

Program Group	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
Domestic Sales Shows	AAA Great Vacations Expo: Columbus, OH - February 2022	Leisure Consumer	Consumer Tradeshow	As a one-stop shop for everything related to travel, the Great Vacations Travel Expo is a destination in itself. Favorite travel spots come alive with interactive events and experiences that are as entertaining as they are educational. It is estimated that more than 11,650 consumers will attend the trade show floor throughout the 3-day show.	Booth with VCB		11,000	02/01/2022	02/28/2022	09/15/2021		\$500	2
Domestic Sales Shows	ConferenceDirect Annual Partner Meeting: TBD Location - TBD March or April 2022	Meeting Planner	Meeting Planner Tradeshow	The Annual Partner Meeting connects the most valued Partners with ConferenceDirect Associates in one convenient event. Partners attending have the opportunity to meet and conduct business with over 200 qualified ConferenceDirect Associates under one roof. The elements of APM include an All-Partner General Session, reverse trade show and Networking Reception to assist Partners in developing more business from ConferenceDirect.	Shared Appointments with VCB, Planner Contact Information		200	03/01/2022	04/30/2022	09/15/2021		\$4,300	1
Domestic Sales Shows	Connect Association: Detroit, MI - TBD August 2022	Meeting Planner	Meeting Planner Tradeshow	Connect is a hosted-buyer event that brings together the most active planners, suppliers and experts in Association meetings and events for preset appointments, keynote general sessions, planner/supplier roundtables and quality networking. The event offers a reverse trade show format that matches planners and suppliers for individual appointments based on their requests, as well as additional factors.	Shared Appointments with VCB, Planner Contact Information		450	08/01/2022	08/31/2022	09/15/2021		\$2,000	1
Domestic Sales Shows	Connect Corporate: Detroit, MI - TBD August 2022	Meeting Planner	Meeting Planner Tradeshow	Connect is a hosted-buyer event that brings together the most active planners, suppliers and experts in Corporate meetings and events for preset appointments, keynote general sessions, planner/supplier roundtables and quality networking. The event offers a reverse trade show format that matches planners and suppliers for individual appointments based on their requests, as well as additional factors.	Shared Appointments with VCB, Planner Contact Information		450	08/01/2022	08/31/2022	09/15/2021		\$2,000	1
Domestic Sales Shows	Connect Faith: Round Rock, TX - October 2021	Meeting Planner	Faith-Based Meeting Planner Tradeshow	Connect Faith is an annual education conference and planner appointment trade show that brings together the most active planners, suppliers, and experts in faith-based meetings and events for three days of general sessions, roundtables, workshops, preset appointments and networking.	Shared Appointments with VCB, Planner Contact Information		450	10/26/2021	10/28/2021	09/15/2021		\$2,000	1
Domestic Sales Shows	Delta Vacations University: Atlanta, GA - September 2022	Travel Advisor	Travel Advisor Tradeshow	Delta Vacations University is recognized as the nation's premier travel industry educational seminar series and tradeshow. Along with a popular tradeshow featuring leading hotel and destination partners from around the world, Delta Vacations University offers travel advisors from the U.S. and Canada in-depth destination, specialty, and business development classes taught by knowledgeable destination and product experts.	Booth with VCB		2,000	09/01/2022	09/30/2022	09/15/2021		\$1,100	1
Domestic Sales Shows	Destination Celebration & Holiday Client Event: Minneapolis, MN - November 2021	Meeting Planner	Meeting Planner Client Events	The VCB will participate in a hosted meeting planner themed event in the Minneapolis market, targeting planners in the corporate, association and incentive markets. Participants will receive all contact information of the planners at the conclusion of the event. In addition, the VCB will organize and host another client event with a holiday theme.	Meeting Planner Contact Information		125	11/15/2021	11/17/2021	09/15/2021		\$850	2
Domestic Sales Shows	Destination Southeast: Daytona, FL - September 2022	Meeting Planner	Meeting Planner Tradeshow	Destination Southeast brings together the most highly-qualified meeting and incentive buyers with top destinations, hotels/resort, DMOs and tourism offices from the Southeastern states including: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and West Virginia. Attendees participate in one-on-one pre-scheduled appointments, gain industry insights from our guest speakers and network with this exclusive group. All planners undergo a comprehensive application and interview with our dedicated teams to verify past and future programs.	Booth and Shared Appointments with VCB, Planner Contact Information		75	09/11/2022	09/13/2022	09/15/2021		\$2,000	1
Domestic Sales Shows	Destinations Celebration: Indianapolis, IN - October 2021	Meeting Planner	Meeting Planner Client Event	The VCB will participate in a hosted meeting planner themed event in the Indianapolis market, targeting planners in the corporate, association and incentive markets. Participants will receive all contact information of the planners at the conclusion of the event.	Meeting Planner Contact Information		80	10/14/2021	10/15/2021	09/15/2021		\$350	2

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Domestic Sales Shows	East Coast Florida Travel Advisor Sales Mission: Miami, Fort Lauderdale, West Palm Beach - May 2022	Travel Advisor	Travel Advisor Sales Calls	This is your chance to get your property "top-of-mind" with our state's most influential travel advisors. The VCB will organize and lead several days of organized sales calls to travel agencies, tour planners and AAA offices to highlight The Beaches of Fort Myers & Sanibel for the important summer and fall travel seasons.	Travel Advisor Education Opportunity and Contact Information		50	05/17/2022	05/20/2022	09/15/2021		\$0	5
Domestic Sales Shows	Greater Midwest Chapter of PCMA Signature Event & Client Event: Chicago, IL - November 2021	Meeting Planner	Meeting Planner Client Event	The Greater Midwest Chapter Professional Convention Management Association (PCMA) meeting planner event is a great opportunity to network with area meeting professionals. The VCB will also organize a client event in the Chicago market targeting planners in the corporate, association and incentive markets. Participants will receive all contact information of all attendees at the conclusion of the mission.	Meeting Planner Contact Information		100	11/04/2021	11/05/2021	09/15/2021		\$500	2
Domestic Sales Shows	HelmsBriscoe Annual Business Conference & Partner Fair: Las Vegas, NV - May 2022	Meeting Planner	Meeting Planner Tradeshow	The HelmsBriscoe Annual Business Conference & Partner Fair reunites over 4,000 HelmsBriscoe associates and suppliers to engage in two days of business sessions and networking. Have the opportunity to meet with the HelmsBriscoe top-producing associates.	Shared Appointments with VCB, Planner Contact Information		4,000	05/09/2022	05/12/2022	09/15/2021		\$4,500	1
Domestic Sales Shows	IMEX America: Las Vegas, NV - November 2021	Meeting Planner	Meeting Planner Tradeshow	IMEX America features the largest Hosted Buyer Program in North America and attracts thousands of meeting planners and exhibitors from the U.S. and around the world. More than 3,200+ qualified buyers from all industry sectors come to IMEX to plan and book everything from high-level incentives to association conferences. You will have the benefit of group as well as individual appointments with buyers.	Booth with VCB (with Visit Florida) & Shared Appointments, Planner Contact Information		3,200	11/08/2021	11/12/2021	09/15/2021		\$600	1
Domestic Sales Shows	Independent Planner Education Conference (IPEC) Tradeshow: TBD Location - TBD April 2022	Meeting Planner	Meeting Planner Tradeshow	Hosted by Northstar Meetings Group, IPEC (Independent Planner Education Conference) is the exclusive event tailored to the unique needs of independent planners that are not associated with any 3rd-party organizations. At IPEC the leading independent planners will meet face-to-face with top destinations, hotels/resorts, cruise lines, DMCs, DMOs and tourism offices from the U.S. and around the globe. Attendees participate in one-on-one pre-scheduled appointments, gain industry insights from keynote guest speakers and network with this exclusive group.	Shared Appointments with VCB, Planner Contact Information		100	04/01/2022	04/30/2022	09/15/2021		\$2,000	1
Domestic Sales Shows	NYSAE Tradeshow, Theatre Client Event & Sales Calls: New York City, NY - TBD February or March 2022	Meeting Planner	Meeting Planner Tradeshow and Sales Calls	The New York Society of Association Executives (NYSAE) meeting planner event is a great opportunity to network with association and not-for-profit management executives. The VCB will invite clients to the networking tradeshow followed by a client theatre event. The VCB will also organize a day of sales calls in the New York market. Targeted appointments will be with planners in the corporate, association and incentive markets. Participant will receive all contact information from all sales appointments.	Booth with VCB, Client Event, and Planner Contact Information		50	02/01/2022	03/31/2022	09/15/2021		\$2,500	1
Domestic Sales Shows	Smart Meetings Northeast Regional Show: TBD Location - TBD July 2022	Meeting Planner	Meeting Planner Tradeshow	Smart Meetings Northeast Regional brings together the most highly-qualified meeting and incentive buyers with top destinations, hotels/resort, DMOs and tourism offices from the Northeastern states. During this one-day event, attendees participate in one-on-one pre-scheduled appointments, gain industry insights from keynote guest speakers and network with this exclusive group.	Shared booth and Appointments with VCB, Planner Contact Information		75	07/01/2022	07/31/2022	09/15/2021		\$1,000	1
Domestic Sales Shows	Tallahassee Meeting Planner Client Event & Sales Calls: Tallahassee, FL - June 2022	Meeting Planner	Meeting Planner Client Event & Sales Calls	The VCB will organize daily sales calls and host meeting planners at destination themed event in the Tallahassee area. Targeted attendees and appointments will be with meeting planners in the association market. The VCB will additionally provide contact information for each meeting planner. Participants will be able to display hotel information at the themed event as well as receive all contact information and qualification sheets from all sales appointments at the conclusion of the mission.	Client Event with VCB, Shared Sales Calls, Planner Contact Information		30	06/14/2022	06/17/2022	09/15/2021		\$600	1
Domestic Sales Shows	Tampa/St. Petersburg Meeting Planner Client Event & Sales Calls: Tampa/St. Petersburg - April 2022	Meeting Planner	Meeting Planner Client Event & Sales Calls	The VCB will organize daily sales calls and host meeting planners at a destination themed event in the Tampa/St. Petersburg area. Targeted attendees and appointments will be with meeting planners in the corporate and incentive markets. The VCB will additionally provide contact information for each meeting planner. Participants will be able to display hotel information at the themed event as well as receive all contact information and qualification sheets from all sales appointments at the conclusion of the mission.	Client Event with VCB, Shared Sales Calls, Planner Contact Information		30	04/27/2022	04/29/2022	09/15/2021		\$600	1

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Domestic Sales Shows	Travel & Adventure Show: Boston, MA - March 2022	Leisure Consumer	Consumer Tradeshow	After 17 years and over 100 events, the Travel & Adventure Shows are a time-tested and highly regarded travel marketing opportunity. You'll meet tens-of-thousands of consumers at each event who are on hand to find their next vacation and meet you. Pre-qualified and highly informed, you can count on quality face-to-face conversations, leading to lead generation and bookings, all under one roof.	Booth with VCB		10,000	03/05/2022	03/06/2022	09/15/2021		\$1,300	2
Domestic Sales Shows	Travel & Adventure Show: Chicago Rosemont, IL - February 2022	Leisure Consumer	Consumer Tradeshow	After 17 years and over 100 events, the Travel & Adventure Shows are a time-tested and highly regarded travel marketing opportunity. You'll meet tens-of-thousands of consumers at each event who are on hand to find their next vacation and meet you. Pre-qualified and highly informed, you can count on quality face-to-face conversations, leading to lead generation and bookings, all under one roof.	Booth with VCB		10,000	02/05/2022	02/06/2022	09/15/2021		\$1,300	2
Domestic Sales Shows	West Coast Florida Travel Advisor Sales Mission: Venice, Sarasota, Tampa, St. Petersburg, Springhill - April 2022	Travel Advisor	Travel Advisor Sales Calls	This is your chance to get your property "top-of-mind" with our state's most influential travel advisors. The VCB will organize and lead several days of organized sales calls to travel agencies, tour planners and AAA offices to highlight The Beaches of Fort Myers & Sanibel for the important summer and fall travel seasons.	Travel Advisor Education Opportunity and Contact Information		50	04/26/2022	04/29/2022	09/15/2021		\$0	5
International Leisure Digital Display	OTA International Digital: CANADA - Winter 2021/22		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.  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 Link to Partner's OTA Listing	Offer Strongly Recommended (offer must be valid through end date)	50,000	10/25/2021	01/31/2022	09/15/2021	09/15/2021	\$550	5
International Leisure Digital Display	OTA International Digital: GERMANY - Winter 2021/22		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.  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 Link to Partner's OTA Listing	Offer Strongly Recommended (offer must be valid through end date)	50,000	10/25/2021	01/31/2022	09/15/2021	09/15/2021	\$550	5
International Leisure Digital Display	OTA International Digital: GERMANY - Spring/Summer 2022		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 Link to Partner's OTA Listing	Offer Strongly Recommended (offer must be valid through end date)	35,000	03/01/2022	05/31/2022	12/15/2021	01/05/2022	\$500	5
International Leisure Digital Display	OTA International Digital: UK - Spring/Summer 2022		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.  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 Link to Partner's OTA Listing	Offer Strongly Recommended (offer must be valid through end date)	50,000	01/18/2022	04/30/2022	11/24/2021	12/01/2021	\$550	5
International Leisure Digital Display	OTA International Digital: UK - Fall 2022		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.  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 Link to Partner's OTA Listing	Offer Strongly Recommended (offer must be valid through end date)	50,000	08/01/2022	09/30/2022	05/03/2022	05/17/2022	\$550	5
International Leisure Digital Display	Travel Intenders International Digital: CANADA - Winter 2021/22		Partners have the opportunity to increase overall reach and target consumers who have exhibited online behaviors indicating they are planning a beach/Florida vacation. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting.  This is an intent tactic.	Programmatic targeting provides reach at an efficient cost, as well as targeting 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)	75,000	10/25/2021	01/31/2022	09/15/2021	09/15/2021	\$500	6

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International Leisure Digital Display	Travel Intenders International Digital: GERMANY - Winter 2021/22		Partners have the opportunity to increase overall reach and target consumers who have exhibited online behaviors indicating they are planning a beach/Florida vacation. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting.  This is an intent tactic.	Programmatic targeting provides reach at an efficient cost, as well as targeting 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)	75,000	10/25/2021	01/31/2022	09/15/2021	09/15/2021	\$500	6
International Leisure Digital Display	Travel Intenders International Digital: GERMANY - Spring/Summer 2022		Partners have the opportunity to increase overall reach and target consumers who have exhibited online behaviors indicating they are planning a beach/Florida vacation. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting.  This is an intent tactic.	Programmatic targeting provides reach at an efficient cost, as well as targeting 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)	75,000	03/01/2022	05/31/2022	12/15/2021	01/05/2022	\$500	6
International Leisure Digital Display	Travel Intenders International Digital: UK - Spring/Summer 2022		Partners have the opportunity to increase overall reach and target consumers who have exhibited online behaviors indicating they are planning a beach/Florida vacation. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting.  This is an intent tactic.	Programmatic targeting provides reach at an efficient cost, as well as targeting 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)	75,000	01/18/2022	04/30/2022	11/24/2021	12/01/2021	\$500	6
International Leisure Digital Display	Travel Intenders International Digital: UK - Fall 2022		Partners have the opportunity to increase overall reach and target consumers who have exhibited online behaviors indicating they are planning a beach/Florida vacation. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting.  This is an intent tactic.	Programmatic targeting provides reach at an efficient cost, as well as targeting 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)	75,000	08/01/2022	09/30/2022	05/03/2022	05/17/2022	\$500	6
International Leisure Digital Display	Tripadvisor International Digital: CANADA - Winter 2021/22		Partners have the opportunity to target consumers across Tripadvisor.com with display banners. Campaigns will utilize contextual targeting for placement within Lee County content, competitive conquesting to reach consumers searching for comparable destinations and unique reach to vacation rental searchers (if applicable to partner).  This is an intent tactic.	Tripadvisor provides recommendations for hotels, resorts, inns, vacations, travel packages, vacation packages, travel guides, restaurants, activities and more. This is a high-performing tactic aligning with consumer intent.	Photo, Headline, Offer/Message and Direct Website Link	Offer Strongly Recommended (offer must be valid through end date)	35,000	10/25/2021	01/31/2022	09/15/2021	09/15/2021	\$425	10
International Leisure Digital Display	Tripadvisor International Digital: GERMANY - Winter 2021/22		Partners have the opportunity to target consumers across Tripadvisor.com with display banners. Campaigns will utilize contextual targeting for placement within Lee County content, competitive conquesting to reach consumers searching for comparable destinations and unique reach to vacation rental searchers (if applicable to partner).  This is an intent tactic.	Tripadvisor provides recommendations for hotels, resorts, inns, vacations, travel packages, vacation packages, travel guides, restaurants, activities and more. This is a high-performing tactic aligning with consumer intent.	Photo, Headline, Offer/Message and Direct Website Link	Offer Strongly Recommended (offer must be valid through end date)	35,000	10/25/2021	01/31/2022	09/15/2021	09/15/2021	\$425	10
International Leisure Digital Display	Tripadvisor International Digital: GERMANY - Spring/Summer 2022		Partners have the opportunity to target consumers across Tripadvisor.com with display banners. Campaigns will utilize contextual targeting for placement within Lee County content, competitive conquesting to reach consumers searching for comparable destinations and unique reach to vacation rental searchers (if applicable to partner).  This is an intent tactic.	Tripadvisor provides recommendations for hotels, resorts, inns, vacations, travel packages, vacation packages, travel guides, restaurants, activities and more. This is a high-performing tactic aligning with consumer intent.	Photo, Headline, Offer/Message and Direct Website Link	Offer Strongly Recommended (offer must be valid through end date)	35,000	03/01/2022	05/31/2022	12/15/2021	01/05/2022	\$425	10
International Leisure Digital Display	Tripadvisor International Digital: UK - Spring/Summer 2022		Partners have the opportunity to target consumers across Tripadvisor.com with display banners. Campaigns will utilize contextual targeting for placement within Lee County content, competitive conquesting to reach consumers searching for comparable destinations and unique reach to vacation rental searchers (if applicable to partner).  This is an intent tactic.	Tripadvisor provides recommendations for hotels, resorts, inns, vacations, travel packages, vacation packages, travel guides, restaurants, activities and more. This is a high-performing tactic aligning with consumer intent.	Photo, Headline, Offer/Message and Direct Website Link	Offer Strongly Recommended (offer must be valid through end date)	35,000	01/18/2022	04/30/2022	11/24/2021	12/01/2021	\$425	10

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International Leisure Digital Display	Tripadvisor International Digital: UK - Fall 2022		Partners have the opportunity to target consumers across Tripadvisor.com with display banners. Campaigns will utilize contextual targeting for placement within Lee County content, competitive conquesting to reach consumers searching for comparable destinations and unique reach to vacation rental searchers (if applicable to partner).  This is an intent tactic.	Tripadvisor provides recommendations for hotels, resorts, inns, vacations, travel packages, vacation packages, travel guides, restaurants, activities and more. This is a high-performing tactic aligning with consumer intent.	Photo, Headline, Offer/Message and Direct Website Link	Offer Strongly Recommended (offer must be valid through end date)	35,000	08/01/2022	09/30/2022	05/03/2022	05/17/2022	\$425	10
Leisure Digital Display	AFAR (Premium Publisher) Digital: Summer 2022		Partners have the opportunity to be included in Lee County's overarching campaign with AFAR by running targeted display banners across AFAR's site.  This is an intent tactic.	AFAR inspires, guides and enables travelers to have deeper, richer and more meaningful travel experiences. AFAR is one of the fastest growing travel media brands, running in both the print and digital spaces. They reach an affluent audience, with an average household income of \$350,000, and 13 round trips annually.	Photo, Headline, Offer/Message and Direct Website Link		25,000	04/01/2022	06/30/2022	01/05/2022	01/13/2022	\$425	2
Leisure Digital Display	Conde Nast Digital (Premium Publisher): Spring 2022		Partners have the opportunity to be included in Lee County's overarching campaign with Conde Nast 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. Banners 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	01/18/2022	03/31/2022	11/24/2021	12/01/2021	\$500	4
Leisure Digital Display	Island Hopper Songwriter Fest Programmatic Digital: Fall 2022	Island Hopper Fest	Partners have the opportunity to increase overall reach and target consumers who have shown online behaviors indicating they are planning to attend the Island Hopper Songwriter Fest. Types of targeting include behavioral, contextual, demographic, geographic, site retargeting, and search retargeting. Creative will be 100% SOV for partner and the VCB. This also includes site retargeting from the LVCB website. By utilizing the VCB's website, partners have the opportunity to target consumers who have shown direct interest in the event.  This is a conversion tactic.	Programmatic targeting provides reach at an efficient cost, as well as targeting 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 vendor will be able to reach our target audience across all devices including desktop, tablet, and mobile in a real time environment. For example if a consumer searches for "hotels on Sanibel island" on Google, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time.	Photo, Headline, Offer/Message and Direct Website Link	Must Submit a Deal for this Placement (offer must be valid through end date)	50,000	08/08/2022	09/24/2022	05/05/2022	05/17/2022	\$400	10
Leisure Digital Display	Meredith Digital (Premium Publisher): Summer 2022		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 in which the brand runs print. Other big names include People, Better Homes & Gardens, Real Simple, Magnolia and Martha Stewart Living, among many others. Meredith brands reach a largely female audience who are actively planning for their families. Banners will run across the full network of Meredith sites, and click through to partner's site.	Photo, Headline, Offer/Message and Direct Website Link		85,000	04/01/2022	06/30/2022	01/05/2022	01/13/2022	\$500	6
Leisure Digital Display	Meredith Digital (Premium Publisher): Fall 2022		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 in which the brand runs print. Other big names include People, Better Homes & Gardens, Real Simple, Magnolia and Martha Stewart Living, among many others. Meredith brands reach a largely female audience who are actively planning for their families. Banners will run across the full network of Meredith sites, and click through to partner's site.	Photo, Headline, Offer/Message and Direct Website Link		85,000	07/05/2022	09/30/2022	04/05/2022	04/14/2022	\$500	6
Leisure Digital Display	New York Times Digital (Premium Publisher): Winter 2021/22		Partners have the opportunity to be included in Lee County's overarching campaign with the New York Times by running display banners across NYTimes.com.  This is an intent tactic.	The New York Times website provides comprehensive coverage of the news, from arts and entertainment to sports and science, and from business and technology to dining and home design. Banners will run across NYTimes.com and click through to partner's site.	Photo, Headline, Offer/Message and Direct Website Link		50,000	10/25/2021	12/31/2021	09/15/2021	09/15/2021	\$450	6

Program Group	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 Digital Display	New York Times Digital (Premium Publisher): Spring 2022		Partners have the opportunity to be included in Lee County's overarching campaign with the New York Times by running display banners across NYTimes.com.  This is an intent tactic.	The New York Times website provides comprehensive coverage of the news, from arts and entertainment to sports and science, and from business and technology to dining and home design. Banners will run across NYTimes.com and click through to partner's site.	Photo, Headline, Offer/Message and Direct Website Link		50,000	01/18/2022	03/31/2022	11/24/2021	12/01/2021	\$450	6
Leisure Digital Display	New York Times Digital (Premium Publisher): Summer 2022		Partners have the opportunity to be included in Lee County's overarching campaign with the New York Times by running display banners across NYTimes.com.  This is an intent tactic.	The New York Times website provides comprehensive coverage of the news, from arts and entertainment to sports and science, and from business and technology to dining and home design. Banners will run across NYTimes.com and click through to partner's site.	Photo, Headline, Offer/Message and Direct Website Link		50,000	04/01/2022	06/30/2022	01/05/2022	01/13/2022	\$450	6
Leisure Digital Display	New York Times Digital (Premium Publisher): Fall 2022		Partners have the opportunity to be included in Lee County's overarching campaign with the New York Times by running display banners across NYTimes.com.  This is an intent tactic.	The New York Times website provides comprehensive coverage of the news, from arts and entertainment to sports and science, and from business and technology to dining and home design. Banners will run across NYTimes.com and click through to partner's site.	Photo, Headline, Offer/Message and Direct Website Link		50,000	07/05/2022	09/30/2022	04/05/2022	04/14/2022	\$450	6
Leisure Digital Display	OTA Domestic Digital: Winter 2021/22		Partners have the opportunity to target specific Lee County destinations within our OTA vendor through banner ad units, as well as retarget consumers who have shown interests.  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 partner listing within the OTA.	Photo, Headline, Offer/Message and Link to Partner's OTA Listing	Offer Strongly Recommended (offer must be valid through end date)	100,000	10/25/2021	12/31/2021	09/15/2021	09/15/2021	\$500	5
Leisure Digital Display	OTA Domestic Digital: Spring 2022		Partners have the opportunity to target specific Lee County destinations within our OTA vendor through banner ad units, as well as retarget consumers who have shown interests.  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 partner listing within the OTA.	Photo, Headline, Offer/Message and Link to Partner's OTA Listing	Offer Strongly Recommended (offer must be valid through end date)	100,000	01/18/2022	03/31/2022	11/24/2021	12/01/2021	\$500	5
Leisure Digital Display	OTA Domestic Digital: Summer 2022		Partners have the opportunity to target specific Lee County destinations within our OTA vendor through banner ad units, as well as retarget consumers who have shown interests.  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 partner listing within the OTA.	Photo, Headline, Offer/Message and Link to Partner's OTA Listing	Offer Strongly Recommended (offer must be valid through end date)	100,000	04/01/2022	06/30/2022	01/05/2022	01/13/2022	\$500	5
Leisure Digital Display	OTA Domestic Digital: Fall 2022		Partners have the opportunity to target specific Lee County destinations within our OTA vendor through banner ad units, as well as retarget consumers who have shown interests.  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 partner listing within the OTA.	Photo, Headline, Offer/Message and Link to Partner's OTA Listing	Offer Strongly Recommended (offer must be valid through end date)	100,000	07/05/2022	09/30/2022	04/05/2022	04/14/2022	\$500	5
Leisure Digital Display	Partner Site Retargeting Digital (Annual): October 2021-September 2022 (*MUST have ability to place flood tag on your site)		Partners have the opportunity to utilize their own website data and retarget visitors to their site across all devices, through display banners.  This is a conversion tactic.	Cross-device site retargeting provides an opportunity to reach consumers who have visited your site and are interested in your brand. For example, if a consumer goes to <a href="http://partner.com">http://partner.com</a> "Partner" would have the opportunity to retarget them with a VCB/co-op banner to entice them to come back to the site and convert. Direct response messaging is extremely encouraged in this type of opportunity. Co-op partners will only be able to retarget from their own site and use their first-party data. Their data will not be shared with other co-op partners. Partners MUST have the ability to place a floodlight tag on your website.	Photo, Headline, Offer/Message and Direct Website Link	Direct Response Messaging Highly Encouraged. MUST have ability to place flood tag on your site.	250,000	10/25/2021	09/30/2022	09/15/2021	09/15/2021	\$750	20
Leisure Digital Display	Sherman's Travel Digital: Winter 2021/22		Partners have the opportunity to be included in Lee County's overarching campaign 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	10/25/2021	12/31/2021	09/15/2021	09/15/2021	\$350	4
Leisure Digital Display	Sherman's Travel Digital: Spring 2022		Partners have the opportunity to be included in Lee County's overarching campaign 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	01/18/2022	03/31/2022	11/24/2021	12/01/2021	\$350	4

Program Group	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 Digital Display	Sherman's Travel Digital: Summer 2022		Partners have the opportunity to be included in Lee County's overarching campaign 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	04/01/2022	06/30/2022	01/05/2022	01/13/2022	\$350	4
Leisure Digital Display	Sherman's Travel Digital: Fall 2022		Partners have the opportunity to be included in Lee County's overarching campaign 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	07/05/2022	09/30/2022	04/05/2022	04/14/2022	\$350	4
Leisure Digital Display	Streaming Audio and Display Digital: Winter 2021/22		Partners have the opportunity to leverage premium audio platforms' 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. 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 platform's interface, driving user action and building brand awareness for the partner. Both the audio and display ads will lead with VCB messaging.	Display: Photo, Headline, Offer/Message and Direct Website Link. Audio: Partner Deal and Web Address Incorporated into VCB Audio Spot.	Must Submit a Deal for this Placement (offer must be valid through end date)	215,000	10/28/2021	12/31/2021	09/15/2021	09/15/2021	\$350	6
Leisure Digital Display	Streaming Audio and Display Digital: Fall 2022		Partners have the opportunity to leverage premium audio platforms' 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. 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 platform's interface, driving user action and building brand awareness for the partner. Both the audio and display ads will lead with VCB messaging.	Display: Photo, Headline, Offer/Message and Direct Website Link. Audio: Partner Deal and Web Address Incorporated into VCB Audio Spot.	Must Submit a Deal for this Placement (offer must be valid through end date)	215,000	07/05/2022	09/30/2022	04/05/2022	04/14/2022	\$350	6
Leisure Digital Display	The Knot Digital: Winter 2021/22	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 The Knot during their wedding journey.	Photo, Logo, Headline, Offer/Message and Direct Website Link	Your copy should focus on weddings	50,000	10/25/2021	12/31/2021	09/15/2021	09/15/2021	\$350	3
Leisure Digital Display	The Knot Digital: Spring 2022	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 The Knot during their wedding journey.	Photo, Logo, Headline, Offer/Message and Direct Website Link	Your copy should focus on weddings	50,000	01/18/2022	03/31/2022	11/24/2021	12/01/2021	\$350	3
Leisure Digital Display	Travel Intenders Programmatic Digital: Winter 2021/22		Partners have the opportunity to increase overall reach and target consumers who have exhibited online behaviors indicating they are planning a beach/Florida vacation. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting.  This is an intent tactic.	Programmatic targeting provides reach at an efficient cost, as well as targeting 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 vendor will be able to reach our target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "hotels in Fort Myers" 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	10/25/2021	12/31/2021	09/15/2021	09/15/2021	\$500	6
Leisure Digital Display	Travel Intenders Programmatic Digital: Spring 2022		Partners have the opportunity to increase overall reach and target consumers who have exhibited online behaviors indicating they are planning a beach/Florida vacation. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting.  This is an intent tactic.	Programmatic targeting provides reach at an efficient cost, as well as targeting 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 vendor will be able to reach our target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "hotels in Fort Myers" 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	01/18/2022	03/31/2022	11/24/2021	12/01/2021	\$500	6
Leisure Digital Display	Travel Intenders Programmatic Digital: Summer 2022		Partners have the opportunity to increase overall reach and target consumers who have exhibited online behaviors indicating they are planning a beach/Florida vacation. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting.  This is an intent tactic.	Programmatic targeting provides reach at an efficient cost, as well as targeting 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 vendor will be able to reach our target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "hotels in Fort Myers" 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	04/01/2022	06/30/2022	01/05/2022	01/13/2022	\$500	6

Program Group	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 Digital Display	Travel Intenders Programmatic Digital: Fall 2022		Partners have the opportunity to increase overall reach and target consumers who have exhibited online behaviors indicating they are planning a beach/Florida vacation. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting.  This is an intent tactic.	Programmatic targeting provides reach at an efficient cost, as well as targeting 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 vendor will be able to reach our target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "hotels in Fort Myers" 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	07/05/2022	09/30/2022	04/05/2022	04/14/2022	\$500	6
Leisure Digital Display	Travel Spike Digital (Travel Retail): Winter 2021/22		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	10/25/2021	12/31/2021	09/15/2021	09/15/2021	\$450	8
Leisure Digital Display	Travel Spike Digital (Travel Retail): Spring 2022		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	01/18/2022	03/31/2022	11/24/2021	12/01/2021	\$450	8
Leisure Digital Display	Travel Spike (Travel Retail): Summer 2022		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	04/01/2022	06/30/2022	01/05/2022	01/13/2022	\$450	8
Leisure Digital Display	Travel Spike (Travel Retail): Fall 2022		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	07/05/2022	09/30/2022	04/05/2022	04/14/2022	\$450	8
Leisure Digital Display	Tripadvisor Domestic Digital: Winter 2021/22		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 conquisting to reach consumers searching for comparable destinations and unique reach to vacation rental searchers (if applicable to partner).  This is an intent tactic.	Tripadvisor provides recommendations for hotels, resorts, inns, vacations, travel packages, vacation packages, travel guides, restaurants, activities and more. This is a high-performing tactic aligning with consumer intent.	Photo, Headline, Offer/Message and Direct Website Link	Offer Strongly Recommended (offer must be valid through end date)	35,000	10/25/2021	12/31/2021	09/15/2021	09/15/2021	\$425	10
Leisure Digital Display	Tripadvisor Domestic Digital: Spring 2022		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 conquisting to reach consumers searching for comparable destinations and unique reach to vacation rental searchers (if applicable to partner).  This is an intent tactic.	Tripadvisor provides recommendations for hotels, resorts, inns, vacations, travel packages, vacation packages, travel guides, restaurants, activities and more. This is a high-performing tactic aligning with consumer intent.	Photo, Headline, Offer/Message and Direct Website Link	Offer Strongly Recommended (offer must be valid through end date)	35,000	01/18/2022	03/31/2022	11/24/2021	12/01/2021	\$425	10
Leisure Digital Display	Tripadvisor Domestic Digital: Summer 2022		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 conquisting to reach consumers searching for comparable destinations and unique reach to vacation rental searchers (if applicable to partner).  This is an intent tactic.	Tripadvisor provides recommendations for hotels, resorts, inns, vacations, travel packages, vacation packages, travel guides, restaurants, activities and more. This is a high-performing tactic aligning with consumer intent.	Photo, Headline, Offer/Message and Direct Website Link	Offer Strongly Recommended (offer must be valid through end date)	35,000	04/01/2022	06/30/2022	01/05/2022	01/13/2022	\$425	10
Leisure Digital Display	Tripadvisor Domestic Digital: Fall 2022		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 conquisting to reach consumers searching for comparable destinations and unique reach to vacation rental searchers (if applicable to partner).  This is an intent tactic.	Tripadvisor provides recommendations for hotels, resorts, inns, vacations, travel packages, vacation packages, travel guides, restaurants, activities and more. This is a high-performing tactic aligning with consumer intent.	Photo, Headline, Offer/Message and Direct Website Link	Offer Strongly Recommended (offer must be valid through end date)	35,000	07/05/2022	09/30/2022	04/05/2022	04/14/2022	\$425	10
Leisure Digital Display	USA TODAY (Premium Publisher): Summer 2022		Partners have the opportunity to be included in Lee County's overarching campaign with USA Today by running targeted display banners across USA Today's site.  This is an intent tactic.	USA TODAY delivers current local and national news, sports, entertainment, finance, technology and more. USA TODAY offers strong reach against adults planning Florida vacations and beachgoers. 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		100,000	04/01/2022	06/30/2022	01/05/2022	01/13/2022	\$600	4

Program Group	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 Digital Display	Visitors - In-Market Mobile Geofencing Digital: Fall 2021		Partners have the opportunity to reach visitors actively in-market to promote attractions and activities on their mobile devices through geofencing technology.  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 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	10/25/2021	12/31/2021	09/15/2021	09/15/2021	\$400	5
Leisure Digital Display	Visitors - In-Market Mobile Geofencing Digital: Winter 2022		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	01/18/2022	03/31/2022	11/24/2021	12/01/2021	\$400	5
Leisure Digital Display	Visitors - In-Market Mobile Geofencing Digital: Spring 2022		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	04/01/2022	06/30/2022	01/05/2022	01/13/2022	\$400	5
Leisure Digital Display	Visitors - In-Market Mobile Geofencing Digital: Summer 2022		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	07/05/2022	09/30/2022	04/05/2022	04/14/2022	\$400	5
Leisure Digital Display	Weddings Programmatic Digital: Winter 2021/22	Weddings	Partners have the opportunity to increase overall reach and target consumers who have shown online behaviors indicating they are planning a beach/Florida wedding, through banner ad units. Types of targeting include behavioral, contextual, demographic, geographic, site retargeting, and search retargeting. This also includes site retargeting from the 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 vendor will be able to reach our target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "beach wedding venues on Fort Myers Beach" in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time.	Photo, Logo, Headline, Offer/Message and Direct Website Link	Your copy should focus on weddings	150,000	10/25/2021	12/31/2021	09/15/2021	09/15/2021	\$375	6
Leisure Digital Display	Weddings Programmatic Digital: Spring 2022	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 vendor will be able to reach our target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "beach wedding venues on Fort Myers Beach" in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time.	Photo, Logo, Headline, Offer/Message and Direct Website Link	Your copy should focus on weddings	150,000	01/18/2022	03/31/2022	11/24/2021	12/01/2021	\$375	6
Leisure Digital Display	Weddings Programmatic Digital: Summer 2022	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 vendor will be able to reach our target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "beach wedding venues on Fort Myers Beach" in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time.	Photo, Logo, Headline, Offer/Message and Direct Website Link	Your copy should focus on weddings	150,000	04/01/2022	06/30/2022	01/05/2022	01/13/2022	\$375	6

Program Group	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 Digital Display	Weddings Programmatic Digital: Fall 2022	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 vendor will be able to reach our target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "beach wedding venues on Fort Myers Beach" in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time.	Photo, Logo, Headline, Offer/Message and Direct Website Link	Your copy should focus on weddings	150,000	07/05/2022	09/30/2022	04/05/2022	04/14/2022	\$375	6
Leisure Digital Display	Weddings Programmatic Digital with 360 Video: Summer 2022	Weddings	Partners have the opportunity to increase overall reach and target consumers who have shown online behaviors indicating they are planning a beach/Florida wedding, through banner ad units featuring partner-specific 360 video. The 360 video provides an immersive experience for engaged couples to "tour" the property. Types of targeting include behavioral, contextual, demographic, geographic, site retargeting, and search retargeting. This also includes site retargeting from the LVCB website. By utilizing the VCB's website, partners have the opportunity to target consumers who have shown direct interest in the destination.  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.  Creative will feature 360 video gathered through Lee County's partnership with Threshold 360.	Photo, Logo, Headline, Offer/Message and Direct Website Link. EXACT MATERIAL SPECS TBD.	Your copy should focus on weddings; Previous Participation in 360 Video Collection Efforts Required.	250,000	04/01/2022	06/30/2022	01/05/2022	01/13/2022	\$850	2
Leisure Digital Display	Weddings Programmatic Digital with 360 Video: Fall 2022	Weddings	Partners have the opportunity to increase overall reach and target consumers who have shown online behaviors indicating they are planning a beach/Florida wedding, through banner ad units featuring partner-specific 360 video. The 360 video provides an immersive experience for engaged couples to "tour" the property. 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.  Creative will feature 360 video gathered through Lee County's partnership with Threshold 360.	Photo, Logo, Headline, Offer/Message and Direct Website Link. EXACT MATERIAL SPECS TBD.	Your copy should focus on weddings; Previous Participation in 360 Video Collection Efforts Required.	250,000	07/05/2022	09/30/2022	04/05/2022	04/14/2022	\$850	2
Leisure Third-Party Email	Bridal Guide (Weddings): March 2022	Weddings	Partners have the opportunity to be included as a featured property in a Bridal Guide email dedicated to Lee County.  This is an intent tactic.	Bridal Guide magazine's editorial pages address the needs of today's engaged couples, from the latest news in fashion and beauty to the hottest spots for honeymoons and destination weddings. Over half of all readers are planning a destination wedding. Nearly all (97%) are planning a honeymoon.	Photo, Headline/Offer, Description and Direct Website Link	Your copy should focus on weddings	25,000	03/01/2022	03/31/2022	01/05/2022	01/05/2022	\$425	6
Leisure Third-Party Email	Bridal Guide (Weddings): June 2022	Weddings	Partners have the opportunity to be included as a featured property in a Bridal Guide email dedicated to Lee County.  This is an intent tactic.	Bridal Guide magazine's editorial pages address the needs of today's engaged couples, from the latest news in fashion and beauty to the hottest spots for honeymoons and destination weddings. Over half of all readers are planning a destination wedding. Nearly all (97%) are planning a honeymoon.	Photo, Headline/Offer, Description and Direct Website Link	Your copy should focus on weddings	25,000	06/01/2022	06/30/2022	04/01/2022	04/01/2022	\$425	6
Leisure Third-Party Email	eTarget (Email Publisher): December 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 micro target 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	12/01/2021	12/31/2021	10/01/2021	10/01/2021	\$450	6
Leisure Third-Party Email	eTarget (Email Publisher): January 2022		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 micro target 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	01/01/2022	01/31/2022	11/01/2021	11/01/2021	\$450	6

Program Group	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	eTarget (Email Publisher): April 2022		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 micro target 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	04/01/2022	04/30/2022	02/01/2022	02/01/2022	\$450	6
Leisure Third-Party Email	eTarget (Email Publisher): July 2022		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 micro target 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	07/01/2022	07/31/2022	05/02/2022	05/02/2022	\$450	6
Leisure Third-Party Email	eTarget (Email Publisher): August 2022		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 micro target 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	08/01/2022	08/31/2022	06/01/2022	06/01/2022	\$450	6
Leisure Third-Party Email	Luxury Link (Email Publisher): December 2021		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	12/01/2021	12/31/2021	10/01/2021	10/01/2021	\$375	6
Leisure Third-Party Email	Luxury Link (Email Publisher): August 2022		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	08/01/2022	08/31/2022	06/01/2022	06/01/2022	\$375	6
Leisure Third-Party Email	Sherman's Travel Email (Travel Retail): November 2021	Weekend & Holiday Getaways	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	750,000	11/01/2021	11/30/2021	09/15/2021	09/15/2021	\$450	6
Leisure Third-Party Email	Sherman's Travel Email (Travel Retail): January 2022	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	750,000	01/01/2022	01/31/2022	11/01/2021	11/01/2021	\$450	6

Program Group	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	Sherman's Travel Email (Travel Retail): March 2022	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	750,000	03/01/2022	03/31/2022	01/05/2022	01/05/2022	\$450	6
Leisure Third-Party Email	Sherman's Travel Email (Travel Retail): August 2022	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	750,000	08/01/2022	08/31/2022	06/01/2022	06/01/2022	\$450	6
Leisure Third-Party Email	Weddings Vendor Email: December 2021	Weddings	Partners have the opportunity to be included as a featured property in a Weddings email (formerly BrideClick) dedicated to Lee County.  This is an intent tactic.	Emails will reach followers of bridal websites and social media influencers to target the most relevant and active wedding-planning audiences.	Photo, Headline/Offer, Description and Direct Website Link	Your copy should focus on weddings	19,000	12/01/2021	12/31/2021	10/01/2021	10/01/2021	\$400	6
Leisure Third-Party Email	Weddings Vendor Email: March 2022	Weddings	Partners have the opportunity to be included as a featured property in a Weddings email (formerly BrideClick) dedicated to Lee County.  This is an intent tactic.	Emails will reach followers of bridal websites and social media influencers to target the most relevant and active wedding-planning audiences.	Photo, Headline/Offer, Description and Direct Website Link	Your copy should focus on weddings	19,000	03/01/2022	03/31/2022	01/05/2022	01/05/2022	\$400	6
Social Media	Facebook - Content Calendar Inclusion: October 2021		Gives partners dedicated space on the destination's Facebook page, showcasing timely messaging to an engaged audience of over 720,000 followers.  This placement will run on the <a href="#">VCB's pages</a> and the VCB will source imagery and finalize messaging.  This is a prospecting tactic.	One Facebook post will be created on the partner's behalf and shared on the VCB's consumer Facebook page. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 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	10/01/2021	10/31/2021	09/15/2021	09/15/2021	\$250	2
Social Media	Facebook - Content Calendar Inclusion: November 2021		Gives partners dedicated space on the destination's Facebook page, showcasing timely messaging to an engaged audience of over 720,000 followers.  This placement will run on the <a href="#">VCB's pages</a> and the VCB will source imagery and finalize messaging.  This is a prospecting tactic.	One Facebook post will be created on the partner's behalf and shared on the VCB's consumer Facebook page. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 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	11/01/2021	11/30/2021	10/01/2021	10/01/2021	\$250	2
Social Media	Facebook - Content Calendar Inclusion: December 2021		Gives partners dedicated space on the destination's Facebook page, showcasing timely messaging to an engaged audience of over 720,000 followers.  This placement will run on the <a href="#">VCB's pages</a> and the VCB will source imagery and finalize messaging.  This is a prospecting tactic.	One Facebook post will be created on the partner's behalf and shared on the VCB's consumer Facebook page. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 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	12/01/2021	12/31/2021	11/01/2021	11/01/2021	\$250	2
Social Media	Facebook - Content Calendar Inclusion: January 2022		Gives partners dedicated space on the destination's Facebook page, showcasing timely messaging to an engaged audience of over 720,000 followers.  This placement will run on the <a href="#">VCB's pages</a> and the VCB will source imagery and finalize messaging.  This is a prospecting tactic.	One Facebook post will be created on the partner's behalf and shared on the VCB's consumer Facebook page. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 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	01/01/2022	01/31/2022	11/17/2021	11/17/2021	\$250	2

Program Group	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	Facebook - Content Calendar Inclusion: February 2022		<p>Gives partners dedicated space on the destination's Facebook page, showcasing timely messaging to an engaged audience of over 720,000 followers.</p> <p>This placement will run on the <a href="#">VCB's pages</a> 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 VCB's consumer Facebook page. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 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	02/01/2022	02/28/2022	12/21/2021	01/05/2022	\$250	2
Social Media	Facebook - Content Calendar Inclusion: March 2022		<p>Gives partners dedicated space on the destination's Facebook page, showcasing timely messaging to an engaged audience of over 720,000 followers.</p> <p>This placement will run on the <a href="#">VCB's pages</a> 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 VCB's consumer Facebook page. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 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	03/01/2022	03/31/2022	02/01/2022	02/01/2022	\$250	2
Social Media	Facebook - Content Calendar Inclusion: April 2022		<p>Gives partners dedicated space on the destination's Facebook page, showcasing timely messaging to an engaged audience of over 720,000 followers.</p> <p>This placement will run on the <a href="#">VCB's pages</a> 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 VCB's consumer Facebook page. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 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	04/01/2022	04/30/2022	03/01/2022	03/01/2022	\$250	2
Social Media	Facebook - Content Calendar Inclusion: May 2022		<p>Gives partners dedicated space on the destination's Facebook page, showcasing timely messaging to an engaged audience of over 720,000 followers.</p> <p>This placement will run on the <a href="#">VCB's pages</a> 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 VCB's consumer Facebook page. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 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	05/01/2022	05/31/2022	04/01/2022	04/01/2022	\$250	2
Social Media	Facebook - Content Calendar Inclusion: June 2022		<p>Gives partners dedicated space on the destination's Facebook page, showcasing timely messaging to an engaged audience of over 720,000 followers.</p> <p>This placement will run on the <a href="#">VCB's pages</a> 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 VCB's consumer Facebook page. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 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	06/01/2022	06/30/2022	04/28/2022	04/28/2022	\$250	2
Social Media	Facebook - Content Calendar Inclusion: July 2022		<p>Gives partners dedicated space on the destination's Facebook page, showcasing timely messaging to an engaged audience of over 720,000 followers.</p> <p>This placement will run on the <a href="#">VCB's pages</a> 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 VCB's consumer Facebook page. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 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	07/01/2022	07/31/2022	06/01/2022	06/01/2022	\$250	2

Program Group	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	Facebook - Content Calendar Inclusion: August 2022		<p>Gives partners dedicated space on the destination's Facebook page, showcasing timely messaging to an engaged audience of over 720,000 followers.</p> <p>This placement will run on the <a href="#">VCB's pages</a> 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 VCB's consumer Facebook page. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 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	08/01/2022	08/31/2022	06/30/2022	06/30/2022	\$250	2
Social Media	Facebook - Content Calendar Inclusion: September 2022		<p>Gives partners dedicated space on the destination's Facebook page, showcasing timely messaging to an engaged audience of over 720,000 followers.</p> <p>This placement will run on the <a href="#">VCB's pages</a> 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 VCB's consumer Facebook page. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 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	09/01/2022	09/30/2022	07/28/2022	07/28/2022	\$250	2
Social Media	Facebook & Instagram Advertising - Carousel Unit: October 2021		<p>Provides partners with the ability to showcase their business, on Facebook and Instagram, through multiple images to tell a cohesive story.</p> <p>This placement will run on the <a href="#">partner's pages</a>.</p> <p>This is a conversion tactic.</p>	<p>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.</p>	<p>3 High-Quality images, 3 Ad Headlines, Post Copy and Link to Website</p>	<p>Strive to showcase high-quality, organic imagery</p>	100,000	10/01/2021	10/31/2021	09/15/2021	09/15/2021	\$500	2
Social Media	Facebook & Instagram Advertising - Carousel Unit: November 2021		<p>Provides partners with the ability to showcase their business, on Facebook and Instagram, through multiple images to tell a cohesive story.</p> <p>This placement will run on the <a href="#">partner's pages</a>.</p> <p>This is a conversion tactic.</p>	<p>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.</p>	<p>3 High-Quality images, 3 Ad Headlines, Post Copy and Link to Website</p>	<p>Strive to showcase high-quality, organic imagery</p>	100,000	11/01/2021	11/30/2021	10/01/2021	10/01/2021	\$500	2
Social Media	Facebook & Instagram Advertising - Carousel Unit: December 2021		<p>Provides partners with the ability to showcase their business, on Facebook and Instagram, through multiple images to tell a cohesive story.</p> <p>This placement will run on the <a href="#">partner's pages</a>.</p> <p>This is a conversion tactic.</p>	<p>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.</p>	<p>3 High-Quality images, 3 Ad Headlines, Post Copy and Link to Website</p>	<p>Strive to showcase high-quality, organic imagery</p>	100,000	12/01/2021	12/31/2021	11/01/2021	11/01/2021	\$500	2
Social Media	Facebook & Instagram Advertising - Carousel Unit: January 2022		<p>Provides partners with the ability to showcase their business, on Facebook and Instagram, through multiple images to tell a cohesive story.</p> <p>This placement will run on the <a href="#">partner's pages</a>.</p> <p>This is a conversion tactic.</p>	<p>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.</p>	<p>3 High-Quality images, 3 Ad Headlines, Post Copy and Link to Website</p>	<p>Strive to showcase high-quality, organic imagery</p>	100,000	01/01/2022	01/31/2022	11/17/2021	11/17/2021	\$500	2

Program Group	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	Facebook & Instagram Advertising - Carousel Unit: February 2022		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 <a href="#">partner's pages</a> .  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	Strive to showcase high-quality, organic imagery	100,000	02/01/2022	02/28/2022	12/21/2021	01/05/2022	\$500	2
Social Media	Facebook & Instagram Advertising - Carousel Unit: March 2022		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 <a href="#">partner's pages</a> .  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	Strive to showcase high-quality, organic imagery	100,000	03/01/2022	03/31/2022	02/01/2022	02/01/2022	\$500	2
Social Media	Facebook & Instagram Advertising - Carousel Unit: April 2022		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 <a href="#">partner's pages</a> .  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	Strive to showcase high-quality, organic imagery	100,000	04/01/2022	04/30/2022	03/01/2022	03/01/2022	\$500	2
Social Media	Facebook & Instagram Advertising - Carousel Unit: May 2022		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 <a href="#">partner's pages</a> .  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	Strive to showcase high-quality, organic imagery	100,000	05/01/2022	05/31/2022	04/01/2022	04/01/2022	\$500	2
Social Media	Facebook & Instagram Advertising - Carousel Unit: June 2022		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 <a href="#">partner's pages</a> .  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	Strive to showcase high-quality, organic imagery	100,000	06/01/2022	06/30/2022	04/28/2022	04/28/2022	\$500	2
Social Media	Facebook & Instagram Advertising - Carousel Unit: July 2022		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 <a href="#">partner's pages</a> .  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	Strive to showcase high-quality, organic imagery	100,000	07/01/2022	07/31/2022	06/01/2022	06/01/2022	\$500	2
Social Media	Facebook & Instagram Advertising - Carousel Unit: August 2022		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 <a href="#">partner's pages</a> .  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	Strive to showcase high-quality, organic imagery	100,000	08/01/2022	08/31/2022	06/30/2022	06/30/2022	\$500	2
Social Media	Facebook & Instagram Advertising - Carousel Unit: September 2022		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 <a href="#">partner's pages</a> .  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	Strive to showcase high-quality, organic imagery	100,000	09/01/2022	09/30/2022	07/28/2022	07/28/2022	\$500	2

Program Group	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	Facebook & Instagram Advertising - Single Image Placement: October 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 <a href="#">partner's pages</a> .  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.	High-Quality Image, Ad Headline, Ad Post Copy and Link to Website	Strive to showcase high-quality, organic imagery	100,000	10/01/2021	10/31/2021	09/15/2021	09/15/2021	\$500	3
Social Media	Facebook & Instagram Advertising - Single Image Placement: November 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 <a href="#">partner's pages</a> .  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.	High-Quality Image, Ad Headline, Ad Post Copy and Link to Website	Strive to showcase high-quality, organic imagery	100,000	11/01/2021	11/30/2021	10/01/2021	10/01/2021	\$500	3
Social Media	Facebook & Instagram Advertising - Single Image Placement: December 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 <a href="#">partner's pages</a> .  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.	High-Quality Image, Ad Headline, Ad Post Copy and Link to Website	Strive to showcase high-quality, organic imagery	100,000	12/01/2021	12/31/2021	11/01/2021	11/01/2021	\$500	3
Social Media	Facebook & Instagram Advertising - Single Image Placement: January 2022		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 <a href="#">partner's pages</a> .  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.	High-Quality Image, Ad Headline, Ad Post Copy and Link to Website	Strive to showcase high-quality, organic imagery	100,000	01/01/2022	01/31/2022	11/17/2021	11/17/2021	\$500	3
Social Media	Facebook & Instagram Advertising - Single Image Placement: February 2022		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 <a href="#">partner's pages</a> .  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.	High-Quality Image, Link to Website, Ad Headline and Ad Post Copy	Strive to showcase high-quality, organic imagery	100,000	02/01/2022	02/28/2022	12/21/2021	01/05/2022	\$500	3
Social Media	Facebook & Instagram Advertising - Single Image Placement: March 2022		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 <a href="#">partner's pages</a> .  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.	High-Quality Image, Ad Headline, Ad Post Copy and Link to Website	Strive to showcase high-quality, organic imagery	100,000	03/01/2022	03/31/2022	02/01/2022	02/01/2022	\$500	3
Social Media	Facebook & Instagram Advertising - Single Image Placement: April 2022		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 <a href="#">partner's pages</a> .  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.	High-Quality Image, Ad Headline, Ad Post Copy and Link to Website	Strive to showcase high-quality, organic imagery	100,000	04/01/2022	04/30/2022	03/01/2022	03/01/2022	\$500	3
Social Media	Facebook & Instagram Advertising - Single Image Placement: May 2022		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 <a href="#">partner's pages</a> .  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.	High-Quality Image, Ad Headline, Ad Post Copy and Link to Website	Strive to showcase high-quality, organic imagery	100,000	05/01/2022	05/31/2022	04/01/2022	04/01/2022	\$500	3
Social Media	Facebook & Instagram Advertising - Single Image Placement: June 2022		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 <a href="#">partner's pages</a> .  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.	High-Quality Image, Ad Headline, Ad Post Copy and Link to Website	Strive to showcase high-quality, organic imagery	100,000	06/01/2022	06/30/2022	04/28/2022	04/28/2022	\$500	3
Social Media	Facebook & Instagram Advertising - Single Image Placement: July 2022		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 <a href="#">partner's pages</a> .  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.	High-Quality Image, Ad Headline, Ad Post Copy and Link to Website	Strive to showcase high-quality, organic imagery	100,000	07/01/2022	07/31/2022	06/01/2022	06/01/2022	\$500	3

Program Group	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	Facebook & Instagram Advertising - Single Image Placement: August 2022		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 <a href="#">partner's pages</a> .  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.	High-Quality Image, Ad Headline, Ad Post Copy and Link to Website	Strive to showcase high-quality, organic imagery	100,000	08/01/2022	08/31/2022	06/30/2022	06/30/2022	\$500	3
Social Media	Facebook & Instagram Advertising - Single Image Placement: September 2022		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 <a href="#">partner's pages</a> .  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.	High-Quality Image, Ad Headline, Ad Post Copy and Link to Website	Strive to showcase high-quality, organic imagery	100,000	09/01/2022	09/30/2022	07/28/2022	07/28/2022	\$500	3
Social Media	Facebook & Instagram Advertising - Slideshow: October 2021		Provides partners with the ability to showcase their business, on Facebook and Instagram, with images in a video format, to generate website referral leads.  This placement will run on the <a href="#">partner's pages</a> .  This is a conversion tactic.	Facebook and Instagram slideshow ads are video-like ads that use motion via multiple images 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.	3-4 High-Quality Images, Ad Headline, Ad Post Copy and Link to Website	Strive to showcase high-quality, organic imagery	100,000	10/01/2021	10/31/2021	09/15/2021	09/15/2021	\$500	2
Social Media	Facebook & Instagram Advertising - Slideshow: November 2021		Provides partners with the ability to showcase their business, on Facebook and Instagram, with images in a video format, to generate website referral leads.  This placement will run on the <a href="#">partner's pages</a> .  This is a conversion tactic.	Facebook and Instagram slideshow ads are video-like ads that use motion via multiple images 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.	3-4 High-Quality Images, Ad Headline, Ad Post Copy and Link to Website	Strive to showcase high-quality, organic imagery	100,000	11/01/2021	11/30/2021	10/01/2021	10/01/2021	\$500	2
Social Media	Facebook & Instagram Advertising - Slideshow: December 2021		Provides partners with the ability to showcase their business, on Facebook and Instagram, with images in a video format, to generate website referral leads.  This placement will run on the <a href="#">partner's pages</a> .  This is a conversion tactic.	Facebook and Instagram slideshow ads are video-like ads that use motion via multiple images 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.	3-4 High-Quality Images, Ad Headline, Ad Post Copy and Link to Website	Strive to showcase high-quality, organic imagery	100,000	12/01/2021	12/31/2021	11/01/2021	11/01/2021	\$500	2
Social Media	Facebook & Instagram Advertising - Slideshow: January 2022		Provides partners with the ability to showcase their business, on Facebook and Instagram, with images in a video format, to generate website referral leads.  This placement will run on the <a href="#">partner's pages</a> .  This is a conversion tactic.	Facebook and Instagram slideshow ads are video-like ads that use motion via multiple images 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.	3-4 High-Quality Images, Ad Headline, Ad Post Copy and Link to Website	Strive to showcase high-quality, organic imagery	100,000	01/01/2022	01/31/2022	11/17/2021	11/17/2021	\$500	2
Social Media	Facebook & Instagram Advertising - Slideshow: February 2022		Provides partners with the ability to showcase their business, on Facebook and Instagram, with images in a video format, to generate website referral leads.  This placement will run on the <a href="#">partner's pages</a> .  This is a conversion tactic.	Facebook and Instagram slideshow ads are video-like ads that use motion via multiple images 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.	3-4 High-Quality Images, Ad Headline, Ad Post Copy and Link to Website	Strive to showcase high-quality, organic imagery	100,000	02/01/2022	02/28/2022	12/21/2021	01/05/2022	\$500	2
Social Media	Facebook & Instagram Advertising - Slideshow: March 2022		Provides partners with the ability to showcase their business, on Facebook and Instagram, with images in a video format, to generate website referral leads.  This placement will run on the <a href="#">partner's pages</a> .  This is a conversion tactic.	Facebook and Instagram slideshow ads are video-like ads that use motion via multiple images 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.	3-4 High-Quality Images, Ad Headline, Ad Post Copy and Link to Website	Strive to showcase high-quality, organic imagery	100,000	03/01/2022	03/31/2022	02/01/2022	02/01/2022	\$500	2
Social Media	Facebook & Instagram Advertising - Slideshow: April 2022		Provides partners with the ability to showcase their business, on Facebook and Instagram, with images in a video format, to generate website referral leads.  This placement will run on the <a href="#">partner's pages</a> .  This is a conversion tactic.	Facebook and Instagram slideshow ads are video-like ads that use motion via multiple images 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.	3-4 High-Quality Images, Ad Headline, Ad Post Copy and Link to Website	Strive to showcase high-quality, organic imagery	100,000	04/01/2022	04/30/2022	03/01/2022	03/01/2022	\$500	2
Social Media	Facebook & Instagram Advertising - Slideshow: May 2022		Provides partners with the ability to showcase their business, on Facebook and Instagram, with images in a video format, to generate website referral leads.  This placement will run on the <a href="#">partner's pages</a> .  This is a conversion tactic.	Facebook and Instagram slideshow ads are video-like ads that use motion via multiple images 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.	3-4 High-Quality Images, Ad Headline, Ad Post Copy and Link to Website	Strive to showcase high-quality, organic imagery	100,000	05/01/2022	05/31/2022	04/01/2022	04/01/2022	\$500	2

Program Group	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	Facebook & Instagram Advertising - Slideshow: June 2022		Provides partners with the ability to showcase their business, on Facebook and Instagram, with images in a video format, to generate website referral leads.  This placement will run on the <a href="#">partner's pages</a> .  This is a conversion tactic.	Facebook and Instagram slideshow ads are video-like ads that use motion via multiple images 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.	3-4 High-Quality Images, Ad Headline, Ad Post Copy and Link to Website	Strive to showcase high-quality, organic imagery	100,000	06/01/2022	06/30/2022	04/28/2022	04/28/2022	\$500	2
Social Media	Facebook & Instagram Advertising - Slideshow: July 2022		Provides partners with the ability to showcase their business, on Facebook and Instagram, with images in a video format, to generate website referral leads.  This placement will run on the <a href="#">partner's pages</a> .  This is a conversion tactic.	Facebook and Instagram slideshow ads are video-like ads that use motion via multiple images 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.	3-4 High-Quality Images, Ad Headline, Ad Post Copy and Link to Website	Strive to showcase high-quality, organic imagery	100,000	07/01/2022	07/31/2022	06/01/2022	06/01/2022	\$500	2
Social Media	Facebook & Instagram Advertising - Slideshow: August 2022		Provides partners with the ability to showcase their business, on Facebook and Instagram, with images in a video format, to generate website referral leads.  This placement will run on the <a href="#">partner's pages</a> .  This is a conversion tactic.	Facebook and Instagram slideshow ads are video-like ads that use motion via multiple images 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.	3-4 High-Quality Images, Ad Headline, Ad Post Copy and Link to Website	Strive to showcase high-quality, organic imagery	100,000	08/01/2022	08/31/2022	06/30/2022	06/30/2022	\$500	2
Social Media	Facebook & Instagram Advertising - Slideshow: September 2022		Provides partners with the ability to showcase their business, on Facebook and Instagram, with images in a video format, to generate website referral leads.  This placement will run on the <a href="#">partner's pages</a> .  This is a conversion tactic.	Facebook and Instagram slideshow ads are video-like ads that use motion via multiple images 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.	3-4 High-Quality Images, Ad Headline, Ad Post Copy and Link to Website	Strive to showcase high-quality, organic imagery	100,000	09/01/2022	09/30/2022	07/28/2022	07/28/2022	\$500	2
Travel Trade Third-Party Email	Convention South Email (Meetings): April 2022	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 Convention South's audience of association, corporate and incentive planners.  This is an intent tactic.	Convention South reaches over 24,000 planners located throughout the United States – all organize meetings and events in the South.	Photo, Headline/Offer, Description and Direct Website Link		24,000	04/01/2022	04/30/2022	02/01/2022	02/01/2022	\$300	6
Travel Trade Third-Party Email	Corporate & Incentive Travel Email (Meetings): June 2022	Meetings	Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. This is targeting meeting planners and decision-makers across Corporate & Incentive Travel's audience of corporate and incentive planners.  This is an intent tactic.	Corporate & Incentive Travel reaches over 19,000 corporate and incentive travel planners who participate in MPI, SITE, GBTA and PCMA	Photo, Headline/Offer, Description and Direct Website Link		19,000	07/01/2022	07/31/2022	05/02/2022	05/02/2022	\$300	6
Travel Trade Third-Party Email	EproDirect Email (Meetings): November 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		22,500	11/01/2021	11/30/2021	09/15/2021	09/15/2021	\$300	6
Travel Trade Third-Party Email	EproDirect Email (Meetings): February 2022	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		22,500	02/01/2022	02/28/2022	12/01/2021	12/01/2021	\$300	6
Travel Trade Third-Party Email	EproDirect Email (Meetings): May 2022	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		22,500	05/01/2022	05/31/2022	03/01/2022	03/01/2022	\$300	6
Travel Trade Third-Party Email	EproDirect Email (Meetings): August 2022	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		22,500	08/01/2022	08/31/2022	06/01/2022	06/01/2022	\$300	6

Program Group	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	FSAE Dedicated Email (Meetings): November 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		750	11/01/2021	11/30/2021	09/15/2021	09/15/2021	\$275	6
Travel Trade Third-Party Email	FSAE Dedicated Email (Meetings): March 2022	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		750	03/01/2022	03/31/2022	01/05/2022	01/05/2022	\$275	6
Travel Trade Third-Party Email	FSAE Dedicated Email (Meetings): May 2022	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		750	05/01/2022	05/31/2022	03/01/2022	03/01/2022	\$275	6
Travel Trade Third-Party Email	FSAE Dedicated Email (Meetings): June 2022	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		750	06/01/2022	06/30/2022	04/01/2022	04/01/2022	\$275	6
Travel Trade Third-Party Email	Insider Travel Report Email (Travel Agents): November 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 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		48,000	11/01/2021	11/30/2021	09/15/2021	09/15/2021	\$275	6
Travel Trade Third-Party Email	Insider Travel Report Email (Travel Agents): February 2022	Travel Agents	Partners have the opportunity to be included as a featured property in an email dedicated to Lee County.  This is an intent tactic.	Insider Travel Report delivers daily curated content to advisors based on 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		48,000	02/01/2022	02/28/2022	12/01/2021	12/01/2021	\$275	6
Travel Trade Third-Party Email	Northstar Travel Group Email (Meetings): November 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		25,000	11/01/2021	11/30/2021	09/15/2021	09/15/2021	\$300	6
Travel Trade Third-Party Email	Northstar Travel Group Email (Meetings): January 2022	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		25,000	01/01/2022	01/31/2022	11/01/2021	11/01/2021	\$300	6
Travel Trade Third-Party Email	Northstar Travel Group Email (Meetings): March 2022	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		25,000	03/01/2022	03/31/2022	01/05/2022	01/05/2022	\$300	6
Travel Trade Third-Party Email	Northstar Travel Group Email (Meetings): May 2022	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		25,000	05/01/2022	05/31/2022	03/01/2022	03/01/2022	\$300	6

Program Group	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	Recommend Email (Travel Agents): February 2022	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		30,000	02/01/2022	02/28/2022	12/01/2021	12/01/2021	\$200	6
Travel Trade Third-Party Email	Recommend Email (Travel Agents): April 2022	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		30,000	04/01/2022	04/30/2022	02/01/2022	02/01/2022	\$200	6
Travel Trade Third-Party Email	Travel Agent Central Email (Travel Agents): February 2022	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	02/01/2022	02/18/2022	12/01/2021	12/01/2021	\$300	6
Travel Trade Third-Party Email	Travel Agent Central Email (Travel Agents): July 2022	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	07/01/2022	07/31/2022	05/02/2022	05/02/2022	\$300	6
Travel Trade Third-Party Email	Travel Market Report Email (Travel Agents): April 2022	Travel Agents	Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. This is targeting travel agents across Travel Market Report's audience.  This is an intent tactic.	Travel Market Report is an online business publication that serves as an independent forum and voice for retail travel sellers in North America. Travel Market Report provides in-depth coverage and analysis of news and trends affecting leisure and corporate travel agents, along with practical business advice and insights into key growth markets. Partners have the opportunity to have a listing in the dedicated email reaching this audience.	Photo, Headline/Offer, Description and Direct Website Link		116,000	04/01/2022	04/30/2022	02/01/2022	02/01/2022	\$350	6
Travel Trade Third-Party Email	Travel Market Report Email (Travel Agents): September 2022	Travel Agents	Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. This is targeting travel agents across Travel Market Report's audience.  This is an intent tactic.	Travel Market Report is an online business publication that serves as an independent forum and voice for retail travel sellers in North America. Travel Market Report provides in-depth coverage and analysis of news and trends affecting leisure and corporate travel agents, along with practical business advice and insights into key growth markets. Partners have the opportunity to have a listing in the dedicated email reaching this audience.	Photo, Headline/Offer, Description and Direct Website Link		116,000	09/01/2022	09/30/2022	07/01/2022	07/01/2022	\$350	6
Travel Trade Third-Party Email	Travel Weekly Email (Travel Agents): November 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	11/01/2021	11/30/2021	09/15/2021	09/15/2021	\$250	6
Travel Trade Third-Party Email	Travel Weekly Email (Travel Agents): January 2022	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	01/01/2022	01/31/2022	11/01/2021	11/01/2021	\$250	6
Travel Trade Third-Party Email	Travel Weekly Email (Travel Agents): March 2022	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	03/01/2022	03/31/2022	01/05/2022	01/05/2022	\$250	6
Travel Trade Third-Party Email	Travel Weekly Email (Travel Agents): May 2022	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	05/01/2022	05/31/2022	03/01/2022	03/01/2022	\$250	6

Program Group	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	Meeting Planner Programmatic Digital: Winter 2021/22	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. 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 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 "meeting 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	Speak to Meeting Planners	100,000	10/25/2021	12/31/2021	09/15/2021	09/15/2021	\$475	5
Travel Trade Digital	Meeting Planner Programmatic Digital: Spring 2022	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. 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 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 "meeting 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	Speak to Meeting Planners	100,000	01/18/2022	03/31/2022	11/24/2021	12/01/2021	\$475	5
Travel Trade Digital	Meeting Planner Programmatic Digital: Summer 2022	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. 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 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 "meeting 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	Speak to Meeting Planners	100,000	04/01/2022	06/30/2022	01/05/2022	01/13/2022	\$475	5
Travel Trade Digital	Meeting Planner Programmatic Digital: Fall 2022	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. 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 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 "meeting 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	Speak to Meeting Planners	100,000	07/05/2022	09/30/2022	04/05/2022	04/14/2022	\$475	5
Travel Trade Digital	Meeting Planner Programmatic Digital with 360 Video: Summer 2022	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 featuring partner-specific 360 video. The 360 video provides an immersive experience for meeting planners to "tour" the property.  Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. 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 in Fort Myers" 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.  Creative will feature 360 video gathered through Lee County's partnership with Threshold 360.	Photo, Headline, Offer/Message and Direct Website Link. EXACT MATERIAL SPECS TBD.	Speak to Meeting Planners; Previous Participation in 360 Video Collection Efforts Required.	250,000	04/01/2022	06/30/2022	01/05/2022	01/13/2022	\$850	2
Travel Trade Digital	Meeting Planner Programmatic Digital with 360 Video: Fall 2022	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 featuring partner-specific 360 video. The 360 video provides an immersive experience for meeting planners to "tour" the property.  Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. 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 in Fort Myers" 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.  Creative will feature 360 video gathered through Lee County's partnership with Threshold 360.	Photo, Headline, Offer/Message and Direct Website Link. EXACT MATERIAL SPECS TBD.	Speak to Meeting Planners; Previous Participation in 360 Video Collection Efforts Required.	250,000	07/05/2022	09/30/2022	04/05/2022	04/14/2022	\$850	2

Program Group	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	Meetings Today Retargeting Digital: Winter 2021/22	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 covers 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	11/01/2021	11/30/2021	09/15/2021	09/15/2021	\$250	2
Travel Trade Digital	Meetings Today Retargeting Digital: Spring 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 covers 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	02/01/2022	02/28/2022	09/30/2021	10/14/2021	\$250	2
Travel Trade Digital	Meetings Today Retargeting Digital: Summer 2022	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 covers 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	06/01/2022	06/30/2022	03/01/2022	03/15/2022	\$250	2
Travel Trade Digital	Meetings Today Retargeting Digital: Fall 2022	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 covers 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	07/01/2022	07/31/2022	04/05/2022	04/14/2022	\$250	2
Travel Trade Digital	Travel Agent Programmatic Digital: Winter 2021/22	Travel Agents	Partners have the opportunity to increase overall reach and target travel agents 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. 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 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 "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 consumer a co-op partner's message at the most relevant time.	Photo, Headline, Offer/Message and Direct Website Link	Speak to Travel Agents	100,000	10/25/2021	12/31/2021	09/15/2021	09/15/2021	\$475	5
Travel Trade Digital	Travel Agent Programmatic Digital: Spring 2022	Travel Agents	Partners have the opportunity to increase overall reach and target travel agents 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. 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	01/18/2022	03/31/2022	11/24/2021	12/01/2021	\$475	5
Travel Trade Digital	Travel Agent Programmatic Digital: Summer 2022	Travel Agents	Partners have the opportunity to increase overall reach and target travel agents 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. 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	04/01/2022	06/30/2022	01/05/2022	01/13/2022	\$475	5

Program Group	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	Travel Agent Programmatic Digital: Fall 2022	Travel Agents	Partners have the opportunity to increase overall reach and target travel agents 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. 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	07/05/2022	09/30/2022	04/05/2022	04/14/2022	\$475	5
Travel Trade Print	Agent@Home (Travel Agents): June 2022	Travel Agents (Groups and Family Travel)	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	06/01/2022	06/30/2022	03/01/2022	03/15/2022	\$230	3
Travel Trade Print	Association Conventions & Facilities (Meetings): July 2022	Meetings	Partners may participate in full-page display ad to reach decision makers and meetings planners.  This is a prospecting tactic.	Association Conventions & Facilities targets association and conventions planners through national, state, professional and SMERF associations. Subscribers are members of ASAE, PCMA and MPI. 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.	20,500	07/01/2022	07/30/2022	03/01/2022	03/15/2022	\$230	3
Travel Trade Print	Conference Direct/ Meeting Mentor (Meetings): March 2022	Meetings	Partners may participate in full-page display ad to reach decision makers and meetings planners.  This is a prospecting tactic.	Conference Direct's Meeting Mentor offers reach to corporate, association and sports planners handling event site selection and negotiations. 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.	18,000	03/01/2022	03/31/2022	11/24/2021	12/01/2021	\$230	3
Travel Trade Print	Convention South (Meetings): April 2022	Meetings	Partners may participate in full-page display ad to reach decision makers and meetings planners.  This is a prospecting tactic.	Convention South reaches over 18,000 planners located throughout the United States – all organize meetings and events in the South. 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.	64,757	04/01/2022	04/30/2022	11/24/2021	12/01/2021	\$270	3
Travel Trade Print	Corporate & Incentive Travel (Meetings): June 2022	Meetings	Partners may participate in full-page display ad to reach decision makers and meetings planners.  This is a prospecting tactic.	Corporate & Incentive Travel reaches over 40,000 corporate and incentive travel planners who participate in MPI, SITE, GBTA and PCMA. Partners 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.	40,000	06/01/2022	06/30/2022	03/01/2022	03/15/2022	\$230	3
Travel Trade Print	Florida Trend (Meetings): December 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.	55,754	12/01/2021	12/31/2021	09/15/2021	09/21/2021	\$270	3
Travel Trade Print	Florida Trend (Meetings): May 2022	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.	55,754	05/01/2022	05/31/2022	12/01/2021	01/14/2022	\$270	3
Travel Trade Print	FSAE Source (Meetings): November/December 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	11/01/2021	12/31/2021	09/15/2021	09/21/2021	\$215	3

Program Group	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	FSAE Source (Meetings): January/February 2022	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	01/01/2022	02/28/2022	09/15/2021	09/21/2021	\$215	3
Travel Trade Print	FSAE Source (Meetings): May/June 2022	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	05/01/2022	06/30/2022	03/01/2022	03/15/2022	\$215	3
Travel Trade Print	FSAE Source (Meetings): July/August 2022	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	07/01/2022	08/31/2022	04/05/2022	04/12/2022	\$215	3
Travel Trade Print	Meetings Today (Meetings): April 2022	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.	76,000	04/01/2022	04/30/2022	12/01/2021	12/14/2021	\$415	3
Travel Trade Print	Recommend (Travel Agents): March 2022	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	03/01/2022	03/31/2022	09/15/2021	09/21/2021	\$230	3
Travel Trade Print	Meetings & Conventions (Meetings): March/April 2022	Meetings - FL Supplement	Partners may participate in full-page display ad to reach decision makers and meetings planners. This is a prospecting tactic.	Meetings & Conventions is a leading national trade magazines edited for C-Level execs to presidents to VPs to 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	03/01/2022	04/30/2022	11/24/2021	12/01/2021	\$430	3
Travel Trade Print	Travel Agent Magazine /Luxury Travel Advisor (Travel Agents): April/May 2022	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 bi-monthly 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	04/01/2022	05/31/2022	12/01/2021	12/14/2021	\$430	3
Travel Trade Print	Travel Weekly (Travel Agents): March 2022	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.	37,000	03/01/2022	03/31/2022	11/24/2021	12/01/2021	\$330	3
Travel Trade Third-Party Email	Association Conventions & Facilities Email (Meetings): July 2022	Meetings	Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. This is targeting meeting planners and decision-makers across Association Conventions & Facilities' audience of association planners. This is an intent tactic.	Association Conventions & Facilities targets association and conventions planners through national, state, professional and SMERF associations. Subscribers are members of ASAE, PCMA and MPI.	Photo, Headline/Offer, Description and Direct Website Link		16,000	07/01/2022	07/31/2022	05/02/2022	05/02/2022	\$300	6
Travel Trade Third-Party Email	Travel Weekly Email (Travel Agents): July 2022	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	07/01/2022	07/31/2022	05/02/2022	05/02/2022	\$250	6

Program Group	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
Vacation Rentals Digital Display (Domestic and International)	Domestic Vacation Rental OTA Digital: Spring 2022		Partners have the opportunity to target specific Lee County destinations within our Vacation Rental OTA vendor 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	10/25/2021	12/31/2021	09/15/2021	09/15/2021	\$500	4
Vacation Rentals Digital Display (Domestic and International)	Domestic Vacation Rental OTA Digital: Summer 2022		Partners have the opportunity to target specific Lee County destinations within our Vacation Rental OTA vendor 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	02/01/2022	04/30/2022	11/24/2021	12/01/2021	\$500	4
Vacation Rentals Digital Display (Domestic and International)	Domestic Vacation Rental OTA Digital: Fall 2022		Partners have the opportunity to target specific Lee County destinations within our Vacation Rental OTA vendor 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	03/15/2022	05/14/2022	01/05/2022	01/13/2022	\$500	4
Vacation Rentals Digital Display (Domestic and International)	Domestic Vacation Rental OTA Digital: Winter 2022/23		Partners have the opportunity to target specific Lee County destinations within our Vacation Rental OTA vendor 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	05/15/2022	09/30/2022	03/01/2022	03/08/2022	\$500	4
Vacation Rentals Digital Display (Domestic and International)	Domestic Vacation Rental Travel Intenders Digital: Spring 2022		Partners have the opportunity to increase overall reach and target consumers who have exhibited online behaviors indicating they are planning a beach/Florida vacation and want to stay in a vacation rental property. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting.  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 and want to stay in a vacation rental property. Programmatic utilizes RTB (real-time bidding) across exchanges to reach our audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic vendor will be able to reach our target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "vacation rentals on Captiva Island" in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time. Will click through to partner's website.	Photo, Headline, Offer/Message and Direct Website Link	Offer Strongly Recommended (offer must be valid through end date)	150,000	10/25/2021	12/31/2021	09/15/2021	09/15/2021	\$500	6
Vacation Rentals Digital Display (Domestic and International)	Domestic Vacation Rental Travel Intenders Digital: Summer 2022		Partners have the opportunity to increase overall reach and target consumers who have exhibited online behaviors indicating they are planning a beach/Florida vacation and want to stay in a vacation rental property. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting.  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 and want to stay in a vacation rental property. Programmatic utilizes RTB (real-time bidding) across exchanges to reach our audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic vendor will be able to reach our target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "vacation rentals on Captiva Island" in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time. Will click through to partner's website.	Photo, Headline, Offer/Message and Direct Website Link	Offer Strongly Recommended (offer must be valid through end date)	150,000	02/01/2022	04/30/2022	12/01/2021	12/01/2021	\$500	6
Vacation Rentals Digital Display (Domestic and International)	Domestic Vacation Rental Travel Intenders Digital: Fall 2022		Partners have the opportunity to increase overall reach and target consumers who have exhibited online behaviors indicating they are planning a beach/Florida vacation and want to stay in a vacation rental property. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting.  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 and want to stay in a vacation rental property. Programmatic utilizes RTB (real-time bidding) across exchanges to reach our audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic vendor will be able to reach our target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "vacation rentals on Captiva Island" in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time. Will click through to partner's website.	Photo, Headline, Offer/Message and Direct Website Link	Offer Strongly Recommended (offer must be valid through end date)	150,000	03/15/2022	05/14/2022	01/05/2022	01/13/2022	\$500	6

Program Group	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
Vacation Rentals Digital Display (Domestic and International)	Domestic Vacation Rental Travel Intenders Digital: Winter 2022/23		Partners have the opportunity to increase overall reach and target consumers who have exhibited online behaviors indicating they are planning a beach/Florida vacation and want to stay in a vacation rental property. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting.  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 and want to stay in a vacation rental property. Programmatic utilizes RTB (real-time bidding) across exchanges to reach our audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic vendor will be able to reach our target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "vacation rentals on Captiva Island" in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time. Will click through to partner's website.	Photo, Headline, Offer/Message and Direct Website Link	Offer Strongly Recommended (offer must be valid through end date)	150,000	05/15/2022	09/30/2022	03/01/2022	03/08/2022	\$500	6
Vacation Rentals Digital Display (Domestic and International)	CANADA Vacation Rental OTA Digital: Winter 2021/22		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)	35,000	10/25/2021	01/31/2022	09/15/2021	09/15/2021	\$450	4
Vacation Rentals Digital Display (Domestic and International)	UK Vacation Rental OTA Digital: UK Spring/Summer 2022		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)	35,000	01/18/2022	04/30/2022	11/24/2021	12/01/2021	\$450	4
Vacation Rentals Digital Display (Domestic and International)	UK Vacation Rental OTA Digital: Fall 2022		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)	35,000	08/01/2022	09/30/2022	05/03/2022	05/17/2022	\$450	4
VCB Email	Enewsletter: October 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 VCB's monthly eNewsletter. This is sent to a growing database of individuals that have opted-in to receive information about Lee County.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	225,000	10/01/2021	10/31/2021	09/15/2021	09/15/2021	\$750	6
VCB Email	Enewsletter: November 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 VCB's monthly eNewsletter. This is sent to a growing database of individuals that have opted-in to receive information about Lee County.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	225,000	11/01/2021	11/30/2021	09/15/2021	09/15/2021	\$750	6
VCB Email	Enewsletter: December 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 VCB's monthly eNewsletter. This is sent to a growing database of individuals that have opted-in to receive information about Lee County.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	225,000	12/01/2021	12/31/2021	10/01/2021	10/01/2021	\$750	6
VCB Email	Enewsletter: January 2022	Seasonal Content	Provides partners with the ability to showcase their business in the monthly eNewsletter. Ads are displayed within the body of the email.  This is an intent tactic.	Leverage the extensive reach of the VCB's monthly eNewsletter. This is sent to a growing database of individuals that have opted-in to receive information about Lee County.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	225,000	01/01/2022	01/31/2022	11/01/2021	11/01/2021	\$750	6
VCB Email	Enewsletter: February 2022	Seasonal Content	Provides partners with the ability to showcase their business in the monthly eNewsletter. Ads are displayed within the body of the email.  This is an intent tactic.	Leverage the extensive reach of the VCB's monthly eNewsletter. This is sent to a growing database of individuals that have opted-in to receive information about Lee County.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	225,000	02/01/2022	02/28/2022	12/01/2021	12/01/2021	\$750	6
VCB Email	Enewsletter: March 2022	Seasonal Content	Provides partners with the ability to showcase their business in the monthly eNewsletter. Ads are displayed within the body of the email.  This is an intent tactic.	Leverage the extensive reach of the VCB's monthly eNewsletter. This is sent to a growing database of individuals that have opted-in to receive information about Lee County.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	225,000	03/01/2022	03/31/2022	01/05/2022	01/05/2022	\$750	6

Program Group	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	Enewsletter: April 2022	Seasonal Content	Provides partners with the ability to showcase their business in the monthly eNewsletter. Ads are displayed within the body of the email.  This is an intent tactic.	Leverage the extensive reach of the VCB's monthly eNewsletter. This is sent to a growing database of individuals that have opted-in to receive information about Lee County.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	225,000	04/01/2022	04/30/2022	02/01/2022	02/01/2022	\$750	6
VCB Email	Enewsletter: May 2022	Seasonal Content	Provides partners with the ability to showcase their business in the monthly eNewsletter. Ads are displayed within the body of the email.  This is an intent tactic.	Leverage the extensive reach of the VCB's monthly eNewsletter. This is sent to a growing database of individuals that have opted-in to receive information about Lee County.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	225,000	05/01/2022	05/31/2022	03/01/2022	03/01/2022	\$750	6
VCB Email	Enewsletter: June 2022	Seasonal Content	Provides partners with the ability to showcase their business in the monthly eNewsletter. Ads are displayed within the body of the email.  This is an intent tactic.	Leverage the extensive reach of the VCB's monthly eNewsletter. This is sent to a growing database of individuals that have opted-in to receive information about Lee County.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	225,000	06/01/2022	06/30/2022	04/01/2022	04/01/2022	\$750	6
VCB Email	Enewsletter: July 2022	Seasonal Content	Provides partners with the ability to showcase their business in the monthly eNewsletter. Ads are displayed within the body of the email.  This is an intent tactic.	Leverage the extensive reach of the VCB's monthly eNewsletter. This is sent to a growing database of individuals that have opted-in to receive information about Lee County.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	225,000	07/01/2022	07/31/2022	05/02/2022	05/02/2022	\$750	6
VCB Email	Enewsletter: August 2022	Seasonal Content	Provides partners with the ability to showcase their business in the monthly eNewsletter. Ads are displayed within the body of the email.  This is an intent tactic.	Leverage the extensive reach of the VCB's monthly eNewsletter. This is sent to a growing database of individuals that have opted-in to receive information about Lee County.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	225,000	08/01/2022	08/31/2022	06/01/2022	06/01/2022	\$750	6
VCB Email	Enewsletter: September 2022	Seasonal Content	Provides partners with the ability to showcase their business in the monthly eNewsletter. Ads are displayed within the body of the email.  This is an intent tactic.	Leverage the extensive reach of the VCB's monthly eNewsletter. This is sent to a growing database of individuals that have opted-in to receive information about Lee County.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	225,000	09/01/2022	09/30/2022	07/01/2022	07/01/2022	\$750	6
VCB Email	Florida Residents Enewsletter: April 2022	Seasonal Content	Provides partners with the ability to showcase their business in the monthly eNewsletter. Ads are displayed within the body of the email.  This is an intent tactic.	Leverage the extensive reach of the VCB's monthly eNewsletter. This email targets Florida residents that have opted-in to receive information about Lee County.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	20,000	04/01/2022	04/30/2022	02/01/2022	02/01/2022	\$500	6
VCB Email	Florida Residents Enewsletter: May 2022	Seasonal Content	Provides partners with the ability to showcase their business in the monthly eNewsletter. Ads are displayed within the body of the email.  This is an intent tactic.	Leverage the extensive reach of the VCB's monthly eNewsletter. This email targets Florida residents that have opted-in to receive information about Lee County.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	20,000	05/01/2022	05/31/2022	03/01/2022	03/01/2022	\$500	6
VCB Email	Florida Residents Enewsletter: June 2022	Seasonal Content	Provides partners with the ability to showcase their business in the monthly eNewsletter. Ads are displayed within the body of the email.  This is an intent tactic.	Leverage the extensive reach of the VCB's monthly eNewsletter. This email targets Florida residents that have opted-in to receive information about Lee County.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	20,000	06/01/2022	06/30/2022	04/01/2022	04/01/2022	\$500	6
VCB Email	Florida Residents Enewsletter: July 2022	Seasonal Content	Provides partners with the ability to showcase their business in the monthly eNewsletter. Ads are displayed within the body of the email.  This is an intent tactic.	Leverage the extensive reach of the VCB's monthly eNewsletter. This email targets Florida residents that have opted-in to receive information about Lee County.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	20,000	07/01/2022	07/31/2022	05/02/2022	05/02/2022	\$500	6

Program Group	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	Florida Residents Enewsletter: August 2022	Seasonal Content	Provides partners with the ability to showcase their business in the monthly eNewsletter. Ads are displayed within the body of the email.  This is an intent tactic.	Leverage the extensive reach of the VCB's monthly eNewsletter. This email targets Florida residents that have opted-in to receive information about Lee County.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	20,000	08/01/2022	08/31/2022	06/01/2022	06/01/2022	\$500	6
VCB Email	Florida Residents Enewsletter: September 2022	Seasonal Content	Provides partners with the ability to showcase their business in the monthly eNewsletter. Ads are displayed within the body of the email.  This is an intent tactic.	Leverage the extensive reach of the VCB's monthly eNewsletter. This email targets Florida residents that have opted-in to receive information about Lee County.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	20,000	09/01/2022	09/30/2022	07/01/2022	07/01/2022	\$500	6
VCB Email	Partner Dedicated Email: October-December 2021	Partner/VCB	This quarterly email showcases an individual partner and is sent to a portion of the VCB's active database.  This is an intent tactic.	This quarterly email showcases an individual partner. Those who chose to participate must provide a promotional offer or noteworthy content to be featured. All content will be developed on behalf of the featured partner. No other partners or CTAs will be promoted outside of the featured partner and VCB.	VCB Approved Photo, Promotional Offer/Noteworthy Messaging Points, Logo and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	100,000	10/01/2021	12/31/2021	09/15/2021	09/15/2021	\$750	3
VCB Email	Partner Dedicated Email: January-March 2022	Partner/VCB	This quarterly email showcases an individual partner and is sent to a portion of the VCB's active database.  This is an intent tactic.	This quarterly email showcases an individual partner. Those who chose to participate must provide a promotional offer or noteworthy content to be featured. All content will be developed on behalf of the featured partner. No other partners or CTAs will be promoted outside of the featured partner and VCB.	VCB Approved Photo, Promotional Offer/Noteworthy Messaging Points, Logo and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	100,000	01/01/2022	03/31/2022	11/01/2021	11/01/2021	\$750	3
VCB Email	Partner Dedicated Email: April-June 2022	Partner/VCB	This quarterly email showcases an individual partner and is sent to a portion of the VCB's active database.  This is an intent tactic.	This quarterly email showcases an individual partner. Those who chose to participate must provide a promotional offer or noteworthy content to be featured. All content will be developed on behalf of the featured partner. No other partners or CTAs will be promoted outside of the featured partner and VCB.	VCB Approved Photo, Promotional Offer/Noteworthy Messaging Points, Logo and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	100,000	04/01/2022	06/30/2022	02/01/2022	02/01/2022	\$750	3
VCB Email	Partner Dedicated Email: July-September 2022	Partner/VCB	This quarterly email showcases an individual partner and is sent to a portion of the VCB's active database.  This is an intent tactic.	This quarterly email showcases an individual partner. Those who chose to participate must provide a promotional offer or noteworthy content to be featured. All content will be developed on behalf of the featured partner. No other partners or CTAs will be promoted outside of the featured partner and VCB.	VCB Approved Photo, Promotional Offer/Noteworthy Messaging Points, Logo and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	100,000	07/01/2022	09/30/2022	05/02/2022	05/02/2022	\$750	3
VCB Email	Welcome Email - Leisure: October-December 2021	Welcome	The Welcome Email is sent to all new leads that have opted-in to receive information about the destination. Partners will be included in all 3 Welcome emails of the series.  This is an intent tactic.	Welcome new email subscribers to the VCB's eNewsletter list. Provides partners with the ability to showcase their business in the welcome email. Ads are displayed within the body of the email.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	15,000	10/01/2021	12/31/2021	09/15/2021	09/15/2021	\$520	6
VCB Email	Welcome Email - Leisure: January-March 2022	Welcome	The Welcome Email is sent to all new leads that have opted-in to receive information about the destination. Partners will be included in all 3 Welcome emails of the series.  This is an intent tactic.	Welcome new email subscribers to the VCB's eNewsletter list. Provides partners with the ability to showcase their business in the welcome email. Ads are displayed within the body of the email.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	15,000	01/01/2022	03/31/2022	11/01/2021	11/01/2021	\$520	6
VCB Email	Welcome Email - Leisure: April-June 2022	Welcome	The Welcome Email is sent to all new leads that have opted-in to receive information about the destination. Partners will be included in all 3 Welcome emails of the series.  This is an intent tactic.	Welcome new email subscribers to the VCB's eNewsletter list. Provides partners with the ability to showcase their business in the welcome email. Ads are displayed within the body of the email.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	15,000	04/01/2022	06/30/2022	02/01/2022	02/01/2022	\$520	6
VCB Email	Welcome Email - Leisure: July-September 2022	Welcome	The Welcome Email is sent to all new leads that have opted-in to receive information about the destination. Partners will be included in all 3 Welcome emails of the series.  This is an intent tactic.	Welcome new email subscribers to the VCB's eNewsletter list. Provides partners with the ability to showcase their business in the welcome email. Ads are displayed within the body of the email.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	15,000	07/01/2022	09/30/2022	05/02/2022	05/02/2022	\$520	6

Program Group	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	Welcome Email - Partner Focused: October-December 2021	Welcome Partner Deals	The Welcome Email is sent to all new leads that have opted-in to receive information about the destination and engaged with one of the first three emails of the welcome series.  This is an intent tactic.	Welcome new email subscribers to the VCB's eNewsletter list with a dedicated email sent to those who clicked on 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, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	350	10/01/2021	12/31/2021	09/15/2021	09/15/2021	\$125	6
VCB Email	Welcome Email - Partner Focused: January-March 2022	Welcome Partner Deals	The Welcome Email is sent to all new leads that have opted-in to receive information about the destination and engaged with one of the first three emails of the welcome series.  This is an intent tactic.	Welcome new email subscribers to the VCB's eNewsletter list with a dedicated email sent to those who clicked on 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, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	350	01/01/2022	03/31/2022	11/01/2021	11/01/2021	\$125	6
VCB Email	Welcome Email - Partner Focused: April-June 2022	Welcome Partner Deals	The Welcome Email is sent to all new leads that have opted-in to receive information about the destination and engaged with one of the first three emails of the welcome series.  This is an intent tactic.	Welcome new email subscribers to the VCB's eNewsletter list with a dedicated email sent to those who clicked on 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, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	350	04/01/2022	06/30/2022	02/01/2022	02/01/2022	\$125	6
VCB Email	Welcome Email - Partner Focused: July-September 2022	Welcome Partner Deals	The Welcome Email is sent to all new leads that have opted-in to receive information about the destination and engaged with one of the first three emails of the welcome series.  This is an intent tactic.	Welcome new email subscribers to the VCB's eNewsletter list with a dedicated email sent to those who clicked on 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, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	350	07/01/2022	09/30/2022	05/02/2022	05/02/2022	\$125	6
VCB Email	Welcome Email - Weddings: October-December 2021	Welcome Weddings	The Weddings Welcome Email is sent to all leads that have opted-in to receive more information about weddings in destination.  This is an intent tactic.	Contains information about the destination's wedding products and services. Provides partners with the ability to showcase their business in the Weddings Welcome Email. Ads are displayed within the body of the email.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	150	10/01/2021	12/31/2021	09/15/2021	09/15/2021	\$75	6
VCB Email	Welcome Email - Weddings: January-March 2022	Welcome Weddings	The Weddings Welcome Email is sent to all leads that have opted-in to receive more information about weddings in destination.  This is an intent tactic.	Contains information about the destination's wedding products and services. Provides partners with the ability to showcase their business in the Weddings Welcome Email. Ads are displayed within the body of the email.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	150	01/01/2022	03/31/2022	11/01/2021	11/01/2021	\$75	6
VCB Email	Welcome Email - Weddings: April-June 2022	Welcome Weddings	The Weddings Welcome Email is sent to all leads that have opted-in to receive more information about weddings in destination.  This is an intent tactic.	Contains information about the destination's wedding products and services. Provides partners with the ability to showcase their business in the Weddings Welcome Email. Ads are displayed within the body of the email.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	150	04/01/2022	06/30/2022	02/01/2022	02/01/2022	\$75	6
VCB Email	Welcome Email - Weddings: July-September 2022	Welcome Weddings	The Weddings Welcome Email is sent to all leads that have opted-in to receive more information about weddings in destination.  This is an intent tactic.	Contains information about the destination's wedding products and services. Provides partners with the ability to showcase their business in the Weddings Welcome Email. Ads are displayed within the body of the email.	Photo, Headline/Offer, Description and Direct Website Link	Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.	150	07/01/2022	09/30/2022	05/02/2022	05/02/2022	\$75	6
VCB Website	Featured Accommodation: October-November 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	8,000	10/01/2021	11/30/2021	09/15/2021		\$165	25
VCB Website	Featured Accommodation: January-March 2022		Partners have the opportunity to be highlighted as a featured accommodation on the VCB's website	Leverage the extensive reach of the VCB's website 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	15,000	01/04/2022	03/31/2022	12/01/2021		\$265	25

Program Group	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	Featured Accommodation: April-June 2022		Partners have the opportunity to be highlighted as a featured accommodation on the VCB's website	Leverage the extensive reach of the VCB's website 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	15,000	04/01/2022	06/30/2022	03/01/2022		\$265	25
VCB Website	Featured Accommodation: July-September 2022		Partners have the opportunity to be highlighted as a featured accommodation on the VCB's website	Leverage the extensive reach of the VCB's website 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	15,000	07/01/2022	09/30/2022	06/01/2022		\$265	25
VCB Website	Featured Attraction: October-November 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	6,500	10/01/2021	11/30/2021	09/15/2021		\$75	25
VCB Website	Featured Attraction: January-March 2022		Partners have the opportunity to be highlighted as a featured attraction on the VCB's website	Leverage the extensive reach of the VCB's website 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	7,500	01/07/2022	03/31/2022	12/01/2021		\$115	25
VCB Website	Featured Attraction: April-June 2022		Partners have the opportunity to be highlighted as a featured attraction on the VCB's website	Leverage the extensive reach of the VCB's website 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	7,500	04/01/2022	06/30/2022	03/01/2022		\$115	25
VCB Website	Featured Attraction: July-September 2022		Partners have the opportunity to be highlighted as a featured attraction on the VCB's website	Leverage the extensive reach of the VCB's website 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	7,500	07/01/2022	09/30/2022	06/01/2022		\$115	25
VCB Website	Featured Deals: October-November 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	3,300	10/01/2021	11/30/2021	09/15/2021		\$130	15
VCB Website	Featured Deals: January-March 2022		Partners have the opportunity to feature a deal or special offer on the VCB's website	Leverage the extensive reach of the VCB's website 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	3,000	01/03/2022	03/31/2022	12/01/2021		\$195	15
VCB Website	Featured Deals: April-June 2022		Partners have the opportunity to feature a deal or special offer on the VCB's website	Leverage the extensive reach of the VCB's website 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	3,000	04/01/2022	06/30/2022	03/01/2022		\$195	15
VCB Website	Featured Deals: July-September 2022		Partners have the opportunity to feature a deal or special offer on the VCB's website	Leverage the extensive reach of the VCB's website 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	3,000	07/01/2022	09/30/2022	06/01/2022		\$195	15

Program Group	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	Featured Restaurant: October-November 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	1,000	10/01/2021	11/30/2021	09/15/2021		\$70	25
VCB Website	Featured Restaurant: January-March 2022		Partners have the opportunity to be highlighted as a featured restaurant on the VCB's website	Leverage the extensive reach of the VCB's website 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	2,250	01/03/2022	03/31/2022	12/01/2021		\$115	25
VCB Website	Featured Restaurant: April-June 2022		Partners have the opportunity to be highlighted as a featured restaurant on the VCB's website	Leverage the extensive reach of the VCB's website 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	2,250	04/01/2022	06/30/2022	03/01/2022		\$115	25
VCB Website	Featured Restaurant: July-September 2022		Partners have the opportunity to be highlighted as a featured restaurant on the VCB's website	Leverage the extensive reach of the VCB's website 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	2,250	07/01/2022	09/30/2022	06/01/2022		\$115	25
VCB Website	Featured Event: October-November 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	2,000	10/01/2021	11/30/2021	09/15/2021		\$70	2
VCB Website	Featured Event: January-March 2022		Partners have the opportunity to be highlighted as a featured event on the VCB's website	Leverage the extensive reach of the VCB's website 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	01/03/2022	03/31/2022	12/01/2021		\$105	2
VCB Website	Featured Event: April-June 2022		Partners have the opportunity to be highlighted as a featured event on the VCB's website	Leverage the extensive reach of the VCB's website 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	04/01/2022	06/30/2022	03/01/2022		\$105	2
VCB Website	Featured Event: July-September 2022		Partners have the opportunity to be highlighted as a featured event on the VCB's website	Leverage the extensive reach of the VCB's website 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	07/01/2022	09/30/2022	06/01/2022		\$105	2
VCB Website	Premium Featured Accommodation Deals (Desktop Fly-Ins & Mobile Banners): October-November 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 fortmyers-sanibel.com.	Unlike featured accommodations which are embedded into the page, premium featured accommodations receive a desktop fly-in and mobile banner within the accommodations section of the website. This is a dedicated ad unit. Only 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	5,300	10/01/2021	11/30/2021	09/15/2021		\$235	5
VCB Website	Premium Featured Accommodation Deals (Desktop Fly-Ins & Mobile Banners): January-March 2022		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 VCB's 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	01/03/2022	03/31/2022	12/01/2021		\$350	5

Program Group	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	Premium Featured Accommodation Deals (Desktop Fly-Ins & Mobile Banners): April-June 2022		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 VCB's 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	04/01/2022	06/30/2022	03/01/2022		\$350	5
VCB Website	Premium Featured Accommodation Deals (Desktop Fly-Ins & Mobile Banners): July-September 2022		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 VCB's 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	07/01/2022	09/30/2022	06/01/2022		\$350	5