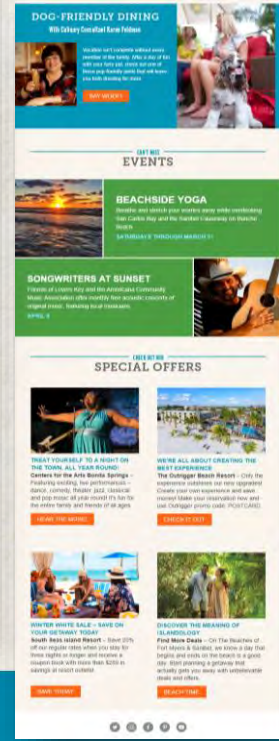
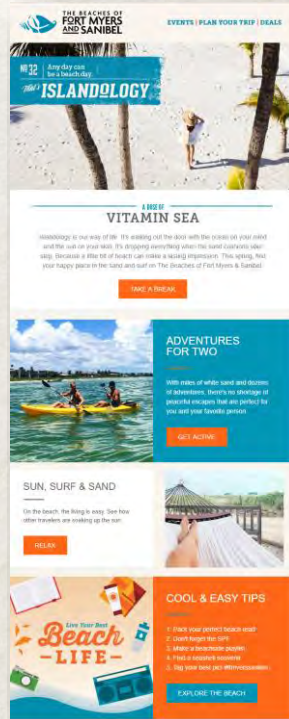
VCB EMAIL OPPORTUNITIES

Monthly eNewsletters

- In-State and Out-of-State
- Cost: \$500/\$750
- Average Sends:
 - In State: 20k
 - Out of State: 230k
- Max 6 partners featured

Leisure Welcome Email (quarterly)

- Cost: \$500
- Average Sends: 10K
- Max 6 partners featured



Attraction Option
 (instate news/welcome)

VCB EMAIL OPPORTUNITIES

Bridal Welcome (quarterly)

- Cost: \$100
- Average Sends: 500
- Max 6 partners featured
- Featured in all three emails of welcome series



VCB EMAIL OPPORTUNITIES

Partner Dedicated Emails

- Cost: \$700
- Average Sends: 100k
- Partner focused
 - VCB and Partner exclusively featured
- Submit 3-5 copy points, VCB writes content
- 3 partners per quarter may buy in

THE BEACHES OF FORT MYERS AND SANIBEL

Get The VIP Treatment

Sanibel-Captiva
BEACH RESORTS

This year, plan for adventure, exploration and the full VIP treatment. There are a ton of booking sites where you can make reservations for your stay - we get it. But when you book direct with any one of Sanibel Captiva Beach Resorts' four properties - Beachview Cottages, Laidlaw Cottages, Tween Waters Inn Island Resort & Spa or West Wind Inn - you are guaranteed the best rate, plus a suitcase full of VIP benefits.

You'll get free Wi-Fi, complimentary parking and a \$100 resort rewards coupon book. Plus, free kayak and bike rentals with Tween Waters Inn and West Wind Inn, and access to the tennis courts and fitness center! That's not all - book direct and let Sanibel Captiva Beach Resorts show you what it means to be a VIP.

BOOK MY GETAWAY

Discover Southwest Florida

Events Fun on Land

Out and About Explore the Water

THE BEACHES OF FORT MYERS AND SANIBEL

Save 20% When You Book 3 Nights

Pointe Estero
HOT WATER BEACH, FLORIDA

In Southwest Florida, nature surrounds you. But on the beach, you can feel it all in motion - from the sound of colorful birds to the Gulf's warm breeze. Pointe Estero Resort is in the middle of it all.

Every guest has a Gulf view, with over 60 spacious one- and two-bedroom condo-style suites, ranging from 1,425 to 1,700 square feet. Once you step out the door, miles of beach belong to you. Enjoy the outdoor pool and jacuzzi, get active at the tennis court and fitness room, then slug onto the poolside patio for barbecue grilling. Book directly and get the best rate guaranteed. Plus, save 20% when you stay three or more nights.

BOOK MY GETAWAY

*Some exclusions apply. Limited time offer.

Discover Southwest Florida

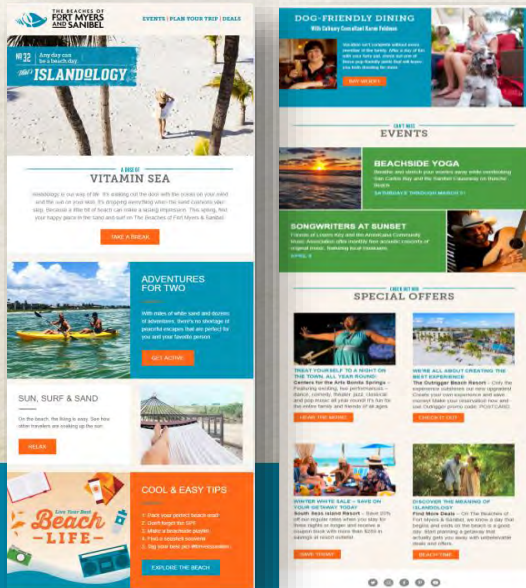
Events Fun on Land

Out and About Explore the Water

VCB EMAIL: 2017/18 SUCCESSES

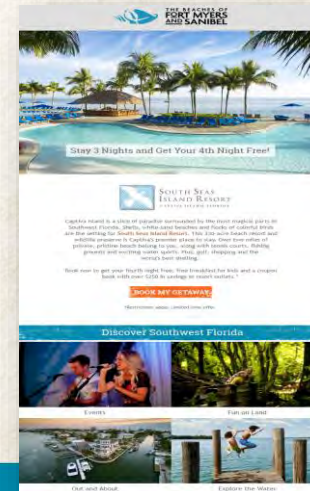
eNewsletter Performance

- Open Rate: 21% (benchmark: 17%)
- Partner Click Percentage: 16%
- Average Clicks: 340 (+25% YOY)



Partner Dedicated Email Performance

- Overall partner click rate increased YoY
- Partner Click Percentage: 53%
- Average Clicks: 959 (+38% YOY)



THE BEACHES OF
FORT MYERS
AND SANIBEL



CAPT. C.J.
PINE ISLAND FL.

DIGITAL

PARTNER SITE TAGGING

About Floodlight Tags

Floodlight tags are a piece of code that are generated from MMGY's ad server, DoubleClick. These floodlight tags are placed on the partner's site and allow us to measure visits to the site.

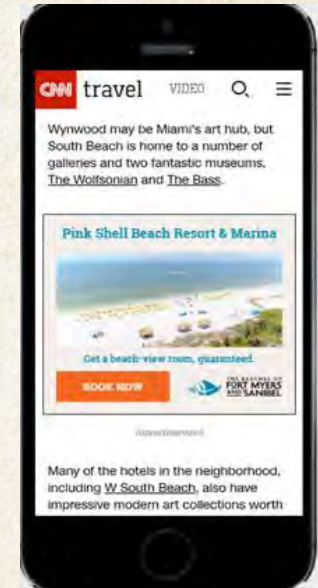
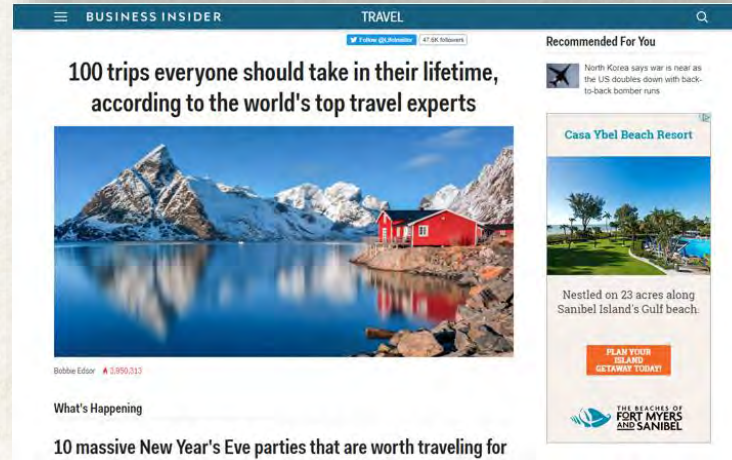
Floodlight Tag Implementation and Benefits

- VCB/MMGY generates a floodlight tag.
- Floodlight tag code is sent to partner to place on website.
- Once placed, a floodlight tag is able measure site visits to the partner site.
 - Ability to measure non-click traffic.
 - Able to see site visits influenced by co-op media placements.
- Majority of visits to a site from a banner ad are from view-through visits.
 - Need floodlight tag in place in order to see activity.



DIGITAL MEDIA OPPORTUNITIES

- Email
- OTA/Meta Search
- HomeAway
- Expedia Travel Review ads
- TripAdvisor
- Native Content
- Programmatic
- Wedding
- Summer Promotion
- Island Hopper Songwriter Fest
- Geo-fencing
- Island Hopper Songwriter Fest
- **Native Display**
- **Pandora**
- **Sherman's Travel Branded Content**



DIGITAL: NEW OPPORTUNITIES



ZETA EBLAST

Email

- Cost: \$400
- Timing: July–September (TBD)
- About: Zeta is a data-driven marketing company that has the ability to micro-target our desired audience through custom data segments
- Audience: Custom and highly targeted audience skewed towards Florida beach travelers on the East Coast
- Placement: Email in which the partner is featured
- Estimated Sends: 625,000

*Measurement of success: Open Rate

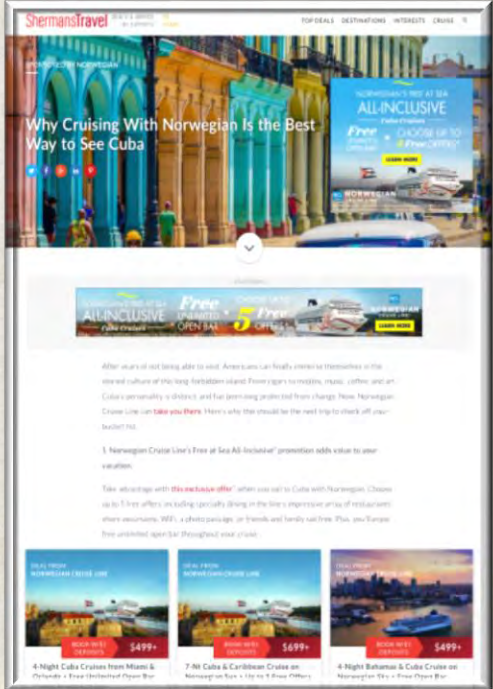


SHERMAN'S TRAVEL BRANDED CONTENT

Content

- Cost: \$400
- Timing: July–September
- About: Sherman's Travel is a site that simplifies travel research, providing both
- the tools and inspiration to make the perfect trip
- Audience: East coast skew with focus on value-based deals
- Placement: Native Article in which the partner is featured
- Native Benchmarks:
 - Average page views: 10,000
 - Average time spent on articles: 2:31
 - Average social shares: 3,000

*Measurement of Success: Cost-per-View of Article, Time Spent on Article and Social Shares of Article



The screenshot shows the Sherman's Travel website interface. At the top, there's a navigation bar with 'ShermansTravel' logo and links for 'TOP DEALS', 'DESTINATIONS', 'INTERESTS', and 'CRUISE'. The main banner features a vibrant image of a cruise ship docked at a port with colorful buildings. Text on the banner reads 'Why Cruising With Norwegian Is the Best Way to See Cuba' and 'ALL-INCLUSIVE' with 'Free' and 'OPEN BAR' callouts. Below the banner is a sub-header 'ALL-INCLUSIVE' and a paragraph of text: 'After years of not being able to visit, American can finally immerse themselves in the vibrant culture of this long forbidden island. From cigars to regatta, music, coffee, and an Cuban personality to drink, and fun gambling games that have changed how Norwegian Cruise Line can take you there. There's only the should be the next trip to check off your bucket list.' Below this is a sub-section '1. Norwegian Cruise Line's Free at Sea All-Inclusive* promotion adds value to your vacation.' and another paragraph: 'Take advantage with this exclusive offer* when you sail to Cuba with Norwegian. Choose up to 3 free offers and 3 complimentary specialty dining on the line to experience a true of restaurant where everyone, WE, a photo package for friends and family and free Plus and Europe Free unlimited open bar throughout your cruise.' At the bottom, there are three promotional cards for cruises: '4-Night Cuba Cruises from Miami & Orlando - \$499+', '7-Night Cuba & Caribbean Cruise on Norwegian Sun - \$699+', and '4-Night Bahamas & Cuba Cruise on Norwegian Sky - \$499+'.

Attraction Option

NATIVE DISPLAY

Display

- Cost: \$400
- Timing: March–July
- About: More visually engaging than banner ads, Native Display units fit the form & function of the site and link off to the partners website
- Audience: Targeting audiences that show interests in beach and Florida travel
- Placement: Native Display Unit
- Estimated Impressions per partner: 300,000

*Measurement of Success: Savings Impressions



This Massive Cruise Ship Just Became the Biggest Ever to Cross the Panama Canal

It's over 1,000 feet long and has room for about 4,000 passengers



Tips on Visiting 26 National Parks, Straight From Park Employees

From the best times to visit to the must-see hidden spots

PANDORA

Mobile Audio and Display units

- Cost: \$400
- Timing: March–July
- About: Pandora is a music streaming platform where partners will have the opportunity to reach precise consumers through powerful audio and display messages
- Audience: Targeting audiences that show interests in beach and Florida travel
- Placement: Mobile Display Banner & :15 or :30 second Audio Spot
- Estimated Impressions per partner: 300,000



*Measurement of Success: Saving on Impressions

A serene sunset scene over a beach. The sky is filled with dark, dramatic clouds, with a bright orange and yellow glow from the setting sun just below the horizon. The ocean reflects this light, creating a shimmering path across the water. In the foreground, a large, light-colored seashell lies on the wet sand, surrounded by smaller shells and pebbles. The overall mood is peaceful and contemplative.

DIGITAL CO-OP

MEDIA EMAIL OPPORTUNITIES

New York Times Great Getaways

- Cost: \$500/email
- Timing: Feb, May, July, Sept
- Sends: 250,000

Sherman's Travel

- Cost: \$425/email
- Timing: Feb, April, Sept
- Sends: 500,000
- Content: beach, adventure, couples

eTarget-Beach & Florida Travel

- Cost: \$425/email
- Timing: Oct, May, Aug
- Sends: 1,300,000
- Content: beach, adventure, couples

Travel Spike

- Cost: \$400/email
- Timing: April and July-September
- Sends: 100,000



EMAIL OPPORTUNITIES: HOW TO CHOOSE

New York Times Great Getaways

- About: The New York Times as an American newspaper based in NYC with worldwide influence and readership within several industries including travel
- Audience: Northeast skew with higher HHI. Less concerned with price and expect a more high-end experience

Sherman's Travel Deals

- About: Sherman's Travel is a site that simplifies travel research, providing both the tools and inspiration to make the perfect trip
- Audience: East coast skew with focus on value-based deals (not necessarily low cost)

*Measurement of success: Open Rate

*Media industry average for open rate 10%

EMAIL OPPORTUNITIES: HOW TO CHOOSE

eTarget-Beach & Florida Travel

- About: eTarget is an email marketing company that has the ability to micro-target our desired audience through targeted email lists
- Audience: Top visitation DMAs with a focus on lower cost deals

Travel Spike

- About: Travel Spike is the #1 travel-dedicated platform on comScore reaching travelers during their activities leading up to a booking
- Audience: Reaching consumers who have a high propensity for travel and looking for value

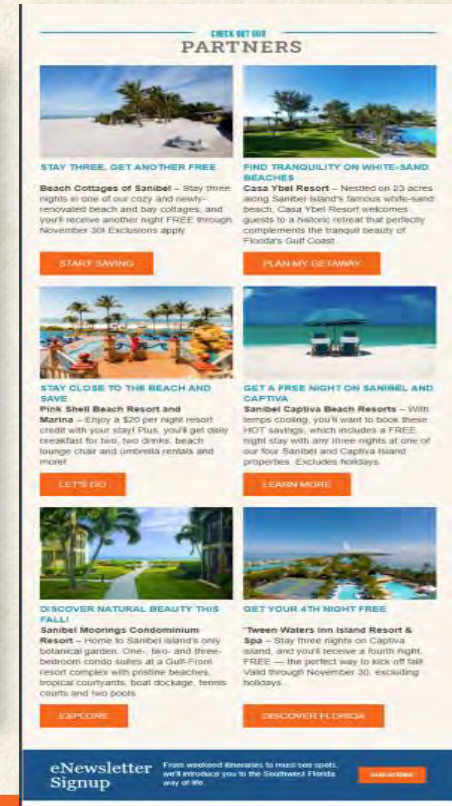
*Measurement of success: Open Rate

*Media industry average for open rate 10%

PAID MEDIA EMAIL: FY17/18 SUCCESS

All LVCB Partners: eTarget Email

- Timing: May 2018
- Delivered: 1,300,000
- Open Rate: 22%
 - Open rate media industry average: 10%

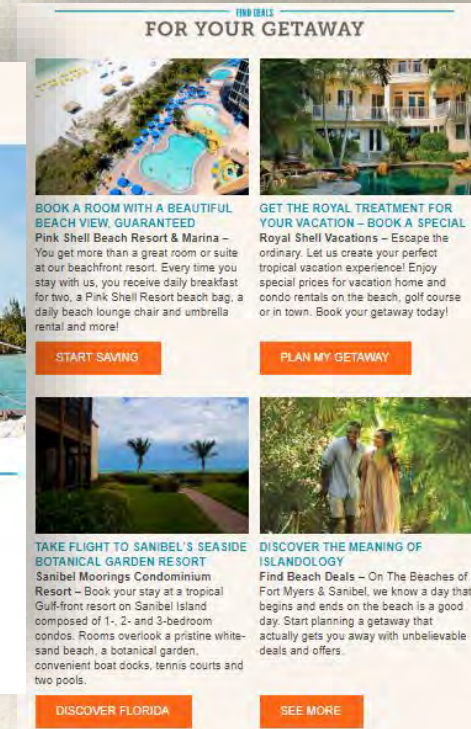


THE BEACHES OF
FORT MYERS
AND SANIBEL

PAID MEDIA EMAIL: FY17/18 SUCCESS

All LVCB Partners: New York Times Email

- Timing: May 2018
- Average: over 115 clicks per partner
- Open Rate: 36%
 - Open rate media industry average: 10%



THE BEACHES OF
**FORT MYERS
AND SANIBEL**

OTA AND METASEARCH OPPORTUNITIES

Expedia

- Cost: \$500
- Timing: October, April–June & July–September
- Audience: Targeting those who have viewed our destination content, as well as competitor destination content on the OTA. Targeting consumers off-site for cost savings and to allow clicks to partner sites
- Estimated Impressions: 100,000

Kayak

- Cost: \$500
- Timing: April–June & July–September
- Audience: Targeting those who have viewed our destination content as well as competitor destination content on Kayak
- Estimated Impressions: 100,000

***Measurement of Success: Savings on Impressions**

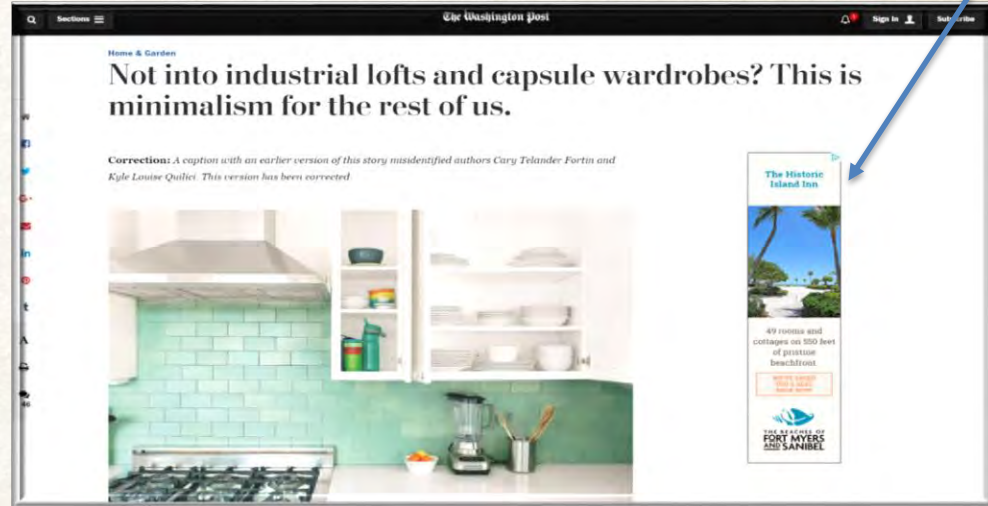


THE BEACHES OF
**FORT MYERS
AND SANIBEL**

OTA: FY17/18 SUCCESS

All LVCB Partners: Kayak Digital

- Performance: Average savings for the campaign was 89% off original cost
- Reached qualified travelers in the booking phase looking for flights and hotels to our destination, as well as targeting users looking at competitor destinations.



OTA: FY17/18 SUCCESS

All LVCB Partners: Expedia Digital

- Performance: Average savings for the campaign was 50% off original cost
- Reached qualified travelers in the booking phase looking for flights and hotels to our destination, as well as targeting users looking at competitor destinations.
- Impressions: Over delivered by 400% to date

The Historic Island Inn

49 rooms and cottages on 550 feet of pristine beachfront.

WE'VE SAVED YOU A SEAT, BOOK NOW!

THE BEACHES OF FORT MYERS AND SANIBEL

Expedia Search Results for The Historic Island Inn

Search Hotels

Check in: 12/15/2018
Check out: 12/16/2018
Rooms: 2 Adults, 1 Child

Expedia.com

Experience All is Luxury™ in Naples

Four Recent Searches

Popular Destinations

SALE 90% OFF

Coming this Friday

OWN

THE BEACHES OF FORT MYERS AND SANIBEL

HOMEAWAY OPPORTUNITIES

Digital Banners

- Cost: \$500
- Timing: October, March–July, July–September
- Audience: Targeting the HomeAway audience off-site to consumers who are looking at our destination and competitor destination vacation rentals
- **This program is offered specifically to Vacation Rental Properties**
- Estimated Impressions: 200,000

*Measurement of Success: Savings on Impressions

That's **ISLANDOLOGY**
YOUR GUIDE TO ISLAND LIFE

Island Vacations

Stay with the best
vacation rental company!

Unique Weekly and Monthly
Condo, Home and
Cottage Rentals

BOOK YOUR
SANIBEL ISLAND
VACATION TODAY!

THE BEACHES OF
**FORT MYERS
AND SANIBEL**

THE BEACHES OF
**FORT MYERS
AND SANIBEL**

HOMEAWAY: FY17/18 SUCCESS

All LVCB Partners

- OTA: Average savings of campaign was 77% off of original cost
- Reached audiences off-site looking at our destination and competitor destinations for vacation rentals.

The screenshot displays a search results page for vacation rentals in Florida. It features three main listings:

- Casa Grandview** (West Palm Beach, FL): Price from \$159, 4.7 rating (123 reviews), and a "Check Dates" button.
- Blue Heron Inn** (Amelia Island/Fernandina Beach, FL): Price from \$195, 4.9 rating (120 reviews), and a "Check Dates" button.
- Victorian House B&B** (Saint Augustine, FL): Price from \$139, 4.7 rating (47 reviews), and a "Check Dates" button.

Additional elements include a "Tell Us Your Zodiac" banner, a "Search by Map" interface showing Florida with markers for Tallahassee, Daytona Beach, Orlando, Tampa, St. Petersburg, West Palm Beach, and Miami, and a "Royal Shell" advertisement for a lighthouse. A blue arrow points from the bottom right towards the "Royal Shell" ad.

EXPEDIA TRAVELER REVIEW ADS

Digital Banners

- Cost: \$500
- Timing: April - June
- Audience: Targeting consumers who are looking at our destination and competitor destination vacation rentals.
- Creative: Ability to pull in Expedia rankings to appear more trustworthy to the consumer doing research. 160x600 banner.
- Requirements:
 - Must have at least 80% positive reviews (Expedia selects the review)
 - Clicks thru to Expedia site, not partner website
 - Partner supplies image and logo only for this placement
- Estimated Impressions: 90,000

*Measurement of Success: Savings on Impressions

EXPEDIA TRAVELER REVIEW ADS: FY17/18 SUCCESS

All LVCB Partners

- Average savings of campaign was 71% off of cost
- Traveler reviews told shoppers about the quality of your hotel from an authentic, real-life review
- Performance: review ads posted a 0.21% CTR, which is well above the industry average of 0.07%
- Travelers are 3.9 times more likely to choose a hotel with a higher review score when prices are comparable



TRIPADVISOR OPPORTUNITIES

Banners

- Cost: \$400
- Timing: October, March–July & July–September
- Audience: TripAdvisor is the world's largest travel site with over 51 million unique visitors. Through this dynamic platform we will be targeting users with banner ad units who are actively looking for information and reviews on hotels in our destination
- Estimated Impressions: 30,000

Text Links: Article Format

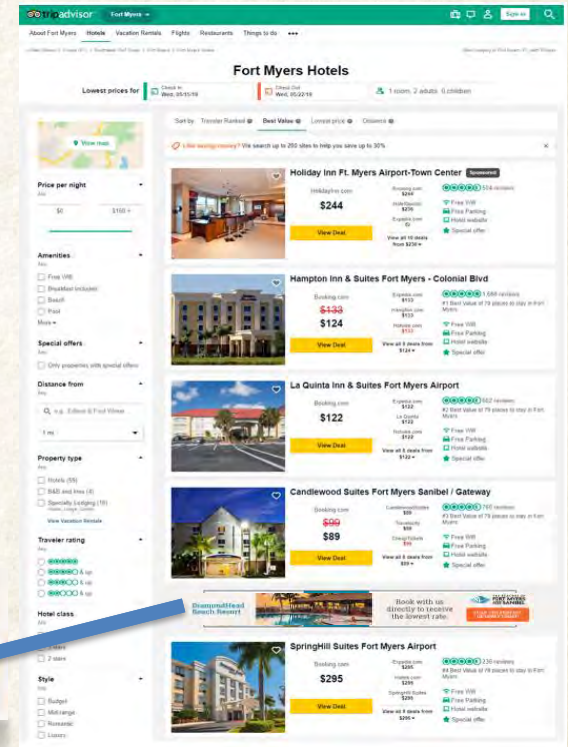
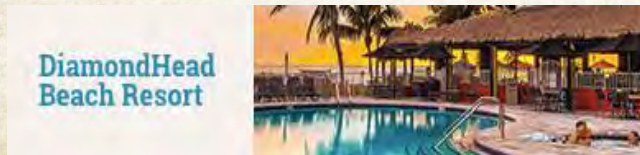
- Cost: \$100
- Timing: October–September
- Audience: Text links allow partners to be included as a featured deal in the promo module of the four TripAdvisor destination homepages. With this strategy we will be able to capture users looking for a deal within our destination

*Measurement of Success: Savings on Impressions

TRIPADVISOR: FY17/18 SUCCESS

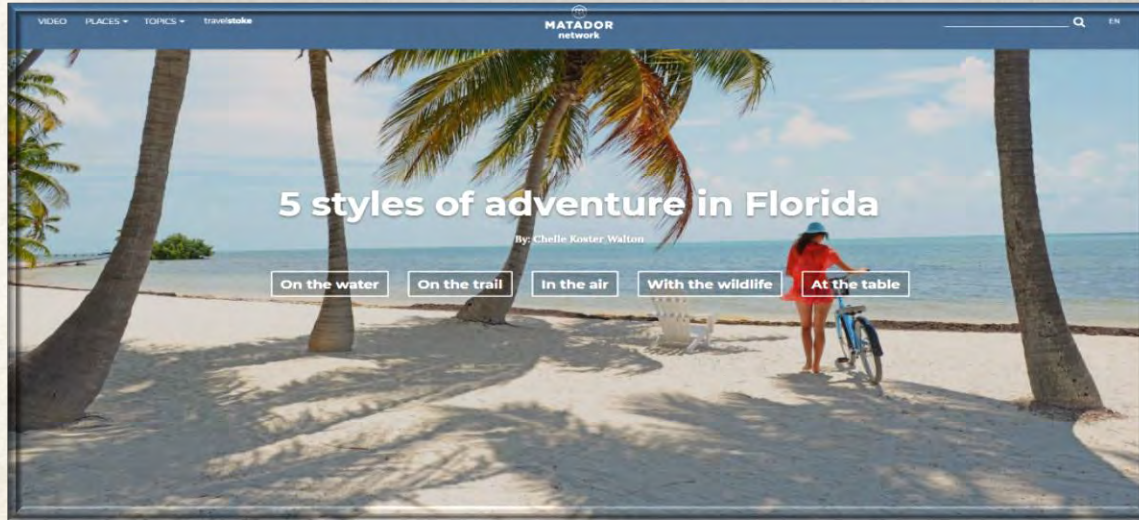
All LVCB Partners: TripAdvisor Banners

- October–May
- Performance: CTR 0.09%
- Current CTR is 28% higher than the media industry average
- LVCB partner CPM is \$13.33 compared to average of \$18



MATADOR – NATIVE CONTENT

- The Matador network is a tribe of millions of travelers across the globe with an unquenchable thirst for adventure and exploration.
- Matador has the ability to utilize programmatic buying to push out content pieces in a native environment featuring co-op partners in the content.



NATIVE CONTENT INTEGRATION EXAMPLE

VIDEO PLACES TOPICS

TRIP PLANNING

Beach guide: Fun, sun, and family on The Beaches of Fort Myers & Sanibel

in partnership with THE BEACHES OF FORT MYERS AND SANIBEL




Photo: The Beaches of Fort Myers & Sanibel

Ann Martin
May 21, 2016 0 Views Edit Post

The never-ending winter is finally over. The school year is drawing to a close. You hear that? Shhhhh. Listen. It's the clinking of seashells tumbling in the waves, the distant call of a seagull, the squeak of bare toes as they sink into warm, white sand.

The Beaches of Fort Myers & Sanibel is calling. And there's no time like the present to book your next trip, whether you fancy celebrating National Seashell Day, or just putting together a fun and memorable family vacation. If you're not sure which sandy patch of Southwest Florida shoreline to make your home away from home, here's your guide. There are no wrong decisions, just lazy, sun-kissed,

properties of [Sanibel Captiva Beach Resorts](#), which has you covered no matter what your plans are for enjoying Sanibel Island and its neighbor to the north (more on that [here](#)).

Captiva Island




Photo: The Beaches of Fort Myers & Sanibel

Artsy, cozy, and easily walkable, Sanibel's northern neighbor is home to warm Gulf waters and all the island time you need to enjoy them.

Captiva Beach: These wide expanses of sand lead right into the blue-green Gulf of Mexico. Waves tend to be a bit bigger here, making the area great for boogie-boarding and body surfing. Real surfers even dive in on stormy days when the winds are pushing just right.

NATIVE CONTENT INTEGRATION OPPORTUNITIES

Text Link & Content

- Cost: \$200
- Timing: March – July 4th & July 5th – September
- Topics Include: Fishing, beaches, shelling, family travel, wildlife/environment, eco-friendly travel, outdoor adventure and couples travel
- Audience: Researching travel information about our destination
- Native Benchmarks:
 - Average page views: 4767
 - Average time spent on articles: 3:13
 - Average social shares: 3601

*Measurement of Success: Page views/Time Spent on Article/Social Shares of Article

NATIVE CONTENT INTEGRATION: FY17/18 SUCCESS

All LVCB Partners

- Native: Matador Network
- June Fishing
- Article Views: 5,448
- Time Spent on Article: 3:37
- Social Shares: 3,693

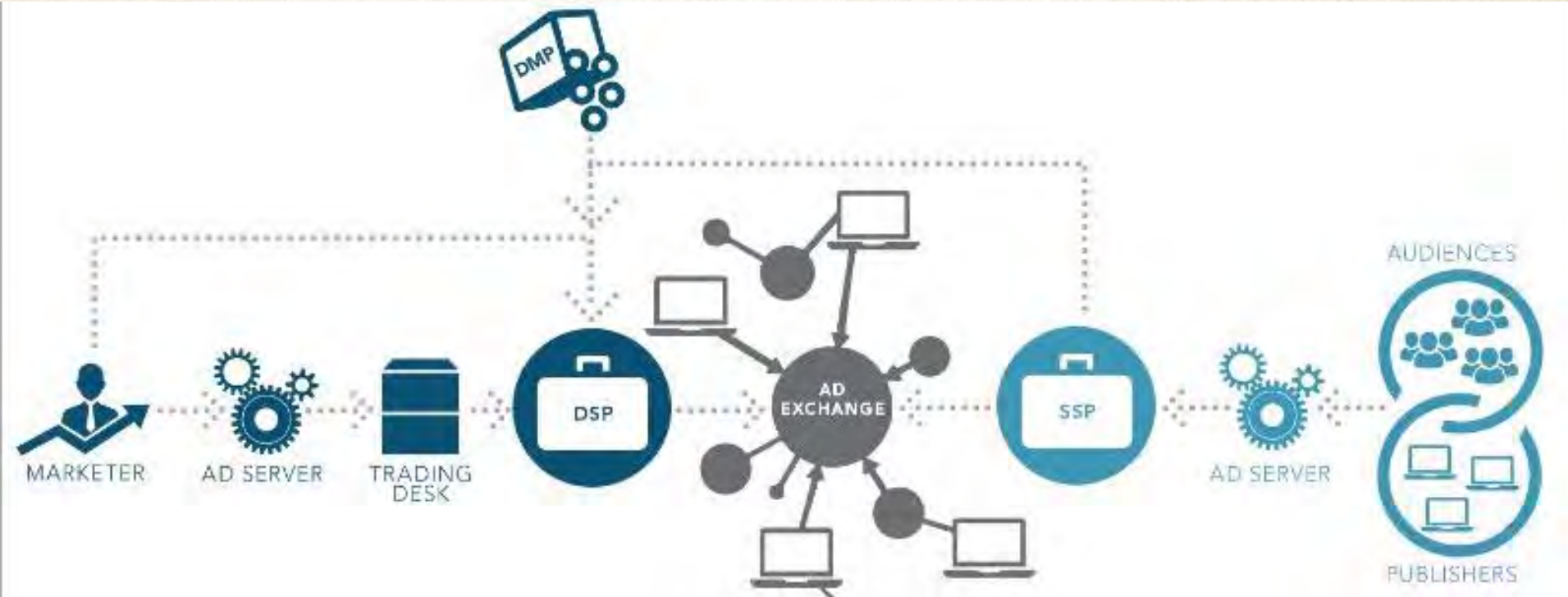
Moment #4: Going deep into the backcountry



Photo: Eric Friedebach

Start at the [Residence Inn Sanibel/Fort Myers](#), where amenities like full in-room kitchen, BBQ grill, and pet-friendliness make this a good home base for your fishing trip. A quick drive west and you're at the Punta Rassa boat ramp, which offers a tremendous backcountry experience. Water depths are greater, in the three-to-four-foot range, but there are plenty of flats and passages. It's no surprise that the reds, trout, and tarpon filter in here on a flood tide and remain until an hour or two before slack low.

THE JOURNEY OF A PROGRAMMATIC AD



WHAT CAN PROGRAMMATIC DO FOR ME?

RIGHT PERSON

RIGHT MOMENT

RIGHT CONTEXT



THE BEACHES OF
FORT MYERS
AND **SANIBEL**

PROGRAMMATIC: AUDIENCE TARGETING OPPORTUNITIES

Digital Banners

- Cost:
 - \$400: October; \$500 Spring/Summer and Fall
- Timing: October–February, March–July & July–September
- Audience: Targeting audiences that show interests in beach and Florida travel as well as:
 - Affluent Explorers/Activity Seekers
 - Nature Admirers
 - Family Travelers
 - Couples
- Targeting: Layering on our 1st party terminal data with Experian to reach new users through the following segments:
 - Disney Survivors
 - Couples
 - Paddles for Play
 - Snap Happy
- Estimated Impressions Per Partner: 100,000 *Measurement of Success: Savings on Impressions/Cost

PROGRAMMATIC: FY17/18 SUCCESS

All LVCB Partners – Experian

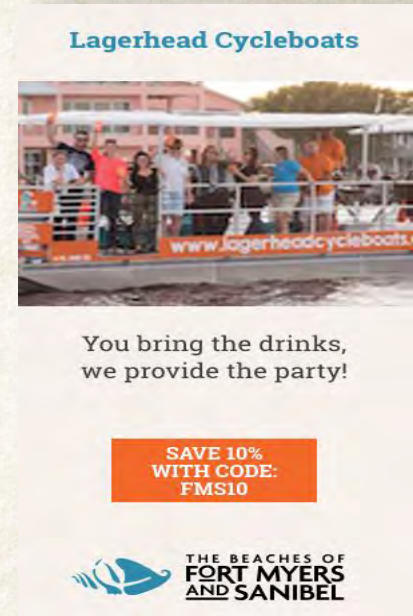
- Average savings of campaign was 90% off the original cost and the ability to run the campaign due to a minimum spend of \$5,000
- Increased overall reach and targeted new consumers who have shown online behaviors indicating they are planning a beach/Florida vacation, through our terminal data segments

The screenshot shows the ESPN website interface. At the top, it says "LIVE WITH HOST DANICA PATRICK" and "TOMORROW 8|7c abc". Below this, there are navigation options like "Subscribe Now" (ESPN+, MLB.TV) and "Quick Links" (ESPYS, MLB All-Star Game, NBA Free Agency, NBA Trade Machine, X Games Minneapolis). The main content area features a basketball game in progress, with a headline "Why a young Knick might be this year's Kyle Kuzma" and a sub-headline "Summer league title game stars to watch when the real season tips". To the right, there is a "Top Headlines" section with several news items. At the bottom right, there is an advertisement for "West Wind Inn Island Resort of Sanibel" with a blue arrow pointing to it. The bottom of the page shows "ESPYS: Vote Now" and "Lakers" with a score of 6-0.

PROGRAMMATIC: PARTNER SITE RETARGETING

Digital Banners

- Cost: \$700
- Timing: Full Fiscal Year
- Audience: Targeting audiences that have visited a partner's site in order to keep the partner top of mind during trip planning and research phases
- Requirement: All partners must have their site tagged in order to participate in this program
- Estimated Impressions Per Partner: 200,000
- ***Measurement of Success: Savings on Impressions/Cost**



The banner features a photograph of a group of people on a boat. The text 'Lagerhead Cycleboats' is at the top in blue. Below the photo is the slogan 'You bring the drinks, we provide the party!' and a red button with the text 'SAVE 10% WITH CODE: FMS10'. At the bottom is the logo for 'THE BEACHES OF FORT MYERS AND SANIBEL'.

Lagerhead Cycleboats

You bring the drinks,
we provide the party!

SAVE 10%
WITH CODE:
FMS10

THE BEACHES OF
FORT MYERS
AND SANIBEL

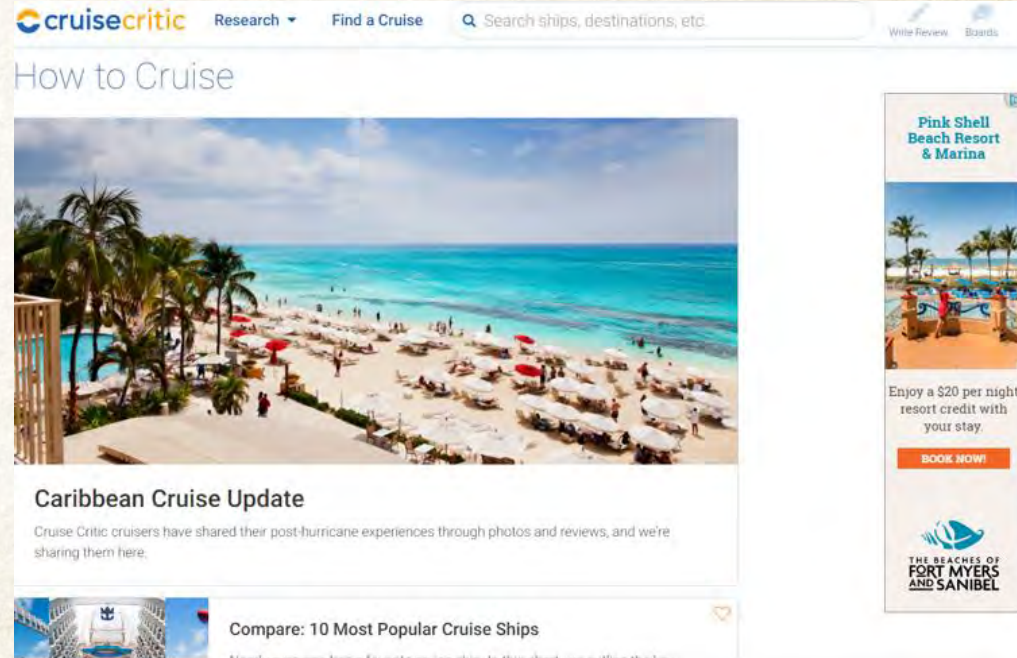
PARTNER SITE RETARGETING: FY17/18 SUCCESS

All LVCB Partners

- Average savings of campaign was over 40% and included the ability to run the campaign due to a minimum spend of \$5,000.

Pink Shell Beach Resort & Marina

- Timing: October-May
- Inquiries: 21,615
- CPI: \$0.16
- Current CPI 89% below our \$1.50 goal



The screenshot shows the CruiseCritic website interface. At the top, there is a navigation bar with the CruiseCritic logo, a search bar, and links for 'Research', 'Find a Cruise', and 'Search ships, destinations, etc.'. Below the navigation bar, the main content area features a large image of a beach resort with palm trees and a turquoise ocean. To the right of this image is a vertical sidebar advertisement for 'Pink Shell Beach Resort & Marina' with a 'BOOK NOW!' button. Below the main image, there is a section titled 'Caribbean Cruise Update' with a sub-headline 'Compare: 10 Most Popular Cruise Ships' and a small thumbnail image of a cruise ship.

PARTNER SITE RETARGETING

Why should I participate in this program?

Deeper insights into other placements via inquiries

Digital Media	Run Date(s)	Impressions	Total Campaign Imps	Clicks	Total Campaign Clicks	Click Rate	Total Campaign CTR	Monthly Campaign Avg	Media Investment	Comments
Trip Advisor.com - Spring/Summer 2018	3/1/2018 - 7/4/2018	7562	0	5	0	0.07%	0.00%	0.07%	\$400.00	CPM= \$18 while industry [Redacted] Inquiries: 366

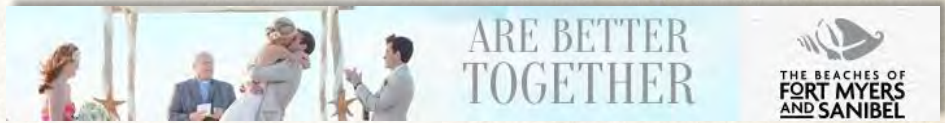
Reaching people who have already shown an interest in your business

Digital Media	Run Date(s)	Impressions	Total Campaign Imps	Clicks	Total Campaign Clicks	Click Rate	Total Campaign CTR	Monthly Campaign Avg	Media Investment	Comments
Cross Device Partner Site Retargeting* - October 2017- September 2018 (MUST have ability to place flood tag on your site)	10/1/2017 - 9/30/2018	111229	0	25	0	0.02%	0.00%	0.02%	\$700.00	CPM= \$4.75 while industry [Redacted] Inquiries: 1023

PROGRAMMATIC: BRIDAL

Digital Banners

- Cost: \$550
 - Timing: 11/5/18-3/31/19
 - Audience: Targeting brides who show behaviors of looking for destination beach weddings, as well as destination weddings in Florida, and competitive destinations outside of Florida
 - Estimated Impressions Per Partner:
100,000
- *Measurement of Success: Savings on Impressions/Cost



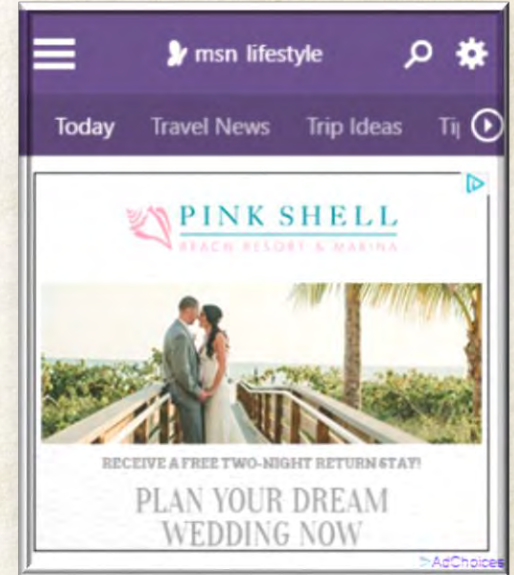
PROGRAMMATIC BRIDAL: FY17/18 SUCCESS

All LVCB Partners

- Bridal: Average savings of campaign was 85% off of original cost and included the ability to run the campaign due to a minimum spend of \$5,000
- Reached brides searching for beach destination weddings and honeymoons
- Impressions: Slightly less than 1,000,000 per partner

Pink Shell Beach Resort & Marina

- Performance: Pink Shell posted a 0.09% CTR compared to a 0.07% media industry average
- Inquiries: 972
- CPI: \$0.51
- Current CPI 66% below our \$1.50 goal



PROGRAMMATIC: SUMMER PROMO

Digital Banners

- Cost: \$400
- Timing: May-June
- Audience: Retargeting those who have come to The Beaches of Fort Myers & Sanibel website- specifically to the Summer Promotion landing page
- Estimated Impressions: 30,000

*Measurement of Success: Savings on Impressions/Cost



THE BEACHES OF
**FORT MYERS
AND SANIBEL**

SUMMER PROMO: FY17/18 SUCCESS

All LVCB Partners

- Performance: Average savings of campaign was 75% off of original cost and included the ability to run the campaign due to a minimum spend of \$5,000
- Reached 'travelers' looking for a summer getaway with our Zeta summer promo banners, which promoted partner deals to influence consumers to travel to the destination

The image shows a digital banner for Sunset + Travel. At the top left is the 'Sunset' logo. At the top right, there is a navigation menu with links for 'FOOD & DRINK', 'HOME & GARDEN', 'LIFESTYLE', 'TRAVEL', and 'SUBSCRIBE'. The main headline reads '5 Van Rentals for the Perfect Road Trip' with social media icons (Facebook, Twitter, LinkedIn, Instagram) below it. The central image depicts five vans parked on a dirt road in a desert landscape with mountains in the background. A person is standing on the roof of the middle van. To the right of the main image is a vertical sidebar for 'The Westin Cape Coral Resort at Marina Village', which includes a small image of the resort, the text 'All night free plus a \$100 resort credit and upgrades', a 'LEARN MORE' button, and the logo for 'THE BEACHES OF FORT MYERS AND SANIBEL'. At the bottom of the banner, there is a call to action: 'Use these van rentals as launching points for your next epic road trip' and the name 'EMILY MALTER'.

PROGRAMMATIC: ISLAND HOPPER SONGWRITER FEST

Digital Banners

- Cost: \$400
- Timing: Immediately preceding and during Island Hopper Songwriter Fest
- Audience: Retargeting those who have indicated they are planning to attend the Island Hopper Songwriter Fest
- Estimated Impressions: 50,000

*Measurement of Success: Savings on Impressions/Cost



PROGRAMMATIC: ISLAND HOPPER SONGWRITER FEST

LVCB Partners Receive

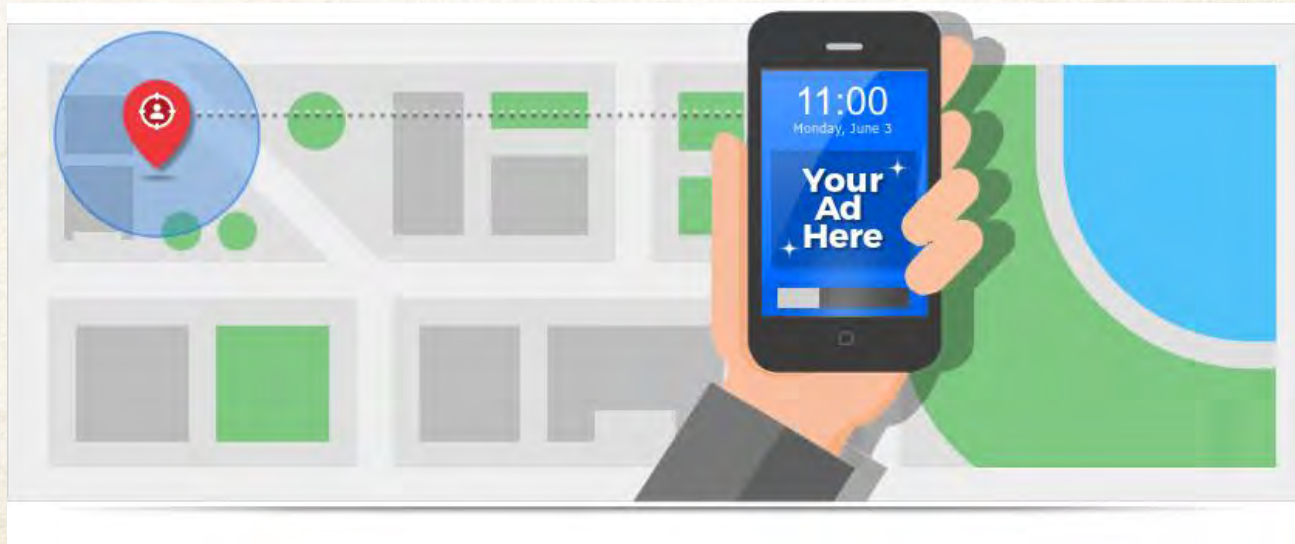
- Performance: Average savings of campaign is 92% off of original cost and the ability to run the campaign due to a minimum spend of \$5,000
- Reaching consumers who have shown online behaviors indicating they are planning to attend the Island Hopper Songwriter Fest



GEO-FENCING

In-State Beach Destinations

- Target users while they are on vacation in priority areas and in a travel mindset



GEO-FENCING

In-State Beach Destinations

- Cost: \$400
- Timing: June
- Audience: Reach users visiting competitor in-state beach destinations on their mobile devices through geo-fencing technology

- Estimated Impressions:

*Measurement of Success: Savings on Impressions/Cost



Royal Shell

Special vacation deal available now!

BOOK NOW

THE BEACHES OF
FORT MYERS
AND SANIBEL

Attraction Option

GEO-FENCING: FY17/18 SUCCESS

All LVCB Partners

- Performance: Average savings of campaign is 92% off of original cost and the ability to run the campaign due to a minimum spend of \$5,000
- Reached 'travelers' visiting competitor in-state beach destinations on their mobile devices through geo-fencing technology
- Average 0.27% CTR compared to 0.07% media industry average
- Approximately 1,000,000 impressions per partner





FY17/18 DIGITAL HIGHLIGHTS

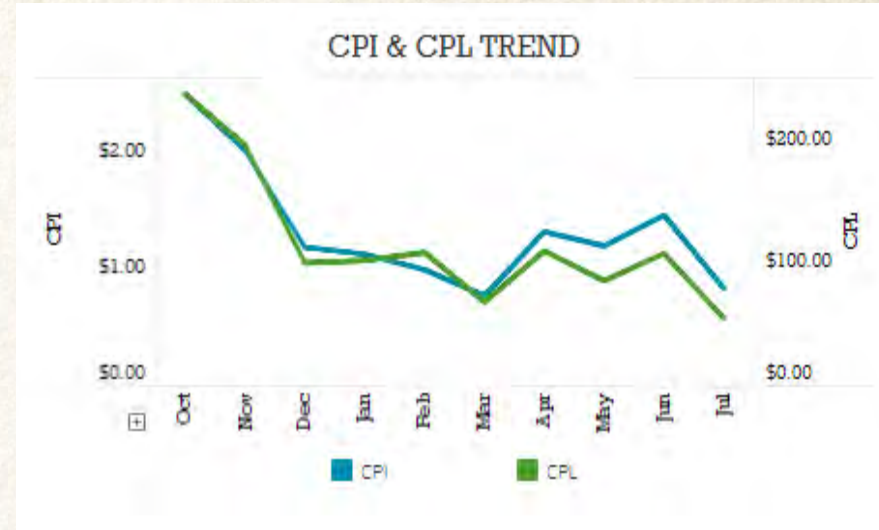
FY17/18 PERFORMANCE HIGHLIGHTS

Quantcast – Retargeting

- Timing: October–May
- Impressions: 3,085,458
- Inquiries: 39,579
- CPI: \$0.37
- Performance: Current CPI 75% below goal

TripAdvisor – Domestic

- Timing: October–May
- Impressions: 89,041
- Inquiries: 4,411
- CPI: \$0.42
- Performance: Current CPI 72% below goal



A scenic sunset over a body of water, likely a lake or bay. The sky is filled with soft, golden light from the setting sun, with wispy clouds catching the light. Several birds are seen in flight against the darkening sky. The water in the foreground is calm, reflecting the warm colors of the sunset. The shoreline is visible in the foreground, with some grass and small plants. The overall mood is peaceful and serene.

SOCIAL MEDIA CO-OPS

SOCIAL OPPORTUNITIES

FACEBOOK SLIDESHOW AD

- **Overview:** Provides the ability to showcase your business on Facebook, in video format, by utilizing Lee County's custom targeting to generate Facebook website referral leads
- **Targeting:** Custom Audience targeting created from the current LCVB email database
- **Goal:** To drive an interested audience to click-through to partner website
- **Placement:** Slideshow ad to be launched from partner Facebook account and live on the user's newsfeed
- **Partner must provide 3-5 high quality images, all sized 1080x1080**
- **Cost:** \$500 (VCB Matches)



SOCIAL OPPORTUNITIES

FACEBOOK & INSTAGRAM SLIDESHOW AD

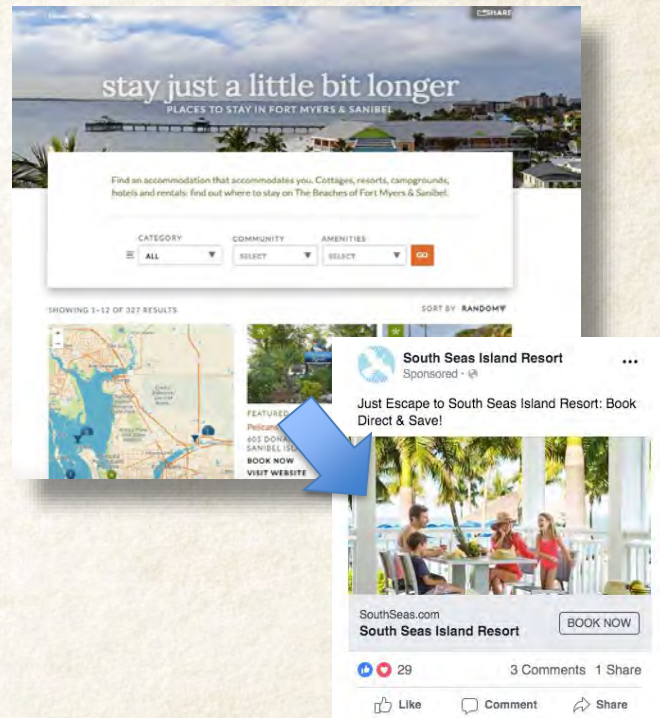
- **Overview: Provides the ability to showcase your business on Facebook and Instagram, in video format, by utilizing Lee County's custom targeting, to generate Facebook and Instagram website referral leads**
- **Targeting: Custom Audience targeting created from the current LCVB email database**
- **Goal: To drive an interested audience to click-through to partner website**
- **Placement: Slideshow ad to be launched from partner Facebook and Instagram accounts and live on the user's newsfeeds**
- **Partner must provide 3-5 high quality images, all sized 1080x1080**
- **Cost: \$500 (VCB Matches)**



SOCIAL OPPORTUNITIES

FACEBOOK RETARGETING

- Overview: Retargeting ads are an effective way for partners to reach people on Facebook after they've already visited fortmyers-sanibel.com. Retargeting ads will help reach consumers who have already shown interest in the vacation planning process and re-engage them with relevant messaging, making your ads even more impactful
- Targeting: Custom Audience that includes users who have visited fortmyers-sanibel.com
- Goal: To drive an interested audience to click-through to partner website
- Placement: Ad to be launched from partner Facebook account and live on the user's newsfeed
- Cost: \$500 (VCB Matches)

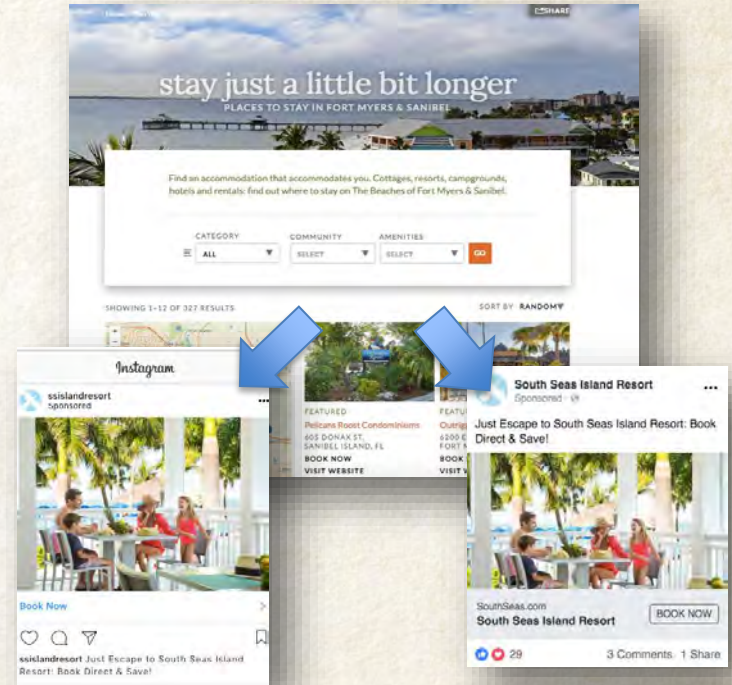


Attraction Option

SOCIAL OPPORTUNITIES

FACEBOOK & INSTAGRAM RETARGETING

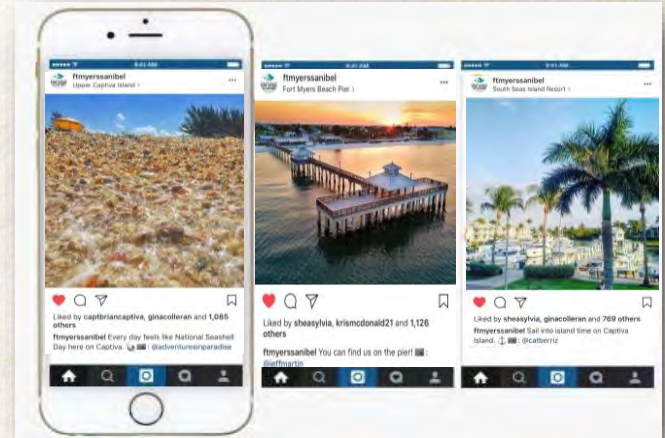
- Overview: Retargeting ads are an effective way for partners to reach people on Facebook and Instagram after they've already visited fortmyers-sanibel.com. Retargeting ads will help reach consumers who have already shown interest in the vacation planning process and re-engage them with relevant messaging, making your ads even more impactful
- Targeting: Custom Audience that includes users who have visited fortmyers-sanibel.com
- Goal: To drive an interested audience to click-through to partner website
- Placement: Ad to be launched from partner Facebook and Instagram accounts and live on the user's newsfeeds
- Cost: \$500 (VCB Matches)



SOCIAL OPPORTUNITIES

FACEBOOK & INSTAGRAM CAROUSEL AD

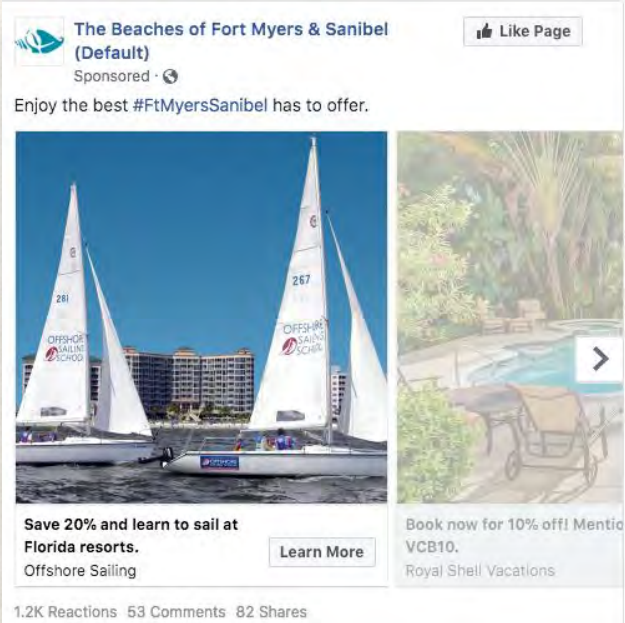
- Overview: Showcase your business on Facebook and Instagram through The Beaches of Fort Myers & Sanibel's Facebook and Instagram channels, utilizing a custom audience of those who have previously interacted with content shared on The Beaches of Fort Myers & Sanibel's social channels
- Targeting: Custom Audience of users who have visited interacted with content shared on The Beaches of Fort Myers & Sanibel's Facebook and Instagram channels
- Goal: To drive interested audience to click-through to partner website
- Placement: Ad to be launched from The Beaches of Fort Myers & Sanibel's Facebook and Instagram accounts and live on the user's newsfeeds
- Images must be approved by VCB. VCB reserves the right to change image
- Cost: \$500 (VCB Matches)



2017/18 PAID SOCIAL HIGHLIGHT

FACEBOOK CAROUSEL AD JUNE 2018

- Goal: \$1 Cost Per Click
- Cost Per Website Click: \$0.35
- Clicks to Website: 7,663
- Impressions: 452,354
- All images included were high quality assets
- Images were social friendly as they focused more on the destination and experience and were not overtly branded



The screenshot shows a Facebook carousel advertisement for "The Beaches of Fort Myers & Sanibel (Default)". The ad is sponsored and includes a "Like Page" button. The main text reads "Enjoy the best #FtMyersSanibel has to offer." The carousel features two images: the first shows two sailboats on the water with "OFFSHORE SAILING SCHOOLS" and "281" and "267" on their sails, and the second shows a tropical beach scene with a trolley. Below the images are two promotional offers: "Save 20% and learn to sail at Florida resorts. Offshore Sailing" with a "Learn More" button, and "Book now for 10% off! Mention VCB10. Royal Shell Vacations". At the bottom, it shows "1.2K Reactions 53 Comments 82 Shares".

The Beaches of Fort Myers & Sanibel (Default)
Sponsored · Like Page

Enjoy the best #FtMyersSanibel has to offer.

Save 20% and learn to sail at Florida resorts. Offshore Sailing [Learn More](#)

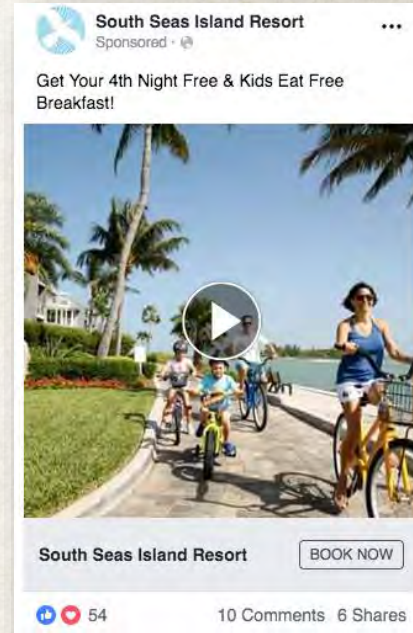
Book now for 10% off! Mention VCB10. Royal Shell Vacations

1.2K Reactions 53 Comments 82 Shares

2017/18 PAID SOCIAL HIGHLIGHT

FACEBOOK SLIDESHOW AD JUNE 2018

- Goals: \$1 Cost per Click
- Cost Per website Click: \$0.77
- Clicks to website: 1,167
- Impressions: 57,975
- Images included were all high-resolution and sized appropriately for the slideshow format
- Images focused on the experiences to be had in the destination and at the resort



A photograph of two people fishing from kayaks on a large body of water. The kayaker in the foreground is in a blue kayak, and the one behind is in a yellow kayak. Both are holding fishing rods. The water is dark blue with ripples, and the sky is a deep blue with some clouds. In the background, a line of green trees and several tall, light-colored buildings are visible on the horizon.

TRAVEL TRADE CO-OP

NEW MEETINGS CAMPAIGN

YOU'RE THE ONE WHO SPARKS INNOVATION.
WE HELP YOU MAKE IT LOOK EASY.

- ☑ Inspirational surroundings that help you lead more productive meetings
- ☑ Expert conference services team for a seamless experience between planning and event
- ☑ Wide variety of accommodations and meeting rooms near Southwest Florida International Airport (RSW)
- ☑ Value for attendees that's obvious the moment they arrive

Call 1-800-237-6444 or submit an RFP at FortMyers-TheBeachesSanibel.com

THE BEACHES OF FORT MYERS AND SANIBEL

SET INNOVATION IN MOTION.

SEE HOW WE INSPIRE IT.

YOU'RE THE ONE WHO SETS INNOVATION IN MOTION.
WE HELP YOU MAKE IT LOOK EASY.

- ☑ Inspirational surroundings that help you lead more productive meetings
- ☑ Expert conference services team for a seamless experience between planning and event
- ☑ Wide variety of accommodations and meeting rooms near Southwest Florida International Airport (RSW)
- ☑ Value for attendees that's obvious the moment they arrive

Call 1-800-237-6444 or submit an RFP at FortMyers-TheBeachesSanibel.com

THE BEACHES OF FORT MYERS AND SANIBEL

START HERE

THE BEACHES OF FORT MYERS AND SANIBEL

THE BEACHES OF FORT MYERS AND SANIBEL

NEW MEETINGS CAMPAIGN



YOU'RE THE ONE WHO SPARKS INNOVATION.

WE HELP YOU MAKE IT LOOK EASY.



THE BEACHES OF
FORT MYERS
AND SANIBEL
www.fortmyersandsanibel.com

- Impregnable surroundings that help you lead more productive meetings
- Expert conference services team for a seamless experience between planning and event
- Wide variety of accommodations and meeting rooms near Southwest Florida International Airport (RSW)
- Value for attendees that's obvious the moment they arrive

Call 1-800-237-6444 or submit an RFP at FortMyers-SanibelMeetings.com



YOU'RE THE ONE WHO SETS INNOVATION IN MOTION.

WE HELP YOU MAKE IT LOOK EASY.



THE BEACHES OF
FORT MYERS
AND SANIBEL
www.fortmyersandsanibel.com

- Impregnable surroundings that help you lead more productive meetings
- Support conference services team for a seamless experience between planning and event
- Wide variety of accommodations and meeting rooms near Southwest Florida International Airport (RSW)
- Value for attendees that's obvious the moment they arrive

Call 1-800-237-6444 or submit an RFP at FortMyers-SanibelMeetings.com



LOCOMOTOR HOTEL & CO.
Auburgh Collection hotel with a lifestyle experience, meeting room and outdoor event deck, just a 10-minute walk from event center.
LocomotorHotel.com
988-574-1954



HYATT BEACH RESORT
Full-service resort with 2.5 miles of beach, golf, spa, tennis, fitness and more.
HyattBeach.com/Florida
941-331-8800



HOTEL BEACH VACATIONS
We have dedicated regional sales & account management available for your specific needs. Contact us for special pricing.
BeachVacations.com
888-580-4822



SEE HOW WE INSPIRE IT.

START HERE



THE BEACHES OF
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AND SANIBEL



THE BEACHES OF
FORT MYERS
AND SANIBEL

FLORIDA TREND PRINT

About the Magazine

Florida Trend is a business magazine for business executives, civic leaders and government officials in Florida. The magazine is published on a monthly basis and covers business news, executives, key industry sectors, regional news and lifestyle editorial

Magazine Facts

- Average 16 business or vacation trips per year (9.5 trips within Florida)
- 58 average age
- \$268,000 average HHI

Print Program Details

- Participation in a full-page ad
- May issue
- 55,000 circulation
- Cost: \$260

YOU'RE THE ONE WHO SETS INNOVATION IN MOTION.
WE HELP YOU MAKE IT LOOK EASY.

AUGUSTA BROTHERS & CO.
Augusta Collection leads with award-winning, healthy and and outdoor event space next to a 40,000-sq-ft convention center.
AugustaBrothers.com
813-234-5884

SOUTH BEACH ISLAND RESORT
For your next corporate retreat, visit South Beach for a touch of beach. Club suite meeting venue and group activities.
SouthBeach.com/Chicago
800-237-4888

ROYAL BEACH VACATIONS
We have beautiful tropical settings, accommodations and staff for your meeting needs. Contact us for special pricing.
RoyalBeachTrend.com
888-488-4888

THE BEACHES OF FORT MYERS AND SANIBEL
www.thebeaches.com

Regional administrative that help you host more productive meetings.
Expert concierge services team for a seamless experience between planning and event.
Wide variety of accommodations and meeting rooms near Southwest Florida International Airport (RSW).
Meet for professionals that's essential for successful meetings.
Call 1-800-237-4888 or submit an RFP at FloridaBeachMeetings.com

MEETINGS TODAY

About the Publication

Meetings Today is a monthly print publication reaching corporate, association and independent meeting planners in addition to business decision-makers. Editorial content is focused on meeting trends such as conference centers, special venues, green meetings, attractions, etc.

Magazine Details

- 25% of subscribers are meeting planners
- 20% of subscribers are Chairman/CEO/President
- 19% of subscribers are Executive VPs/Directors



MEETINGS TODAY PROGRAMS

Medium	Placement	Campaign Dates	Circ/Email Sends	Cost	Measurement of Success
Print	Full-page ad	April	55,000	\$410	Cost savings
Email	Custom email	February	5,000	\$200	Open rate
Email	Custom email	August	5,000	\$200	Open rate
Digital	Banner ads	January	5,000	\$200	Savings on imp/cost
Digital	Banner ads	April	5,000	\$200	Savings on imp/cost

Campaign Success in FY 17/18

- June email send had open rate of 15.7%; B2B industry average open rate is 11.5%
- Custom email cost \$5,000
 - Partners were able to buy into program for \$200 for a 96% cost savings

MEETINGS & CONVENTIONS

About the Magazine

Meetings & Conventions is a print publication published 12 times per year. This magazine reaches dedicated meeting and business event planners in corporations, associations, incentive houses and independent planning companies. M&C provides editorial on news and research as well as guidance to meetings professionals who rely on the publication for new ideas and ongoing education.

Magazines Details

- Publication caters to professional meeting planners
- Print circulation is 50,000



MEETINGS & CONVENTIONS PROGRAMS

Medium	Placement	Campaign Dates	Circ/Email Sends	Cost	Measurement of Success
Print	Two-page spread	February	50,000	\$410	Cost savings
Email	Custom email	March	25,000	\$300	Open rate
Email	Custom email	April	N/A	\$200	Open rate
Digital	Banner ads	May	20,000	\$300	Savings on imp/cost
Native	Native Article	June	N/A	\$200	Cost per view/Time Spent on Article

Campaign Success in FY17/18

- Open rate for March dedicated M&C/SM email was 21%
 - B2B industry average open rate is 11.5%

SUCCESSFUL MEETINGS

About the Magazine

Successful Meetings is a print publication published 12 times per year. This magazine reaches corporate and association executives who are responsible for planning and managing off-premise meetings, training programs, conferences, conventions, trade shows and incentive travel programs. Editorial coverage includes meeting industry news, tips and techniques for better meetings, domestic and foreign sites, information on hotels and meeting facilities.

Magazine Details

- Publication caters to business professional and executives who are decision-makers
- Print circulation is 50,000



SUCCESSFUL MEETINGS PROGRAMS

Medium	Placement	Campaign Dates	Circ/Email Sends	Cost	Measurement of Success
Print	Full-page ad	May	50,000	\$410	Cost savings
Email	Custom email	July	N/A	\$200	Open rate
Digital	Banner ads	April	20,000	\$300	Savings on imp/cost
Native	Native Article	September	N/A	\$200	Cost per view/Time Spent on Article

Campaign Success in FY17/18

- Open rate for July dedicated email was 16%
 - B2B industry average open rate is 11.5%

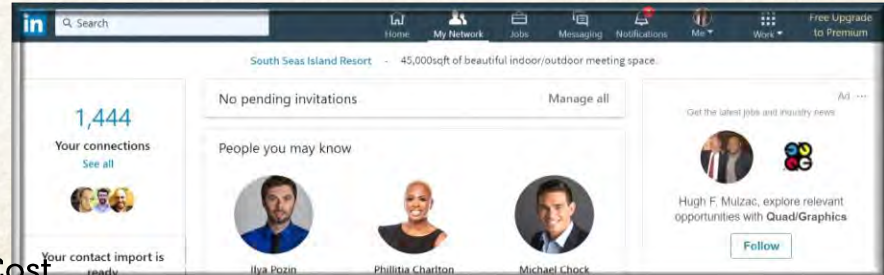
LINKEDIN

LinkedIn Program Details

- Partners have the opportunity to target meeting planners on LinkedIn through text links and images
- Campaign Dates: February, March, April
- 7,000 estimated impressions per campaign
- Cost: \$200

Campaign Success in FY 17/18

- Partners who bought into banner program received over 11,000 impressions
 - Over-delivered on estimated impressions by 157%



*Measurement of Success: Savings on Impressions/Cost

AGENT@HOME PRINT

About the Magazine

Agent@Home is a monthly print publication reaching full time at-home travel professionals. Editorial content is focused on key areas that are essential to operating an at-home travel agency business. Agent at Home is the only publication written for and distributed exclusively to home-based agents who now make up almost 50% of the travel agent market.

Print Program Details

- Participation in a full-page ad
- February issue
- 25,000 circulation
- Cost: \$210



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VACATION AGENT PRINT

About the Magazine

Vacation Agent is a monthly publication that focuses on selling and marketing leisure travel products to travel agents. Editorial is focused solely on leisure travel including cruises, hotels & resorts, tours and destinations.

Print Program Details

- Participation in a full-page ad
- February issue
- 30,000 circulation
- Cost: \$210



BEACHES & BEGINNINGS

On The Beaches of Fort Myers & Sanibel, some things are just better together. And where weddings mean sandy toes and warm receptions, your client's special day adds up to so much more.

Visit FortMyers-Sanibel.com/Weddings or call 1-800-237-6444 for direct service from our Travel Agents Help Desk.



**THE BEACHES OF
FORT MYERS
AND SANIBEL**
FORTMYERS-SANIBEL.COM



SOUTH SEAS ISLAND RESORT
Escape to a tropical island retreat on the tip of Collier County.
SouthSeas.com 888-265-4938

TRAVEL WEEKLY

About the Publication

Travel Weekly is a print and digital publication geared towards travel agents, tour operators, corporate travel executives and travel industry suppliers. It provides these travel professionals with industry news, feature articles, and stories on hotels, resorts, airlines, cruise lines, car rentals, destinations and tour packages.

Magazine Details

- Published on a weekly basis
- 66% of subscribers are Travel Agents
- Print circulation is 37,000



TRAVEL WEEKLY PROGRAMS

Medium	Placement	Campaign Dates	Circ/Email Sends	Cost	Measurement of Success
Print	Full-page ad	October	37,000	\$310	Cost savings
Print	Full-page ad	September	37,000	\$310	Cost savings
Email	Custom email	June	40,000	\$200	Open rate

Campaign Success in FY17/18

- June email send had open rate of 15.7%; B2B industry average open rate is 11.5%
- Custom email cost \$5,000
 - Partners were able to buy into program for \$200
 - Cost savings of 96%

INTERNATIONAL CO-OP

A photograph of four children playing in the ocean at sunset. The children are silhouetted against the bright, golden light of the setting sun. The water is calm, and the sky is filled with soft, colorful clouds. The overall mood is peaceful and nostalgic.

ESSENTIALLY AMERICA PRINT

About the Magazine

Essentially America is a leading international magazine focusing on consumer travel to the United States. Each issue focuses on specific needs of travelers from targeted country editions. The February issue will focus on travelers from the UK, promoting late-spring and summer travel.

Print Program Details

- Participation in a two-page spread
- February issue – UK edition
- 300,000 circulation
- Cost: \$360



ZOOMER PRINT

About the Magazine

Zoomer magazine is a lifestyle publication dedicated to Canadians 45+. Zoomer magazine is the official publication of CARP (Canadian Association of Retired Persons). This magazine is published nine times per year and is a lifestyle publication dedicated to Canadians 45+.

Magazine Facts

- 39% Male / 61% Female
- \$79,346 average HHI
- 61 average age

Print Program Details

- Participation in full-page ad
- December/January issue
- 1,284,000 circulation
- Cost: \$460

#23 Sunshine has a way of slowing down growing up.

ISLANDODOLOGY

ROYAL SHELL VACATIONS
Escape the ordinary and enjoy a tropical island experience. Royal Shell Vacations offers a variety of vacation homes for a special price. Call today! www.royalshell.com
800-698-9111

SANDALS POOL BEACHSIDE CONDOMINIUM
Relaxation, privacy, and 2 beautiful beaches on Sandals Beach. The beachfront on the Gulf. Lower rates in January 2018!
Sandals.com/Condos
800-723-5228

SOUTH SEAS ISLAND RESORT
Escape to a tropical island destination on the tip of Capri Island with 2 miles of exclusive white-sand private beach.
SouthSeas.com
800-777-6227

THE WESTIN GOLF SOCIAL RESORT AT MARINA VILLAGE
Our A.S.A. First Government resort offers outstanding views, 3 pools, a beautiful marina and more. Book now for \$795 nights and \$100 CHES!
Westin.com/COR
888-735-8108

USA
usa.gov

FORT MYERS AND SANIBEL
Celebrating its 100th year of life, it's the heart of sunshine and warm ocean waters. It's making friends everywhere you look. It's Forting a 100th year of wonderful things.
www.fortmyers.com

TRIPADVISOR DIGITAL

TripAdvisor Program Details

- Partners have the opportunity to run banner units on TripAdvisor targeting specific destinations reaching users in the UK, Canada and Germany.
- VCB translates partner copy to German for no extra cost.
- Campaign Dates: October–February, March–July, July–September
- 5,000 estimated impressions per campaign
- Cost: \$100

Campaign Success in FY17/18

- All partners received at least 45,000 impressions
 - Over-delivered on estimated impressions by 1120% (average)
- Campaign monthly minimums are typically \$5,000; partners were able to buy into the program for \$100 per campaign

***Measurement of Success: Savings on Impressions/Cost**



THE BEACHES OF
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ONLINE TRAVEL AGENT (OTA)

OTA (Expedia or Priceline) Program Details

- Partners have the opportunity to run banner units on Expedia or Priceline that will be targeted to users booking travel to Lee County destinations. This will be targeted to consumers in the UK and Canada.
- Campaign Dates: March–April and August–September
- 50,000 estimated impressions per campaign
- Cost: \$300

Campaign Success in FY17/18

- Partners received 242,857 impressions
 - Over-delivered on estimated impressions by 486%
- Campaign line item minimums are \$1,000. Partners were able to buy into the program for 70% off minimum.

*Measurement of Success: Savings on Impressions/Cost

A sunset over a beach with a seashell in the foreground. The sky is filled with dark, dramatic clouds, and the sun is low on the horizon, casting a warm, golden glow over the water and sand. The foreground shows a sandy beach with several seashells scattered across it. The overall mood is serene and contemplative.

SALES CO-OP

SALES OPPORTUNITIES

Over 30 Sales Co-ops Available

- **Domestic**
 - Consumer
 - Domestic Tour and Travel
 - Meeting Planner
 - Group Tour
- **International**
 - Global Consumer
 - Global Trade
 - International

Direct Inquiries Regarding Sales Co-ops to

Domestic: Jill Vance at JVance@Leegov.com

International: Stefanie Zinke at

SZinke@Leegov.com



REPORTING

A wide-angle photograph of a harbor at sunset. The sky is filled with dramatic, layered clouds in shades of orange, yellow, and dark grey. The sun is a bright, glowing orb just above the horizon, casting a long, shimmering reflection across the water. Numerous sailboats of various sizes are anchored in the harbor, their masts and rigging silhouetted against the golden light. The water's surface is textured with ripples, and the overall atmosphere is serene and picturesque.

ACCESSING REPORTING

All Placements by Month

1. Log in to co-op portal
2. Click on "Reports" tab

Metrics provided:

- Monthly
- Total Campaign

FY2017-18 Cooperative Advertising Program

Welcome to the Lee County Visitor & Conventions Bureau's Cooperative Advertising Program!

The Following tabs will help you navigate the site:

Order Programs - Select and order new co-op programs

Ordered Programs - Upload materials and view the status of your accepted programs

Orders - View past orders and their acceptance status

Reports - View performance metrics of your programs

Order Programs Ordered Programs Orders **Reports**

Below are the summary reports that have been generated. They are generated monthly, quarterly, and yearly by participation.

ID	Date	Name
3915	07/06/2018	Summary for May 2018
3862	05/31/2018	Summary for April 2018
3813	05/01/2018	Summary for March 2018
3767	03/26/2018	Summary for February 2018
3720	02/26/2018	Summary for January 2018
3675	02/02/2018	Summary for December 2017
3644	12/20/2017	Summary for November 2017

The Beaches of Fort Myers & Sanibel Cooperative Advertising Program Summary for March 2018



International - Digital	Run Date(s)	Impressions	Total Campaign Imps	Clicks	Total Campaign Clicks	Click Rate	Total Campaign CTR	Monthly Campaign Avg	Media Investment	Comments
Trip Advisor.com International - March - July 2018	3/1/2018 - 7/4/2018	11824	0	4	0	0.03%	0.00%	0.03%	\$100.00	CPI= \$18 while industry average is \$21
TOTAL		11824	0	4	0	0.03%	0.00%		\$100.00	

VCB Email	Run Date(s)	Monthly Emails Sent	Total Campaign Email Sent	Monthly Opens	Total Campaign Opens	Open Rate	Total Campaign Open Rate	Monthly Clicks	Total Campaign Clicks	Monthly Campaign Average	Media Investment	Comments
Welcome Email - January - March 2018	1/1/2018 - 3/31/2018	2590	23927	1019	6106	39.34%	25.52%	22	94	32	\$500.00	Total monthly clicks (non unique) = 28, Total campaign clicks (non unique) = 116
TOTAL		2590	23927	1019	6106	39.34%	25.52%	22	94		\$500.00	

VCB Website	Run Date(s)	Monthly Pageviews	Total Campaign Pageviews	Monthly Clicks	Total Campaign Clicks	Monthly Click Rate	Total Campaign CTR	Monthly Industry Average	Comments
Featured Accommodation: Q1 2018	1/1/2018 - 3/31/2018	29035	80752	476	2641	1.64%	3.27%	167	N/A

ACCESSING REPORTING

By Placement

1. Click on "Ordered Programs" tab
2. Select Program
3. Click on "Reports" tab

Reporting by Program

Ordered Program


General Materials Creative **Reports** Notes

Below are the incremental reports that have been generated for this ordered program.

ID	Date	Name
8313	06/25/2018	Incremental Report
8133	05/25/2018	Incremental Report

Total: 2

The Beaches of Fort Myers & Sanibel
Cooperative Advertising Program
Incremental Report for 05/31/2018



Digital Media	Run Date(s)	Impressions	Total Campaign Imps	Clicks	Total Campaign Clicks	Click Rate	Total Campaign CTR	Monthly Campaign Avg	Media Investment	Comments
Kayak - Spring/Summer 2018	4/16/2018 - 6/10/2018	311844	0	134	0	0.04%	0.00%	0.02%	\$500.00	CPM = \$8, while industry average is \$10
TOTAL		311844	0	134	0	0.04%	0.00%		\$500.00	

BRAND INSIGHTS



TARGETING

Winter

- Primary Target of Couples, Secondary Families

Spring/Summer

- Primary Target of Families, Secondary Couples

Fall

- Primary Target of Couples, Secondary Families

Year-round

- Meeting Planners, Travel Agents

CREATIVE TIMING

	<u>Advertising Period</u>	<u>Travel Time Period</u>
Winter	October-February	December-Easter
Spring/Summer	March-July 4	Easter-August
Fall	July 5-September	September-November

VCB CREATIVE MESSAGING

Winter: Beach, Nature, Weddings, Baseball (Sox & Twins when applicable), Weather Triggered

Spring/Summer: Beach, Nature, Weddings, Family, Eco, Fishing/Boating, Retail, Arts & Culture, National Seashell Day (NSD)/Summer Promotion

Fall: Beach, Nature, Weddings, Arts & Culture, Island Hopper Songwriter Fest, Retail, Seasonal Promotion

ASSETS

A photograph of a lighthouse on a small island at sunset. The sky is a gradient of orange and red, and the water is a calm blue. The lighthouse is a tall, dark structure with a glowing light at the top. The word "ASSETS" is written in large, white, sans-serif capital letters across the center of the image.

ASSET ALIGNMENT

Messaging

- Should be consistent with VCB
 - “Couples” images/copy for Winter and Fall (i.e. for TripAdvisor)
 - “Family” images/copy for programmatic placements targeting family travel

Click throughs

- Print URLs should be concise for consumer recall
 - Consider vanity URLs
 - Track performance
 - Ability to drive to long addresses
- Digital should click thru to relevant pages on site
 - Meetings placements: link to meetings pages, not homepage
 - Consider UTM codes to track



EVERY SUMMER HAS A STORY

South Seas Island Resort – Book your summer getaway and receive your fourth night for free! Plus, receive a coupon book with over \$250 in savings in resort outlets and kids eat free breakfast.

PLAN YOUR GETAWAY

THE BEACHES OF
**FORT MYERS
AND SANIBEL** EVENTS | PLAN YOUR TRIP | DEALS

ENTER NOW

EASY SUMMER ESCAPE SWEEPSTAKES

On The Beaches of Fort Myers & Sanibel, life is just less complicated – and your next getaway here could get even easier. Enter now to win a seven-day, six-night stay for four at the DiamondHead Beach Resort in a Gulf-view suite on Fort Myers Beach.

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BREAKING RECORDS

Be part of our **GUINNESS WORLD RECORDS™** title attempt for the Largest human image of a seashell by following #NationalSeashellDay on June 21, 2018.

FOLLOW ALONG

IMAGE ASSETS

Select Dynamic Images

- Include property shots where possible
- Lifestyle images will perform better than generic shots



IMAGE ASSETS

Wow!



SPECIFICATIONS

Leisure Digital Images

- Partners supplied with specs for each aspect ratio
 - Specs are not 100% solidified but are very close to actual
 - Some cropping may be required
- Partners may upload up to four images
 - Only one image required

Meetings Digital Images

- Partners may submit one full size image
 - Typically purchase one banner size that is TBD

Digital Copy

- CTA character count has been reduced
 - Occasionally, partner-provided CTAs may be edited or replaced

Print Images

- Partners may submit one full-size image
 - Aspect ratio dependent on number of participants per program

SUBMISSIONS AND APPROVALS

MATERIAL SUBMISSIONS

- Be sure to upload by the due date
 - Increases efficiencies and helps to not delay other partners
- Partners receive two reminder emails
 - One week prior and day of
- Able to submit in advance only of "Ordered Programs" tab

APPROVALS

- Review and approve creative within 72 hours
- Partners receive an email when creative is ready for review

Order Programs **Ordered Programs** Orders Reports

Please note the status of your co-op programs in the list below. You may use the dropdown menu to sort by status. To manage a program, click on the program name.

Status: Search by Name...

Due Date	Program	Status
08/01/2018	Florida Resident Newsletter - September 2018	Waiting on Materials
08/01/2018	Facebook Advertising: SlideShow - September 2018 (multiple images required)	Waiting on Materials
08/01/2018	Facebook Advertising: Carousel (Website Clicks) - September 2018	Waiting on Materials
07/02/2018	Florida Resident Newsletter - August 2018	Waiting on Materials
07/02/2018	Facebook Advertising: Carousel (Website Clicks) - August 2018	Waiting on Materials
06/29/2018	Facebook Advertising: SlideShow - August 2018 (multiple images required)	Waiting on Materials

Total:



NEXT STEPS

TIMING & NEXT STEPS

- Co-op Buy-in (first-come, first-served)
 - **Tuesday, August 21, 10:30am**
- Coop Site Registration
 - Partners must be registered on coop site in order to purchase programs
 - Contact Elizabeth Escribano for username and password no later than **Wednesday, August 15**



Direct Co-op Inquiries to

Elizabeth Escribano
eescribano@mmgyglobal.com
(239) 226-0095



THE BEACHES OF
FORT MYERS
AND SANIBEL

FY18/19 Presentation Deck & Co-op Plan:

www.LeeVCB.com

Sales and Marketing>

Marketing Support>

2018-19 Co-op Advertising Plan

THANK YOU!



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