

Program Group	Program Type	Program Name	Content	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Space Deadline	Material Deadline	Rate	Max Participants
Leisure Print	Accommodations Attractions	Meredith: March/April 2021		Listing in a custom booklet designed exclusively for Lee County. This is a prospecting tactic.	Custom 8-page booklet designed to help readers plan their trip to Lee County and serve as a tool for them to take along and use in-market. The booklet will be bagged and mailed with the magazine issue to subscribers of Midwest Living, Parents, Southern Living and Travel + Leisure in the states of Florida & Georgia. Partners have the opportunity to have a listing in the booklet reaching this audience.	Offer/Message, Phone Number and URL (images not included in this placement).	Website link should be short and easy to remember. No bitly URLs or utms. Consider a vanity URL if your link is too long.	500,000	03/01/2021	04/30/2021	11/24/2020	12/01/2020	\$1,200	8
Leisure Print	Accommodations Attractions	Parents: April 2021		Listing in a native print article designed exclusively for Lee County. This is a prospecting tactic.	Parents helps busy moms and dads navigate the uncharted waters of parenthood by providing trusted content with a familiar, understanding voice. The brand empowers today's parents to make the best decisions for their families. Parents covers the bright threads in the fabric of our readers' lives, highlighting moments big and small, and celebrating the joy of raising healthy, happy kids. Partners have the opportunity to have a listing in a native article reaching this audience.	Offer/Message, Phone Number and URL (images not included in this placement).	Website link should be short and easy to remember. No bitly URLs or utms. Consider a vanity URL if your link is too long.	674,000	04/01/2021	04/30/2021	11/24/2020	12/01/2020	\$1,200	6
Leisure Print	Accommodations Attractions	Southern Living: April 2021		Listing in a native print article designed exclusively for Lee County. This is a prospecting tactic.	Southern Living covers today's South. Through a comprehensive editorial package highlighting foods, travel, homes and gardens, it addresses the bond between the South's traditional and cosmopolitan attitudes. It is a lifestyle guide for the ever-changing, ever-expanding South. Partners have the opportunity to have a listing in a native article reaching this audience.	Offer/Message, Phone Number and URL (images not included in this placement).	Website link should be short and easy to remember. No bitly URLs or utms. Consider a vanity URL if your link is too long.	485,000	04/01/2021	04/30/2021	11/24/2020	12/01/2020	\$1,200	6
Leisure Print	Accommodations Attractions	Travel + Leisure: April 2021		Listing in a native print article designed exclusively for Lee County. This is a prospecting tactic.	Travel + Leisure is a resource for discerning travelers who are interested in the people, places and trends that define modern global culture. T+L provides editorial coverage on hotels, restaurants, shopping, food, wine, nightlife, politics, security and industry innovations around the world. Partners have the opportunity to have a listing in a native article reaching this audience.	Offer/Message, Phone Number and URL (images not included in this placement).	Website link should be short and easy to remember. No bitly URLs or utms. Consider a vanity URL if your link is too long.	351,000	04/01/2021	04/30/2021	11/24/2020	12/01/2020	\$1,200	6

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Leisure Digital Display	Accommodations Attractions	Conde Nast Digital (Premium Publisher): Summer 2021		Partners have the opportunity to be included in Lee County's overarching campaign by running targeted display banners across Conde Nast's portfolio of sites. This is an intent tactic.	Conde Nast is a premium publisher of large, National household name magazines including Conde Nast Traveler, Bon Appetit, Vanity Fair and Wired, among others. Conde Nast will use their 1st party data from all their sites to identify users most likely to travel and those that show the greatest interest in Florida. Banner will run across the full network of Conde Nast sites, and click through to partner's site.	Photo, Headline, Offer/Message and Direct Website Link		100,000	04/01/2021	04/30/2021	01/05/2021	01/14/2021	\$500	8
Leisure Digital Display	Accommodations Attractions	Island Hopper Songwriter Fest Programmatic Digital: Fall 2021		Partners have the opportunity to increase overall reach and target consumers who have shown online behaviors indicating they are planning to attend iHeart Songwriter's Fest. Types of targeting include behavioral, contextual, demographic, geographic, site retargeting, and search retargeting. Partners can purchase more than one spot. Creative will be 100% SOV for partner and the VCB. This also includes site retargeting from the LVCB site. By utilizing the VCB's website, partners have the opportunity to target consumers who have shown direct interest in the event by visiting the VCB's website. This is a conversion tactic.	Programmatic targeting provides reach at an efficient cost, as well as targeting our specific consumers who show the behaviors of travel intent for beach and Florida vacations. Programmatic utilizes RTB (real-time bidding) across exchanges to reach our audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic partner will be able to reach our target audience across all devices including desktop, tablet, and mobile in a real time environment. For example if a consumer searches for "hotels on Sanibel island" on Google, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time.	Photo, Headline, Offer/Message and Direct Website Link	Must Submit a Deal For This Placement (offer must be valid through end date)	50,000	08/09/2021	09/24/2021	05/07/2021	05/20/2021	\$400	10
Leisure Digital Display	Accommodations Attractions	Meredith Digital (Premium Publisher): Summer 2021		Partners have the opportunity to be included in Lee County's overarching campaign with Meredith by running display banners across Meredith's portfolio of sites. This is an intent tactic.	Meredith is a premium publisher of large, National household name magazines including Midwest Living, Parents, Southern Living and Travel + Leisure that Lee County runs print in. Other big names include People, Better Homes & Gardens, Real Simple, Magnolia and Martha Stewart Living, among many others. Meredith brands reach a largely female audience who are actively planning for their families. Banner will run across the full network of Meredith sites, and click through to partner's site.	Photo, Headline, Offer/Message and Direct Website Link		85,000	03/15/2021	06/30/2021	12/15/2020	01/05/2021	\$400	6
Leisure Digital Display	Accommodations Attractions	Mobile Geofencing - In-state Beach Destinations Digital: Summer 2021		Partners have the opportunity to reach users visiting competitor in-state beach destinations on their mobile devices through geofencing technology. This is an intent tactic.	Partners have an opportunity to run display banners on mobile devices to target consumers currently in competitor in-state beach destinations. This campaign will utilize geofencing technology allowing us to put a boundary around the beach destinations. By capturing a user's location via their mobile device, we are able to track when they enter the geofenced location.	Photo, Headline, Offer/Message and Direct Website Link (300x250 web banner)	Offer Strongly Recommended (offer must be valid through end date)	100,000	05/19/2021	06/30/2021	03/02/2021	03/09/2021	\$450	8

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Leisure Digital Display	Accommodations Attractions	OTA Domestic Digital: Spring 2021		Partners have the opportunity to target specific Lee County destinations within our OTA partner through banner ad units, as well as retarget consumers who have shown interests. Partners can purchase more than one spot. This is a conversion tactic.	An OTA, or an Online Travel Agency, is an online company whose website allows consumers to book various travel-related services either directly or indirectly. Many OTAs also host content, source deals, and aggregate listings that provide a very direct response-oriented user experience. Will click thru to listings within the OTA.	Photo, Headline, Offer/Message and Direct Website Link	Offer Strongly Recommended (offer must be valid through end date)	100,000	01/19/2021	03/14/2021	11/24/2020	12/01/2020	\$500	5
Leisure Digital Display	Accommodations Attractions	OTA Domestic Digital: Summer 2021		Partners have the opportunity to target specific Lee County destinations within our OTA partner through banner ad units, as well as retarget consumers who have shown interests. Partners can purchase more than one spot. This is a conversion tactic.	An OTA, or an Online Travel Agency, is an online company whose website allows consumers to book various travel-related services either directly or indirectly. Many OTAs also host content, source deals, and aggregate listings that provide a very direct response-oriented user experience. Will click thru to listings within the OTA.	Photo, Headline, Offer/Message and Direct Website Link	Offer Strongly Recommended (offer must be valid through end date)	100,000	03/15/2021	06/30/2021	12/15/2020	01/05/2021	\$500	5
Leisure Digital Display	Accommodations Attractions	OTA Domestic Digital: Fall 2021		Partners have the opportunity to target specific Lee County destinations within our OTA partner through banner ad units, as well as retarget consumers who have shown interests. Partners can purchase more than one spot. This is a conversion tactic.	An OTA, or an Online Travel Agency, is an online company whose website allows consumers to book various travel-related services either directly or indirectly. Many OTAs also host content, source deals, and aggregate listings that provide a very direct response-oriented user experience. Will click thru to listings within the OTA.	Photo, Headline, Offer/Message and Direct Website Link	Offer Strongly Recommended (offer must be valid through end date)	100,000	07/01/2021	09/30/2021	04/01/2021	04/15/2021	\$500	5
Leisure Digital Display	Accommodations	Pandora Digital: Summer 2021		Partners have the opportunity to leverage Pandora's scale, to reach exact consumers through powerful audio and display messages in an uncluttered, premium environment, architected for capturing attention. This is an intent tactic.	A mobile strategy utilizing Mobile Audio and Mobile Display will reach listeners on-the-go at scale (~80% of listening in Pandora is mobile). Both the Mobile Audio spots and the Mobile Display units can be tailored to each partner. Mobile Audio spots will allow partners to engage with users in-between the songs they love. The display units will run across the Pandora interface, driving user action and building brand awareness for the partner.	Photo, Headline, Offer/Message and Direct Website Link (300x250 web banner)	Must Submit a Deal For This Placement (offer must be valid through end date)	500,000	04/01/2021	05/31/2021	01/05/2021	01/14/2021	\$400	6

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Leisure Digital Display	Accommodations	Sherman's Travel Digital: Spring 2021		Partners have the opportunity to be included in Lee County's overarching campaign with Meredith by running targeted display banners across ShermansTravel.com. This is an intent tactic.	The mission of Shermans Travel is to provide readers with expert advice on great destinations. Shermans advice simplifies travel research, providing both the tools and inspiration to make the perfect trip. Banners will click through to partner's site.	Photo, Headline, Offer/Message and Direct Website Link	Direct Response Messaging Highly Encouraged	50,000	01/19/2021	03/14/2021	11/24/2020	12/01/2020	\$350	4
Leisure Digital Display	Accommodations	Sherman's Travel Digital: Summer 2021		Partners have the opportunity to be included in Lee County's overarching campaign with Meredith by running targeted display banners across ShermansTravel.com. This is an intent tactic.	The mission of Shermans Travel is to provide readers with expert advice on great destinations. Shermans advice simplifies travel research, providing both the tools and inspiration to make the perfect trip. Banners will click through to partner's site.	Photo, Headline, Offer/Message and Direct Website Link	Direct Response Messaging Highly Encouraged	50,000	03/15/2021	06/30/2021	12/15/2020	01/05/2021	\$350	4
Leisure Digital Display	Accommodations	Sherman's Travel Digital: Fall 2021		Partners have the opportunity to be included in Lee County's overarching campaign with Meredith by running targeted display banners across ShermansTravel.com. This is an intent tactic.	The mission of Shermans Travel is to provide readers with expert advice on great destinations. Shermans advice simplifies travel research, providing both the tools and inspiration to make the perfect trip. Banners will click through to partner's site.	Photo, Headline, Offer/Message and Direct Website Link	Direct Response Messaging Highly Encouraged	50,000	07/01/2021	09/30/2021	04/01/2021	04/15/2021	\$350	4
Leisure Digital Display	Accommodations Attractions	Smithsonian Digital (Premium Publisher): Summer 2021		Partners have the opportunity to be included in Lee County's overarching campaign with Smithsonian by running targeted display banners across Smithsonian's site. This is an intent tactic.	Smithsonian Magazine, a print and digital publication, takes readers on a cultural journey around the world and across time, introducing fresh perspectives, new experiences and uncharted territory through engaging narrative and captivating images. It features culture in all its forms, including travel, fine and performing arts, history, science, biography and nature. A co-op partner's messaging will be deployed using targeting tactics that align with the larger brand campaign.	Photo, Headline, Offer/Message and Direct Website Link		50,000	05/01/2021	06/30/2021	02/01/2021	02/16/2021	\$350	4

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Leisure Digital Display	Accommodations Attractions	Smithsonian Digital (Premium Publisher): Fall 2021		Partners have the opportunity to be included in Lee County's overarching campaign with Smithsonian by running targeted display banners across Smithsonian's site. This is an intent tactic.	Smithsonian Magazine, a print and digital publication, takes readers on a cultural journey around the world and across time, introducing fresh perspectives, new experiences and uncharted territory through engaging narrative and captivating images. It features culture in all its forms, including travel, fine and performing arts, history, science, biography and nature. A co-op partner's messaging will be deployed using targeting tactics that align with the larger brand campaign.	Photo, Headline, Offer/Message and Direct Website Link		50,000	07/01/2021	08/31/2021	04/01/2021	04/15/2021	\$350	4
Leisure Digital Display	Accommodations	The Knot Digital: Spring/Summer 2021	Weddings	Partners have the opportunity to be included in Lee County's overarching campaign with The Knot by running targeted display banners across TheKnot.com. This is an intent tactic.	The Knot Worldwide family of brands inspire, inform and celebrate life's biggest milestones. The Knot enables every couple to plan and celebrate their wedding their way, with 9-of-10 brides using The Knot during their wedding journey.	Photo, Headline, Offer/Message and Direct Website Link	Your copy should focus on weddings	100,000	01/19/2021	05/31/2021	11/24/2020	12/01/2020	\$450	6
Leisure Digital Display	Accommodations Attractions	Travel Intenders Programmatic Digital: Spring 2021		Partners have the opportunity to increase overall reach and target consumers who have exhibited online behaviors indicating they are planning a beach/Florida vacation. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. Partners can purchase more than one spot. Creative will be 100% SOV for the partner and the VCB. This is an intent tactic.	Programmatic targeting provides reach at an efficient cost, as well as targeting our specific consumers who show the behaviors of travel intent for beach and Florida vacations. Programmatic utilizes RTB (real-time bidding) across exchanges to reach our audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic partner will be able to reach our target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "hotels on Sanibel Island" in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time.	Photo, Headline, Offer/Message and Direct Website Link	Offer Strongly Recommended (offer must be valid through end date)	150,000	01/19/2021	03/14/2021	11/24/2020	12/01/2020	\$500	6
Leisure Digital Display	Accommodations Attractions	Travel Intenders Programmatic Digital: Summer 2021		Partners have the opportunity to increase overall reach and target consumers who have exhibited online behaviors indicating they are planning a beach/Florida vacation. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. Partners can purchase more than one spot. Creative will be 100% SOV for the partner and the VCB. This is an intent tactic.	Programmatic targeting provides reach at an efficient cost, as well as targeting our specific consumers who show the behaviors of travel intent for beach and Florida vacations. Programmatic utilizes RTB (real-time bidding) across exchanges to reach our audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic partner will be able to reach our target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "hotels on Sanibel Island" in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time.	Photo, Headline, Offer/Message and Direct Website Link	Offer Strongly Recommended (offer must be valid through end date)	150,000	03/15/2021	06/30/2021	12/15/2020	01/05/2021	\$500	6

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Leisure Digital Display	Accommodations Attractions	Travel Intenders Programmatic Digital: Fall 2021		Partners have the opportunity to increase overall reach and target consumers who have exhibited online behaviors indicating they are planning a beach/Florida vacation. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. Partners can purchase more than one spot. Creative will be 100% SOV for the partner and the VCB. This is an intent tactic.	Programmatic targeting provides reach at an efficient cost, as well as targeting our specific consumers who show the behaviors of travel intent for beach and Florida vacations. Programmatic utilizes RTB (real-time bidding) across exchanges to reach our audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic partner will be able to reach our target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "hotels on Sanibel Island" in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time.	Photo, Headline, Offer/Message and Direct Website Link	Offer Strongly Recommended (offer must be valid through end date)	150,000	07/01/2021	09/30/2021	04/01/2021	04/15/2021	\$500	6
Leisure Digital Display	Accommodations Attractions	Travel Spike Digital (Travel Retail): Spring 2021		Partners have the opportunity to be included in Lee County's overarching campaign with Travel Spike by running targeted display banners across the Travel Spike network. This is an intent tactic.	Travel Spike is a travel-dedicated platform reaching travelers during their activities leading up to a booking. A co-op partner's messaging will be deployed to consumers actively researching and booking travel.	Photo, Headline, Offer/Message and Direct Website Link	Offer Strongly Recommended (offer must be valid through end date)	75,000	01/19/2021	03/14/2021	11/24/2020	12/01/2020	\$450	8
Leisure Digital Display	Accommodations Attractions	Travel Spike Digital (Travel Retail): Summer 2021		Partners have the opportunity to be included in Lee County's overarching campaign with Travel Spike by running targeted display banners across the Travel Spike network. This is an intent tactic.	Travel Spike is a travel-dedicated platform reaching travelers during their activities leading up to a booking. A co-op partner's messaging will be deployed to consumers actively researching and booking travel.	Photo, Headline, Offer/Message and Direct Website Link	Offer Strongly Recommended (offer must be valid through end date)	75,000	03/15/2021	06/30/2021	12/15/2020	01/05/2021	\$450	8
Leisure Digital Display	Accommodations Attractions	Travel Spike Digital (Travel Retail): Fall 2021		Partners have the opportunity to be included in Lee County's overarching campaign with Travel Spike by running targeted display banners across the Travel Spike network. This is an intent tactic.	Travel Spike is a travel-dedicated platform reaching travelers during their activities leading up to a booking. A co-op partner's messaging will be deployed to consumers actively researching and booking travel.	Photo, Headline, Offer/Message and Direct Website Link	Offer Strongly Recommended (offer must be valid through end date)	75,000	07/01/2021	09/30/2021	04/01/2021	04/15/2021	\$450	8

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Leisure Digital Display	Accommodations Attractions	TripAdvisor Domestic Digital: Spring 2021		Partners have the opportunity to target consumers across TripAdvisor.com with display banners. Campaigns will utilize contextual targeting for placement within Lee County content, competitive questing to reach consumers searching for comparable destinations and unique reach to vacation rental searchers (if applicable to partner). Partners can purchase more than one spot. This is an intent tactic.	TripAdvisor provides recommendations for hotels, resorts, inns, vacations, travel packages, vacation packages, travel guides, restaurants, activities and more. This is a high-performing tactic aligning with consumer intent.	Photo, Headline, Offer/Message and Direct Website Link	Offer Strongly Recommended (offer must be valid through end date)	35,000	01/19/2021	03/14/2021	11/24/2020	12/01/2020	\$400	10
Leisure Digital Display	Accommodations Attractions	TripAdvisor Domestic Digital: Summer 2021		Partners have the opportunity to target consumers across TripAdvisor.com with display banners. Campaigns will utilize contextual targeting for placement within Lee County content, competitive questing to reach consumers searching for comparable destinations and unique reach to vacation rental searchers (if applicable to partner). Partners can purchase more than one spot. This is an intent tactic.	TripAdvisor provides recommendations for hotels, resorts, inns, vacations, travel packages, vacation packages, travel guides, restaurants, activities and more. This is a high-performing tactic aligning with consumer intent.	Photo, Headline, Offer/Message and Direct Website Link	Offer Strongly Recommended (offer must be valid through end date)	35,000	03/15/2021	06/30/2021	12/15/2020	01/05/2021	\$400	10
Leisure Digital Display	Accommodations Attractions	TripAdvisor Domestic Digital: Fall 2021		Partners have the opportunity to target consumers across TripAdvisor.com with display banners. Campaigns will utilize contextual targeting for placement within Lee County content, competitive questing to reach consumers searching for comparable destinations and unique reach to vacation rental searchers (if applicable to partner). Partners can purchase more than one spot. This is an intent tactic.	TripAdvisor provides recommendations for hotels, resorts, inns, vacations, travel packages, vacation packages, travel guides, restaurants, activities and more. This is a high-performing tactic aligning with consumer intent.	Photo, Headline, Offer/Message and Direct Website Link	Offer Strongly Recommended (offer must be valid through end date)	35,000	07/01/2021	09/30/2021	04/01/2021	04/15/2021	\$400	10
Leisure Digital Display	Accommodations	Vacation Rental OTA Domestic Digital: Spring 2021		Partners have the opportunity to target specific Lee County destinations within our Vacation Rental OTA partner through banner ad units, as well as retarget consumers who have shown interests. This is a conversion tactic.	A Vacation Rental OTA, or an Online Travel Agency, is an online company whose website allows consumers to book vacation rental homes either directly or indirectly. Many OTAs also host content, source deals, and aggregate listings that provide a very direct response-oriented user experience. Will click through to partner's website.	Photo, Headline, Offer/Message and Direct Website Link	Offer Strongly Recommended (offer must be valid through end date)	40,000	01/19/2021	03/14/2021	11/24/2020	12/01/2020	\$500	4

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Leisure Digital Display	Accommodations	Vacation Rental OTA Domestic Digital: Summer 2021		Partners have the opportunity to target specific Lee County destinations within our Vacation Rental OTA partner through banner ad units, as well as retarget consumers who have shown interests. This is a conversion tactic.	A Vacation Rental OTA, or an Online Travel Agency, is an online company whose website allows consumers to book vacation rental homes either directly or indirectly. Many OTAs also host content, source deals, and aggregate listings that provide a very direct response-oriented user experience. Will click through to partner's website.	Photo, Headline, Offer/Message and Direct Website Link	Offer Strongly Recommended (offer must be valid through end date)	40,000	03/15/2021	06/30/2021	12/15/2020	01/05/2021	\$500	4
Leisure Digital Display	Accommodations	Vacation Rental OTA Domestic Digital: Fall 2021		Partners have the opportunity to target specific Lee County destinations within our Vacation Rental OTA partner through banner ad units, as well as retarget consumers who have shown interests. This is a conversion tactic.	A Vacation Rental OTA, or an Online Travel Agency, is an online company whose website allows consumers to book vacation rental homes either directly or indirectly. Many OTAs also host content, source deals, and aggregate listings that provide a very direct response-oriented user experience. Will click through to partner's website.	Photo, Headline, Offer/Message and Direct Website Link	Offer Strongly Recommended (offer must be valid through end date)	40,000	07/01/2021	09/30/2021	04/01/2021	04/15/2021	\$500	4
Leisure Digital Display	Accommodations Attractions	Visitors - In-Market Mobile Geofencing Digital: Winter 2021		Partners have the opportunity to reach visitors actively in-market to promote attractions and activities on their mobile devices through geofencing technology. Partners are only able to promote their restaurant or attraction. No accommodation promotion. This is a conversion tactic.	Partners have an opportunity to run display banners and be part of custom creative on mobile devices that will be targeted to users who are currently in Lee County. This campaign will only message to visitors, based on proximity, by utilizing geofencing technology to distinguish between residents; messaging to encourage in-market spend.	Photo, Headline, Offer/Message and Direct Website Link (300x250 web banner)	Offer Strongly Recommended (offer must be valid through end date)	100,000	01/19/2021	03/14/2021	11/24/2020	12/01/2020	\$400	5
Leisure Digital Display	Accommodations Attractions	Visitors - In-Market Mobile Geofencing Digital: Spring 2021		Partners have the opportunity to reach visitors actively in-market to promote attractions and activities on their mobile devices through geofencing technology. Partners are only able to promote their restaurant or attraction. No accommodation promotion. This is a conversion tactic.	Partners have an opportunity to run display banners and be part of custom creative on mobile devices that will be targeted to users who are currently in Lee County. This campaign will only message to visitors, based on proximity, by utilizing geofencing technology to distinguish between residents; messaging to encourage in-market spend.	Photo, Headline, Offer/Message and Direct Website Link (300x250 web banner)	Offer Strongly Recommended (offer must be valid through end date)	100,000	03/15/2021	05/31/2021	12/15/2020	01/05/2021	\$400	5

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Leisure Digital Display	Accommodations Attractions	Visitors - In-Market Mobile Geofencing Digital: Summer 2021		Partners have the opportunity to reach visitors actively in-market to promote attractions and activities on their mobile devices through geofencing technology. Partners are only able to promote their restaurant or attraction. No accommodation promotion. This is a conversion tactic.	Partners have an opportunity to run display banners and be part of custom creative on mobile devices that will be targeted to users who are currently in Lee County. This campaign will only message to visitors, based on proximity, by utilizing geofencing technology to distinguish between residents; messaging to encourage in-market spend.	Photo, Headline, Offer/Message and Direct Website Link (300x250 web banner)	Offer Strongly Recommended (offer must be valid through end date)	100,000	07/01/2021	08/31/2021	04/01/2021	04/15/2021	\$400	5
Leisure Digital Display	Accommodations	Weddings Programmatic Digital: Spring 2021	Weddings	Partners have the opportunity to increase overall reach and target consumers who have shown online behaviors indicating they are planning a beach/Florida wedding, through banner ad units. Types of targeting include behavioral, contextual, demographic, geographic, site retargeting, and search retargeting. Partners can purchase more than one spot. Creative will be 100% SOV for partner and the VCB. This also includes site retargeting from the LVCB site. By utilizing the VCB's website, partners have the opportunity to target consumers who have shown direct interest in the destination by visiting the VCB's website. This is an intent tactic.	Programmatic targeting provides reach at an efficient cost, as well as targeting our specific consumers who show the behaviors of intent for destination beach and Florida weddings. Programmatic utilizes RTB (real-time bidding) across exchanges to reach our audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic partner will be able to reach our target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "beach wedding venues on Sanibel Island" in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time.	Photo, Headline, Offer/Message and Direct Website Link	Your copy should focus on weddings	150,000	01/19/2021	03/14/2021	11/24/2020	12/01/2020	\$350	6
Leisure Digital Display	Accommodations	Weddings Programmatic Digital: Summer 2021	Weddings	Partners have the opportunity to increase overall reach and target consumers who have shown online behaviors indicating they are planning a beach/Florida wedding, through banner ad units. Types of targeting include behavioral, contextual, demographic, geographic, site retargeting, and search retargeting. Partners can purchase more than one spot. Creative will be 100% SOV for partner and the VCB. This also includes site retargeting from the LVCB site. By utilizing the VCB's website, partners have the opportunity to target consumers who have shown direct interest in the destination by visiting the VCB's website. This is an intent tactic.	Programmatic targeting provides reach at an efficient cost, as well as targeting our specific consumers who show the behaviors of intent for destination beach and Florida weddings. Programmatic utilizes RTB (real-time bidding) across exchanges to reach our audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic partner will be able to reach our target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "beach wedding venues on Sanibel Island" in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time.	Photo, Headline, Offer/Message and Direct Website Link	Your copy should focus on weddings	150,000	03/15/2021	06/30/2021	12/15/2020	01/05/2021	\$350	6
Leisure Digital Display	Accommodations	Weddings Programmatic Digital: Fall 2021	Weddings	Partners have the opportunity to increase overall reach and target consumers who have shown online behaviors indicating they are planning a beach/Florida wedding, through banner ad units. Types of targeting include behavioral, contextual, demographic, geographic, site retargeting, and search retargeting. Partners can purchase more than one spot. Creative will be 100% SOV for partner and the VCB. This also includes site retargeting from the LVCB site. By utilizing the VCB's website, partners have the opportunity to target consumers who have shown direct interest in the destination by visiting the VCB's website. This is an intent tactic.	Programmatic targeting provides reach at an efficient cost, as well as targeting our specific consumers who show the behaviors of intent for destination beach and Florida weddings. Programmatic utilizes RTB (real-time bidding) across exchanges to reach our audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic partner will be able to reach our target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "beach wedding venues on Sanibel Island" in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time.	Photo, Headline, Offer/Message and Direct Website Link	Your copy should focus on weddings	150,000	07/01/2021	09/30/2021	04/01/2021	04/15/2021	\$350	6

Program Group	Program Type	Program Name	Content	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Space Deadline	Material Deadline	Rate	Max Participants
Leisure Third-Party Email	Accommodations	BrideClick Email: February 2021	Weddings	Partners have the opportunity to be included as a featured property in a BrideClick email dedicated to Lee County. This is an intent tactic.	BrideClick is the largest bridal advertising network, reaching today's engaged couples as they are actively planning and spending. Bride Click partners with bridal websites and social media influencers to reach the most relevant and active audience.	Photo, Headline/Offer, Description and Direct Website Link	Your copy should focus on weddings	35,000	02/01/2021	02/28/2021	12/01/2020	12/01/2020	\$400	6
Leisure Third-Party Email	Accommodations	BrideClick Email: June 2021	Weddings	Partners have the opportunity to be included as a featured property in a BrideClick email dedicated to Lee County. This is an intent tactic.	BrideClick is the largest bridal advertising network, reaching today's engaged couples as they are actively planning and spending. Bride Click partners with bridal websites and social media influencers to reach the most relevant and active audience.	Photo, Headline/Offer, Description and Direct Website Link	Your copy should focus on weddings	35,000	06/01/2021	06/30/2021	04/01/2021	04/01/2021	\$400	6
Leisure Third-Party Email	Accommodations Attractions	eTarget (Email Publisher): February 2021		Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. The email will be distributed by eTarget to all double opt-in users who are interested in beach and Florida travel. This is an intent tactic.	eTarget Media has the ability to microtarget our desired audience through targeted email lists. Their email database is enriched with multiple sources, which allows them to verify each record's authenticity and append a vast amount of demographic and lifestyle data to each record. Their email list database is one of the largest on the market today, containing information on more than 150 million consumers and 15 million businesses.	Photo, Headline/Offer, Description and Direct Website Link		2,000,000	02/01/2021	02/28/2021	12/01/2020	12/01/2020	\$450	6
Leisure Third-Party Email	Accommodations Attractions	eTarget (Email Publisher): April 2021		Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. The email will be distributed by eTarget to all double opt-in users who are interested in beach and Florida travel. This is an intent tactic.	eTarget Media has the ability to microtarget our desired audience through targeted email lists. Their email database is enriched with multiple sources, which allows them to verify each record's authenticity and append a vast amount of demographic and lifestyle data to each record. Their email list database is one of the largest on the market today, containing information on more than 150 million consumers and 15 million businesses.	Photo, Headline/Offer, Description and Direct Website Link		2,000,000	04/01/2021	04/30/2021	02/02/2021	02/02/2021	\$450	6

Program Group	Program Type	Program Name	Content	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Space Deadline	Material Deadline	Rate	Max Participants
Leisure Third-Party Email	Accommodations Attractions	eTarget (Email Publisher): August 2021		Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. The email will be distributed by eTarget to all double opt-in users who are interested in beach and Florida travel. This is an intent tactic.	eTarget Media has the ability to microtarget our desired audience through targeted email lists. Their email database is enriched with multiple sources, which allows them to verify each record's authenticity and append a vast amount of demographic and lifestyle data to each record. Their email list database is one of the largest on the market today, containing information on more than 150 million consumers and 15 million businesses.	Photo, Headline/Offer, Description and Direct Website Link		2,000,000	08/01/2021	08/31/2021	06/01/2021	06/01/2021	\$450	6
Leisure Third-Party Email	Accommodations	Luxury Link (Email Publisher): May 2020		Partners have the opportunity to be included as a featured property in a Luxury Link email dedicated to Lee County. This is an intent tactic.	Luxury Link is a unique online destination for inspiration and information about the world's best destinations, luxury accommodations, and curated travel experiences. Luxury Link reaches an older (56% are adults 45+) and affluent (average household income of \$275K+) audience.	Photo, Headline/Offer, Description and Direct Website Link		500,000	05/01/2021	05/31/2021	03/02/2021	03/02/2021	\$350	6
Leisure Third-Party Email	Accommodations Attractions	NYTimes.com Email (Premium Publisher): February 2021		Partners have the opportunity to be included as a featured property in a New York Times Great Getaways email dedicated to Lee County. This is an intent tactic.	Great Getaways is a newsletter distributed by the New York Times to their opt-in travel database. Subscribers receive free email updates with special offers from the world's finest travel and tourism providers. They are the first to enjoy special deals and promotions. Editorially the emails spotlight the perfect escape, last-minute retreats, vacation packages and exclusive travel destinations. The email will focus on travel to Lee County exclusively.	Photo, Headline/Offer, Description and Direct Website Link		150,000	02/01/2021	02/28/2021	12/01/2020	12/01/2020	\$500	6
Leisure Third-Party Email	Accommodations Attractions	NYTimes.com Email (Premium Publisher): May 2021		Partners have the opportunity to be included as a featured property in a New York Times Great Getaways email dedicated to Lee County. This is an intent tactic.	Great Getaways is a newsletter distributed by the New York Times to their opt-in travel database. Subscribers receive free email updates with special offers from the world's finest travel and tourism providers. They are the first to enjoy special deals and promotions. Editorially the emails spotlight the perfect escape, last-minute retreats, vacation packages and exclusive travel destinations. The email will focus on travel to Lee County exclusively.	Photo, Headline/Offer, Description and Direct Website Link		150,000	05/01/2021	05/31/2021	03/02/2021	03/02/2021	\$500	6

Program Group	Program Type	Program Name	Content	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Space Deadline	Material Deadline	Rate	Max Participants
Leisure Third-Party Email	Accommodations Attractions	NYTimes.com Email (Premium Publisher): September 2021		Partners have the opportunity to be included as a featured property in a New York Times Great Getaways email dedicated to Lee County. This is an intent tactic.	Great Getaways is a newsletter distributed by the New York Times to their opt-in travel database. Subscribers receive free email updates with special offers from the world's finest travel and tourism providers. They are the first to enjoy special deals and promotions. Editorially the emails spotlight the perfect escape, last-minute retreats, vacation packages and exclusive travel destinations. The email will focus on travel to Lee County exclusively.	Photo, Headline/Offer, Description and Direct Website Link		150,000	09/01/2021	09/30/2021	07/01/2021	07/01/2021	\$500	6
Leisure Third-Party Email	Accommodations Attractions	Sherman's Travel Email (Travel Retail): March 2021	Family Travel	Partners have the opportunity to be included as a featured property in a Sherman's Travel email dedicated to Lee County. This is a conversion tactic.	Sherman's Travel dedicated emails are distributed to their opt-in subscriber database. The mission of Sherman's Travel is to provide readers with expert advice on great destinations. Sherman's advice simplifies travel research, providing both the tools and inspiration to make the perfect trip. The email will focus on travel to Lee County exclusively.	Photo, Headline/Offer, Description and Direct Website Link	Align your copy with the content of the email	1,000,000	03/01/2021	03/31/2021	01/05/2021	01/05/2021	\$450	6
Leisure Third-Party Email	Accommodations Attractions	Sherman's Travel Email (Travel Retail): June 2021	Road Trips	Partners have the opportunity to be included as a featured property in a Sherman's Travel email dedicated to Lee County. This is a conversion tactic.	Sherman's Travel dedicated emails are distributed to their opt-in subscriber database. The mission of Sherman's Travel is to provide readers with expert advice on great destinations. Sherman's advice simplifies travel research, providing both the tools and inspiration to make the perfect trip. The email will focus on travel to Lee County exclusively.	Photo, Headline/Offer, Description and Direct Website Link	Align your copy with the content of the email	1,000,000	06/01/2021	06/30/2021	04/01/2021	04/01/2021	\$450	6
Leisure Third-Party Email	Accommodations Attractions	Sherman's Travel Email (Travel Retail): August 2021	Island Hopper Songwriters Festival	Partners have the opportunity to be included as a featured property in a Sherman's Travel email dedicated to Lee County. This is a conversion tactic.	Sherman's Travel dedicated emails are distributed to their opt-in subscriber database. The mission of Sherman's Travel is to provide readers with expert advice on great destinations. Sherman's advice simplifies travel research, providing both the tools and inspiration to make the perfect trip. The email will focus on travel to Lee County exclusively.	Photo, Headline/Offer, Description and Direct Website Link	Align your copy with the content of the email	1,000,000	08/01/2021	08/31/2021	06/01/2021	06/01/2021	\$450	6

Program Group	Program Type	Program Name	Content	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Space Deadline	Material Deadline	Rate	Max Participants
Leisure Third-Party Email	Accommodations	The Knot Email: February 2021	Weddings	Partners have the opportunity to be included as a featured property in a The Knot email dedicated to Lee County. This is an intent tactic.	The Knot Worldwide family of brands inspire, inform and celebrate life's biggest milestones. The Knot enables every couple to plan and celebrate their wedding their way, with 9-of-10 brides using the The Knot during their wedding journey.	Photo, Headline/Offer, Description and Direct Website Link	Your copy should focus on weddings	82,000	02/01/2021	02/28/2021	12/01/2020	12/01/2020	\$500	1
Leisure Third-Party Email	Accommodations	The Knot Email: May 2021	Weddings	Partners have the opportunity to be included as a featured property in a The Knot email dedicated to Lee County. This is an intent tactic.	The Knot Worldwide family of brands inspire, inform and celebrate life's biggest milestones. The Knot enables every couple to plan and celebrate their wedding their way, with 9-of-10 brides using the The Knot during their wedding journey.	Photo Headline/Offer Description Direct Website Link	Your copy should focus on weddings	82,000	05/01/2021	05/31/2021	03/02/2021	03/02/2021	\$500	1
Leisure Third-Party Email	Accommodations	Wedding Wire Email: April 2021	Weddings	Partners have the opportunity to be included as a featured property in a WeddingWire email dedicated to Lee County. This is an intent tactic.	The Knot Worldwide family of brands inspire, inform and celebrate life's biggest milestones. WeddingWire helps couples navigate the steps to create the day of their dreams by connecting 6M unique users with over 200K wedding professionals.	Photo, Headline/Offer, Description and Direct Website Link	Your copy should focus on weddings	30,000	04/01/2021	04/30/2021	02/02/2021	02/02/2021	\$500	1
Leisure Native	Accommodations Attractions	Native Content Integration: Spring 2021	Picnic Perfection	Partners have the opportunity to build awareness by being included in branded editorial content with native articles. Example: http://matadornetwork.com/trips/9-reasons-need-get-water-fort-myers-sanibel-fl/ This is an intent tactic.	Native is one of the most buzz worthy topics in the media industry right now and not just because it is new but also it has proven its worth in performance. We have the ability to craft articles and input them into editorial feeds that make the articles look and feel native to the page. This is less intrusive to consumers and brings more value to them beyond typical digital media placements. It also provides a platform for brands to tell their story in way they can not in mediums such as banner ads. As such, performance is measured by time spent on page and distribution via social channels, not CTR.	Business Name with Direct Link to Website (specific content and images are not included in this placement)		35,000	01/19/2021	03/14/2021	12/01/2020	12/10/2020	\$350	8

Program Group	Program Type	Program Name	Content	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Space Deadline	Material Deadline	Rate	Max Participants
Leisure Native	Accommodations Attractions	Native Content Integration: Summer 2021	Secluded SWFL	Partners have the opportunity to build awareness by being included in branded editorial content with native articles. Example: http://matadornetwork.com/trips/9-reasons-need-get-water-fort-myers-sanibel-fl/ This is an intent tactic.	Native is one of the most buzz worthy topics in the media industry right now and not just because it is new but also it has proven its worth in performance. We have the ability to craft articles and input them into editorial feeds that make the articles look and feel native to the page. This is less intrusive to consumers and brings more value to them beyond typical digital media placements. It also provides a platform for brands to tell their story in way they can not in mediums such as banner ads. As such, performance is measured by time spent on page and distribution via social channels, not CTR.	Business Name with Direct Link to Website (specific content and images are not included in this placement)		35,000	03/15/2021	06/30/2021	01/05/2021	01/14/2021	\$350	8
Leisure Native	Accommodations Attractions	Native Content Integration: Fall 2021 (#1)	Bikes & Hikes	Partners have the opportunity to build awareness by being included in branded editorial content with native articles. Example: http://matadornetwork.com/trips/9-reasons-need-get-water-fort-myers-sanibel-fl/ This is an intent tactic.	Native is one of the most buzz worthy topics in the media industry right now and not just because it is new but also it has proven its worth in performance. We have the ability to craft articles and input them into editorial feeds that make the articles look and feel native to the page. This is less intrusive to consumers and brings more value to them beyond typical digital media placements. It also provides a platform for brands to tell their story in way they can not in mediums such as banner ads. As such, performance is measured by time spent on page and distribution via social channels, not CTR.	Business Name with Direct Link to Website (specific content and images are not included in this placement)		35,000	07/01/2021	09/30/2021	05/04/2021	05/14/2021	\$350	8
Leisure Native	Accommodations Attractions	Native Content Integration: Fall 2021 (#2)	Best Fall Spots	Partners have the opportunity to build awareness by being included in branded editorial content with native articles. Example: http://matadornetwork.com/trips/9-reasons-need-get-water-fort-myers-sanibel-fl/ This is an intent tactic.	Native is one of the most buzz worthy topics in the media industry right now and not just because it is new but also it has proven its worth in performance. We have the ability to craft articles and input them into editorial feeds that make the articles look and feel native to the page. This is less intrusive to consumers and brings more value to them beyond typical digital media placements. It also provides a platform for brands to tell their story in way they can not in mediums such as banner ads. As such, performance is measured by time spent on page and distribution via social channels, not CTR.	Business Name with Direct Link to Website (specific content and images are not included in this placement)		35,000	07/01/2021	09/30/2021	05/04/2021	05/14/2021	\$350	8
Travel Trade Print	Accommodations	Agent@Home: September 2021	Travel Agents	Partners may participate in full-page display ad to reach travel agents who work from home. This is a prospecting tactic.	Agent@Home magazine is still today the only publication written for and distributed exclusively to home-based travel agents, the fastest-growing segment of the travel agent market and also the hardest to reach. Partners may be featured in a Lee County destination ad.	Photo, Offer/Message, Phone Number, and Direct Website Link	Website link should be short and easy to remember. No bitly URLs or utms. Consider a vanity URL if your link is too long.	32,000	09/01/2021	09/30/2021	06/01/2021	06/15/2021	\$220	3

Program Group	Program Type	Program Name	Content	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Space Deadline	Material Deadline	Rate	Max Participants
Travel Trade Print	Accommodations	Florida Trend (Meetings): May 2021	Meetings	Partners may participate in a full-page display ad targeting Florida association executives/meeting planners. This is a prospecting tactic.	Florida Trend is a monthly magazine covering Florida business, industry, education and leisure. Florida Trend is read by business executives, government officials and civic leaders. Partners may be featured in a Lee County destination ad.	Photo, Offer/Message, Phone Number, and Direct Website Link	Website link should be short and easy to remember. No bitly URLs or utms. Consider a vanity URL if your link is too long.	80,000	05/01/2021	05/31/2021	02/02/2021	02/16/2021	\$260	3
Travel Trade Print	Accommodations	FSAE Source (Meetings): January/February 2021	Meetings	Partners may participate in a full-page display ad targeting Florida association executives/meeting planners. This is a prospecting tactic.	Association SOURCE is sent directly to the executives and meeting planners who make the decisions in Florida's associations. These executives, their staffs, and their association members represent millions of dollars in sales opportunities. SOURCE is a top source for information on Florida association business management and resources. Partners may be featured in a Lee County destination ad.	Photo, Offer/Message, Phone Number, and Direct Website Link	Website link should be short and easy to remember. No bitly URLs or utms. Consider a vanity URL if your link is too long.	1,200	01/01/2021	02/28/2021	11/24/2020	11/24/2020	\$200	3
Travel Trade Print	Accommodations	FSAE Source (Meetings): May/June 2021	Meetings	Partners may participate in a full-page display ad targeting Florida association executives/meeting planners. This is a prospecting tactic.	Association SOURCE is sent directly to the executives and meeting planners who make the decisions in Florida's associations. These executives, their staffs, and their association members represent millions of dollars in sales opportunities. SOURCE is a top source for information on Florida association business management and resources. Partners may be featured in a Lee County destination ad.	Photo, Offer/Message, Phone Number, and Direct Website Link	Website link should be short and easy to remember. No bitly URLs or utms. Consider a vanity URL if your link is too long.	1,200	05/01/2021	06/30/2021	02/02/2021	02/16/2021	\$200	3
Travel Trade Print	Accommodations	FSAE Source (Meetings): August/September 2021	Meetings	Partners may participate in a full-page display ad targeting Florida association executives/meeting planners. This is a prospecting tactic.	Association SOURCE is sent directly to the executives and meeting planners who make the decisions in Florida's associations. These executives, their staffs, and their association members represent millions of dollars in sales opportunities. SOURCE is a top source for information on Florida association business management and resources. Partners may be featured in a Lee County destination ad.	Photo, Offer/Message, Phone Number, and Direct Website Link	Website link should be short and easy to remember. No bitly URLs or utms. Consider a vanity URL if your link is too long.	1,200	08/01/2021	09/30/2021	05/03/2021	05/13/2021	\$200	3

Program Group	Program Type	Program Name	Content	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Space Deadline	Material Deadline	Rate	Max Participants
Travel Trade Print	Accommodations	Meetings Today: April 2021	Meetings	Partners may participate in a full-page display ad to reach meeting planners. This is a prospecting tactic.	Meetings Today is a leading national trade magazine delivering news, features and regional destination information on the meeting market with regional section focused on Florida. Articles cover properties, activities and attractions throughout the state that are of interest to meeting planning professionals located in or planning a high concentration of meetings in the South. The April issue will feature the annual Florida Guide, in which co-op partners may be featured in the Lee County destination ad.	Photo, Offer/Message, Phone Number, and Direct Website Link	Website link should be short and easy to remember. No bitly URLs or utms. Consider a vanity URL if your link is too long.	55,055	04/01/2021	04/30/2021	01/05/2021	01/14/2021	\$410	3
Travel Trade Print	Accommodations	Recommend (Travel Agents): March 2021	Travel Agents	Partners may participate in full-page display ad targeting travel agents. This is a prospecting tactic.	Recommend has been helping travel advisors sell travel by providing them with in-depth destination and product information. Its editors travel the globe previewing, reviewing and crafting experiential articles that make for some of the most informative and engrossing destination content available today. Partners may be featured in a Lee County destination ad.	Photo, Offer/Message, Phone Number, and Direct Website Link	Website link should be short and easy to remember. No bitly URLs or utms. Consider a vanity URL if your link is too long.	50,050	03/01/2021	03/31/2021	11/24/2020	12/15/2020	\$220	3
Travel Trade Print	Accommodations	Successful Meetings/Meetings & Conventions: March/April 2021	Meetings - FL Supplement	Partners may participate in full-page display ad to reach decision makers and meetings planners. This is a prospecting tactic.	Successful Meetings and Meetings & Conventions are leading national trade magazines edited for C-Level execs to presidents to VPs to meeting planners. SM has an unduplicated reach of 93% from M&C ensuring we are reaching a new set of decision makers and meeting planners. The March/April issue includes a Florida Supplement, in which partners may be featured within a Lee County ad.	Photo, Offer/Message, Phone Number, and Direct Website Link	Website link should be short and easy to remember. No bitly URLs or utms. Consider a vanity URL if your link is too long.	100,000	03/01/2021	04/30/2021	11/24/2020	12/15/2020	\$420	3
Travel Trade Print	Accommodations	Travel Agent Magazine /Luxury Travel Advisor: April/May 2021	Travel Agents	Partners may participate in a full-page display ad targeting travel agents. This is a prospecting tactic.	Travel Agent & Luxury Travel Advisor are bimonthly trade magazines targeted at travel agency professionals, featuring travel industry news. Partners may be featured in a Lee County destination ad.	Photo, Offer/Message, Phone Number, and Direct Website Link	Website link should be short and easy to remember. No bitly URLs or utms. Consider a vanity URL if your link is too long.	64,000	04/01/2021	05/31/2021	01/05/2021	01/14/2021	\$420	3

Program Group	Program Type	Program Name	Content	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Space Deadline	Material Deadline	Rate	Max Participants
Travel Trade Print	Accommodations	Travel Weekly (Travel Agents): March 2021	Travel Agents	Partners may participate in a full-page display ad targeting travel agents. This is a prospecting tactic.	Travel Weekly is the leading national travel trade newspaper providing news and information regarding travel trends and destinations relevant for travel professionals. Partners may be featured in a Lee County destination ad.	Photo, Offer/Message, Phone Number, and Direct Website Link	Website link should be short and easy to remember. No bitly URLs or utms. Consider a vanity URL if your link is too long.	60,000	03/01/2021	03/31/2021	11/24/2020	12/15/2020	\$320	3
Travel Trade Digital Display	Accommodations	Meeting Planner Programmatic Digital: Spring 2021	Meetings	Partners have the opportunity to increase overall reach and target meeting planners who have shown online behaviors indicating they plan Florida meetings, through banner ad units. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. Partners can purchase more than one spot. Creative will be 100% SOV for the partner and the VCB. This also includes site retargeting from the LVCB site. By utilizing the VCB's website, partners have the opportunity to target consumers who have shown direct interest in the destination by visiting the VCB's website. This is an intent tactic.	Programmatic targeting provides reach at an efficient cost, as well as targeting our specific consumers who show the behaviors of meeting & event planners. Programmatic utilizes RTB (real-time bidding) across exchanges to reach our audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic partner will be able to reach our target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a planner searches for "meeting spaces on Sanibel island" in a search engine, the network will bid in real time for the next available ad unit in order to show the co-op partner's message at the most relevant time.	Photo, Headline, Offer/Message and Direct Website Link	Speak to Meeting Planners	100,000	01/19/2021	03/14/2021	11/24/2020	12/01/2020	\$475	5
Travel Trade Digital Display	Accommodations	Meeting Planner Programmatic Digital: Summer 2021	Meetings	Partners have the opportunity to increase overall reach and target meeting planners who have shown online behaviors indicating they plan Florida meetings, through banner ad units. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. Partners can purchase more than one spot. Creative will be 100% SOV for the partner and the VCB. This also includes site retargeting from the LVCB site. By utilizing the VCB's website, partners have the opportunity to target consumers who have shown direct interest in the destination by visiting the VCB's website. This is an intent tactic.	Programmatic targeting provides reach at an efficient cost, as well as targeting our specific consumers who show the behaviors of meeting & event planners. Programmatic utilizes RTB (real-time bidding) across exchanges to reach our audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic partner will be able to reach our target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a planner searches for "meeting spaces on Sanibel island" in a search engine, the network will bid in real time for the next available ad unit in order to show the co-op partner's message at the most relevant time.	Photo, Headline, Offer/Message and Direct Website Link	Speak to Meeting Planners	100,000	03/15/2021	06/30/2021	12/15/2020	01/05/2021	\$475	5
Travel Trade Digital Display	Accommodations	Meeting Planner Programmatic Digital: Fall 2021	Meetings	Partners have the opportunity to increase overall reach and target meeting planners who have shown online behaviors indicating they plan Florida meetings, through banner ad units. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. Partners can purchase more than one spot. Creative will be 100% SOV for the partner and the VCB. This also includes site retargeting from the LVCB site. By utilizing the VCB's website, partners have the opportunity to target consumers who have shown direct interest in the destination by visiting the VCB's website. This is an intent tactic.	Programmatic targeting provides reach at an efficient cost, as well as targeting our specific consumers who show the behaviors of meeting & event planners. Programmatic utilizes RTB (real-time bidding) across exchanges to reach our audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic partner will be able to reach our target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a planner searches for "meeting spaces on Sanibel island" in a search engine, the network will bid in real time for the next available ad unit in order to show the co-op partner's message at the most relevant time.	Photo, Headline, Offer/Message and Direct Website Link	Speak to Meeting Planners	100,000	07/01/2021	09/30/2021	04/01/2021	04/15/2021	\$475	5

Program Group	Program Type	Program Name	Content	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Space Deadline	Material Deadline	Rate	Max Participants
Travel Trade Digital Display	Accommodations	Meetings Today Retargeting Digital: Summer 2021	Meetings	Partners will have the opportunity to target meeting planners who have visited MeetingsToday.com as they visit other websites. This is a intent tactic.	Meetings Today is a leading national trade magazine delivering news, features and regional destination information on the meeting market with regional section focused on Florida. Content cover properties, activities and attractions throughout the state that are of interest to meeting planning professionals.	Photo, Headline, Offer/Message and Direct Website Link	Speak to Meeting Planners	30,000	06/01/2021	06/30/2021	03/02/2021	03/15/2021	\$250	2
Travel Trade Digital Display	Accommodations	Travel Agent Programmatic Digital: Spring 2021	Travel Agents	Partners have the opportunity to increase overall reach and target travel agents who have shown online behaviors indicating they plan Florida vacations, through banner ad units. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. Partners can purchase more than one spot. Creative will be 100% SOV for the partner and the VCB. This also includes site retargeting from the LVCB site. By utilizing the VCB's website, partners have the opportunity to target consumers who have shown direct interest in the destination by visiting the VCB's website. This is an intent tactic.	Programmatic targeting provides reach at an efficient cost, as well as targeting specific users who show the behaviors of travel planning intent for beach and Florida vacations. Programmatic utilizes RTB (real-time bidding) across exchanges to reach our audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic partner will be able to reach our target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "vacation packages on Sanibel island" in a search engine, the network will bid in real time for the next available ad unit in order to show the co-op partner's message at the most relevant time.	Photo, Headline, Offer/Message and Direct Website Link	Speak to Travel Agents	100,000	01/19/2021	03/14/2021	11/24/2020	12/01/2020	\$475	5
Travel Trade Digital Display	Accommodations	Travel Agent Programmatic Digital: Summer 2021	Travel Agents	Partners have the opportunity to increase overall reach and target travel agents who have shown online behaviors indicating they plan Florida vacations, through banner ad units. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. Partners can purchase more than one spot. Creative will be 100% SOV for the partner and the VCB. This also includes site retargeting from the LVCB site. By utilizing the VCB's website, partners have the opportunity to target consumers who have shown direct interest in the destination by visiting the VCB's website. This is an intent tactic.	Programmatic targeting provides reach at an efficient cost, as well as targeting specific users who show the behaviors of travel planning intent for beach and Florida vacations. Programmatic utilizes RTB (real-time bidding) across exchanges to reach our audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic partner will be able to reach our target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "vacation packages on Sanibel island" in a search engine, the network will bid in real time for the next available ad unit in order to show the co-op partner's message at the most relevant time.	Photo, Headline, Offer/Message and Direct Website Link	Speak to Travel Agents	100,000	03/15/2021	06/30/2021	12/15/2020	01/05/2021	\$475	5
Travel Trade Digital Display	Accommodations	Travel Agent Programmatic Digital: Fall 2021	Travel Agents	Partners have the opportunity to increase overall reach and target travel agents who have shown online behaviors indicating they plan Florida vacations, through banner ad units. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. Partners can purchase more than one spot. Creative will be 100% SOV for the partner and the VCB. This also includes site retargeting from the LVCB site. By utilizing the VCB's website, partners have the opportunity to target consumers who have shown direct interest in the destination by visiting the VCB's website. This is an intent tactic.	Programmatic targeting provides reach at an efficient cost, as well as targeting specific users who show the behaviors of travel planning intent for beach and Florida vacations. Programmatic utilizes RTB (real-time bidding) across exchanges to reach our audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic partner will be able to reach our target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "vacation packages on Sanibel island" in a search engine, the network will bid in real time for the next available ad unit in order to show the co-op partner's message at the most relevant time.	Photo, Headline, Offer/Message and Direct Website Link	Speak to Travel Agents	100,000	07/01/2021	09/30/2021	04/01/2021	04/15/2021	\$475	5

Program Group	Program Type	Program Name	Content	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Space Deadline	Material Deadline	Rate	Max Participants
Travel Trade Third-Party Email	Accommodations	EproDirect Email (Meetings): March 2021	Meetings	Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. Email will target planners in states with highest propensity to book meetings in Florida. This is an intent tactic.	EproDirect is a hospitality marketing company reaching meeting and event planning professionals. They specialize specifically in email marketing and verify their lists daily to ensure you are reaching the most accurate and active prospects.	Photo, Headline/Offer, Description and Direct Website Link		26,750	03/01/2021	03/31/2021	01/05/2021	01/05/2021	\$300	6
Travel Trade Third-Party Email	Accommodations	EproDirect Email (Meetings): June 2021	Meetings	Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. Email will target planners in states with highest propensity to book meetings in Florida. This is an intent tactic.	EproDirect is a hospitality marketing company reaching meeting and event planning professionals. They specialize specifically in email marketing and verify their lists daily to ensure you are reaching the most accurate and active prospects.	Photo, Headline/Offer, Description and Direct Website Link		26,750	06/01/2021	06/30/2021	04/01/2021	04/01/2021	\$300	6
Travel Trade Third-Party Email	Accommodations	FSAE Email (Meetings): January 2021	Meetings	Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. This is targeting key business executives across Florida. This is an intent tactic.	FSAE is the Florida Society of Association Executive. FSAE reaches association executives, meeting planners, CEOs, association management companies. Partners have the opportunity to have a listing in the dedicated email reaching this audience.	Photo, Headline/Offer, Description and Direct Website Link		1,000	01/01/2021	01/31/2021	12/01/2020	12/01/2020	\$300	6
Travel Trade Third-Party Email	Accommodations	FSAE Email (Meetings): March 2021	Meetings	Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. This is targeting key business executives across Florida. This is an intent tactic.	FSAE is the Florida Society of Association Executive. FSAE reaches association executives, meeting planners, CEOs, association management companies. Partners have the opportunity to have a listing in the dedicated email reaching this audience.	Photo, Headline/Offer, Description and Direct Website Link		1,000	03/01/2021	03/31/2021	01/05/2021	01/05/2021	\$300	6

Program Group	Program Type	Program Name	Content	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Space Deadline	Material Deadline	Rate	Max Participants
Travel Trade Third-Party Email	Accommodations	FSAE Email (Meetings): June 2021	Meetings	Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. This is targeting key business executives across Florida. This is an intent tactic.	FSAE is the Florida Society of Association Executive. FSAE reaches association executives, meeting planners, CEOs, association management companies. Partners have the opportunity to have a listing in the dedicated email reaching this audience.	Photo, Headline/Offer, Description and Direct Website Link		1,000	06/01/2021	06/30/2021	04/01/2021	04/01/2021	\$300	6
Travel Trade Third-Party Email	Accommodations	Insider Travel Report Email (Travel Agents): February 2021	Travel Agents	Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. This is an intent tactic.	Insider Travel Report (ITR) is a collaboration between travel trade and database business to connect and travel journalist James Shillinglaw. ITR delivers daily curated content to advisors based on the in-depth profile they have with to connect, which reaches 75% of U.S. and Canadian travel advisors.	Photo, Headline/Offer, Description and Direct Website Link		66,000	02/01/2021	02/28/2021	12/01/2020	12/01/2020	\$250	6
Travel Trade Third-Party Email	Accommodations	Northstar Travel Group Email (Meetings): March 2021	Meetings	Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. This is targeting meeting planners and decision-makers across Northstar's audience of association, corporate and incentive planners. This is an intent tactic.	Northstar Travel Group is a leading publisher of trade magazines edited for corporate meeting managers, professional associations, incentive houses, travel agencies and independent meeting planning companies. Partners have the opportunity to have a listing in the dedicated email reaching this audience.	Photo, Headline/Offer, Description and Direct Website Link		50,000	03/01/2021	03/31/2021	01/05/2021	01/05/2021	\$300	6
Travel Trade Third-Party Email	Accommodations	Northstar Travel Group Email (Meetings): June 2021	Meetings	Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. This is targeting meeting planners and decision-makers across Northstar's audience of association, corporate and incentive planners. This is an intent tactic.	Northstar Travel Group is a leading publisher of trade magazines edited for corporate meeting managers, professional associations, incentive houses, travel agencies and independent meeting planning companies. Partners have the opportunity to have a listing in the dedicated email reaching this audience.	Photo, Headline/Offer, Description and Direct Website Link		50,000	06/01/2021	06/30/2021	04/01/2021	04/01/2021	\$300	6

Program Group	Program Type	Program Name	Content	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Space Deadline	Material Deadline	Rate	Max Participants
Travel Trade Third-Party Email	Accommodations	Recommend Email (Travel Agents): April 2021	Travel Agents	Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. Email will target planners in states with highest propensity to book meetings in Florida. This is an intent tactic.	Recommend has been helping travel advisors sell travel by providing them with in-depth destination and product information. Its editors travel the globe previewing, reviewing and crafting experiential articles that make for some of the most informative and engrossing destination content available today. Partners may be featured in a Lee County destination ad.	Photo, Headline/Offer, Description and Direct Website Link		11,545	04/01/2021	04/30/2021	02/02/2021	02/02/2021	\$200	6
Travel Trade Third-Party Email	Accommodations	Travel Agent Central Email: June 2021	Travel Agents	Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. This is targeting travel agents across Travel Agent Central's audience. This is an intent tactic.	Travel Agent Central covers the latest news and trends in travel related to cruise, destinations, hotels, airlines and tours. Partners have the opportunity to have a listing in the dedicated email reaching this audience.	Photo, Headline/Offer, Description and Direct Website Link		30,000	06/01/2021	06/30/2021	04/01/2021	04/01/2021	\$300	6
Travel Trade Third-Party Email	Accommodations	TravelPulse Email (Travel Agents): July 2021	Travel Agents	Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. This is an intent tactic.	Part of the TravAlliance Media group, TravelPulse reaches over 90% of all U.S. travel advisors. Their weekday emails reach agents first thing in the morning, garnering the greatest attention and engagement with the latest news and custom messages.	Photo, Headline/Offer, Description and Direct Website Link		30,000	07/01/2021	07/31/2021	04/29/2021	04/29/2021	\$200	6
Travel Trade Third-Party Email	Accommodations	Travel Weekly Email (Travel Agents): January 2021	Travel Agents	Partners may participate in an exclusive custom destination email to promote special leisure offers to travel professionals. This is an intent tactic.	Travel Weekly provides news and information regarding travel trends and destinations relevant to travel professionals. This custom email will be sent to travel professionals across the United States.	Photo, Headline/Offer, Description and Direct Website Link		48,000	01/01/2021	01/31/2021	12/01/2020	12/01/2020	\$250	6

Program Group	Program Type	Program Name	Content	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Space Deadline	Material Deadline	Rate	Max Participants
Travel Trade Third-Party Email	Accommodations	Travel Weekly Email (Travel Agents): March 2021	Travel Agents	Partners may participate in an exclusive custom destination email to promote special leisure offers to travel professionals. This is an intent tactic.	Travel Weekly provides news and information regarding travel trends and destinations relevant to travel professionals. This custom email will be sent to travel professionals across the United States.	Photo, Headline/Offer, Description and Direct Website Link		48,000	03/01/2021	03/31/2021	01/05/2021	01/05/2021	\$250	6
Travel Trade Third-Party Email	Accommodations	Travel Weekly Email (Travel Agents): May 2021	Travel Agents	Partners may participate in an exclusive custom destination email to promote special leisure offers to travel professionals. This is an intent tactic.	Travel Weekly provides news and information regarding travel trends and destinations relevant to travel professionals. This custom email will be sent to travel professionals across the United States.	Photo, Headline/Offer, Description and Direct Website Link		48,000	05/01/2021	05/31/2021	03/02/2021	03/02/2021	\$250	6
Travel Trade Third-Party Email	Accommodations	Travel Weekly Email (Travel Agents): July 2021	Travel Agents	Partners may participate in an exclusive custom destination email to promote special leisure offers to travel professionals. This is an intent tactic.	Travel Weekly provides news and information regarding travel trends and destinations relevant to travel professionals. This custom email will be sent to travel professionals across the United States.	Photo, Headline/Offer, Description and Direct Website Link		48,000	07/01/2021	07/31/2021	04/29/2021	04/29/2021	\$250	6
Social Media	Accommodations Attractions	Facebook - Content Calendar Inclusion: January 2021		Gives partners dedicated space on The Beaches of Fort Myers & Sanibel's Facebook page, showcasing timely messaging to an engaged audience of over 720,000 followers. This placement will run on the VCB's pages and the VCB will source imagery and finalize messaging. This is a prospecting tactic.	One Facebook post will be created on the partner's behalf and shared on The Beaches of Fort Myers & Sanibel's Facebook page. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 720,000 as well as promoted for a period of 3 days to further extend post reach to a highly targeted audience. VCB to match funds 1:1.	1-3 Key Messaging Points, Link to Website and Link to Partner's Facebook Page (for tagging purposes) to be utilized for post copy creation. VCB will write copy based on messaging points submitted by partner to ensure alignment with brand standards.	Imagery will be selected by the VCB for content calendar inclusion	50,000	01/01/2021	01/31/2021	12/01/2020	12/01/2020	\$250	2

Program Group	Program Type	Program Name	Content	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Space Deadline	Material Deadline	Rate	Max Participants
Social Media	Accommodations Attractions	Facebook - Content Calendar Inclusion: February 2021		<p>Gives partners dedicated space on The Beaches of Fort Myers & Sanibel's Facebook page, showcasing timely messaging to an engaged audience of over 720,000 followers.</p> <p>This placement will run on the VCB's pages and the VCB will source imagery and finalize messaging.</p> <p>This is a prospecting tactic.</p>	<p>One Facebook post will be created on the partner's behalf and shared on The Beaches of Fort Myers & Sanibel's Facebook page. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 720,000 as well as promoted for a period of 3 days to further extend post reach to a highly targeted audience. VCB to match funds 1:1.</p>	<p>1-3 Key Messaging Points, Link to Website and Link to Partner's Facebook Page (for tagging purposes) to be utilized for post copy creation. VCB will write copy based on messaging points submitted by partner to ensure alignment with brand standards.</p>	<p>Imagery will be selected by the VCB for content calendar inclusion</p>	50,000	02/01/2021	02/28/2021	12/29/2020	12/29/2020	\$250	2
Social Media	Accommodations Attractions	Facebook - Content Calendar Inclusion: March 2021		<p>Gives partners dedicated space on The Beaches of Fort Myers & Sanibel's Facebook page, showcasing timely messaging to an engaged audience of over 720,000 followers.</p> <p>This placement will run on the VCB's pages and the VCB will source imagery and finalize messaging.</p> <p>This is a prospecting tactic.</p>	<p>One Facebook post will be created on the partner's behalf and shared on The Beaches of Fort Myers & Sanibel's Facebook page. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 720,000 as well as promoted for a period of 3 days to further extend post reach to a highly targeted audience. VCB to match funds 1:1.</p>	<p>1-3 Key Messaging Points, Link to Website and Link to Partner's Facebook Page (for tagging purposes) to be utilized for post copy creation. VCB will write copy based on messaging points submitted by partner to ensure alignment with brand standards.</p>	<p>Imagery will be selected by the VCB for content calendar inclusion</p>	50,000	03/01/2021	03/31/2021	02/02/2021	02/02/2021	\$250	2
Social Media	Accommodations Attractions	Facebook - Content Calendar Inclusion: April 2021		<p>Gives partners dedicated space on The Beaches of Fort Myers & Sanibel's Facebook page, showcasing timely messaging to an engaged audience of over 720,000 followers.</p> <p>This placement will run on the VCB's pages and the VCB will source imagery and finalize messaging.</p> <p>This is a prospecting tactic.</p>	<p>One Facebook post will be created on the partner's behalf and shared on The Beaches of Fort Myers & Sanibel's Facebook page. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 720,000 as well as promoted for a period of 3 days to further extend post reach to a highly targeted audience. VCB to match funds 1:1.</p>	<p>1-3 Key Messaging Points, Link to Website and Link to Partner's Facebook Page (for tagging purposes) to be utilized for post copy creation. VCB will write copy based on messaging points submitted by partner to ensure alignment with brand standards.</p>	<p>Imagery will be selected by the VCB for content calendar inclusion</p>	50,000	04/01/2021	04/30/2021	03/02/2021	03/02/2021	\$250	2
Social Media	Accommodations Attractions	Facebook - Content Calendar Inclusion: May 2021		<p>Gives partners dedicated space on The Beaches of Fort Myers & Sanibel's Facebook page, showcasing timely messaging to an engaged audience of over 720,000 followers.</p> <p>This placement will run on the VCB's pages and the VCB will source imagery and finalize messaging.</p> <p>This is a prospecting tactic.</p>	<p>One Facebook post will be created on the partner's behalf and shared on The Beaches of Fort Myers & Sanibel's Facebook page. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 720,000 as well as promoted for a period of 3 days to further extend post reach to a highly targeted audience. VCB to match funds 1:1.</p>	<p>1-3 Key Messaging Points, Link to Website and Link to Partner's Facebook Page (for tagging purposes) to be utilized for post copy creation. VCB will write copy based on messaging points submitted by partner to ensure alignment with brand standards.</p>	<p>Imagery will be selected by the VCB for content calendar inclusion</p>	50,000	05/01/2021	05/31/2021	04/01/2021	04/01/2021	\$250	2

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Social Media	Accommodations Attractions	Facebook - Content Calendar Inclusion: June 2021		<p>Gives partners dedicated space on The Beaches of Fort Myers & Sanibel's Facebook page, showcasing timely messaging to an engaged audience of over 720,000 followers.</p> <p>This placement will run on the VCB's pages and the VCB will source imagery and finalize messaging.</p> <p>This is a prospecting tactic.</p>	<p>One Facebook post will be created on the partner's behalf and shared on The Beaches of Fort Myers & Sanibel's Facebook page. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 720,000 as well as promoted for a period of 3 days to further extend post reach to a highly targeted audience. VCB to match funds 1:1.</p>	<p>1-3 Key Messaging Points, Link to Website and Link to Partner's Facebook Page (for tagging purposes) to be utilized for post copy creation. VCB will write copy based on messaging points submitted by partner to ensure alignment with brand standards.</p>	<p>Imagery will be selected by the VCB for content calendar inclusion</p>	50,000	06/01/2021	06/30/2021	04/29/2021	04/29/2021	\$250	2
Social Media	Accommodations Attractions	Facebook - Content Calendar Inclusion: July 2021		<p>Gives partners dedicated space on The Beaches of Fort Myers & Sanibel's Facebook page, showcasing timely messaging to an engaged audience of over 720,000 followers.</p> <p>This placement will run on the VCB's pages and the VCB will source imagery and finalize messaging.</p> <p>This is a prospecting tactic.</p>	<p>One Facebook post will be created on the partner's behalf and shared on The Beaches of Fort Myers & Sanibel's Facebook page. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 720,000 as well as promoted for a period of 3 days to further extend post reach to a highly targeted audience. VCB to match funds 1:1.</p>	<p>1-3 Key Messaging Points, Link to Website and Link to Partner's Facebook Page (for tagging purposes) to be utilized for post copy creation. VCB will write copy based on messaging points submitted by partner to ensure alignment with brand standards.</p>	<p>Imagery will be selected by the VCB for content calendar inclusion</p>	50,000	07/01/2021	07/31/2021	06/01/2021	06/01/2021	\$250	2
Social Media	Accommodations Attractions	Facebook - Content Calendar Inclusion: August 2021		<p>Gives partners dedicated space on The Beaches of Fort Myers & Sanibel's Facebook page, showcasing timely messaging to an engaged audience of over 720,000 followers.</p> <p>This placement will run on the VCB's pages and the VCB will source imagery and finalize messaging.</p> <p>This is a prospecting tactic.</p>	<p>One Facebook post will be created on the partner's behalf and shared on The Beaches of Fort Myers & Sanibel's Facebook page. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 720,000 as well as promoted for a period of 3 days to further extend post reach to a highly targeted audience. VCB to match funds 1:1.</p>	<p>1-3 Key Messaging Points, Link to Website and Link to Partner's Facebook Page (for tagging purposes) to be utilized for post copy creation. VCB will write copy based on messaging points submitted by partner to ensure alignment with brand standards.</p>	<p>Imagery will be selected by the VCB for content calendar inclusion</p>	50,000	08/01/2021	08/31/2021	07/01/2021	07/01/2021	\$250	2
Social Media	Accommodations Attractions	Facebook - Content Calendar Inclusion: September 2021		<p>Gives partners dedicated space on The Beaches of Fort Myers & Sanibel's Facebook page, showcasing timely messaging to an engaged audience of over 720,000 followers.</p> <p>This placement will run on the VCB's pages and the VCB will source imagery and finalize messaging.</p> <p>This is a prospecting tactic.</p>	<p>One Facebook post will be created on the partner's behalf and shared on The Beaches of Fort Myers & Sanibel's Facebook page. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 720,000 as well as promoted for a period of 3 days to further extend post reach to a highly targeted audience. VCB to match funds 1:1.</p>	<p>1-3 Key Messaging Points, Link to Website and Link to Partner's Facebook Page (for tagging purposes) to be utilized for post copy creation. VCB will write copy based on messaging points submitted by partner to ensure alignment with brand standards.</p>	<p>Imagery will be selected by the VCB for content calendar inclusion</p>	50,000	09/01/2021	09/30/2021	07/29/2021	07/29/2021	\$250	2

Program Group	Program Type	Program Name	Content	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Space Deadline	Material Deadline	Rate	Max Participants
Social Media	Accommodations Attractions	Facebook & Instagram Advertising - Carousel Unit: January 2021		Provides partners with the ability to showcase their business, on Facebook and Instagram, through multiple images to tell a cohesive story. This placement will run on the partner's pages . This is a conversion tactic.*	Provides partners with the ability to showcase your business on Facebook and Instagram to generate website referral leads. This placement utilizes a proprietary audience comprised of Facebook and Instagram users who have similar behaviors to Lee County's current database. Ads are displayed within the Facebook and Instagram Newsfeed. VCB to match funds 1:1.	3 High-Quality images, 3 Ad Headlines, Post Copy and Link to Website	Avoid imagery with crowds or people. Strive to showcase high quality, inspirational imagery. Images that consist of more than 20% text may experience reduced delivery.	100,000	01/01/2021	01/31/2021	12/01/2020	12/01/2020	\$500	2
Social Media	Accommodations Attractions	Facebook & Instagram Advertising - Carousel Unit: February 2021		Provides partners with the ability to showcase their business, on Facebook and Instagram, through multiple images to tell a cohesive story. This placement will run on the partner's pages . This is a conversion tactic.*	Provides partners with the ability to showcase your business on Facebook and Instagram to generate website referral leads. This placement utilizes a proprietary audience comprised of Facebook and Instagram users who have similar behaviors to Lee County's current database. Ads are displayed within the Facebook and Instagram Newsfeed. VCB to match funds 1:1.	3 High-Quality images, 3 Ad Headlines, Post Copy and Link to Website	Avoid imagery with crowds or people. Strive to showcase high quality, inspirational imagery. Images that consist of more than 20% text may experience reduced delivery.	100,000	02/01/2021	02/28/2021	12/29/2020	12/29/2020	\$500	2
Social Media	Accommodations Attractions	Facebook & Instagram Advertising - Carousel Unit: March 2021		Provides partners with the ability to showcase their business, on Facebook and Instagram, through multiple images to tell a cohesive story. This placement will run on the partner's pages . This is a conversion tactic.*	Provides partners with the ability to showcase your business on Facebook and Instagram to generate website referral leads. This placement utilizes a proprietary audience comprised of Facebook and Instagram users who have similar behaviors to Lee County's current database. Ads are displayed within the Facebook and Instagram Newsfeed. VCB to match funds 1:1.	3 High-Quality images, 3 Ad Headlines, Post Copy and Link to Website	Avoid imagery with crowds or people. Strive to showcase high quality, inspirational imagery. Images that consist of more than 20% text may experience reduced delivery.	100,000	03/01/2021	03/31/2021	02/02/2021	02/02/2021	\$500	2
Social Media	Accommodations Attractions	Facebook & Instagram Advertising - Carousel Unit: April 2021		Provides partners with the ability to showcase their business, on Facebook and Instagram, through multiple images to tell a cohesive story. This placement will run on the partner's pages . This is a conversion tactic.*	Provides partners with the ability to showcase your business on Facebook and Instagram to generate website referral leads. This placement utilizes a proprietary audience comprised of Facebook and Instagram users who have similar behaviors to Lee County's current database. Ads are displayed within the Facebook and Instagram Newsfeed. VCB to match funds 1:1.	3 High-Quality images, 3 Ad Headlines, Post Copy and Link to Website	Avoid imagery with crowds or people. Strive to showcase high quality, inspirational imagery. Images that consist of more than 20% text may experience reduced delivery.	100,000	04/01/2021	04/30/2021	03/02/2021	03/02/2021	\$500	2

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Social Media	Accommodations Attractions	Facebook & Instagram Advertising - Carousel Unit: June 2021		Provides partners with the ability to showcase their business, on Facebook and Instagram, through multiple images to tell a cohesive story. This placement will run on the partner's pages . This is a conversion tactic.*	Provides partners with the ability to showcase your business on Facebook and Instagram to generate website referral leads. This placement utilizes a proprietary audience comprised of Facebook and Instagram users who have similar behaviors to Lee County's current database. Ads are displayed within the Facebook and Instagram Newsfeed. VCB to match funds 1:1.	3 High-Quality images, 3 Ad Headlines, Post Copy and Link to Website	Avoid imagery with crowds or people. Strive to showcase high quality, inspirational imagery. Images that consist of more than 20% text may experience reduced delivery.	100,000	06/01/2021	06/30/2021	04/29/2021	04/29/2021	\$500	2
Social Media	Accommodations Attractions	Facebook & Instagram Advertising - Carousel Unit: July 2021		Provides partners with the ability to showcase their business, on Facebook and Instagram, through multiple images to tell a cohesive story. This placement will run on the partner's pages . This is a conversion tactic.*	Provides partners with the ability to showcase your business on Facebook and Instagram to generate website referral leads. This placement utilizes a proprietary audience comprised of Facebook and Instagram users who have similar behaviors to Lee County's current database. Ads are displayed within the Facebook and Instagram Newsfeed. VCB to match funds 1:1.	3 High-Quality images, 3 Ad Headlines, Post Copy and Link to Website	Avoid imagery with crowds or people. Strive to showcase high quality, inspirational imagery. Images that consist of more than 20% text may experience reduced delivery.	100,000	07/01/2021	07/31/2021	06/01/2021	06/01/2021	\$500	2
Social Media	Accommodations Attractions	Facebook & Instagram Advertising - Carousel Unit: August 2021		Provides partners with the ability to showcase their business, on Facebook and Instagram, through multiple images to tell a cohesive story. This placement will run on the partner's pages . This is a conversion tactic.*	Provides partners with the ability to showcase your business on Facebook and Instagram to generate website referral leads. This placement utilizes a proprietary audience comprised of Facebook and Instagram users who have similar behaviors to Lee County's current database. Ads are displayed within the Facebook and Instagram Newsfeed. VCB to match funds 1:1.	3 High-Quality images, 3 Ad Headlines, Post Copy and Link to Website	Avoid imagery with crowds or people. Strive to showcase high quality, inspirational imagery. Images that consist of more than 20% text may experience reduced delivery.	100,000	08/01/2021	08/31/2021	07/01/2021	07/01/2021	\$500	2

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Social Media	Accommodations Attractions	Facebook & Instagram Advertising - Single Image Placement: January 2021		Provides partners with the ability to showcase their business, on Facebook and Instagram, by targeting a custom audience comprised of the VCB's current eNewsletter subscribers. This placement will run on the partner's pages . This is a conversion tactic.*	This placement will be reaching a highly engaged audience who has already subscribed to the VCB's eNewsletter and retarget that audience with partner specific messaging. Ads are displayed within the Facebook and Instagram Newsfeed and are shared from the partner's social channels. VCB to match funds 1:1.	1 High-Quality Image, Link to Website, Ad Headline and Ad Post Copy	Avoid imagery with crowds or people. Strive to showcase high quality, inspirational imagery. Images that consist of more than 20% text may experience reduced delivery.	100,000	01/01/2021	01/31/2021	12/01/2020	12/01/2020	\$500	3
Social Media	Accommodations Attractions	Facebook & Instagram Advertising - Single Image Placement: February 2021		Provides partners with the ability to showcase their business, on Facebook and Instagram, by targeting a custom audience comprised of the VCB's current eNewsletter subscribers. This placement will run on the partner's pages . This is a conversion tactic.*	This placement will be reaching a highly engaged audience who has already subscribed to the VCB's eNewsletter and retarget that audience with partner specific messaging. Ads are displayed within the Facebook and Instagram Newsfeed and are shared from the partner's social channels. VCB to match funds 1:1.	1 High-Quality Image, Link to Website, Ad Headline and Ad Post Copy	Avoid imagery with crowds or people. Strive to showcase high quality, inspirational imagery. Images that consist of more than 20% text may experience reduced delivery.	100,000	02/01/2021	02/28/2021	12/29/2020	12/29/2020	\$500	3
Social Media	Accommodations Attractions	Facebook & Instagram Advertising - Single Image Placement: March 2021		Provides partners with the ability to showcase their business, on Facebook and Instagram, by targeting a custom audience comprised of the VCB's current eNewsletter subscribers. This placement will run on the partner's pages . This is a conversion tactic.*	This placement will be reaching a highly engaged audience who has already subscribed to the VCB's eNewsletter and retarget that audience with partner specific messaging. Ads are displayed within the Facebook and Instagram Newsfeed and are shared from the partner's social channels. VCB to match funds 1:1.	1 High-Quality Image, Link to Website, Ad Headline and Ad Post Copy	Avoid imagery with crowds or people. Strive to showcase high quality, inspirational imagery. Images that consist of more than 20% text may experience reduced delivery.	100,000	03/01/2021	03/31/2021	02/02/2021	02/02/2021	\$500	3

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Social Media	Accommodations Attractions	Facebook & Instagram Advertising - Single Image Placement: May 2021		<p>Provides partners with the ability to showcase their business, on Facebook and Instagram, by targeting a custom audience comprised of the VCB's current eNewsletter subscribers.</p> <p>This placement will run on the partner's pages.</p> <p>This is a conversion tactic.*</p>	<p>This placement will be reaching a highly engaged audience who has already subscribed to the VCB's eNewsletter and retarget that audience with partner specific messaging. Ads are displayed within the Facebook and Instagram Newsfeed and are shared from the partner's social channels. VCB to match funds 1:1.</p>	1 High-Quality Image, Link to Website, Ad Headline and Ad Post Copy	<p>Avoid imagery with crowds or people.</p> <p>Strive to showcase high quality, inspirational imagery.</p> <p>Images that consist of more than 20% text may experience reduced delivery.</p>	100,000	05/01/2021	05/31/2021	04/01/2021	04/01/2021	\$500	3
Social Media	Accommodations Attractions	Facebook & Instagram Advertising - Single Image Placement: June 2021		<p>Provides partners with the ability to showcase their business, on Facebook and Instagram, by targeting a custom audience comprised of the VCB's current eNewsletter subscribers.</p> <p>This placement will run on the partner's pages.</p> <p>This is a conversion tactic.*</p>	<p>This placement will be reaching a highly engaged audience who has already subscribed to the VCB's eNewsletter and retarget that audience with partner specific messaging. Ads are displayed within the Facebook and Instagram Newsfeed and are shared from the partner's social channels. VCB to match funds 1:1.</p>	1 High-Quality Image, Link to Website, Ad Headline and Ad Post Copy	<p>Avoid imagery with crowds or people.</p> <p>Strive to showcase high quality, inspirational imagery.</p> <p>Images that consist of more than 20% text may experience reduced delivery.</p>	100,000	06/01/2021	06/30/2021	04/29/2021	04/29/2021	\$500	3
Social Media	Accommodations Attractions	Facebook & Instagram Advertising - Single Image Placement: July 2021		<p>Provides partners with the ability to showcase their business, on Facebook and Instagram, by targeting a custom audience comprised of the VCB's current eNewsletter subscribers.</p> <p>This placement will run on the partner's pages.</p> <p>This is a conversion tactic.*</p>	<p>This placement will be reaching a highly engaged audience who has already subscribed to the VCB's eNewsletter and retarget that audience with partner specific messaging. Ads are displayed within the Facebook and Instagram Newsfeed and are shared from the partner's social channels. VCB to match funds 1:1.</p>	1 High-Quality Image, Link to Website, Ad Headline and Ad Post Copy	<p>Avoid imagery with crowds or people.</p> <p>Strive to showcase high quality, inspirational imagery.</p> <p>Images that consist of more than 20% text may experience reduced delivery.</p>	100,000	07/01/2021	07/31/2021	06/01/2021	06/01/2021	\$500	3

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Social Media	Accommodations Attractions	Facebook & Instagram Advertising - Slideshow: January 2021		Provides partners with the ability to showcase their business, on Facebook and Instagram, in video format, to generate website referral leads. This placement will run on the partner's pages . This is a conversion tactic.*	Facebook and Instagram slideshow ads are video-like ads that use motion and text to tell your story across Facebook and Instagram channels. This placement utilizes custom targeting of those who have previously engaged with Lee County's social media content. Ads are displayed within the Facebook and Instagram Newsfeed. VCB to match funds 1:1.	3-5 High-Quality Images, Ad Headline, Ad Post Copy and Link to website	Avoid imagery with crowds or people. Strive to showcase high quality, inspirational imagery. Images that consist of more than 20% text may experience reduced delivery.	100,000	01/01/2021	01/31/2021	12/01/2020	12/01/2020	\$500	2
Social Media	Accommodations Attractions	Facebook & Instagram Advertising - Slideshow: February 2021		Provides partners with the ability to showcase their business, on Facebook and Instagram, in video format, to generate website referral leads. This placement will run on the partner's pages . This is a conversion tactic.*	Facebook and Instagram slideshow ads are video-like ads that use motion and text to tell your story across Facebook and Instagram channels. This placement utilizes custom targeting of those who have previously engaged with Lee County's social media content. Ads are displayed within the Facebook and Instagram Newsfeed. VCB to match funds 1:1.	3-5 High-Quality Images, Ad Headline, Ad Post Copy and Link to website	Avoid imagery with crowds or people. Strive to showcase high quality, inspirational imagery. Images that consist of more than 20% text may experience reduced delivery.	100,000	02/01/2021	02/28/2021	12/29/2020	12/29/2020	\$500	2

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Social Media	Accommodations Attractions	Facebook & Instagram Advertising - Slideshow: April 2021		Provides partners with the ability to showcase their business, on Facebook and Instagram, in video format, to generate website referral leads. This placement will run on the partner's pages . This is a conversion tactic.*	Facebook and Instagram slideshow ads are video-like ads that use motion and text to tell your story across Facebook and Instagram channels. This placement utilizes custom targeting of those who have previously engaged with Lee County's social media content. Ads are displayed within the Facebook and Instagram Newsfeed. VCB to match funds 1:1.	3-5 High-Quality Images, Ad Headline, Ad Post Copy and Link to website	Avoid imagery with crowds or people. Strive to showcase high quality, inspirational imagery. Images that consist of more than 20% text may experience reduced delivery.	100,000	04/01/2021	04/30/2021	03/02/2021	03/02/2021	\$500	2
Social Media	Accommodations Attractions	Facebook & Instagram Advertising - Slideshow: May 2021		Provides partners with the ability to showcase their business, on Facebook and Instagram, in video format, to generate website referral leads. This placement will run on the partner's pages . This is a conversion tactic.*	Facebook and Instagram slideshow ads are video-like ads that use motion and text to tell your story across Facebook and Instagram channels. This placement utilizes custom targeting of those who have previously engaged with Lee County's social media content. Ads are displayed within the Facebook and Instagram Newsfeed. VCB to match funds 1:1.	3-5 High-Quality Images, Ad Headline, Ad Post Copy and Link to website	Avoid imagery with crowds or people. Strive to showcase high quality, inspirational imagery. Images that consist of more than 20% text may experience reduced delivery.	100,000	05/01/2021	05/31/2021	04/01/2021	04/01/2021	\$500	2
Social Media	Accommodations Attractions	Facebook & Instagram Advertising - Slideshow: June 2021		Provides partners with the ability to showcase their business, on Facebook and Instagram, in video format, to generate website referral leads. This placement will run on the partner's pages . This is a conversion tactic.*	Facebook and Instagram slideshow ads are video-like ads that use motion and text to tell your story across Facebook and Instagram channels. This placement utilizes custom targeting of those who have previously engaged with Lee County's social media content. Ads are displayed within the Facebook and Instagram Newsfeed. VCB to match funds 1:1.	3-5 High-Quality Images, Ad Headline, Ad Post Copy and Link to website	Avoid imagery with crowds or people. Strive to showcase high quality, inspirational imagery. Images that consist of more than 20% text may experience reduced delivery.	100,000	06/01/2021	06/30/2021	04/29/2021	04/29/2021	\$500	2

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Social Media	Accommodations Attractions	Facebook & Instagram Advertising - Slideshow: August 2021		Provides partners with the ability to showcase their business, on Facebook and Instagram, in video format, to generate website referral leads. This placement will run on the partner's pages . This is a conversion tactic.*	Facebook and Instagram slideshow ads are video-like ads that use motion and text to tell your story across Facebook and Instagram channels. This placement utilizes custom targeting of those who have previously engaged with Lee County's social media content. Ads are displayed within the Facebook and Instagram Newsfeed. VCB to match funds 1:1.	3-5 High-Quality Images, Ad Headline, Ad Post Copy and Link to website	Avoid imagery with crowds or people. Strive to showcase high quality, inspirational imagery. Images that consist of more than 20% text may experience reduced delivery.	100,000	08/01/2021	08/31/2021	07/01/2021	07/01/2021	\$500	2
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VCB Email	Accommodations Attractions	Enewsletter: January 2021	Seasonal Content	Provides partners with the ability to showcase their business in the monthly eNewsletter. Ads are displayed within the body of the email. This is an intent tactic.	Leverage the extensive reach of The Beaches of Fort Myers & Sanibel's monthly eNewsletter. This is sent to a growing database of individuals that have opted-in to receive information about Lee County.	Photo (376x292) Headline/Offer (60 characters) Description (205 characters) Direct Website Link	Highlight how you are practicing safety and health measures. Why can people feel safe visiting you?	225,000	01/01/2021	01/31/2021	12/01/2020	12/01/2020	\$750	6

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VCB Email	Accommodations Attractions	Enewsletter: February 2021	Seasonal Content	Provides partners with the ability to showcase their business in the monthly eNewsletter. Ads are displayed within the body of the email. This is an intent tactic.	Leverage the extensive reach of The Beaches of Fort Myers & Sanibel's monthly eNewsletter. This is sent to a growing database of individuals that have opted-in to receive information about Lee County.	Photo (376x292) Headline/Offer (60 characters) Description (205 characters) Direct Website Link	Highlight how you are practicing safety and health measures. Why can people feel safe visiting you?	225,000	02/01/2021	02/28/2021	12/01/2020	12/01/2020	\$750	6
VCB Email	Accommodations Attractions	Enewsletter: March 2021	Seasonal Content	Provides partners with the ability to showcase their business in the monthly eNewsletter. Ads are displayed within the body of the email. This is an intent tactic.	Leverage the extensive reach of The Beaches of Fort Myers & Sanibel's monthly eNewsletter. This is sent to a growing database of individuals that have opted-in to receive information about Lee County.	Photo (376x292) Headline/Offer (60 characters) Description (205 characters) Direct Website Link	Highlight how you are practicing safety and health measures. Why can people feel safe visiting you?	225,000	03/01/2021	03/31/2021	01/05/2021	01/05/2021	\$750	6
VCB Email	Accommodations Attractions	Enewsletter: April 2021	Seasonal Content	Provides partners with the ability to showcase their business in the monthly eNewsletter. Ads are displayed within the body of the email. This is an intent tactic.	Leverage the extensive reach of The Beaches of Fort Myers & Sanibel's monthly eNewsletter. This is sent to a growing database of individuals that have opted-in to receive information about Lee County.	Photo (376x292) Headline/Offer (60 characters) Description (205 characters) Direct Website Link	Highlight how you are practicing safety and health measures. Why can people feel safe visiting you?	200,000	04/01/2021	04/30/2021	02/02/2021	02/02/2021	\$750	6
VCB Email	Accommodations Attractions	Enewsletter: May 2021	Seasonal Content	Provides partners with the ability to showcase their business in the monthly eNewsletter. Ads are displayed within the body of the email. This is an intent tactic.	Leverage the extensive reach of The Beaches of Fort Myers & Sanibel's monthly eNewsletter. This is sent to a growing database of individuals that have opted-in to receive information about Lee County.	Photo (376x292) Headline/Offer (60 characters) Description (205 characters) Direct Website Link	Highlight how you are practicing safety and health measures. Why can people feel safe visiting you?	200,000	05/01/2021	05/31/2021	03/02/2021	03/02/2021	\$750	6

Program Group	Program Type	Program Name	Content	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Space Deadline	Material Deadline	Rate	Max Participants
VCB Email	Accommodations Attractions	Enewsletter: June 2021	Seasonal Content	Provides partners with the ability to showcase their business in the monthly eNewsletter. Ads are displayed within the body of the email. This is an intent tactic.	Leverage the extensive reach of The Beaches of Fort Myers & Sanibel's monthly eNewsletter. This is sent to a growing database of individuals that have opted-in to receive information about Lee County.	Photo (376x292) Headline/Offer (60 characters) Description (205 characters) Direct Website Link	Highlight how you are practicing safety and health measures. Why can people feel safe visiting you?	200,000	06/01/2021	06/30/2021	04/01/2021	04/01/2021	\$750	6
VCB Email	Accommodations Attractions	Enewsletter: July 2021	Seasonal Content	Provides partners with the ability to showcase their business in the monthly eNewsletter. Ads are displayed within the body of the email. This is an intent tactic.	Leverage the extensive reach of The Beaches of Fort Myers & Sanibel's monthly eNewsletter. This is sent to a growing database of individuals that have opted-in to receive information about Lee County.	Photo (376x292) Headline/Offer (60 characters) Description (205 characters) Direct Website Link	Highlight how you are practicing safety and health measures. Why can people feel safe visiting you?	200,000	07/01/2021	07/31/2021	05/04/2021	05/04/2021	\$750	6
VCB Email	Accommodations Attractions	Enewsletter: August 2021	Seasonal Content	Provides partners with the ability to showcase their business in the monthly eNewsletter. Ads are displayed within the body of the email. This is an intent tactic.	Leverage the extensive reach of The Beaches of Fort Myers & Sanibel's monthly eNewsletter. This is sent to a growing database of individuals that have opted-in to receive information about Lee County.	Photo (376x292) Headline/Offer (60 characters) Description (205 characters) Direct Website Link	Highlight how you are practicing safety and health measures. Why can people feel safe visiting you?	200,000	08/01/2021	08/31/2021	06/01/2021	06/01/2021	\$750	6
VCB Email	Accommodations Attractions	Enewsletter: September 2021	Seasonal Content	Provides partners with the ability to showcase their business in the monthly eNewsletter. Ads are displayed within the body of the email. This is an intent tactic.	Leverage the extensive reach of The Beaches of Fort Myers & Sanibel's monthly eNewsletter. This is sent to a growing database of individuals that have opted-in to receive information about Lee County.	Photo (376x292) Headline/Offer (60 characters) Description (205 characters) Direct Website Link	Highlight how you are practicing safety and health measures. Why can people feel safe visiting you?	200,000	09/01/2021	09/30/2021	07/01/2021	07/01/2021	\$750	6

Program Group	Program Type	Program Name	Content	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Space Deadline	Material Deadline	Rate	Max Participants
VCB Email	Accommodations Attractions	Florida Residents Enewsletter: April 2021	Seasonal Content	Provides partners with the ability to showcase their business in the monthly eNewsletter. Ads are displayed within the body of the email.	Leverage the extensive reach of The Beaches of Fort Myers & Sanibel's monthly eNewsletter. This email targets Florida residents that have opted-in to receive information about Lee County.	Photo (376x292) Headline/Offer (60 characters) Description (205 characters) Direct Website Link	Highlight how you are practicing safety and health measures. Why can people feel safe visiting you?	20,000	04/01/2021	04/30/2021	02/02/2021	02/02/2021	\$500	6
VCB Email	Accommodations Attractions	Florida Residents Enewsletter: May 2021	Seasonal Content	Provides partners with the ability to showcase their business in the monthly eNewsletter. Ads are displayed within the body of the email.	Leverage the extensive reach of The Beaches of Fort Myers & Sanibel's monthly eNewsletter. This email targets Florida residents that have opted-in to receive information about Lee County.	Photo (376x292) Headline/Offer (60 characters) Description (205 characters) Direct Website Link	Highlight how you are practicing safety and health measures. Why can people feel safe visiting you?	20,000	05/01/2021	05/31/2021	03/02/2021	03/02/2021	\$500	6
VCB Email	Accommodations Attractions	Florida Residents Enewsletter: June 2021	Seasonal Content	Provides partners with the ability to showcase their business in the monthly eNewsletter. Ads are displayed within the body of the email.	Leverage the extensive reach of The Beaches of Fort Myers & Sanibel's monthly eNewsletter. This email targets Florida residents that have opted-in to receive information about Lee County.	Photo (376x292) Headline/Offer (60 characters) Description (205 characters) Direct Website Link	Highlight how you are practicing safety and health measures. Why can people feel safe visiting you?	20,000	06/01/2021	06/30/2021	04/01/2021	04/01/2021	\$500	6
VCB Email	Accommodations Attractions	Florida Residents Enewsletter: July 2021	Seasonal Content	Provides partners with the ability to showcase their business in the monthly eNewsletter. Ads are displayed within the body of the email.	Leverage the extensive reach of The Beaches of Fort Myers & Sanibel's monthly eNewsletter. This email targets Florida residents that have opted-in to receive information about Lee County.	Photo (376x292) Headline/Offer (60 characters) Description (205 characters) Direct Website Link	Highlight how you are practicing safety and health measures. Why can people feel safe visiting you?	20,000	07/01/2021	07/31/2021	05/04/2021	05/04/2021	\$500	6

Program Group	Program Type	Program Name	Content	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Space Deadline	Material Deadline	Rate	Max Participants
VCB Email	Accommodations Attractions	Florida Residents Enewsletter: August 2021	Seasonal Content	Provides partners with the ability to showcase their business in the monthly eNewsletter. Ads are displayed within the body of the email.	Leverage the extensive reach of The Beaches of Fort Myers & Sanibel's monthly eNewsletter. This email targets Florida residents that have opted-in to receive information about Lee County.	Photo (376x292) Headline/Offer (60 characters) Description (205 characters) Direct Website Link	Highlight how you are practicing safety and health measures. Why can people feel safe visiting you?	20,000	08/01/2021	08/31/2021	06/01/2021	06/01/2021	\$500	6
VCB Email	Accommodations Attractions	Florida Residents Enewsletter: September 2021	Seasonal Content	Provides partners with the ability to showcase their business in the monthly eNewsletter. Ads are displayed within the body of the email.	Leverage the extensive reach of The Beaches of Fort Myers & Sanibel's monthly eNewsletter. This email targets Florida residents that have opted-in to receive information about Lee County.	Photo (376x292) Headline/Offer (60 characters) Description (205 characters) Direct Website Link	Highlight how you are practicing safety and health measures. Why can people feel safe visiting you?	20,000	09/01/2021	09/30/2021	07/01/2021	07/01/2021	\$500	6
VCB Email	Accommodations Attractions	Partner Dedicated Email: January-March 2021	Seasonal Content	This quarterly email showcases an individual partner and is sent to a portion of The Beaches of Fort Myers & Sanibel's active database. This is an intent tactic.	This quarterly email showcases an individual partner. Those who chose to participate must provide a promotional offer or noteworthy content to be featured. All content will be developed on behalf of the featured partner. No other partners or CTA's will be promoted outside of the featured partner and VCB.	VCB Approved Photo (1280px x844px) Promotional Offer/Noteworthy Content (3-5 copy points that will be used to write the content) Direct Website Link	Highlight how you are practicing safety and health measures. Why can people feel safe visiting you?	100,000	01/01/2021	03/31/2021	12/01/2020	12/01/2020	\$750	3
VCB Email	Accommodations Attractions	Partner Dedicated Email: April-June 2021	Seasonal Content	This quarterly email showcases an individual partner and is sent to a portion of The Beaches of Fort Myers & Sanibel's active database. This is an intent tactic.	This quarterly email showcases an individual partner. Those who chose to participate must provide a promotional offer or noteworthy content to be featured. All content will be developed on behalf of the featured partner. No other partners or CTA's will be promoted outside of the featured partner and VCB.	VCB Approved Photo (1280px x844px) Promotional Offer/Noteworthy Content (3-5 copy points that will be used to write the content) Direct Website Link	Highlight how you are practicing safety and health measures. Why can people feel safe visiting you?	100,000	04/01/2021	06/30/2021	02/02/2021	02/02/2021	\$750	3

Program Group	Program Type	Program Name	Content	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Space Deadline	Material Deadline	Rate	Max Participants
VCB Email	Accommodations Attractions	Partner Dedicated Email: July-September 2021	Seasonal Content	This quarterly email showcases an individual partner and is sent to a portion of The Beaches of Fort Myers & Sanibel's active database. This is an intent tactic.	This quarterly email showcases an individual partner. Those who chose to participate must provide a promotional offer or noteworthy content to be featured. All content will be developed on behalf of the featured partner. No other partners or CTA's will be promoted outside of the featured partner and VCB.	VCB Approved Photo (1280px x844px) Promotional Offer/Noteworthy Content (3-5 copy points that will be used to write the content) Direct Website Link	Highlight how you are practicing safety and health measures. Why can people feel safe visiting you?	100,000	07/01/2021	09/30/2021	05/04/2021	05/04/2021	\$750	3
VCB Email	Accommodations Attractions	Welcome Email - Leisure: January-March 2021	Welcome	The Welcome Email is sent to all new leads that have opted-in to receive information about The Beaches of Fort Myers and Sanibel. Partners will be included in all 3 Welcome emails of the series. This is an intent tactic.	Welcome new email subscribers to the eNewsletter list for The Beaches of Fort Myers & Sanibel. Provides partners with the ability to showcase their business in the welcome email. Ads are displayed within the body of the email.	Photo (520x380px) Headline/Offer (60 Characters) Description (205 characters) Direct Website Link	Highlight how you are practicing safety and health measures. Why can people feel safe visiting you?	10,000	01/01/2021	03/31/2021	12/01/2020	12/01/2020	\$500	6
VCB Email	Accommodations Attractions	Welcome Email - Leisure: April-June 2021	Welcome	The Welcome Email is sent to all new leads that have opted-in to receive information about The Beaches of Fort Myers and Sanibel. Partners will be included in all 3 Welcome emails of the series. This is an intent tactic.	Welcome new email subscribers to the eNewsletter list for The Beaches of Fort Myers & Sanibel. Provides partners with the ability to showcase their business in the welcome email. Ads are displayed within the body of the email.	Photo (520x380px) Headline/Offer (60 Characters) Description (205 characters) Direct Website Link	Highlight how you are practicing safety and health measures. Why can people feel safe visiting you?	10,000	04/01/2021	06/30/2021	02/02/2021	02/02/2021	\$500	6
VCB Email	Accommodations Attractions	Welcome Email - Leisure: July-September 2021	Welcome	The Welcome Email is sent to all new leads that have opted-in to receive information about The Beaches of Fort Myers and Sanibel. Partners will be included in all 3 Welcome emails of the series. This is an intent tactic.	Welcome new email subscribers to the eNewsletter list for The Beaches of Fort Myers & Sanibel. Provides partners with the ability to showcase their business in the welcome email. Ads are displayed within the body of the email.	Photo (520x380px) Headline/Offer (60 Characters) Description (205 characters) Direct Website Link	Highlight how you are practicing safety and health measures. Why can people feel safe visiting you?	10,000	07/01/2021	09/30/2021	05/04/2021	05/04/2021	\$500	6

Program Group	Program Type	Program Name	Content	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Space Deadline	Material Deadline	Rate	Max Participants
VCB Email	Accommodations Attractions	Welcome Email - Partner Focused: January-March 2021	Welcome	The Welcome Email is sent to all new leads that have opted-in to receive information about The Beaches of Fort Myers and Sanibel. This is an intent tactic.	Welcome new email subscribers to the eNewsletter list for The Beaches of Fort Myers & Sanibel with a dedicated email sent to those who clicked on a partner offer in the first Welcome email sent. Provides partners with the ability to showcase their business in the welcome email. Ads are displayed within the body of the email.	Photo (360x334px) Description (205 characters) Direct Website Link	Highlight how you are practicing safety and health measures. Why can people feel safe visiting you?	300	01/01/2021	03/31/2021	12/01/2020	12/01/2020	\$125	6
VCB Email	Accommodations Attractions	Welcome Email - Partner Focused: April-June 2021	Welcome	The Welcome Email is sent to all new leads that have opted-in to receive information about The Beaches of Fort Myers and Sanibel. This is an intent tactic.	Welcome new email subscribers to the eNewsletter list for The Beaches of Fort Myers & Sanibel with a dedicated email sent to those who clicked on a partner offer in the first Welcome email sent. Provides partners with the ability to showcase their business in the welcome email. Ads are displayed within the body of the email.	Photo (360x334px) Description (205 characters) Direct Website Link	Highlight how you are practicing safety and health measures. Why can people feel safe visiting you?	300	04/01/2021	06/30/2021	02/02/2021	02/02/2021	\$125	6
VCB Email	Accommodations Attractions	Welcome Email - Partner Focused: July-September 2021	Welcome	The Welcome Email is sent to all new leads that have opted-in to receive information about The Beaches of Fort Myers and Sanibel. This is an intent tactic.	Welcome new email subscribers to the eNewsletter list for The Beaches of Fort Myers & Sanibel with a dedicated email sent to those who clicked on a partner offer in the first Welcome email sent. Provides partners with the ability to showcase their business in the welcome email. Ads are displayed within the body of the email.	Photo (360x334px) Description (205 characters) Direct Website Link	Highlight how you are practicing safety and health measures. Why can people feel safe visiting you?	300	07/01/2021	09/30/2021	05/04/2021	05/04/2021	\$125	6
VCB Email	Accommodations	Welcome Email - Weddings: January-March 2021	Weddings	The Weddings Welcome Email is sent to all leads that have opted-in to receive more information about weddings on The Beaches of Fort Myers and Sanibel. This is an intent tactic.	Contains information about The Beaches of Fort Myers & Sanibel wedding services. Provides partners with the ability to showcase their business in the welcome email. Ads are displayed within the body of the email.	Photo (508x330px) Headline/Offer (60 Characters) Description (205 characters) Direct Website Link	Highlight how you are practicing safety and health measures. Why can people feel safe visiting you?	150	01/01/2021	03/31/2021	12/01/2020	12/01/2020	\$75	6

Program Group	Program Type	Program Name	Content	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Space Deadline	Material Deadline	Rate	Max Participants
VCB Email	Accommodations	Welcome Email - Weddings: April-June 2021	Weddings	The Weddings Welcome Email is sent to all leads that have opted-in to receive more information about weddings on The Beaches of Fort Myers and Sanibel. This is an intent tactic.	Contains information about The Beaches of Fort Myers & Sanibel wedding services. Provides partners with the ability to showcase their business in the welcome email. Ads are displayed within the body of the email.	Photo (508x330px) Headline/Offer (60 Characters) Description (205 characters) Direct Website Link	Highlight how you are practicing safety and health measures. Why can people feel safe visiting you?	150	04/01/2021	06/30/2021	02/02/2021	02/02/2021	\$75	6
VCB Email	Accommodations	Welcome Email - Weddings: July-September 2021	Weddings	The Weddings Welcome Email is sent to all leads that have opted-in to receive more information about weddings on The Beaches of Fort Myers and Sanibel. This is an intent tactic.	Contains information about The Beaches of Fort Myers & Sanibel wedding services. Provides partners with the ability to showcase their business in the welcome email. Ads are displayed within the body of the email.	Photo (508x330px) Headline/Offer (60 Characters) Description (205 characters) Direct Website Link	Highlight how you are practicing safety and health measures. Why can people feel safe visiting you?	150	07/01/2021	09/30/2021	05/04/2021	05/04/2021	\$75	6
VCB Website	Accommodations	Featured Accommodation: January-March 2021		Partners have the opportunity to be highlighted as a featured accommodation on fortmyers-sanibel.com	Leverage the extensive reach of fortmyers-sanibel.com by showcasing your accommodation as a featured listing. This enhancement provides your business listing with premium exposure in the accommodations search results.	Featured listings will be displayed at the top of all accommodation listings. Participating partners are rotated throughout run time to ensure equal exposure.	MUST submit listing via VCB Industry Portal	12,000	01/03/2021	03/31/2021	12/01/2020		\$250	25
VCB Website	Accommodations	Featured Accommodation: April-June 2021		Partners have the opportunity to be highlighted as a featured accommodation on fortmyers-sanibel.com	Leverage the extensive reach of fortmyers-sanibel.com by showcasing your accommodation as a featured listing. This enhancement provides your business listing with premium exposure in the accommodations search results.	Featured listings will be displayed at the top of all accommodation listings. Participating partners are rotated throughout run time to ensure equal exposure.	MUST submit listing via VCB Industry Portal	12,000	04/01/2021	06/30/2021	03/01/2021		\$250	25

Program Group	Program Type	Program Name	Content	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Space Deadline	Material Deadline	Rate	Max Participants
VCB Website	Accommodations	Featured Accommodation: July-September 2021		Partners have the opportunity to be highlighted as a featured accommodation on fortmyers-sanibel.com	Leverage the extensive reach of fortmyers-sanibel.com by showcasing your accommodation as a featured listing. This enhancement provides your business listing with premium exposure in the accommodations search results.	Featured listings will be displayed at the top of all accommodation listings. Participating partners are rotated throughout run time to ensure equal exposure.	MUST submit listing via VCB Industry Portal	12,000	07/01/2021	09/30/2021	06/01/2021		\$250	25
VCB Website	Attractions	Featured Attraction: January-March 2021		Partners have the opportunity to be highlighted as a featured attraction on fortmyers-sanibel.com	Leverage the extensive reach of fortmyers-sanibel.com by showcasing your attraction as a featured listing. This enhancement provides your business listing with premium exposure in the attraction search results.	Featured listings will be displayed at the top of all attraction listings. Participating partners are rotated throughout run time to ensure equal exposure.	MUST submit listing via VCB Industry Portal	10,000	01/03/2021	03/31/2021	12/01/2020		\$115	25
VCB Website	Attractions	Featured Attraction: April-June 2021		Partners have the opportunity to be highlighted as a featured attraction on fortmyers-sanibel.com	Leverage the extensive reach of fortmyers-sanibel.com by showcasing your attraction as a featured listing. This enhancement provides your business listing with premium exposure in the attraction search results.	Featured listings will be displayed at the top of all attraction listings. Participating partners are rotated throughout run time to ensure equal exposure.	MUST submit listing via VCB Industry Portal	10,000	04/01/2021	06/30/2021	03/01/2021		\$115	25
VCB Website	Attractions	Featured Attraction: July-September 2021		Partners have the opportunity to be highlighted as a featured attraction on fortmyers-sanibel.com	Leverage the extensive reach of fortmyers-sanibel.com by showcasing your attraction as a featured listing. This enhancement provides your business listing with premium exposure in the attraction search results.	Featured listings will be displayed at the top of all attraction listings. Participating partners are rotated throughout run time to ensure equal exposure.	MUST submit listing via VCB Industry Portal	10,000	07/01/2021	09/30/2021	06/01/2021		\$115	25

Program Group	Program Type	Program Name	Content	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Space Deadline	Material Deadline	Rate	Max Participants
VCB Website	Accommodations Attractions	Featured Deals: January-March 2021		Partners have the opportunity to feature a deal or special offer on fortmyers-sanibel.com	Leverage the extensive reach of fortmyers-sanibel.com by showcasing your promotion as a featured deal. This enhancement provides your special offer with premium exposure in the deals search results.	Featured deal will be displayed at the top of all deals listings. Participating partners are rotated throughout run time to ensure equal exposure.	MUST submit a deal via VCB Industry portal	5,000	01/03/2021	03/31/2021	12/01/2020		\$195	15
VCB Website	Accommodations Attractions	Featured Deals: April-June 2021		Partners have the opportunity to feature a deal or special offer on fortmyers-sanibel.com	Leverage the extensive reach of fortmyers-sanibel.com by showcasing your promotion as a featured deal. This enhancement provides your special offer with premium exposure in the deals search results.	Featured deal will be displayed at the top of all deals listings. Participating partners are rotated throughout run time to ensure equal exposure.	MUST submit a deal via VCB Industry portal	5,000	04/01/2021	06/30/2021	03/01/2021		\$195	15
VCB Website	Accommodations Attractions	Featured Deals: July-September 2021		Partners have the opportunity to feature a deal or special offer on fortmyers-sanibel.com	Leverage the extensive reach of fortmyers-sanibel.com by showcasing your promotion as a featured deal. This enhancement provides your special offer with premium exposure in the deals search results.	Featured deal will be displayed at the top of all deals listings. Participating partners are rotated throughout run time to ensure equal exposure.	MUST submit a deal via VCB Industry portal	5,000	07/01/2021	09/30/2021	06/01/2021		\$195	15
VCB Website	Accommodations Restaurants	Featured Restaurant: January-March 2021		Partners have the opportunity to be highlighted as a featured restaurant on fortmyers-sanibel.com	Leverage the extensive reach of fortmyers-sanibel.com by showcasing your restaurant as a featured listing. This enhancement provides your business listing with premium exposure in the restaurant search results.	Featured listings will be displayed at the top of all restaurant listings. Participating partners are rotated throughout run time to ensure equal exposure.	MUST submit listing via VCB Industry Portal	1,500	01/03/2021	03/31/2021	12/01/2020		\$105	25

Program Group	Program Type	Program Name	Content	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Space Deadline	Material Deadline	Rate	Max Participants
VCB Website	Accommodations Restaurants	Featured Restaurant: April-June 2021		Partners have the opportunity to be highlighted as a featured restaurant on fortmyers-sanibel.com	Leverage the extensive reach of fortmyers-sanibel.com by showcasing your restaurant as a featured listing. This enhancement provides your business listing with premium exposure in the restaurant search results.	Featured listings will be displayed at the top of all restaurant listings. Participating partners are rotated throughout run time to ensure equal exposure.	MUST submit listing via VCB Industry Portal	1,500	04/01/2021	06/30/2021	03/01/2021		\$105	25
VCB Website	Accommodations Restaurants	Featured Restaurant: July-September 2021		Partners have the opportunity to be highlighted as a featured restaurant on fortmyers-sanibel.com	Leverage the extensive reach of fortmyers-sanibel.com by showcasing your restaurant as a featured listing. This enhancement provides your business listing with premium exposure in the restaurant search results.	Featured listings will be displayed at the top of all restaurant listings. Participating partners are rotated throughout run time to ensure equal exposure.	MUST submit listing via VCB Industry Portal	1,500	07/01/2021	09/30/2021	06/01/2021		\$105	25
VCB Website	Accommodations Attractions	Featured Event: January-March 2021		Partners have the opportunity to be highlighted as a featured event on fortmyers-sanibel.com	Leverage the extensive reach of fortmyers-sanibel.com by showcasing your event as a featured listing. This enhancement provides your business listing with premium exposure in the event search results.	Featured listings will be displayed at the top of all event listings. Participating partners are rotated throughout run time to ensure equal exposure.	MUST submit listing via VCB Industry Portal	3,000	01/03/2021	03/31/2021	12/01/2020		\$105	2
VCB Website	Accommodations Attractions	Featured Event: April-June 2021		Partners have the opportunity to be highlighted as a featured event on fortmyers-sanibel.com	Leverage the extensive reach of fortmyers-sanibel.com by showcasing your event as a featured listing. This enhancement provides your business listing with premium exposure in the event search results.	Featured listings will be displayed at the top of all event listings. Participating partners are rotated throughout run time to ensure equal exposure.	MUST submit listing via VCB Industry Portal	3,000	04/01/2021	06/30/2021	03/01/2021		\$105	2

Program Group	Program Type	Program Name	Content	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Space Deadline	Material Deadline	Rate	Max Participants
VCB Website	Accommodations Attractions	Featured Event: July-September 2021		Partners have the opportunity to be highlighted as a featured event on fortmyers-sanibel.com	Leverage the extensive reach of fortmyers-sanibel.com by showcasing your event as a featured listing. This enhancement provides your business listing with premium exposure in the event search results.	Featured listings will be displayed at the top of all event listings. Participating partners are rotated throughout run time to ensure equal exposure.	MUST submit listing via VCB Industry Portal	3,000	07/01/2021	09/30/2021	06/01/2021		\$105	2
VCB Website	Accommodations	Premium Featured Accommodation Deals (Desktop Fly-Ins & Mobile Banners): January-March 2021		Accommodation partners have the opportunity to be highlighted as a featured deal on fortmyers-sanibel.com as well as appear to desktop users as a fly-in and to mobile users as a banner. The fly-in and banner will display within the accommodations section of the website.	Unlike featured accommodations which are embedded into the page, premium featured accommodations receive a desktop fly-in and mobile banner within the accommodations section of the website. This is a dedicated ad unit. Only 1 partner is shown per impression of the ad unit. Ad unit impressions are rotated among 5 partners to ensure equal exposure.	Partners must upload their deal through the VCB's Industry portal in order to be featured.	MUST submit a deal to VCB Industry portal	8,000	01/03/2021	03/31/2021	12/01/2020		\$345	5
VCB Website	Accommodations	Premium Featured Accommodation Deals (Desktop Fly-Ins & Mobile Banners): April-June 2021		Accommodation partners have the opportunity to be highlighted as a featured deal on fortmyers-sanibel.com as well as appear to desktop users as a fly-in and to mobile users as a banner. The fly-in and banner will display within the accommodations section of the website.	Unlike featured accommodations which are embedded into the page, premium featured accommodations receive a desktop fly-in and mobile banner within the accommodations section of the website. This is a dedicated ad unit. Only 1 partner is shown per impression of the ad unit. Ad unit impressions are rotated among 5 partners to ensure equal exposure.	Partners must upload their deal through the VCB's Industry portal in order to be featured.	MUST submit a deal to VCB Industry portal	8,000	04/01/2021	06/30/2021	03/01/2021		\$345	5
VCB Website	Accommodations	Premium Featured Accommodation Deals (Desktop Fly-Ins & Mobile Banners): July-September 2021		Accommodation partners have the opportunity to be highlighted as a featured deal on fortmyers-sanibel.com as well as appear to desktop users as a fly-in and to mobile users as a banner. The fly-in and banner will display within the accommodations section of the website.	Unlike featured accommodations which are embedded into the page, premium featured accommodations receive a desktop fly-in and mobile banner within the accommodations section of the website. This is a dedicated ad unit. Only 1 partner is shown per impression of the ad unit. Ad unit impressions are rotated among 5 partners to ensure equal exposure.	Partners must upload their deal through the VCB's Industry portal in order to be featured.	MUST submit a deal to VCB Industry portal	8,000	07/01/2021	09/30/2021	06/01/2021		\$345	5

Program Group	Program Type	Program Name	Content	Opportunity	Detailed Program Overview	Partners Receive	Material Recommendations and Notes	Estimated Impressions	Estimated Start Date	Estimated End Date	Space Deadline	Material Deadline	Rate	Max Participants
VCB Website	Attractions	Premium Featured Attraction Deals (Fly-Ins & Mobile Banners): January-March 2021		Attraction partners have the opportunity to be highlighted as a featured deal on fortmyers-sanibel.com as well as appearing to desktop users as a fly-in and to mobile users as a banner. The fly-in and banner will display within the attractions section of the website.	Unlike featured attractions which are embedded into the page, premium featured attractions receive a desktop fly-in and mobile banner within the attractions section of the website. This is a dedicated ad unit. Only 1 partner is shown per impression of the ad unit. Ad unit impressions are rotated among 5 partners to ensure equal exposure.	Partners must upload their deal through the VCB's Industry portal in order to be featured.	MUST submit a deal to VCB Industry portal	400	01/03/2021	03/31/2021	12/01/2020		\$245	5
VCB Website	Attractions	Premium Featured Attraction Deals (Fly-Ins & Mobile Banners): April-June 2021		Attraction partners have the opportunity to be highlighted as a featured deal on fortmyers-sanibel.com as well as appearing to desktop users as a fly-in and to mobile users as a banner. The fly-in and banner will display within the attractions section of the website.	Unlike featured attractions which are embedded into the page, premium featured attractions receive a desktop fly-in and mobile banner within the attractions section of the website. This is a dedicated ad unit. Only 1 partner is shown per impression of the ad unit. Ad unit impressions are rotated among 5 partners to ensure equal exposure.	Partners must upload their deal through the VCB's Industry portal in order to be featured.	MUST submit a deal to VCB Industry portal	400	04/01/2021	06/30/2021	03/01/2021		\$245	5
VCB Website	Attractions	Premium Featured Attraction Deals (Fly-Ins & Mobile Banners): July-September 2021		Attraction partners have the opportunity to be highlighted as a featured deal on fortmyers-sanibel.com as well as appearing to desktop users as a fly-in and to mobile users as a banner. The fly-in and banner will display within the attractions section of the website.	Unlike featured attractions which are embedded into the page, premium featured attractions receive a desktop fly-in and mobile banner within the attractions section of the website. This is a dedicated ad unit. Only 1 partner is shown per impression of the ad unit. Ad unit impressions are rotated among 5 partners to ensure equal exposure.	Partners must upload their deal through the VCB's Industry portal in order to be featured.	MUST submit a deal to VCB Industry portal	400	07/01/2021	09/30/2021	06/01/2021		\$245	5