

# VISIT FLORIDA KEYS

2024-2025 MARKETING PLAN

The  
Florida Keys  
& Key West  
... come as you are<sup>®</sup>

[www.Fla-Keys.com](http://www.Fla-Keys.com)

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# TOURIST DEVELOPMENT COUNCIL

## OVERVIEW & PURPOSE

The Monroe County Tourist Development Council (MCTDC, TDC or the Council) is a public body, created by referendum of the electors. Monroe County is one of 42 Florida counties whose people elected to have a Tourist Development Council (TDC); a joining of private and public sector effort to assist in development of a tourism economy.

The MCTDC is an advisory board to the Board of County Commissioners (F.S. 125.0104(4e)), which appoints its nine members. Six of the Council's nine members must represent the five TDC taxing districts and be actively engaged in tourism marketing through ownership or managerial operation of a tourism-dependent business. The Mayor of Monroe County, or his/her designee and two other elected municipal officials fill the remaining three seats to represent the interests of the public sector.

# TOURIST DEVELOPMENT COUNCIL MISSION STATEMENT

The mission of the Monroe County Tourist Development Council is to manage Monroe County's tourism marketing efforts to assure long-term economic stability resulting from visitor-related revenues. The TDC pledges to benefit residents and visitors by utilizing those financial contributions to improve the Florida Keys' environmental and community resources. The tourism council also prioritizes enhancing residents' quality of life and minimizing their property taxes by safeguarding the health of the county's primary industry.



# VISIT FLORIDA KEYS MISSION STATEMENT

The mission of Visit Florida Keys is to provide outstanding service and resources with the highest degree of ethics and integrity to meet the needs of the Monroe County Tourist Development Council, the tourism industry, and to the public they serve.

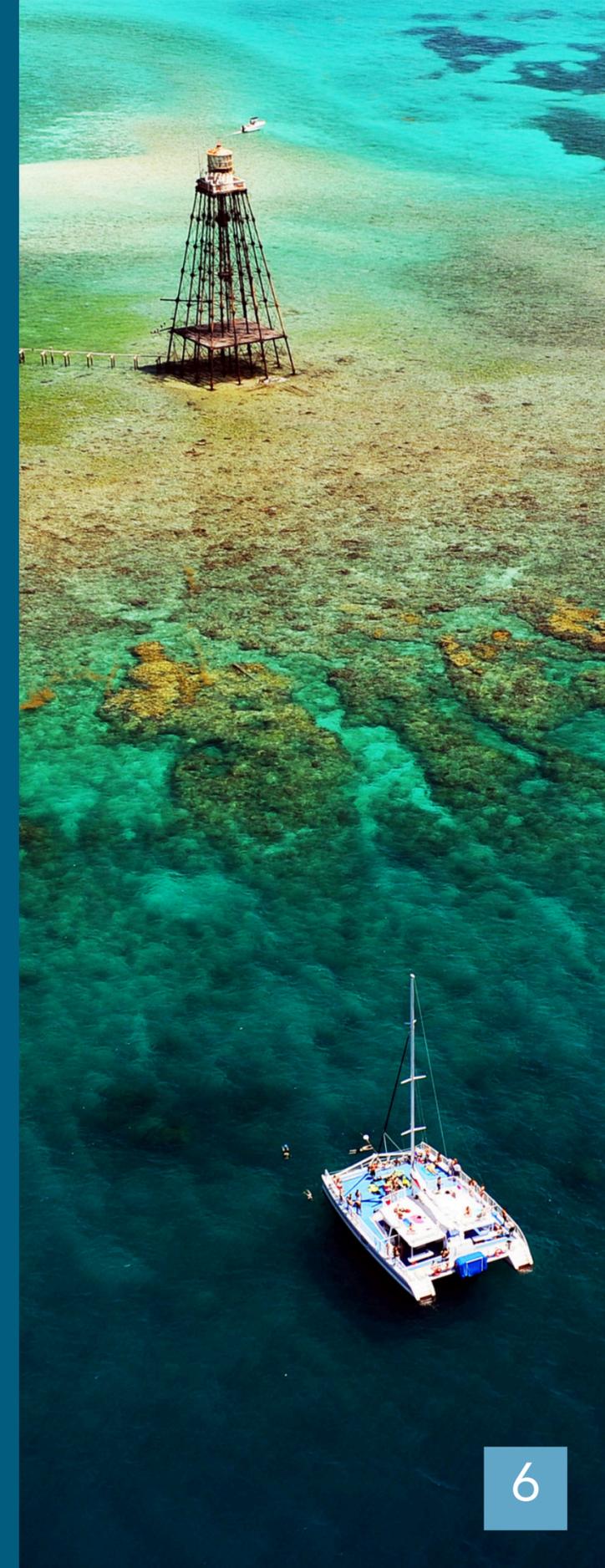


# INTRODUCTION: THE FUTURE OF OUR DESTINATION

Tourism is the lifeblood of the Florida Keys, driving our economy, creating jobs and shaping our vibrant island communities. At Visit Florida Keys, we're committed to fostering growth that benefits visitors, businesses and residents alike. This year, our focus is on rebuilding and strengthening our efforts by embracing a community-first approach rooted in transparency, collaboration and strategic planning to optimize marketing funds.

Our strategy centers on data and proven methodologies. Through responsible, year-round marketing and sales efforts, we aim to support tourism in a way that uplifts everyone who calls the Florida Keys home. By working closely with stakeholders, from business owners and town leaders to every resident who treasures this destination, we're building a shared vision for a sustainable future that protects the unique character of our islands, while at the same time ensuring our local businesses prosper.

In partnership with industry experts, we're using data-driven insights and open communication to guide our work. Our plan serves as a roadmap for a resilient, vibrant future, ensuring that the Florida Keys remain a destination to visit, love and cherish for generations. We invite you to join us on this journey, share your ideas and help us shape a thriving community together.



# DESTINATION ASSESSMENT AND STRATEGIC PLANNING

In FY 2025, Visit Florida Keys (VFK) will develop an operational strategy for the future of the destination. In partnership with MMGY NextFactor, VFK will utilize the DestinationNext diagnostic tool to create a multi-phase strategic and transformational roadmap for future global destination marketing, which looks at practical actions to measure the organization's efforts and outcomes. The goal is to determine any gaps, opportunities, amenities, education, programming and experiences that would benefit the tourism industry. In FY 2025, VFK will focus staff resources to execute on the findings developed within the study.

In tandem with the strategy, Visit Florida Keys will:

- Rejuvenate marketing strategies to get the highest return on investment.
- Reform and strengthen community relationships through increased communication.
- Prepare board members and stakeholders with context and justification for future investments and organization direction.
- Guide placemaking, event sponsorship and product development decisions.
- Provide metrics for understanding progress and measuring accomplishments and impact.

# BUILDING THE STRATEGIC PLAN: DIAGNOSTIC TOOL & STAKEHOLDER SURVEY

The DestinationNEXT Scenario Model and Assessment Tool helps stakeholders strategically evaluate their destinations.

The diagnostic tool is based on a comprehensive stakeholder survey that measures destination strength and community engagement, based on a series of 24 variables.

They then use the survey results to plot any given destination city into a Scenario Model, which shows the specific opportunities for destination leaders and their partners to build upon.



# A STRONG DESTINATION IS THE CORE OF COMMUNITY VITALITY

The work of a destination organization such as Visit Florida Keys is directly connected to community vitality.

Through brand management, destination stewardship and programs for promotion and sales, our own community vitality wheel will continue to evolve and our communities will prosper.

Destination promotion is a catalyst for community vitality. It drives what is needed for a community to become that destination where people want to visit, live, work, invest and play.



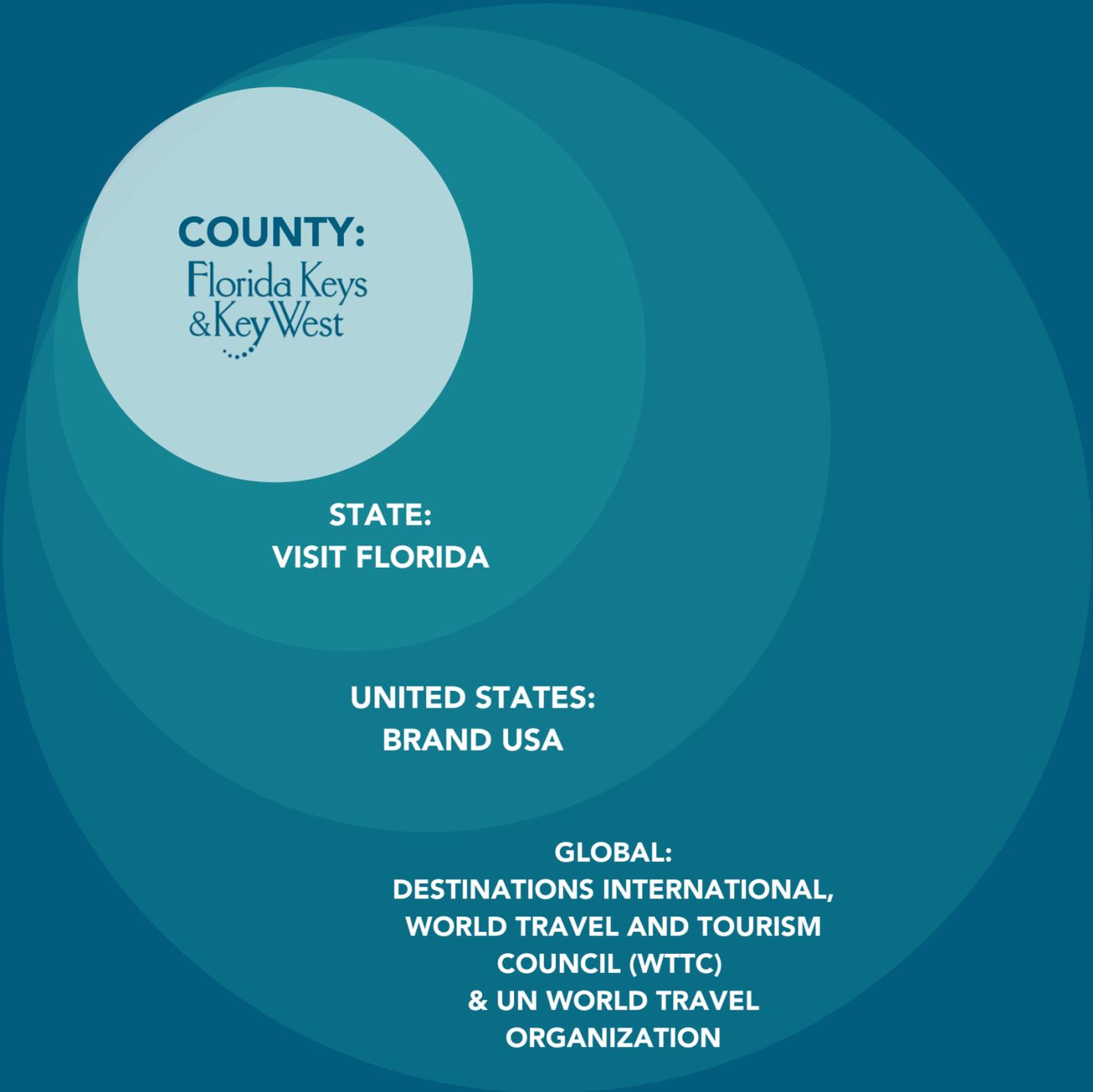
Source: Destinations International

# GLOBAL COLLABORATION SETS THE STAGE AMONG DESTINATION MARKETING ORGANIZATIONS

Visit Florida Keys is the official destination marketing organization (DMO) for the Florida Keys island chain.

In order to share industry best practices and research data, proactively train and educate our growing workforce, cooperatively market travel and tourism, engage in industry planning and product management, and measure our performance through uniform standards and metrics we must partner with other DMOs at state, national and global levels.

Collaborative partnerships are a key way that our DMO can achieve a world-class program of work for the community it serves.



# DESTINATION STEWARDSHIP BALANCES

## PROSPERITY AND COMMUNITY

Destination stewardship is the continuous pursuit of a net positive tourism ecosystem that exists in alignment with shared community values.

Taking a holistic, multi-stakeholder approach to a destination's strategic planning and implementation, destination stewardship is aimed at improving the quality of all life—inclusive of humans and the natural habitats that surround us.

Destination stewardship is supported by four guiding principles that support destination organization decision-making while balancing the needs of residents and visitors alike:

1. Economic Prosperity
2. Environmental Conservation and Ecological Balance
3. Social Well-Being
4. Protection and Respect for Culture and Heritage



# VFK BRAND ATTRIBUTES

## Community Focused

We support and foster relationships with local businesses, leaders and community members while identifying new opportunities for innovation and collaboration, helping businesses prosper through marketing efforts.

## Sustainable

We embody sustainability while educating and empowering our guests to do the same. This is key to preserving the natural beauty that surrounds us.

## Authentic

The Florida Keys offers an authentic offshore island experience within the U.S. The history and culture of our people and the warm, inviting atmosphere shines through in a unique travel experience. This is a place where weird goes pro.

## Inclusive & Accessible

Everyone is welcome in The Florida Keys. We emphasize that everyone can come as you are and be part of one human family.

## Culturally-Rich

The Florida Keys offers rich cultural heritage within distinct communities, ranging from historical adventure and diverse entertainment to extensive water activities and specialty dining.

# MESSAGING FOR AN EVOLVING TRAVEL LANDSCAPE

In The Florida Keys, visitors and residents connect over a shared love for this one-of-a-kind destination. The Keys blend a laid-back, all-welcoming spirit with stunning natural resources, warm year-round climate, and an ideal location. From coral reef diving and sport fishing to world-class fishing resources, visitors find endless ways to explore the area's beauty, while arts and culture lovers discover vibrant galleries, live performances, and historical sites in diverse communities. Here, we join together to protect this extraordinary environment, creating a destination that is welcoming and unforgettable for generations to come.

## DECIDING FACTORS

We position The Florida Keys as a destination where natural island beauty meets cultural richness, offering visitors a relaxed, authentic escape within the confines of the United States.

With its welcoming vibe, diverse experiences, and world-class water adventures, the Keys leave travelers with unforgettable memories and a deeper connection to the destination.



# VISITOR TARGETING

In FY 2025, Visit Florida Keys will build on relationships with companies including Tourism Economics, CoStar, Lighthouse and Amadeus to obtain deep, comprehensive and actionable insights about visitors on a regular basis.

These partners utilize products that track geo-location data and spending, to ensure we are marketing to visitors who will provide the highest return on our investments.



# MESSAGING KEY POINTS

**World-Class  
Fishing and  
Diving**

**Unique Local  
Districts and  
Events**

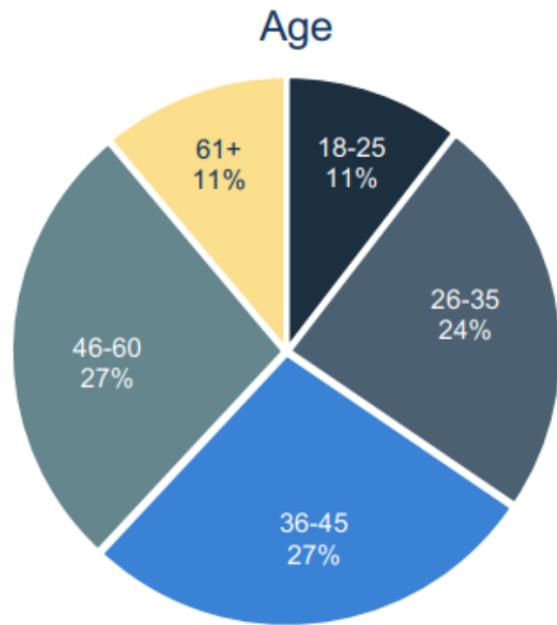
**Authentic  
Keys  
Cuisine**

**Warm  
Weather  
Year Round**

**Sustainability-  
focused Travel**

**Welcoming  
to All**

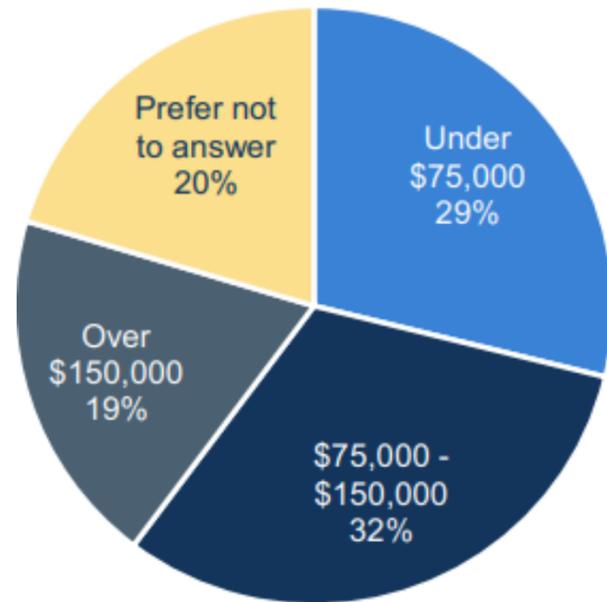
# VISITOR PROFILE STUDY: 2023 ANNUAL RESULTS



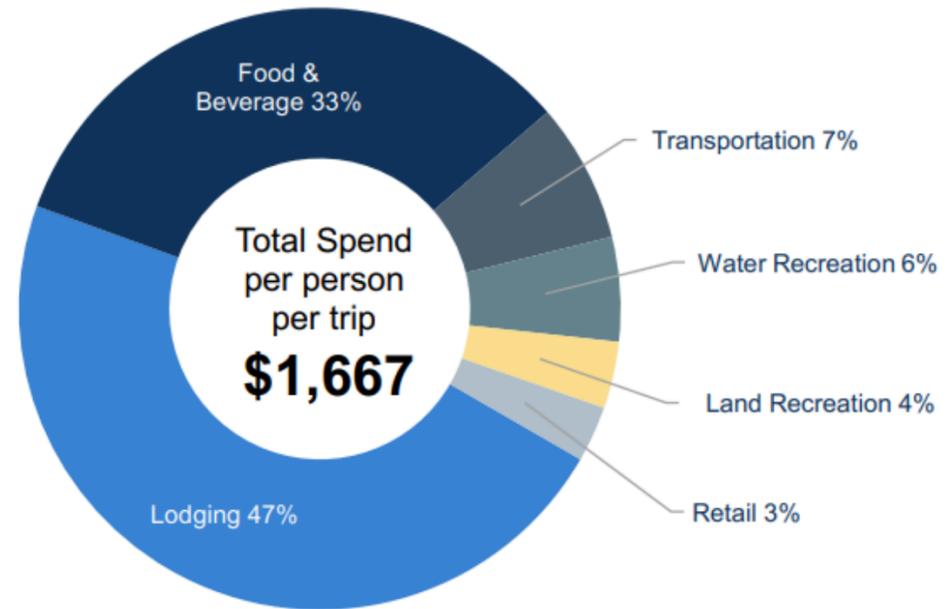
Average = 41 years old

Q: What is your age?

## Household Income



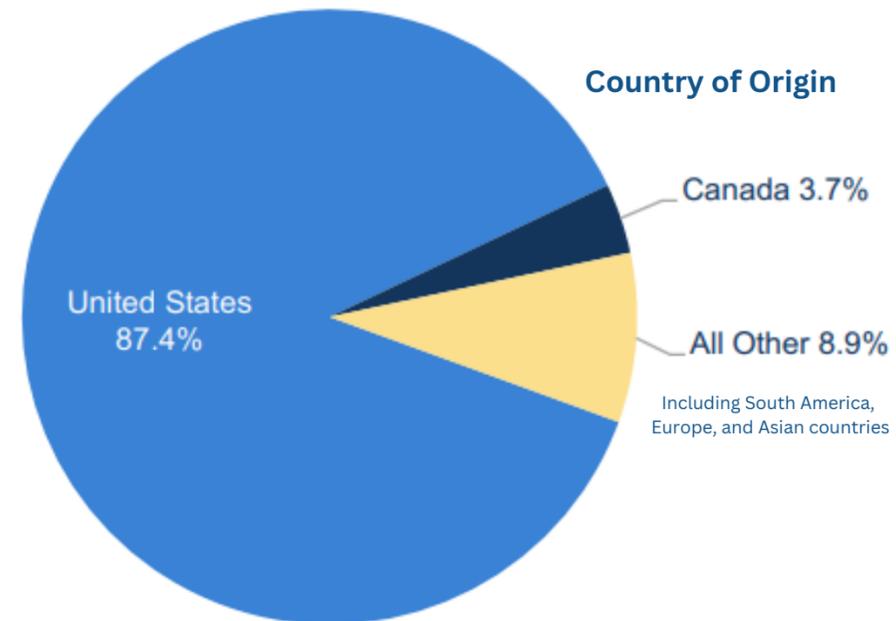
Average = \$111,090



Length of Stay in the Florida Keys	
1-3 nights	32%
4-7 nights	57%
8 or more nights	11%
Average	6.0

State of Origin	% of Visitors
Florida	26%
Georgia	6%
New York	6%
Texas	5%
North Carolina	4%
Pennsylvania	4%
California	4%
Ohio	3%

All other states were <3.0% each  
Q: Where in the U.S. do you live?



The Visitor Profile Study is conducted annually to profile overnight visitors to The Florida Keys by season and district.

The study combines in-person intercept and online surveys, collecting at least 300 responses monthly.

It applies post-stratification weights to ensure the data represents the broader visitor population, excluding cruise ship passengers, day visitors, and business travelers.

# VISITOR PROFILE STUDY: 2023 ANNUAL RESULTS

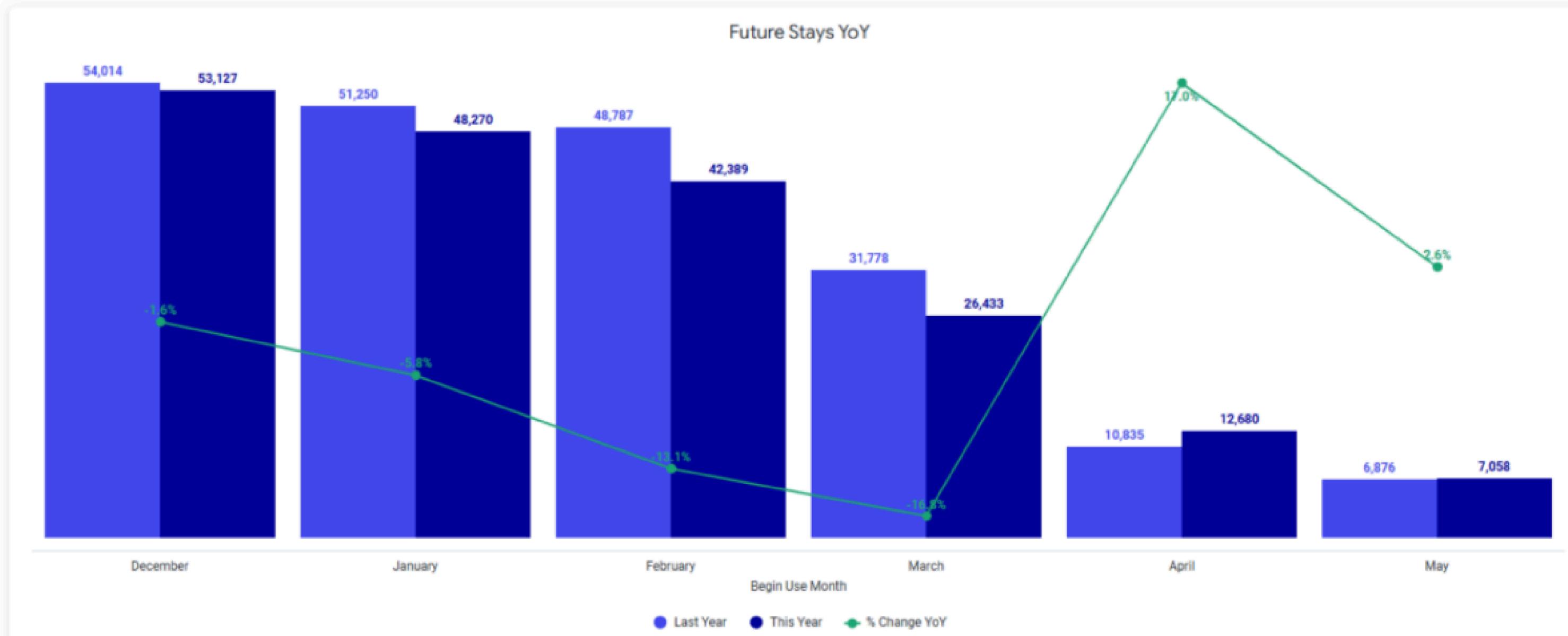
## One Experience Which Best Describes Why Florida Keys



# EXPEDIA INSIGHTS: FUTURE STAYS YEAR OVER YEAR

Insights: December  
YOY down - 1.6%  
while April is up 17%

**Future Stays:** This chart provides a forward-looking view of lodging bookings made for the destination in the past 6 months for stays that occur in the next 6 months, compared to the same period the year prior. This helps to inform whether there is an opportunity to encourage travel dispersal and promote “ need period” travel for the destination.



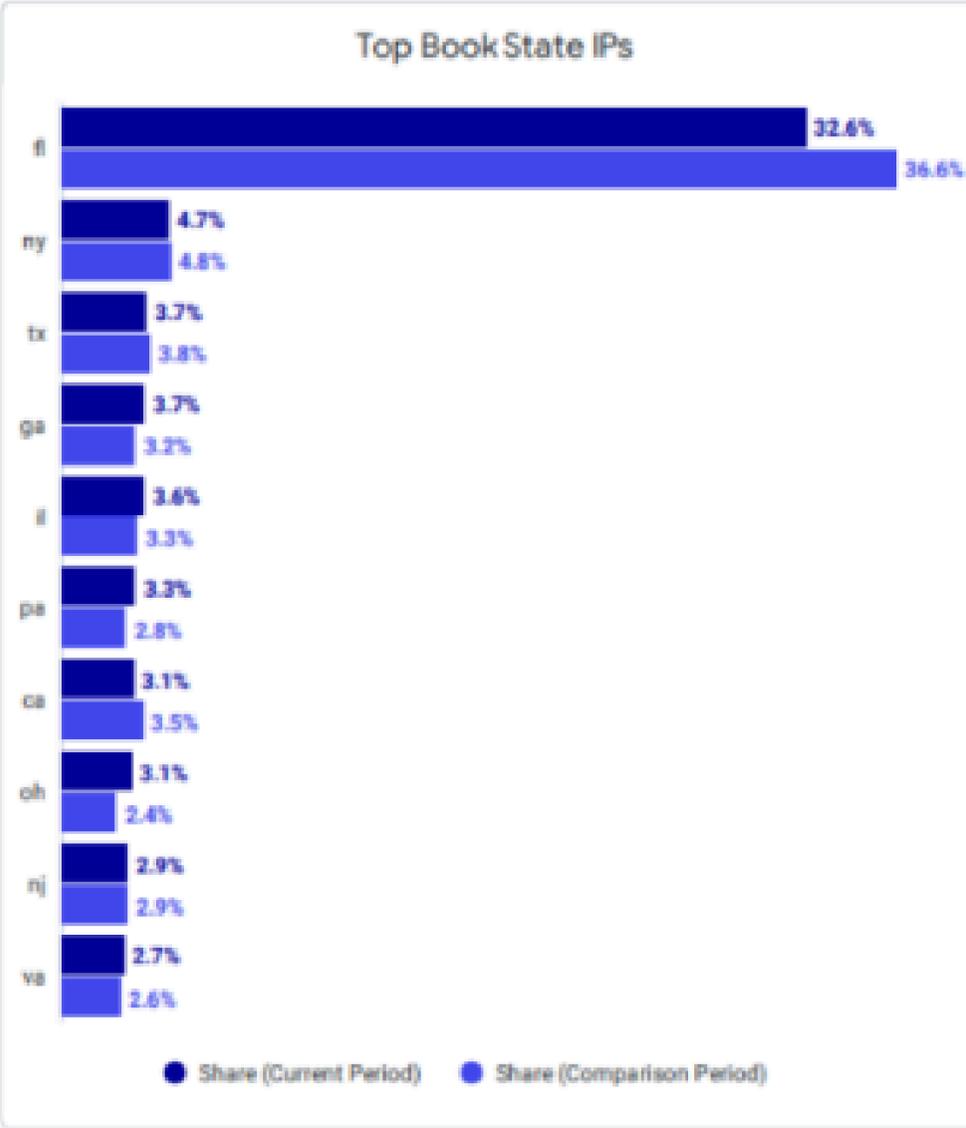
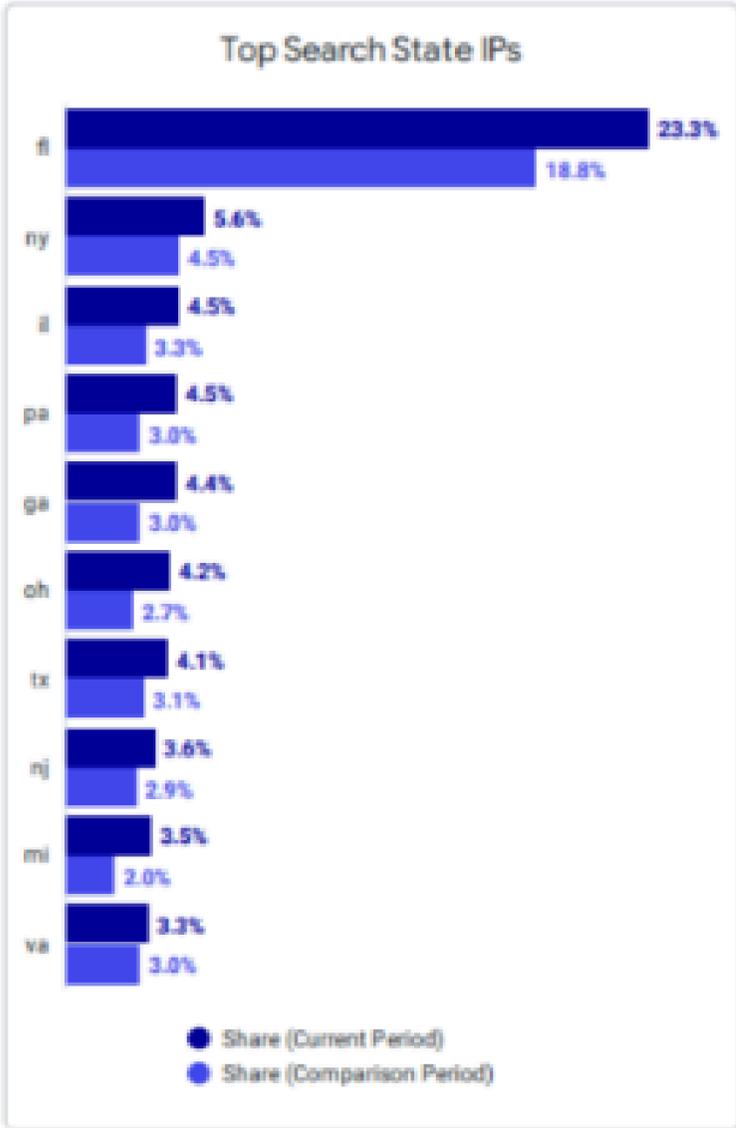
# EXPEDIA INSIGHTS: TOP SEARCHING STATES

INSIGHTS

**FL, NY and IL are the Top Searching States, while FL NY and TX and the Top Booking**

Do you have specific source markets you'd like to reach and see grow in share?

Source: 1st Party Expedia Group Gross Booking Data  
 Date Range(s): Oct 2023 - Sep 2024 (Current Period) vs Oct 2022 - Sep 2023 (Comparison Period)  
 Points of Sale (POS) used: Global  
 Note: This chart indicate where our demand for your destination is coming from. This can help inform your strategy on selecting either the top book/demanded markets or markets which have lost its prominence to target in your campaign.  
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Insights: Florida increased in search but decrease in booking (IP Address indicate these are Floridians) This shows that there is an interest.

- Those living in Florida searched 23.3% but book 32.6%, down from last year.
- PA searched 4.5% and booked 3.3% up slightly from last year.

# EXPEDIA INSIGHTS: TOP SEARCHED & BOOKED ISLANDS

Insights:

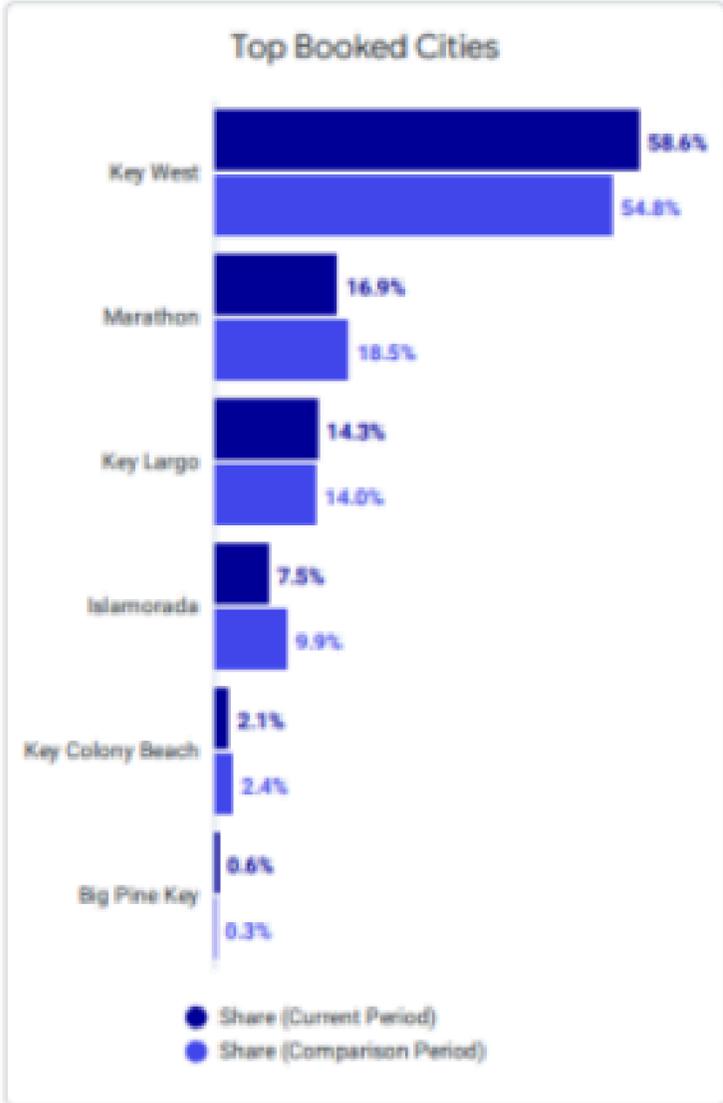
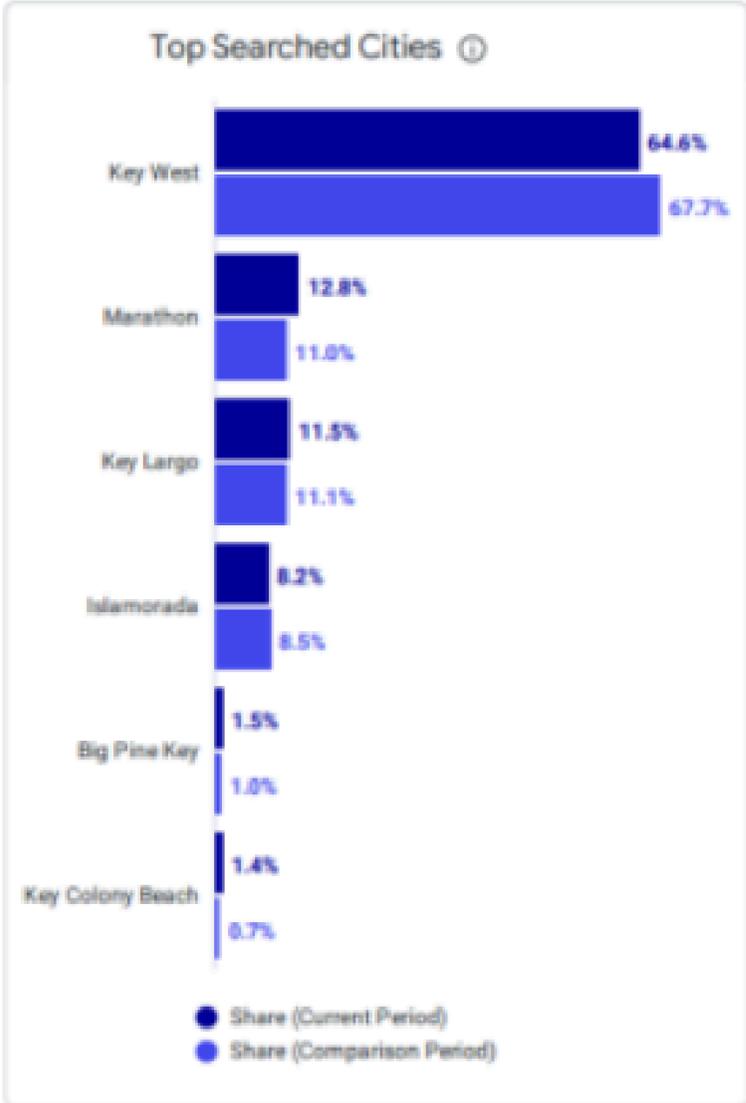
- Key West: Decrease in Search and an increase in booking.
  - YOY: More booking less Search
- Marathon: Increase in search and a decrease in booking
- Key Largo Increased in search 11.5% and an increase in booking 14.3%, slightly higher than last year
- Islamorada: Decrease in search 8.2% and decrease in booking 7.5%.

INSIGHTS

## Key West, Marathon and Key Largo are the top searched and booked cities

*Do you have a strategy to attract travelers to specific cities in your destination?*

Source: 1st Party Expedia Group Gross Booking Data  
Date Range(s): Oct 2023 - Sep 2024 (Current Period) vs Oct 2022 - Sep 2023 (Comparison Period)  
Points of Sale (POS) used: Global  
Note: This chart indicates what cities in your destination have attracted your past travelers. This can help you decide on the cities to promote to boost bookings/increase prominence or the cities to lead your creative strategy and/or feature on your landing pages.  
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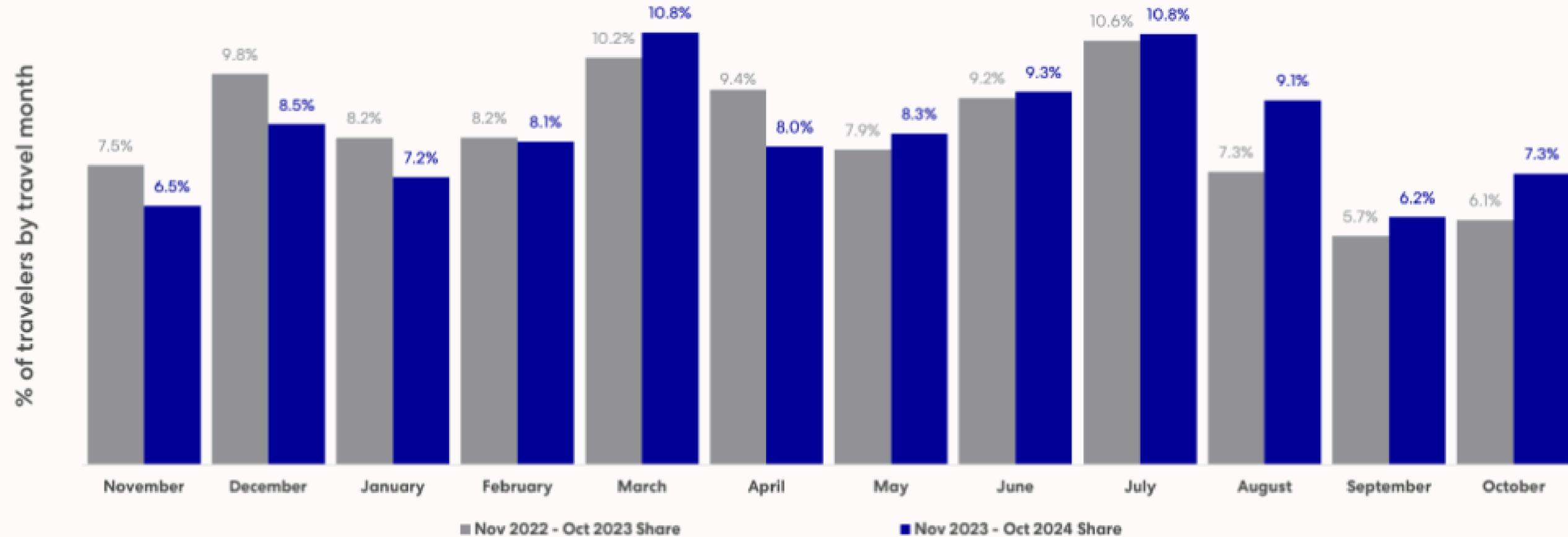
# EXPEDIA INSIGHTS: MONTH OF TRAVEL

Insights:

- March and July: Highest visitation compare to previous year
- June and August are also high travel months

## In the last complete 12 months, travelers were typically traveling to Your Destination in March and July

*What periods or months are you looking to encourage travelers to visit?*



Source: 1st Party Expedia Group Gross Travel Month Data

Travel Date Range(s): Nov 2022 - Oct 2023 vs Nov 2023 - Oct 2024 (With open booking date range)

Points of Sale (POS) used: Global

This chart gives a historical view of traveler patterns to Your Destination in the last complete 12 months, and indicates when your peak, shoulder and low seasons are. This can help inform when the best time to be in-market should be if we want to target your need period.

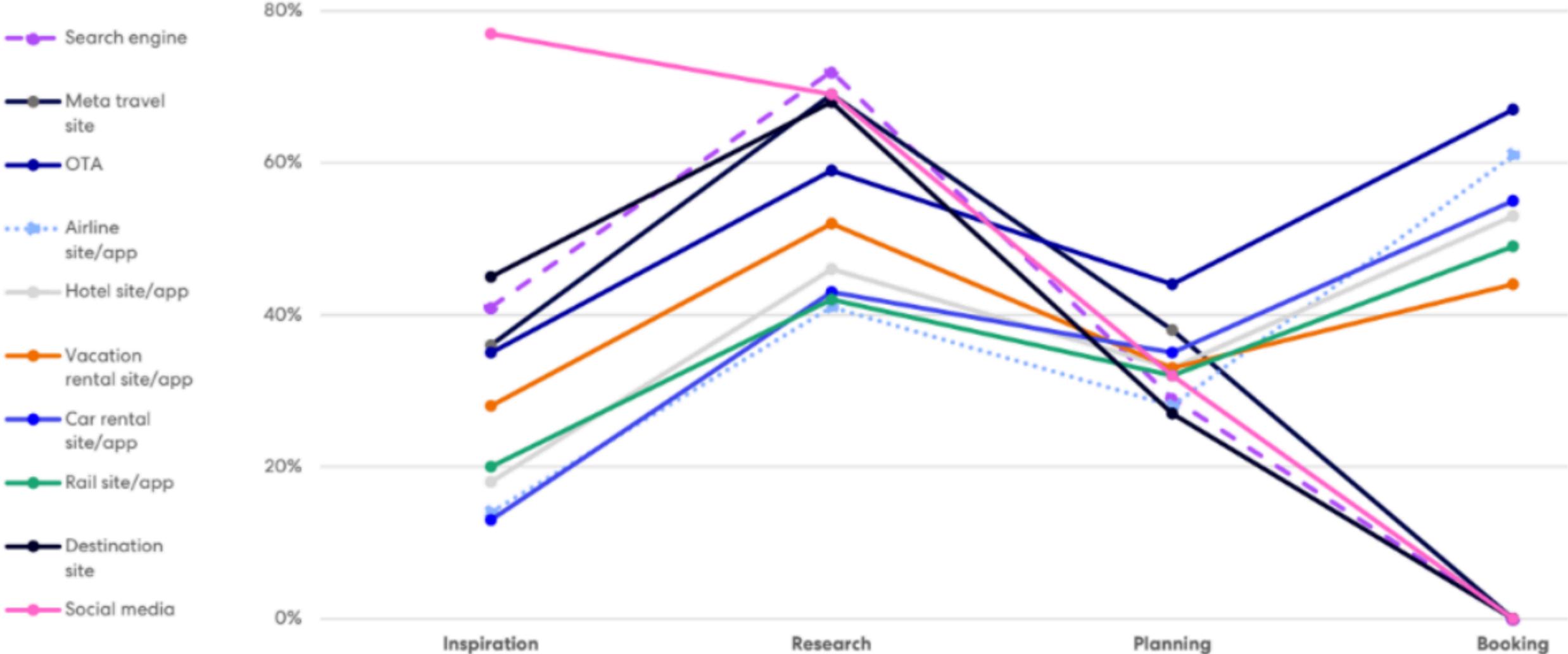
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# EXPEDIA INSIGHTS: PATH TO PURCHASE

INSIGHTS: Travelers rely on different online platforms for various stages of their journey.

- Social is the top resource for inspiration as travelers can image themselves in the destination.
- As travelers are inspired they use platforms such as Google, social, online travel agent agencies (OTAs) to research places to stay and airlines that travel to the destination.
- OTAs are strong contenders during the inspiration phase, grow in relevance during the research phase, and are the leading resource for planning and booking.

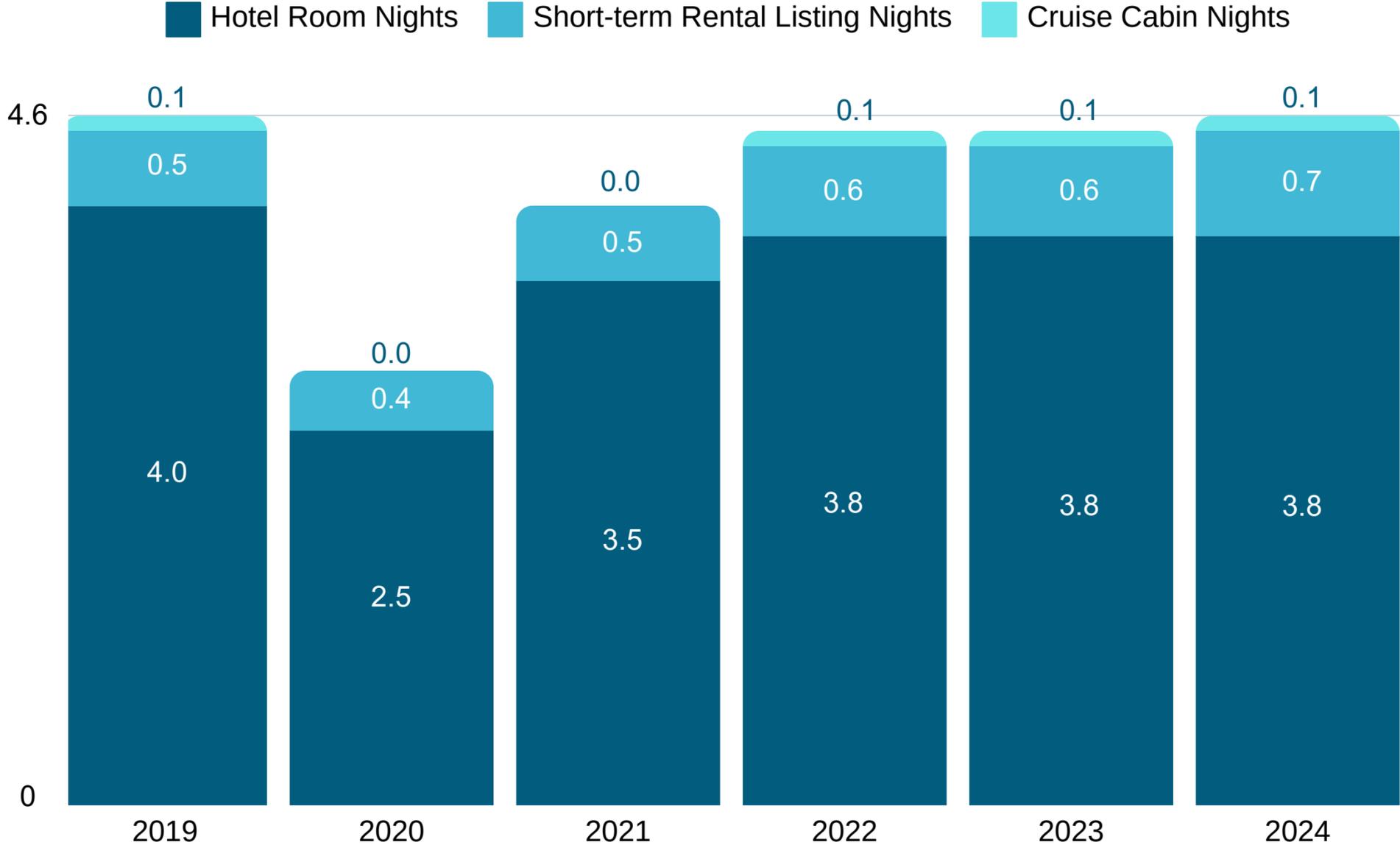
## Travelers use a variety of online resources



# THE SHIFT IN SHARE: VACATION RENTAL AND CRUISING

The total paid lodging market has fully recovered compared to 2019

## US lodging demand nights per capita



Sources: STR, AirDNA, CLIA/Tourism Economics, Census Bureau/Oxford Economics/HaverAnalytics. \* Full-year forecast as of Nov 2024

# KEY WEST INTERNATIONAL AIRPORT

Non-stop direct service to:

Asheville (AVL)  
Atlanta (ATL)  
Boston (BOS)  
Charlotte (CLT)  
Chicago (ORD)  
Cincinnati (CVG)  
Dallas (DFW)  
Houston (IAH)  
Indianapolis (IND)  
Newark (EWR)  
New York (JFK)  
New York (LGA)  
Philadelphia (PHL)  
Pittsburgh (PIT)  
Washington D.C. (DCA)  
Washington-Dulles (IAD)  
Fort Lauderdale (FLL)  
Miami (MIA)  
Orlando (MCO)  
Orlando-Sanford (SFB)  
Fort Myers (RSW)  
Tampa (TPA)



# COMPETITORS

## Florida:

Fort Lauderdale, FL

Miami, FL

Tampa, FL

Palm Beach, FL

Fort Myers, FL

Daytona Beach, FL

Melbourne, FL

Sarasota, FL

## Out of State/Country:

Hawaii

California

The Bahamas

Caribbean Islands

Jamaica

Dominican Republic

Puerto Rico



# Target Audiences

- Florida Keys loyalists who have traveled to the destination in the past
- Prospective travelers who have never visited before
- Active adults, outdoorsy couples and outdoor enthusiasts
- Couples looking for a romantic getaway
- Weddings
- Travelers celebrating a milestone event such as birthdays or anniversaries
- Multigenerational travelers visiting as a family, grandparents
- Meeting planners
- Travel advisors
- Multi-cultural
- International travelers
- LGBTQ+

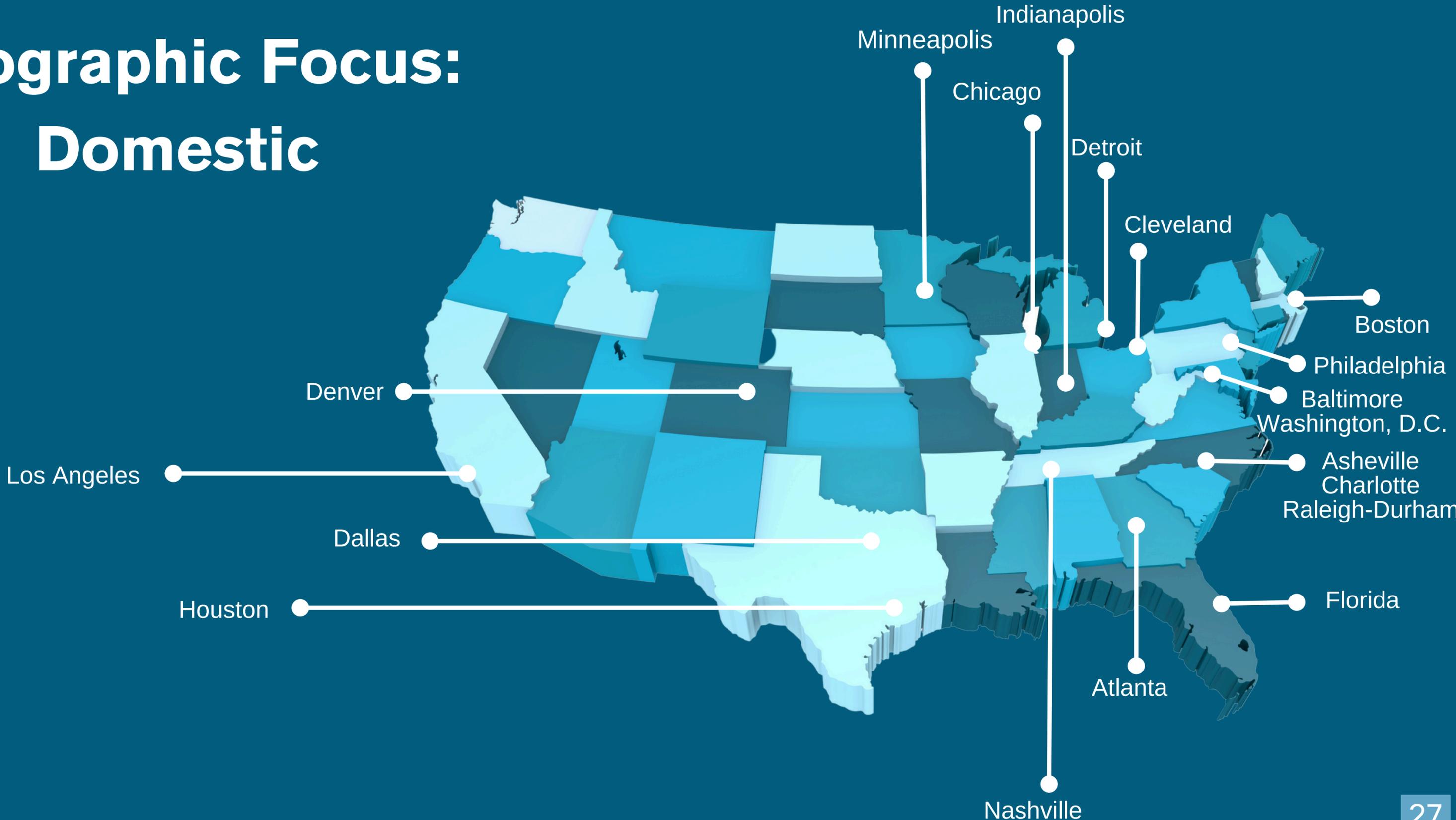
## Demographics

- Demographic: AD35-64+, focus on 45+
  - Secondary Demographic: AD25-44
- Household Income: \$100K+

Interests: Ecotourism/Sustainability, Diving/Snorkeling, Fishing, Boating, Culture/History/Art, LGBTQ+, Epicurean/Foodies, Soft-Adventure, Romance, Weddings/Honeymoons, Family Travel, Luxury Travel, Music



# Geographic Focus: Domestic



# Geographic Focus: International



# FY 2025 ORGANIZATIONAL PRIORITIES

Restore public trust and improve transparency.

Develop the organization foundation in alignment with industry best practices.

Launch effort to become Destination Marketing Accreditation Program certified.





# MARKETING & COMMUNICATIONS

# KEY ORGANIZATIONAL GOALS

## *MARKETING & COMMUNICATIONS*

- Generate 1 billion paid media impressions (new goal, not previously tracked)
- Generate 100 million earned media impressions (new goal, not previously tracked)
- Exceed a reach of 27 million on organic social media (FY 23-24 reported 26 million)
- Drive 7.2 million visits to Fla-Keys.com (FY 23-24 7.5m views, FY 24-25 was adjusted to account for projected decreases due to Google Search Generative Experience.)





# PAID MEDIA

# GOAL

Maintain Strong Advertising Presence in Key Markets

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# STRATEGY

- ① Prioritize media buys in high-performing domestic markets

# TACTICS

- Focus on primary markets: New York, Chicago, Washington, D.C. and Boston.
- Invest in summer campaigns targeting Florida's drive markets: Miami/Fort Lauderdale, Tampa-St. Pete, Orlando and West Palm Beach.
- Allocate budget to secondary and tertiary markets with high visitor retention and higher summer rates, including Dallas/Ft. Worth, Atlanta and Nashville.

# GOAL CON'T

Maintain Strong Advertising Presence in Key Markets

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# STRATEGY

- Utilize and optimize digital media for cost efficiency

# TACTICS

- Leverage robust data for precision targeting of high-value audiences.
- Focus on digital platforms with high engagement, including Programmatic Display, Rich Media, Over-the-top (OTT) and Connected TV (CTV).
- Increase use of contextual advertising targeting users reading about interests specific to The Keys such as fishing, diving, upscale travel and relaxing scenic beauty.
- Leverage paid social media to reach travelers in the inspiration phase of the booking cycle.

# GOAL

Differentiate The Florida Keys from Competing Destinations

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# STRATEGY

- A Develop unique storytelling campaigns

# TACTICS

- Launch "Did You Know" short-form explainer videos focused on sustainability efforts.
- Create long-form video content on themes like Food/Dining, History of The Keys, Watersports/Boating, Music and Sustainability.
- Produce vertical video content for mobile-first platforms such as Instagram and TikTok.
- Partner with media platforms to develop written and video stories that promote sustainable travel.
- Highlight unique aspects of The Florida Keys on native content hubs and Fla-keys.com.

# GOAL

- Enhance Campaign Efficiency and ROI

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# STRATEGY

- Ⓐ Prioritize high-impact platforms and formats

# TACTICS

- Increase percentage allocation from linear TV to CTV/OTT platforms for higher engagement rates.
- Expand streaming radio and podcast campaigns to reach travelers on-the-go.
- Utilize digital billboards that allow for flexible and dynamic messaging.
- Increase use of programmatic display and rich media units for precise targeting capabilities.
- Maintain year-round paid social media.

# GOAL

Maximize Flight Channels to Optimize Media Plans

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# STRATEGY

- Ⓐ Flight each media channel specific to the media usage habits of each audience segment.

# TACTICS

- Reach consumers most likely to visit through use of effective media partnerships.
- Use media delivering measurable results and monitor key performance metrics.
- Focus budget on measures and added value must-haves.
- Maintain paid social media throughout the year to continue consumer conversations and promote year-round offerings.

# GOAL

Leverage Marketing Assets to Target Audiences

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# STRATEGY

- A Leverage video and image assets to deliver inspirational storytelling, which creates emotional connections and increases aspirational desire among travelers.

# TACTICS

- Engage potential visitors through dynamic visual storytelling.
- Integrate video assets into cross-channel units maximizing views and increasing click-throughs.
- Refresh the look and feel of marketing assets to reflect the true character of the destination.
- Present Visit Florida Keys as an ocean playground offering activities accessible to all ages and abilities.
- Develop creative to engage both loyalists and prospective travelers based on their specific interests and markets.

# GOAL

Strengthen International Market Presence

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# STRATEGY

- A Develop on always-on advertising program in top international markets to effectively capture the attention of target audiences.

# TACTICS

- Partner with Brand USA and Visit Florida to amplify advertising campaigns in key international markets through their established networks and media platforms.
- Maintain presence in international publications for brand awareness, utilizing a mix of media.
- Partner with travel trade organizations and tour operators in Canada, the UK and Germany to promote The Florida Keys during travel trade shows such as World Travel Market (London) and ITB (Berlin).
- Launch international consumer advertising campaigns in the fall and winter to align with overseas vacation planning cycles.

# GOAL

Promote Sustainability as a Core Value

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# STRATEGY

- Ⓐ Integrate sustainability messaging across all platforms

# TACTICS

- Embed sustainability-focused content in all video, social and native content campaigns.
- Retarget previous visitors with messaging that highlights eco-friendly travel options.
- Develop materials that promote and educate travelers and the community on destination stewardship.

# GOAL

Expand Reach in the Groups and Meetings Market

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# STRATEGY

- A Build strategic partnerships with industry leaders

# TACTICS

- Partner with CVENT to promote The Florida Keys as a premier destination for meetings, events and incentive travel.
- Utilize CVENT's marketing solutions to highlight venue offerings and services tailored to group travel planners.
- Develop campaigns with CVENT to target corporate planners and associations.
- Create custom content showcasing meeting venues, outdoor event spaces and team-building activities unique to The Florida Keys.

# GOAL

Implement a Comprehensive Co-Op Advertising Program

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# STRATEGY

- A Provide cost-effective marketing opportunities for partners

# TACTICS

- Offer co-op advertising opportunities in top tier media outlets.
- Ensure all co-op ads feature only Florida Keys destination messaging to maintain brand consistency.
- Provide a streamlined enrollment process to maximize prompt participation.
- Reserve co-op programs for specific sectors, such as DACs, diving and cultural tourism.
- Analyze the performance of co-op campaigns and share insights with participants to highlight ROI.

# GOAL

Develop Engaging Collateral to Drive Destination Awareness

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# STRATEGY

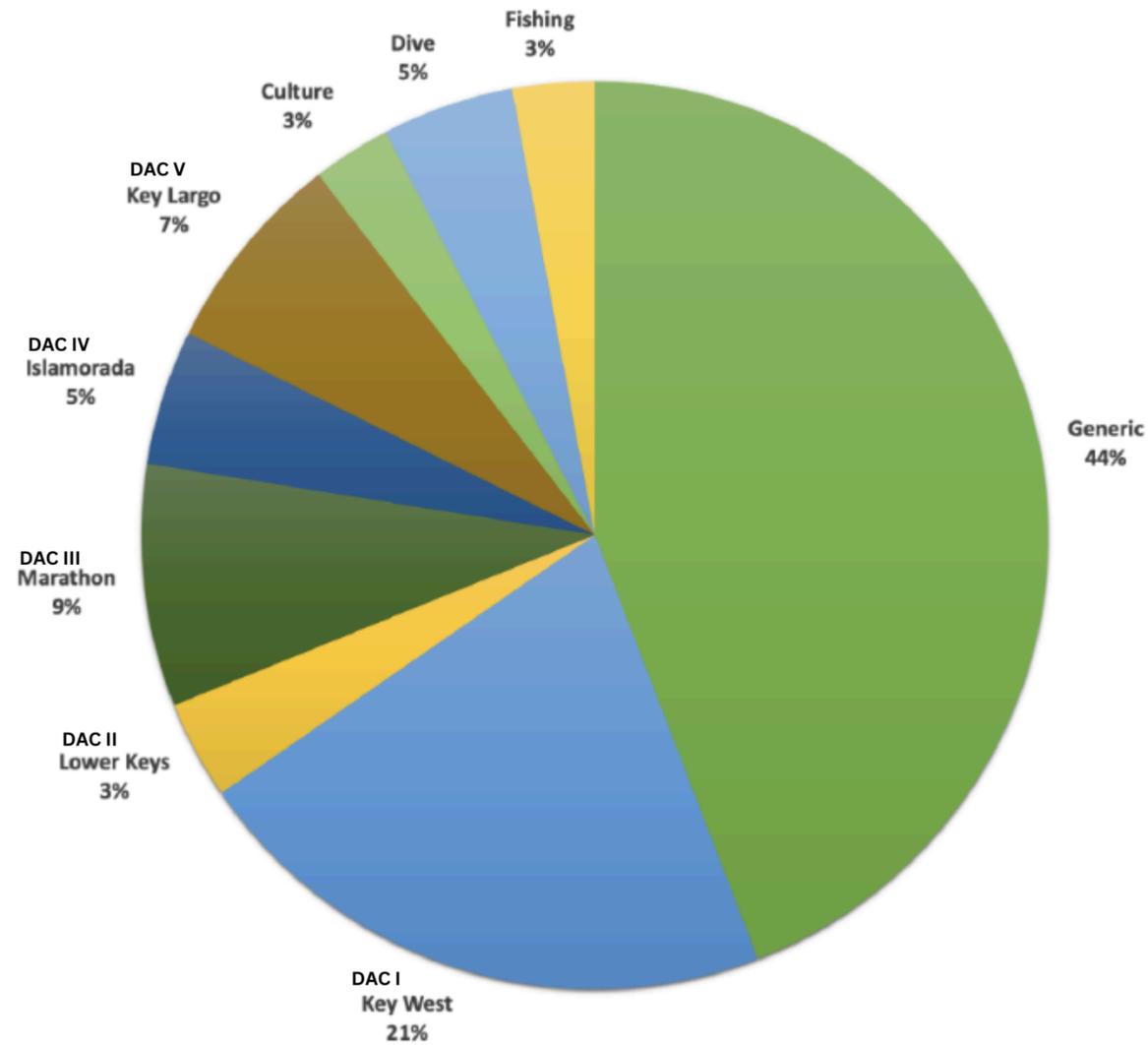
- A Offer high-quality, targeted materials which are easily accessible and ensure brand consistency.

# TACTICS

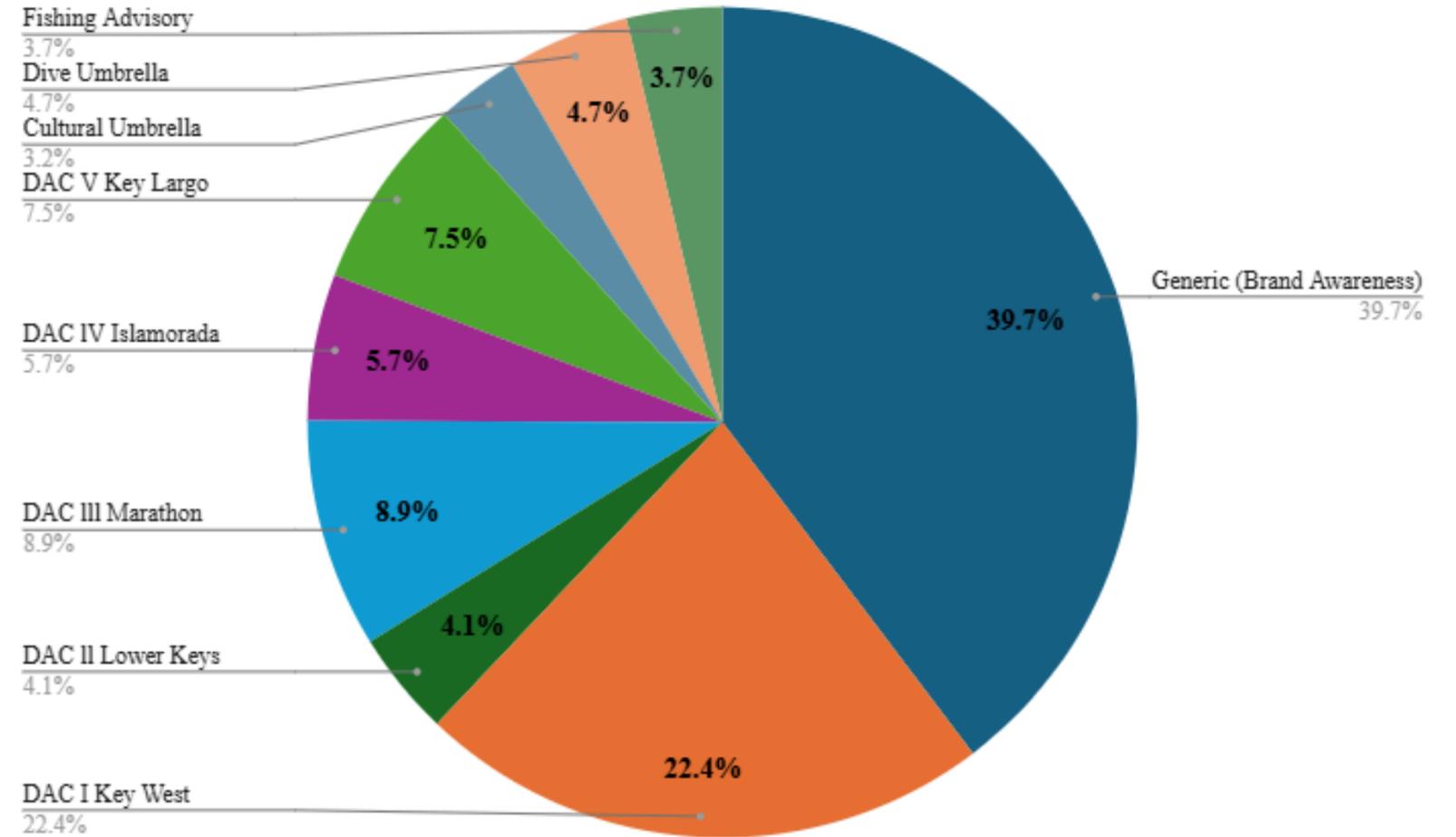
- Create, maintain and distribute diverse collateral tailored to key audiences including:
  - FL Keys Destination Magazine
  - FL Keys Destination Brochure
  - Meeting Planners Guide
  - Florida Keys & Key West Film Commission Production Guide
  - Key West Gay & Lesbian Brochure
  - Fishing Guide
  - Culture Magazine
  - Historic Brochure
  - Diving Wreck Trek Passport Brochure
  - Diving Reef Explorer Brochure
  - Dive Reusable Dry Bag
  - Dive Flash Drive
  - Dive Destination Guide
  - Stream2Sea Dive Sunblock
  - Sales Calendar
- Create new collateral pieces as needed to support destination marketing efforts
- Partner with print and distribution companies to ensure quality products and prompt delivery

# MEDIA BUDGET ALLOCATION FY 2025

Original Media Budget Allocation

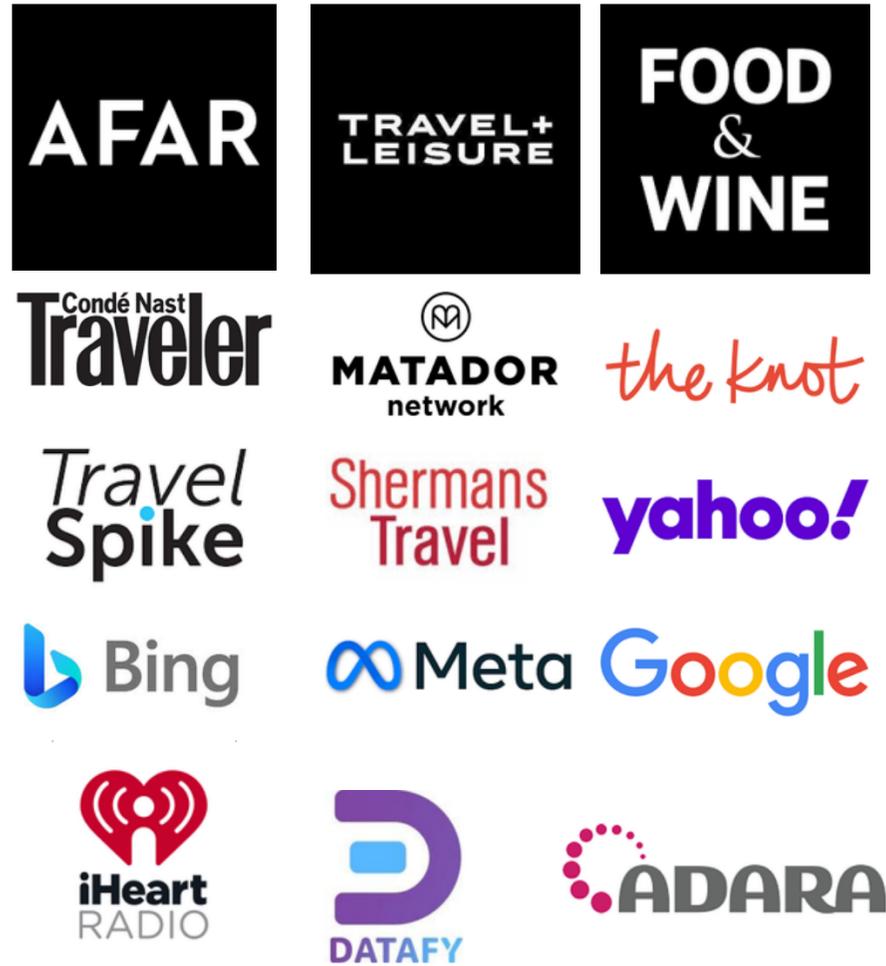


Revised Media Budget Allocation



# MEDIA PLACEMENT FY 2025

## DIGITAL



## OTT/CTV/OLV



## PRINT MEDIA



# MEDIA PLACEMENT FY 2025

## GROUP SALES



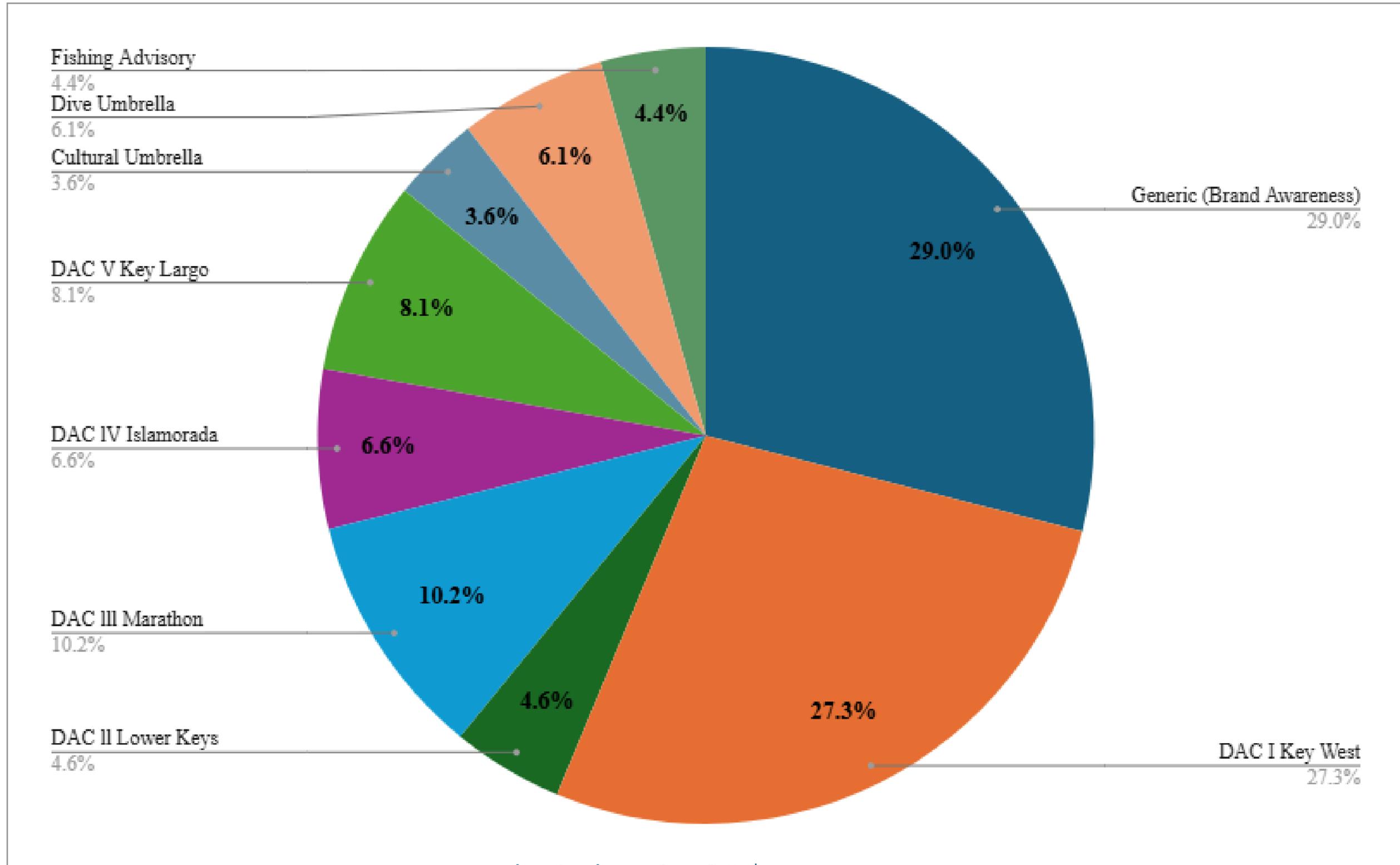
## LGBTQ



## ARTS & ADVENTURE



# MEDIA BUDGET ALLOCATION: Q1-Q2



Media Budget Q1-Q2 \$17.6M

## VISIT FLORIDA KEYS MEDIA AND PRODUCTION EXPENDITURE (Q1 2024 - Q2 2025)

	FY2024 Q1 MEDIA / PRODUCTION EXPENDITURE					FY2025 Q2 MEDIA EXPENDITURE							
Media Plan	Media Spend FY24 Q1	Agency Fee	Total Media Spend	Q1 2024 % Allocation	1st Qtr Production	Media Spend FY25 Q2	Agency Fee	Total Media Spend	Q2 2025 % Allocation	*2nd Quarter Production	Q1-2 Total (Media and Production)	MEDIA ONLY	% Allocation (Media Only)
Generic Plan	\$3,330,614	\$499,592	\$3,830,206	37.95%	\$103,500	\$1,071,950	\$160,792	\$1,232,742	16.39%		\$5,166,449	\$5,062,949	28.74%
DAC 1 Key West	\$1,860,686	\$279,103	\$2,139,789	21.20%	\$28,750	\$2,347,564	\$352,135	\$2,699,698	35.89%		\$4,868,237	\$4,839,487	27.48%
DAC II Lower Keys	\$374,950	\$56,242	\$431,192	4.27%	\$5,750	\$338,400	\$50,760	\$389,160	5.17%		\$826,102	\$820,352	4.66%
DAC III Marathon	\$807,193	\$121,079	\$928,273	9.20%	\$10,350	\$771,975	\$115,796	\$887,771	11.80%		\$1,826,394	\$1,816,044	10.31%
DAC IV Islamorada	\$590,521	\$88,578	\$679,099	6.73%	\$5,750	\$430,805	\$64,621	\$495,426	6.59%		\$1,180,275	\$1,174,525	6.67%
DAC V Key Largo	\$645,736	\$96,860	\$742,596	7.36%	\$3,450	\$610,053	\$91,508	\$701,561	9.33%		\$1,447,607	\$1,444,157	8.20%
Cultural Umbrella	\$320,169	\$48,025	\$368,194	3.65%	\$24,150	\$221,440	\$33,216	\$254,656	3.39%		\$647,000	\$622,850	3.54%
Dive Umbrella	\$287,281	\$43,482	\$330,763	3.28%	\$5,750	\$658,304	\$98,746	\$757,050	10.07%		\$1,093,563	\$1,087,813	6.18%
Fishing Advisory	\$558,329	\$83,749	\$642,078	6.36%	\$34,500	\$89,820	\$13,473	\$103,293	1.37%		\$779,871	\$745,371	4.23%
<b>Total</b>	<b>\$8,775,478</b>	<b>\$1,316,712</b>	<b>\$10,092,190</b>	<b>100%</b>	<b>\$221,950</b>	<b>\$6,540,311</b>	<b>\$981,047</b>	<b>\$7,521,357</b>	<b>100%</b>	<b>\$0</b>	<b>\$17,835,497</b>	<b>\$17,613,547</b>	<b>100.00%</b>
<b>TOTAL MEDIA AND PRODUCTION SPEND</b>	<b>\$8,775,478</b>	<b>\$1,316,712</b>	<b>\$10,314,140</b>		<b>\$221,950</b>	<b>\$6,540,311</b>	<b>\$981,047</b>	<b>\$7,521,357</b>			<b>\$17,835,497</b>	<b>\$17,613,547</b>	

\*Pending 2nd Quarter 2025 Production expenditure

**VFK: GENERIC FY24/25 Q1-2 MEDIA PLAN**

CATEGORY	Q1 2024 SPEND	Q2 2025 SPEND	TOTAL	% PER MEDIUM
<b>FISHING CABLE TELEVISION</b>				
• Sport Fishing TV (Firecrown)- Discovery Channel 2-3 episodes in FL Keys	\$89,700.00		\$89,700.00	1.77%
• RM Media/ Florida Insider Fishing Report	\$61,525.00		\$61,525.00	1.22%
• RM Media/ Sportsman's Adventures	\$17,250.00		\$17,250.00	0.34%
SPOT TELEVISION	\$465,147.98		\$465,147.98	9.19%
<b>COOP PROGRAM</b>			<b>\$0.00</b>	
DIGITAL	\$67,275.00	\$24,150	\$91,425.00	1.81%
FACEBOOK	\$10,350.00	\$10,350	\$20,700.00	0.41%
PRINT	\$0.00	\$44,850	\$44,850.00	0.89%
ENEWSLETTERS	\$47,922.80	\$34,985	\$82,908.10	1.64%
LESS COOP CONTRIBUTION	-\$13,200.00	0	-\$13,200.00	-0.26%
HURRICANE SUPPORT	\$99,385.30	0	\$99,385.30	1.96%
DIGITAL BRANDING	\$817,650.02	\$296,700	\$1,114,350.02	22.01%
SOCIAL MEDIA	\$42,086.65	0	\$42,086.65	0.83%
NATIVE CONTENT	\$556,214.75	0	\$556,214.75	10.99%
WEDDING	\$132,250.00	\$28,750	\$161,000.00	3.18%
ADVENTURE	\$75,037.50	0	\$75,037.50	1.48%
CTV/OTT	\$414,000.00	\$138,000	\$552,000.00	10.90%
DISABLED TRAVELERS	\$0.00	\$10,350	\$10,350.00	0.20%
AUDIO	\$0.00	\$60,375	\$60,375.00	1.19%
ADDRESSABLE TELEVISION	\$258,750.00	0	\$258,750.00	5.11%
SEM	\$31,625.00	\$39,675	\$71,300.00	1.41%
OUT OF HOME	\$222,943.60	0	\$222,943.60	4.40%
PRINT	\$70,064.90	\$77,520	\$147,584.96	2.92%
MEETINGS	\$8,625.00	\$21,275	\$29,900.00	0.59%
TRAVEL TRADE	\$13,800.00	\$43,587	\$57,387.30	1.13%
<b>INTERNATIONAL</b>				
CANADA	\$54,027.00	\$107,102	\$161,128.80	3.18%
UK	\$159,504.99	\$102,149	\$261,653.74	5.17%
GERMANY	\$16,031.00	\$82,570	\$98,601.00	1.95%
ITALY	\$8,740.00	\$35,650	\$44,390.00	0.88%
FRANCE	\$98,899.99	\$54,004	\$152,903.99	3.02%
SCANDINAVIA	\$4,600.00	\$20,700	\$25,300.00	0.50%
<b>TOTAL</b>	<b>\$3,830,206.48</b>	<b>\$1,232,742.21</b>	<b>\$5,062,948.69</b>	<b>100.00%</b>

## VFK: KEYS WEST FY24/25 Q1-2 MEDIA PLAN

CATEGORY	Q1 2024 SPEND	Q2 2025 SPEND	TOTAL	% PER MEDIUM
SPOT TELEVISION	\$232,979.65	\$611,703.40	\$844,683.05	17.5%
NATIONAL CABLE DIVING / FISHING TELEVISION	\$57,500.00	NA	\$57,500.00	1.2%
DIGITAL COOP PROGRAMS	\$39,060.33	\$56,350.00	\$95,410.33	2.0%
DIGITAL DEDICATED BRANDING	\$1,167,913.55	\$1,233,761.38	\$2,401,674.93	49.6%
OUT OF HOME	\$120,462.50	\$64,687.50	\$185,150.00	3.8%
PRINT (DEDICATED)	\$47,150.00	\$93,311.00	\$140,461.00	2.9%
<b>Total Leisure Consumer</b>	<b>\$1,665,066.03</b>	<b>\$2,059,813.28</b>	<b>\$3,724,879.30</b>	<b>77.0%</b>
<b>INTERNATIONAL MEDIA</b>				
CANADA	\$19,166.66	\$220,541.62	\$239,708.28	5.0%
UK/GERMANY	\$23,000.00		\$23,000.00	0.5%
UK ONLY	\$41,994.16	\$135,910.83	\$177,904.99	3.7%
GERMANY	\$19,166.66	\$125,468.83	\$144,635.49	3.0%
<b>Total International</b>	<b>\$103,327.48</b>	<b>\$481,921.28</b>	<b>\$585,248.75</b>	<b>12.1%</b>
<b>LGBTQ MEDIA</b>				
PRINT (DEDICATED)	\$19,574.92	\$39,149.84	\$58,724.76	1.2%
DIGITAL	\$336,951.16	\$112,891.79	\$449,842.95	9.3%
INTERNATIONAL UK	\$4,025.00	\$4,025.00	\$8,050.00	0.2%
INTERNATIONAL GERMANY	\$10,844.50	\$1,897.50	\$12,742.00	0.3%
<b>TOTAL LGBTQ</b>	<b>\$371,395.58</b>	<b>\$157,964.13</b>	<b>\$529,359.71</b>	<b>10.9%</b>
<b>TOTAL EXPENDITURE</b>	<b>\$2,139,789.08</b>	<b>\$2,699,698.68</b>	<b>\$4,839,487.76</b>	<b>100.0%</b>

## VFK: LOWER KEYS FY24/25 Q1-2 MEDIA PLAN

CATEGORY	Q1 2024 SPEND	Q2 2025 SPEND	TOTAL	% PER MEDIUM
SPOT TELEVISION	\$80,516	\$98,998.90	\$179,514.43	21.88%
DIGITAL	\$262,450	\$206,597.48	\$469,047.03	57.18%
DIVING / FISHING	\$36,693	\$22,236.40	\$58,929.45	7.18%
FACEBOOK	\$3,450	\$3,450.00	\$6,900.00	0.84%
SEM	\$6,900	\$6,900.00	\$13,800.00	1.68%
PRINT	\$18,184	\$50,977.32	\$69,161.23	8.43%
<b>INTERNATIONAL</b>				
UK/GERMANY	\$23,000	\$0.00	\$23,000.00	2.80%
<b>TOTAL</b>	<b>\$431,192</b>	<b>\$389,160.09</b>	<b>\$820,352.13</b>	<b>100.00%</b>

## VFK: MARATHON FY24/25 Q1-2 MEDIA PLAN

CATEGORY	Q1 2024 SPEND	Q2 2025 SPEND	TOTAL	% PER MEDIUM
SPOT TELEVISION	\$216,247.73	\$234,000.85	\$450,248.58	24.79%
CABLE	\$57,500.00	\$0.00	\$57,500.00	3.17%
DIGITAL	\$500,831.89	\$596,086.00	\$1,096,917.89	60.40%
WEDDING	\$57,500.00	\$0.00	\$57,500.00	3.17%
SEM	\$14,490.00	\$14,490.00	\$28,980.00	1.60%
PRINT	\$40,992.90	\$24,564.00	\$65,556.90	3.61%
COOP	\$17,710.00	\$18,630.00	\$36,340.00	2.00%
<b>INTERNATIONAL</b>				
UK/GERMANY	\$23,000.00	\$0.00	\$23,000.00	1.27%
			\$0.00	0.00%
<b>TOTAL</b>	<b>\$928,272.51</b>	<b>\$887,770.85</b>	<b>\$1,816,043.36</b>	<b>100.00%</b>

## VFK: ISLAMORADA FY24/25 Q1-2 MEDIA PLAN

CATEGORY	Q1 2024 SPEND	Q2 2025 SPEND	TOTAL	% PER MEDIUM
SPOT TELEVISION	\$81,786	\$110,001	\$191,787	16.33%
FISHING CABLE TELEVISION	\$57,500	\$0	\$57,500	4.90%
DIGITAL CTV/OTT	\$285,392	\$315,675	\$601,067	51.18%
DIVING	\$14,355	\$0	\$14,355	1.22%
FISHING: DIGITAL	\$25,130	\$26,917	\$52,047	4.43%
WEDDINGS	\$57,500	\$0	\$57,500	4.90%
ADVENTURE: DIGITAL	\$51,233	\$0	\$51,233	4.36%
SEM	\$10,350	\$10,350	\$20,700	1.76%
FACEBOOK: COOP	\$6,210	\$6,210	\$12,420	1.06%
NEWSLETTERS	\$5,750	\$23,000	\$28,750	2.45%
<b>PRINT</b>				
FISHING MAGAZINE	\$5,750	\$3,273	\$9,023	0.77%
NATIONAL PUBLICATION	\$55,143		\$55,143	4.69%
<b>INTERNATIONAL</b>				
UK/GERMANY	\$23,000	\$0	\$23,000	1.96%
<b>TOTAL</b>	<b>\$679,099</b>	<b>\$495,426</b>	<b>\$1,174,524</b>	<b>100.00%</b>

## VFK: KEY LARGO FY24/25 Q1-2 MEDIA PLAN

CATEGORY	Q1 2024 SPEND	Q2 2025 SPEND	TOTAL	% PER MEDIUM
SPOT TELEVISION	\$140,395	\$167,000	\$307,395	21.29%
DIVING/FISHING CABLE TELEVISION	\$57,500	\$0	\$57,500	3.98%
DIGITAL BRANDING	\$282,517	\$427,800	\$710,317	49.19%
STREAMING AUDIO	\$17,250	\$17,250	\$34,500	2.39%
DIVING	\$14,704	\$0	\$14,704	1.02%
FISHING	0	\$22,236	22236.4	1.54%
WEDDINGS	\$57,500	\$0	\$57,500	3.98%
ADVENTURE	\$53,993	\$0	\$53,993	3.74%
SEM	\$12,075	\$12,075	\$24,150	1.67%
FACEBOOK	\$5,175	\$5,175	\$10,350	0.72%
COOP	\$24,150	\$38,525	\$62,675	4.34%
PRINT	\$48,588	\$0	\$48,588	3.36%
<b>INTERNATIONAL</b>				
UK/GERMANY	\$23,000		\$23,000	1.59%
Pan-Nordic (Norway, Sweden, Denmark, Finland)	\$5,750	\$11,500	\$17,250	1.19%
<b>TOTAL</b>	<b>\$742,596</b>	<b>\$701,561</b>	<b>\$1,444,157</b>	<b>100.00%</b>

## VFK: CULTURAL FY24/25 Q1-2 MEDIA PLAN

CATEGORY	Q1 2024 SPEND	Q2 2025 SPEND	TOTAL	% PER MEDIUM
SPOT TELEVISION	\$42,550	\$46,000	\$88,550	14%
DIGITAL	\$34,500	\$92,000	\$126,500	20%
<b>COOP PROGRAMS</b>				
DIGITAL COOP	\$13,800	\$13,800	\$27,600	4%
PRINT COOP	\$28,750	\$3,450	\$32,200	5%
LESS COOP CONTRIBUTION	-\$6,000	-\$800.00	-\$6,800	-1%
PRINT	\$94,737	\$12,650	\$107,387	17%
NY PBS TELEVISION (WNET)	\$60,000	\$36,996	\$96,996	16%
CTV	\$99,857	\$33,257	\$133,114	21%
DIGITAL	\$0	\$17,304	\$17,304	3%
<b>TOTAL</b>	<b>\$368,194</b>	<b>\$254,656</b>	<b>\$622,851</b>	<b>100%</b>

## VFK: DIVE FY24/25 Q1-2 MEDIA PLAN

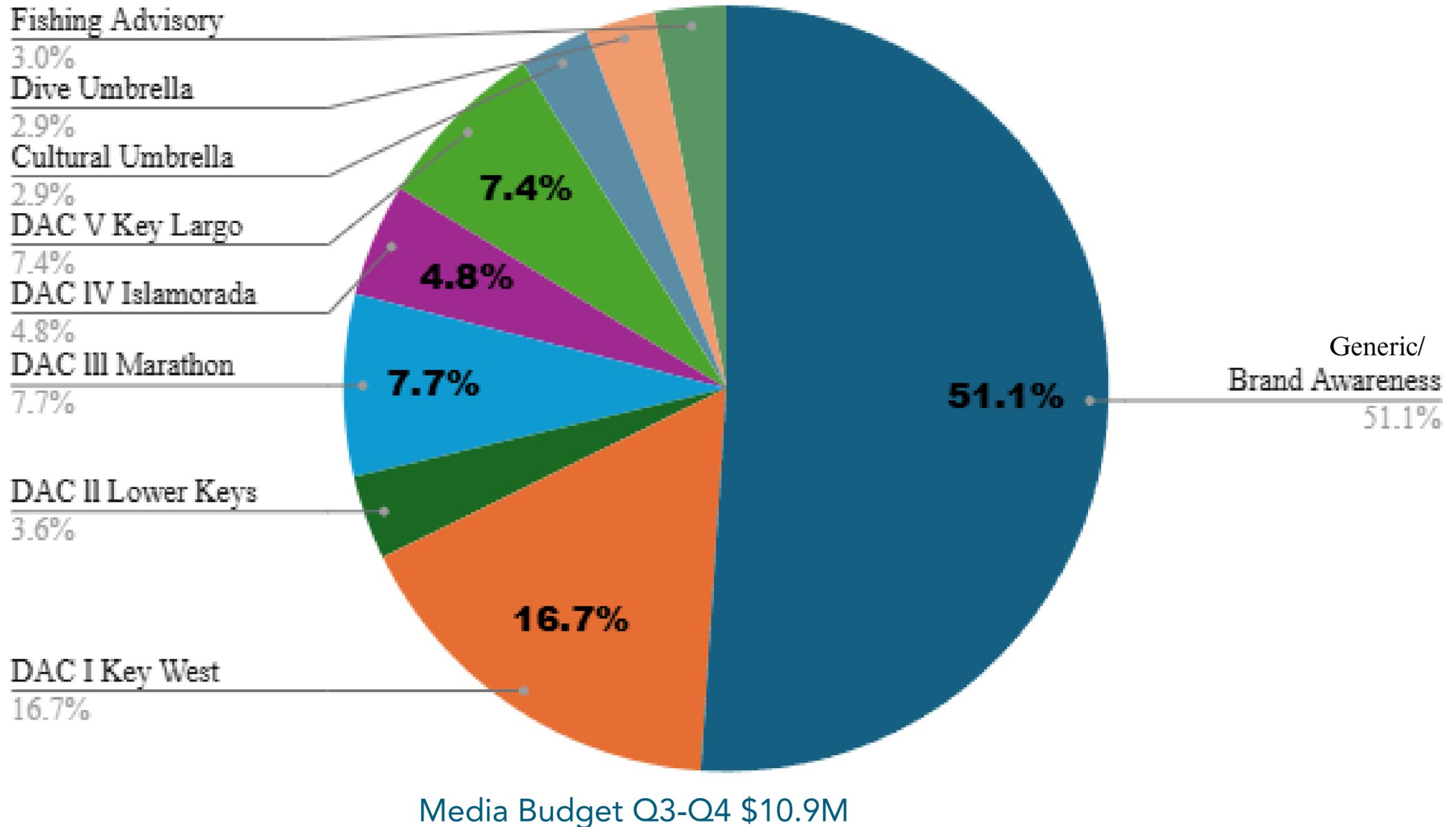
CATEGORY	Q1 2024 SPEND	Q2 2025 SPEND	TOTAL	% PER MEDIUM
SPOT TELEVISION	\$51,757.48	\$234,600.00	\$286,357.48	26.32%
NATIONAL CABLE DIVING TELEVISION	\$0.00	\$143,750.00	\$143,750.00	13.21%
DIGITAL COOP	\$22,705.60	\$41,105.60	\$63,811.20	5.87%
PRINT COOP	\$45,582.67	\$66,903.67	\$112,486.33	10.34%
FACEBOOK	\$6,900.00	\$9,200.00	\$16,100.00	1.48%
LESS COOP CONTRIBUTION	-\$2,600.00	-\$2,400.00	-\$5,000.00	-0.46%
DIGITAL OOH	\$0.00	\$24,150.00	\$24,150.00	2.22%
DIVE	\$49,398.22	\$0.00	\$49,398.22	4.54%
DIGITAL	\$135,010.00	\$203,435.00	\$338,445.00	31.11%
PRINT	\$9,243.70	\$0.00	\$9,243.70	0.85%
<b>INTERNATIONAL</b>				
GERMANY	\$11,385.00	\$17,710.00	\$29,095.00	2.67%
UK	\$1,380.00	\$8,498.50	\$9,878.50	0.91%
FRANCE	\$0.00	\$10,097.00	\$10,097.00	0.93%
<b>TOTAL</b>	<b>\$330,762.66</b>	<b>\$757,049.77</b>	<b>\$1,087,812.42</b>	<b>100.00%</b>

## VFK: FISHING ADVISORY FY24/25 Q1-2 MEDIA PLAN

CATEGORY	Q1 2024 SPEND	Q2 2025 SPEND	TOTAL	% PER MEDIUM
• SPORTSMAN'S ADVENTURES - FY 2025 PACKAGE	\$246,100.00		\$246,100.00	33.02%
• THE SEAHUNTER - FY 2025 PACKAGE:	\$184,000.00		\$184,000.00	24.69%
• The Florida Insider Fishing Report - Logo on Fishing Shack	\$17,250.00		\$17,250.00	2.31%
• GEORGE POVEROMO'S WORLD OF SALTWATER FISHING FY 2025 PACKAGE:	\$97,750.00		\$97,750.00	13.11%
<b>Total Fishing Show</b>	<b>\$545,100.00</b>	<b>\$0.00</b>	<b>\$545,100.00</b>	<b>73.13%</b>
• YOUTUBE Video (Channel Factory)	\$17,250.00	\$17,250.00	\$34,500.00	4.63%
• Facebook / Instagram Video	\$6,900.00	\$0.00	\$6,900.00	0.93%
• BDOutdoors.com High Impact Unit highlighting fishing KW + :15 video	\$14,535.30	\$0.00	\$14,535.30	1.95%
• MIQ CTV +Social Posts - Targeting Fishing enthusiasts	\$43,757.50	\$57,043.90	\$100,801.40	13.52%
• BDOutdoors.com High Impact Unit highlighting fishing Key Largo + :15 video	\$14,535.30	\$14,535.30	\$29,070.60	3.90%
• Groundtruth Custom interactive unit promoting KL Fishing + video		\$14,463.55		0.00%
<b>Total Media Expenditure</b>	<b>\$96,978.10</b>	<b>\$103,292.75</b>	<b>\$200,270.84</b>	<b>26.87%</b>
<b>Total Spend</b>	<b>\$642,078.10</b>	<b>\$103,292.75</b>	<b>\$745,370.84</b>	<b>100.00%</b>

# MEDIA BUDGET ALLOCATION: Q3-Q4

## VFK% Budget Allocation FY2025 Q3-4



Based on a greater spend in the DACs and Umbrellas for Q1-2, spend adjusted to Generic in Q3-4. This shift includes a greater emphasis on digital media, which will allow for increased awareness and visitation to the Florida Keys using comprehensive tracking, combined with travel data to inform targeting and media placements to prospects in key markets.

# ANNUAL: ORIGINAL MEDIA PLAN VS. PROJECTED SPEND

Media Plan	*Original Proposed Media Expenditure	% budget Allocation	Estimated Revised Spend	Actual Q1-2 Spend	Estimated Q3-4 Spend	Est. % budget Allocation	**Projected FY25 Spend	Actual % Budget allocation
Generic (Brand Awareness)	\$12,650,772	43.19%	\$11,865,063	\$5,166,449	\$7,484,323	65.33%	\$11,864,892	39.68%
DAC I Key West	\$6,328,499	21.60%	\$6,696,441	\$4,868,237	\$1,460,262	12.75%	\$6,696,385	22.40%
DAC II Lower Keys	\$1,043,251	3.56%	\$1,215,830	\$826,102	\$217,149	1.90%	\$1,215,818	4.07%
DAC III Marathon	\$2,570,393	8.78%	\$2,668,196	\$1,826,394	\$743,999	6.49%	\$2,668,171	8.92%
DAC IV Islamorada	\$1,431,073	4.89%	\$1,703,943	\$1,180,275	\$250,798	2.19%	\$1,703,927	5.70%
DAC V Key Largo	\$2,160,873	7.38%	\$2,253,971	\$1,447,607	\$713,266	6.23%	\$2,253,946	7.54%
Cultural Umbrella	\$835,374	2.85%	\$967,608	\$647,000	\$188,374	1.64%	\$967,598	3.24%
Dive Umbrella	\$1,399,999	4.78%	\$1,416,067	\$1,093,563	\$306,436	2.67%	\$1,416,058	4.74%
Fishing Advisory	\$871,673	2.98%	\$1,112,881	\$779,871	\$91,802	0.80%	\$1,112,871	3.72%
<b>TOTAL SPEND</b>	<b>\$29,291,907</b>	<b>100%</b>	<b>\$29,900,000</b>	<b>\$17,835,497</b>	<b>\$11,456,410</b>	<b>100.00%</b>	<b>\$29,899,665</b>	<b>100.00%</b>

\*Includes Production

\*\*Projected Spend includes Production



# **PUBLIC RELATIONS**

# GOAL

Establish an In-House PR Function and News Bureau to Optimize Public Relations Efforts

# STRATEGY

- A Build an In-House PR team, processes and infrastructure

# TACTICS

- Assemble a dedicated in-house PR team to manage daily public relations activities, including content creation, media relations and crisis communication, ensuring alignment with the Visit Florida Keys strategic goals.
- Acquire and implement essential PR tools, such as a comprehensive media database and a clipping service, to streamline media outreach and track the program's impact.
- Develop and monitor key performance indicators (KPIs) to measure the success of the PR program, including earned media value, media impressions, and social media engagement rates.
- Retain an external PR agency for media pitching and support with high-impact activations, such as press events, media missions and influencer campaigns.

# GOAL

Position The Florida Keys as a Premier Destination for Relaxation and Wellness

# STRATEGY

- Ⓐ Highlight relaxation and wellness experiences

# TACTICS

- Launch the “Keys to Serenity” initiative, including media visits and curated itineraries showcasing wellness activities such as sunset sails, snorkeling and paddleboard yoga.
- Develop immersive mini-videos for social media that feature tranquil visuals and sounds of nature, such as lapping waves and serene kayak paddles.
- Promote “Great Walks of the Florida Keys” with content highlighting scenic trails, beach strolls and historic paths, integrated into the Keys marketing channels.

# GOAL

Amplify Sustainability and Environmental Stewardship Efforts

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# STRATEGY

- Ⓐ Showcase The Florida Keys commitment to sustainability through the “Connect & Protect” campaign

# TACTICS

- Expand and promote the Eco-Experience Trail pass program, creating a dedicated awareness campaign and media outreach to highlight participatory conservation efforts.
- Develop and distribute “Stewards of the Keys” profiles, featuring residents committed to preserving the environment and cultural heritage.
- Produce and distribute media materials focusing on coral restoration, Blue Star fishing and diving operators, and the REEF Ocean Exploration Center’s opening.
- Encourage eco-tourism with media visits showcasing sustainable activities, such as responsible fishing, wildlife encounters, and guided nature tours.

# GOAL

Attract Culinary and Niche Travel Markets

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# STRATEGY

- Ⓐ Elevate culinary tourism through the “Taste of The Florida Keys” program

# TACTICS

- Partner with culinary publications, such as Food & Wine, for editorial features and a “Keys cuisine” social media giveaway.
- Produce a culinary-themed issue of the Keys Traveler e-newsletter and accompanying “Keys Voices” blog series.
- Organize media visits focused on culinary experiences, such as “hook and cook” dining, food tours, and interactive classes with local chefs.
- Promote diving and fishing experiences through targeted PR campaigns, including media coverage of Blue Star operators and “hook and cook” adventures.
- Target LGBTQ+ travelers with campaigns including sponsorship of the South Beach Wine & Food Festival’s Drag Brunch and a vacation giveaway focused on inclusivity.

# GOAL

Expand International Awareness  
Through Media Outreach and  
Partnerships

# STRATEGY

- Ⓐ Engage International Media to Expand Global Reach

# TACTICS

- Collaborate with international PR agencies to target markets in Canada, the UK, Germany, Scandinavia and France.
- Organize media missions in key markets to promote culinary and sustainability focused travel experiences.
- Host international journalists for individual and group visits focusing on themes like relaxation, nature, and cuisine.
- Secure editorial features in international travel publications and platforms for audience engagement.
- Host international media visits from key markets, including Canada, the UK, Germany and Scandinavia, with themes focused on relaxation, nature and culinary experiences.
- Participate in international media marketplaces, such as TravMedia IMM events, to strengthen relationships with global media.
- Execute an in-market activation surrounding major international events such as ITB Berlin.

# GOAL

Boost Engagement Through  
Integrated Social Media and Content  
Campaigns

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# STRATEGY

- A Utilize social media to reach consumers directly

# TACTICS

- Launch the “Visualize Paradise” photo contest to drive user-generated content and highlight the Keys’ natural beauty.
- Grow and enhance the LGBTQ+ Instagram channel with engaging visuals, interactive campaigns, and tailored giveaways.
- Partner with local and international content creators to produce videos and stills showcasing the Keys’ unique attributes.
- Share user-generated content through Crowdriff and other platforms to amplify audience engagement.

# GOAL

Maintain a Proactive Crisis Management Approach

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# STRATEGY

- Ⓐ Ensure crisis preparedness and responsiveness

# TACTICS

- Redevelop and implement a comprehensive PR crisis management plan, leveraging the website, email and social media for accurate and timely communication.
- Coordinate with local and national agencies to deliver unified messaging during emergencies.

# GOAL

Execute High-Impact Special Projects to Enhance Destination Visibility

---

# STRATEGY

- A Leverage Special Projects to Create Unique Media and Consumer Engagement Opportunities

# TACTICS

- Key Lime Pie Activation: Host a record-breaking Key lime pie event in NYC paired with a media mission.
- Charlotte Campaign: Attract media and creators in Charlotte, NC, for culinary and relaxation-focused coverage.
- San Carlos Centennial: Highlight the San Carlos Institute's centennial through media stories on its cultural significance.
- America 250: Link the Keys' historical contributions to the U.S. Semiquincentennial with targeted PR efforts.
- FloridaKeysTV & Podcast: Expand the OTT channel with new programs and podcasts on culinary, cultural, and environmental themes.
- World Pride in Washington, D.C.: Showcase The Keys at World Pride 2025 through an in-market activation which could include an interactive installation, parade presence, and influencer meetup.

# GOAL

Continue the Florida Keys News Bureau and Strengthen Content Creation

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# STRATEGY

- A Build an internal team with vendor support to execute a content strategy

# TACTICS

- Hire internal and external skilled professionals for writing, photography and videography to ensure a consistent content pipeline.
- Establish a content creation calendar aligned with marketing priorities and seasonal events.
- Define KPIs to track content performance, including reach, engagement, and conversion metrics.
- Create engaging articles, photo galleries, and video stories for use on the website and social media.
- Produce news packages highlighting destination attractions for media outlets and influencers.
- Develop district-specific content to showcase unique cultural, natural, and recreational experiences.
- Capture visuals and stories that emphasize the distinct characteristics of Key Largo, Islamorada, Marathon, the Lower Keys, and Key West.

# GOAL

Enhance Public Relations Efforts Through Collaboration with State DMOs and Industry Organizations

---

# STRATEGY

- A Utilize Visit Florida partnership and resources to expand media outreach

# TACTICS

- Partner with Visit Florida to include the Florida Keys in their press outreach efforts, such as distributing media releases and featuring the destination in their press materials.
- Coordinate with Visit Florida to host media visits, leveraging their resources to identify high-value journalists and influencers and facilitate familiarization trips showcasing the Keys' unique offerings.
- Collaborate on Visit Florida's media events and press missions to ensure the Florida Keys is represented in their domestic and international campaigns.

# GOAL CON'T

Enhance Public Relations Efforts Through Collaboration with State DMOs and Industry Organizations

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# STRATEGY

- Engage with industry organizations to broaden PR impact

# TACTICS

- Actively participate in Destinations International, PRSA and SATW to share best practices and collaborate on initiatives that enhance the Keys' PR efforts.
- Utilize Destinations International's tools and platforms to identify media opportunities and connect with journalists and influencers aligned with the Keys' target audiences.
- Showcase successful PR campaigns, such as "Connect & Protect" or culinary promotions, at Destinations International events and channel to communicate news from The Keys to the greater industry.

# GOAL

Establish Accreditation Through Destinations International's Destination Marketing Accreditation Program (DMAP) Program

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# STRATEGY

- Initiate the Accreditation Process and Promote Commitment to Industry Excellence

# TACTICS

- Conduct an internal assessment to determine if Visit Florida Keys' operations and policies align with DMAP standards.
- Identify areas requiring updates or additional documentation for compliance and create a roadmap to achieving the standards.
- Begin the DMAP application process once standards have been achieved.
- Develop and execute a communications plan to announce the organization's participation in DMAP to stakeholders, emphasizing the benefits for the community and industry partners.



# **SOCIAL MEDIA**

# GOAL

Transition social media management in-house.

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# STRATEGY

- Ⓐ Set the foundation for in-house social media management

# TACTICS

- Define clear KPIs, such as follower growth, engagement rates, website referrals and reach, to measure and track the success of social media efforts.
- Establish a consistent posting cadence for each platform based on audience insights, ensuring a steady flow of engaging and inspirational content.
- Develop a robust content calendar that aligns with tourism trends, seasonal campaigns, and major events, highlighting the distinct districts of the Florida Keys.
- Utilize in-house staff to create visually captivating posts and reels that showcase the Keys' natural beauty, culinary delights and cultural experiences to inspire travelers in the early stages of trip planning and engage past travelers.

# GOAL

Boost engagement to maximize reach across all social channels.

---

# STRATEGY

- A Use key social media channels to drive awareness and create engagement with traveling consumers.

# TACTICS

- Foster an engaged community of followers through consistent strategic posting and interaction across Visit Florida Keys Instagram, Facebook, X, TikTok and LinkedIn platforms.
- Leverage innovative social media tools to deliver immersive firsthand experiences of local businesses and the destination as a whole.
- Share authentic relatable messaging and content that resonates with audiences across social channels.
- Spotlight the efforts of the Visit Florida Keys team, board, DACs and key stakeholders on professional platforms like LinkedIn to showcase leadership and collaboration.
- Utilize paid social media to target key demographics based on lifestyle preferences, amplify marketing campaigns and increase awareness of destination events.

# GOAL

Boost engagement to maximize reach across all social channels.

---

# STRATEGY

- A Use key social media channels to drive awareness and create engagement with traveling consumers.

# TACTICS (CONT'D)

- Highlight influencer content and other user generated content through CrowdRiff for travel-inspired stories from the eyes of the visitor.
- Leverage social media channels as video distribution
- Further amplify reach through industry partner mobilization, including business stakeholders, brand enthusiasts and a proud community willing to link to Fla-keys.com or share Visit Florida Keys's social and multimedia messages and assets.
- Produce live social media content from major destination events to show a constant stream of exciting activities in The Keys.

# PUBLIC RELATIONS AND SOCIAL MEDIA BUDGET FY 2024-2025

## Domestic PR Expenses

U.S. Press/Content Creator Travel Expenses .....	\$100,000
• "Keys to Serenity" Individual Media/Content Creator Visits	
• "Keys to Serenity" Slow Travel Collaboration with Travelinmad or Other Outlet	
• "Connect and Protect" Individual Visits by Vishing Media and Content Creators	
• "Taste of the Florida Keys" Individual Culinary content Creator Visits/Collaboration	
• "Visualize Paradise" Video/Photo Social Collaboration with Keys Content Creators	
• "Visualize Paradise" Individual Media and Influencer Visits	
• LGBTQ+ Individual Visits for Media or Content Creators	
Domestic: Content Creator Campaign Fees .....	\$35,000
Domestic: Media Conferences/Potential Sales Support at Shows .....	\$25,000
• IPW 2025 participation	
• IMM NYC 2025	
• New York Travel & Adventure Show participation	
• Denver Travel & Adventure Show participation	
New York City Key Lime Pie Activation .....	\$35,000
Florida Keys TV Streaming Channel Maintenance .....	\$60,000
Content Production .....	\$50,000
Tourism Industry Conferences and Events .....	\$55,000
• Florida Encounter & Huddle, Florida Keys Day, Florida Governor's Conference, Destinations Florida Marketing Summit	
• Destinations International MarComm Summit, Annual Convention, CEO Summit	
• IPW, eTourism Summit, PRSA Travel & Tourism, SATW Annual Conference	
• Board Leadership for Destinations, Destination Capitol Hill	
• World Pride	
WPBT Art Loft .....	\$18,000
Potential Support for South Florida PBS "Taste the Keys" Follow-up Episode .....	\$30,000
Online/Social Media Video Productions .....	\$50,000
PR Campaign Focused on Charlotte, NC .....	\$25,000
Keys Podcast Season 3 Production .....	\$40,000
Keys Podcast Marketing .....	\$10,000
Eco-Experience Trail Pass Renewal and Promotional/Awareness Program .....	\$12,000
LGBTQ+ Sponsorship of South Beach Wine & Food Festival's Drag Brunch .....	\$15,000
Special Events Support .....	\$75,000
Domestic Distribution (online press room monthly fee, newswires, etc.) .....	\$10,000
Additional Generic Video/Still Photo Acquisition .....	\$25,000
Spot News Coverage .....	\$30,000
Social Media Contests/Boosting Expenses .....	\$40,000
• "Taste of the Florida Keys" Giveaway with Mainstream Editorial Partner	

• "Visualize Paradise" Social Media Photo Contest	
• "Visualize Paradise" Consumer-Driven Social Media Campaign	
• LGBTQ+ Instagram Vacation Giveaway	
LGBTQ+ Market PR Consultant .....	\$25,000
Consultant Expenses .....	\$5,000
Website/Social Media Editor .....	\$58,000
Keys Traveler Magazine PDF (digital only, no print version per sales director) .....	\$7,500
<b>Subtotal for Domestic .....</b>	<b>\$835,500</b>

## Canada PR Expenses

Canada Agency Fee (contract) .....	\$60,000
Canadian Newswire .....	\$4,000
Individual Press Trip Support .....	\$18,000
Zoomer Radio On Location Remotes Campaign .....	\$28,750
Canada Travel and Lifestyle Magazine Cover and Feature Takeover .....	\$12,750
Toronto and Montreal Media Missions .....	\$7,000
Toronto Media Chef's Taste of the Florida Keys Event .....	\$14,000
Influencer Generated Keys Social Sharing Visits (expenses/fees) .....	\$17,000
Travel Media Association of Canada Conference and Media Marketplace .....	\$4,250
Discover America Day Canada Participation .....	\$1,500
Resources .....	\$6,000
<b>Subtotal for Canada .....</b>	<b>\$173,250</b>

## UK/European PR Expenses

UK/European Agency Fee (contract) .....	\$225,000
UK: Country & Town House Partnership .....	\$14,500
UK: Media Mission (including media event) .....	\$11,000
UK: World Travel Market .....	\$500
UK: TravMedia's IMM London .....	\$5,000
Germany: Social Media Boosting .....	\$5,000
Germany: TravMedia's IMM Berlin .....	\$8,000
Germany: ITB Berlin .....	\$500
Germany: Podcast Project Phase 2 .....	\$11,000
Germany: Prestige Magazine partnership .....	\$10,500
UK/Europe: Press Visit Expenses (individual and group) .....	\$85,000
UK/Europe: Resources .....	\$16,500
<b>Subtotal for UK/Europe .....</b>	<b>\$392,500</b>

China website maintenance .....

News/social media monitoring reporting services and media database .....

Additional Resources for the Overall PR Program .....	\$387,000
<b>Original PR Expense Budget .....</b>	<b>\$1,750,000</b>
<b>Total PR Expense Budget for FY 2024-'25 .....</b>	<b>\$1,837,000</b>



# WEBSITE & CONTENT DEVELOPMENT

# GOAL

Build and Launch a New Destination Website to Enhance User Experience

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# STRATEGY

- A Design and develop a cutting-edge destination website

# TACTICS

- Work with internal staff and external partners to develop a user-friendly website that integrates:
  - Customer Relationship Management (CRM): Centralizes stakeholder engagement, enabling personalized communication with travelers, business partners and local stakeholders.
  - Content Management System (CMS): Empowers the team to manage and update content efficiently, ensuring the site remains dynamic and up-to-date.
  - Booking Integration: Offers travelers a seamless way to search and book accommodations, enhancing the visitor planning experience while driving revenue to local businesses.
- Implement a robust SEO program, ADA-compliant design and mobile optimization to maximize accessibility and performance.
- Integrate advertising and email marketing solutions.

# GOAL

Use storytelling to showcase the range of activities and businesses offered in The Florida Keys and educate guests on how to visit responsibly.

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# STRATEGY

- A Develop, curate and promote dynamic content through engage storytelling

# TACTICS

- Build and expand a dynamic content library to foster destination affinity, showcase unique brand attributes and create meaningful emotional connections with consumers.
- Craft engaging creative assets that align seamlessly with paid media campaigns, driving traveler interest and enhancing engagement on Fla-Keys.com.
- Leverage data insights and agency expertise to guide editorial strategy, prioritizing topics that resonate with consumer interests, news relevance, and trending search behavior.
- Collaborate with in-house talent and local freelance creators to produce authoritative written and visual content that establishes Visit Florida Keys as the go-to expert on the destination.

# GOAL

Develop strategic content to boost engagement and visitation.

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# STRATEGY

- Ⓐ Redefine the online experience for Fla-keys.com and social media channels to educate and inspire all audiences.

# TACTICS

- Drive all potential visitors exposed to our advertising to the fla-keys.com website for planning, and ultimately, bookings.
- Measure lodging referrals to stakeholder booking engines and websites.
- Employ search optimization, including keyword research and best practices for new content pages.
- Engage web users with content balancing practical destination insight and resources with more aspirational content.
- Explore cutting-edge technology like augmented reality (AR) or artificial intelligence (AI)

# WEBSITE BUDGET FY 2024-2025

## New Fla-keys.com Website Build and Associated Tools

- Summary: Development of a new Fla-keys.com website featuring an advanced content management system (CMS) for seamless updates, a customer relationship management (CRM) system for targeted marketing, an integrated booking engine to enhance direct reservations and email marketing tools integrated to optimize engagement with visitors.
- Estimated Cost: \$450,000 (new addition to budget)

## User-Generated Content Collection & Integration

- Summary: Integration of the CrowdRiff platform to secure rights for visitor-sourced photos and videos, enriching the credibility and engagement of the destination's marketing efforts.
- Cost: \$24,000

## Interactive Visitor Content Submission Hub

- Summary: A platform allowing visitors to share photos and videos directly, enhancing UGC galleries and fostering deeper connections with the destination.
- Cost: \$5,000

## Online Reservation System

- Summary: Enhancing visibility and functionality of the booking engine, with affiliate booking opportunities and redesigned digital banners to boost user trust and conversions.
- Cost: \$40,000

## Email migration and Google Workspace Business Plus

- Summary: Email, Calendar, Video Meetings, Google Drive data storage, and more, including migration from previous email service.
- Cost: \$13,000

## Website Bandwidth Service

- Summary: Provides unlimited bandwidth to ensure uninterrupted access to high-quality multimedia content, interactive maps, and real-time updates on Fla-keys.com.
- Cost: \$33,000

## Domain Name Renewal

- Summary: Management and renewal of 16 domain names associated with The Florida Keys & Key West for continued online presence and accessibility.
- Cost: \$3,581.29

## Sustainable Lodging Initiative

- Summary: Highlighting sustainability efforts through listing icons, interactive maps, and a 'Green Travel' filter to promote eco-conscious travel.
- Cost: \$8,000

## Streaming Webcams

- Summary: Maintaining and expanding a network of live webcams across The Keys to provide authentic, real-time views of the destination.
- Cost: \$97,999.90 - \$133,999.80 (varies by district and number of webcams)

## Visitor Information System (VIS)

- Summary: Software for managing visitor data, fulfilling collateral requests, and analyzing visitor inquiries to align with marketing campaigns.
- Cost: \$3,000



# COMMUNITY ENGAGEMENT

# GOAL

Prioritize Community First by Connecting with Residents and Stakeholders

---

# STRATEGY

- A Foster transparent, two-way communication between the organization and the community to build trust and mutual understanding, emphasizing the value of tourism.

# TACTICS

- Develop programs and initiatives that promote two-way communication between Visit Florida Keys and the local tourism community.
- Develop a resident-first communication campaign using storytelling to spotlight how tourism positively impacts their daily lives.
- Partner with local media to publish regular "Tourism in Action" features, highlighting stories of local businesses thriving because of visitor dollars.
- Create tourism impact graphics to highlight measurable benefits, like job creation and infrastructure investments, and share it through newsletters and social media.

# GOAL

Enhance the Capital Grants Program to Deepen Connection with Recipients

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# STRATEGY

- A** Refresh the grants program to make it more impactful for recipients while aligning with community needs.
- B** Empower grant recipients to act as local tourism ambassadors.

# TACTICS

- Redesign the application process with community input sessions to ensure alignment with local priorities.
- Develop a "Grant Recipient Spotlight" series on digital platforms to highlight how their projects enhance the destination.
- Offer a tourism ambassador toolkits for grant recipients, equipping them with messaging and resources to share the value of tourism with their networks.

# GOAL

Promote Responsible Visitor Behavior Through Community Relations

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# STRATEGY

- A Create visitor education programs that align with the destination's sustainability and community goals.
- B Equip local stakeholders with tools to advocate for responsible tourism practices.

# TACTICS

- Develop a visitor-facing campaign focused on responsible behavior, including leave-no-trace principles, wildlife interaction guidelines and community respect tips.
- Introduce a program that trains residents and stakeholders to educate visitors on the unique needs of the area.
- Collaborate with local businesses to distribute educational materials, such as eco-friendly brochures, digital content and in-room messaging at accommodations.

# GOAL

Leverage Music and Events to Drive Destination Development

# STRATEGY

- A Use the Keys' music scene and events to create new opportunities for tourism growth and enhance visitor experiences.
- B Equip local stakeholders with tools to advocate for responsible tourism practices.

# TACTICS

- Partner with event organizers and local businesses to encourage destination packages that bundle lodging, attractions and satellite events around concerts.
- Utilize Visit Florida Keys channels to promote upcoming events, highlight local talent and share itineraries tailored to music fans.
- Develop enhanced destination services through the group sales team, including itineraries, event concierge services and promotional materials for attendees.
- Explore tools like Destination International's Event Impact Calculator to measure and communicate the economic benefits of events and concerts.



# **SALES & PROMOTIONS**

# GOAL

Strengthen Domestic Leisure Travel Market

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# STRATEGY

- A Expand engagement with travel advisors in primary and emerging domestic markets.

# TACTICS

- Attend key travel trade events such as Signature Travel Network and Virtuoso conferences to build relationships with luxury and mainstream travel advisors.
- Leverage partnerships with OTAs like Expedia, Hopper and TravelZoo to target domestic leisure travelers through cooperative campaigns.
- Conduct in-person and virtual sales calls and webinars to promote destination updates and highlight Key Lime Academy as a resource.
- Execute targeted sales missions to secondary U.S. markets to train travel advisors and grow awareness of the Keys' offerings.
- Leverage cooperative marketing opportunities to amplify visibility in emerging cities like Denver, Austin, and Nashville.

# GOAL

Drive International Market Growth

---

# STRATEGY

- A Build presence in key international markets, building relationships with international travel trade and media

# TACTICS

- Participate in Brand USA and Visit Florida international sales missions to Canada, U.K., Germany, France and Scandinavia.
- Conduct training sessions and presentations for travel advisors in top-performing and emerging international markets.
- Host international familiarization (FAM) trips for advisors and media to experience the Florida Keys firsthand.
- Partner with Visit Florida to include The Keys in their international press and trade outreach.
- Increase investment in Axis Travel Marketing for representation in the U.K., Scandinavia and Italy, and Get It Across for Germany, Austria, Switzerland and Benelux to include media affairs alongside travel trade outreach, creating synergy between sales and PR efforts.

# GOAL

Increase Destination Awareness Among MICE Planners

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# STRATEGY

- ① Position the Florida Keys as a unique incentive destination and increase destination awareness among MICE planners

# TACTICS

- Facilitate connections between group-focused hotel partners and corporate incentive buyers through sales events and networking. Utilize programs with Helms Briscoe and MPI.
- Host a dedicated MICE FAM trip showcasing the Keys' distinctive meeting spaces and incentive experiences.
- Exhibit at major MICE trade shows such as IMEX and The Meetings Show to connect with planners.
- Highlight success stories of previous incentive programs in the Keys through case studies and social media content.
- Utilize CVENT's Diamond Partnership to generate group travel leads.

# GOAL

Promote Sustainable Travel Practices

# STRATEGY

- A Integrate sustainability messaging into sales outreach and amplify through industry organizations.

# TACTICS

- Provide travel trade and leisure travelers with educational materials emphasizing the destination's commitment to sustainability, such as "Connect & Protect" initiatives.
- Highlight eco-friendly activities and accommodations during sales missions, webinars, and trade shows.
- Collaborate with Visit Florida and Brand USA on sustainability-themed marketing campaigns.
- Host a sustainability-focused FAM trip for travel advisors specializing in eco-conscious travel.
- Work with Axis Travel Marketing and Get It Across to emphasize sustainability themes to international trade partners and media.

# GOAL

Boost LGBTQ+ Traveler Engagement

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# STRATEGY

- A Develop targeted initiatives for LGBTQ+ advisors and travelers and increase visibility in relevant travel trade networks.

# TACTICS

- Plan and host FAM trips for LGBTQ+ travel advisors and agency owners to experience Key West and other districts.
- Collaborate with the national LGBTQ+ Chamber of Commerce and Key West Business Guild on sales and promotional initiatives.
- Partner with LGBTQ+ thought leaders and influencers to highlight the destination's inclusive offerings.
- Promote Key West as a top LGBTQ+ destination at events like the International LGBTQ+ Travel Association (IGLTA) conference.
- Activate participation at World Pride 2025 in Washington, DC, with a destination booth and special programming to connect with LGBTQ+ travelers and travel trade.

# GOAL

Amplify Luxury Travel Market Positioning

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# STRATEGY

- A Target high-end travel advisors and showcase luxury experiences through various programs and collateral

# TACTICS

- Conduct luxury-focused sales missions and webinars highlighting bespoke offerings such as private charters and luxury accommodations.
- Leverage relationships with advisors from top consortia like Virtuoso and American Express Fine Hotels & Resorts.
- Create video and print materials that feature exclusive luxury experiences, such as wellness retreats and fine dining.
- Use these materials during in-person and virtual presentations to emphasize the Keys' unique luxury positioning.

# GOAL

Enhance Collaboration with Industry Organizations

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# STRATEGY

- A Leverage industry memberships and resources, and drive engagement through trade shows and missions.

# TACTICS

- Expand engagement with Brand USA and Visit Florida for access to their sales events, media outreach and cooperative marketing programs.
- Use advertising resources aligned with Brand USA to support campaigns targeting global markets

# SALES & PROMOTION BUDGET FY 2024-2025

## October 2024

- 8-10 IMEX Meeting/Incentive Show\* / Las Vegas, NV / \$60,000
- 21-24 Brand U.S.A. Travel Week / London, U.K. / \$9,500
- 23-27 IGLTA Global Convention / Japan / \$10,000

## November 2024

- 5-7 World Travel Market (WTM)\* / London, U.K. / \$40,000
- 10-13 Signature Travel Week / Las Vegas, NV / \$8,000
- 12-16 Travel Agent Owners Forum / Grand Barbados / \$7,000

## December 2024

- 2-5 Minneapolis Sales Mission / \$3,000
- 8-10 SMART Meetings / Phoenix / \$0 (Credit)

## January 2025

- 6-8 Travel Match Nordics Mission / Oslo, Norway / \$4,250
- 9 Grand Travel Awards / Oslo, Norway / \$5,000 (sponsorship)
- 11-12 Atlanta Travel & Adventure Show\* / Atlanta, GA / \$7,650
- 22-26 FITUR / Madrid, Spain / \$12,500
- 25-26 NYC Travel & Adventure Show\*/ New York, NY / \$7,650

## February 2025

- 1-2 Chicago Travel & Adventure Show\* / Chicago, IL / \$7,650\*
- 4-6 Florida Huddle and Encounter / Ocala, FL / \$5,600
- 8 AAA Travel Marketplace / Foxboro, MA / \$4,999
- 15-16 Phoenix Travel & Adventure Show\* / Phoenix, AZ / \$3,845
- 22-23 L.A. Travel& Adventure Show\* / Los Angeles, CA / \$3,845

## March 2025

- 1-6 Visit U.S.A. Italy & Sales Presentations / Italy/ \$5,000
- 3-6 Internationale Tourismus-Börse (ITB)\* / Berlin, Germany / \$45,000
- 8-9 Denver T&A Show (Dive Umbrella)\* / Denver, CO / \$5,190
- 15-16 Bay Area Travel & Adventure Show\* / Santa Clara, CA / \$3,845
- 22-23 Dallas Travel& Adventure Show\* / Dallas, TX / \$3,845
- 23-25 Outdoor Adventure Show / Montreal, Canada / \$3,000
- 28-30 Beneath the Sea (BTS)\* / Secaucus, NJ / \$6,500
- 29-30 Washington DC Travel & Adventure Show\* / Washington, DC / \$7,690
- 30-Apr 2 Travel Agent Forum 2025/Las Vegas, NV/\$6,050

## April 2025

- 14-16 World Travel Market Latin America / Sao Paulo, Brazil / \$18,000

# SALES & PROMOTION BUDGET FY 2024-2025

## May 2025

- 6-9 GMITE / Braselton, GA / \$11,200
- 11-17 Nordic/Scandinavian Sales Mission/ \$6,500
- 17-8 World Pride 2025 / Washington, DC / \$75,000 (sponsorship)
- 19-23 Germany/Eastern EU Sales Mission / \$6,500
- 30-31 Girls in Wonderland / Orlando / \$10,000 (Sponsorship)

## June 2025

- 2-5 ATTA Elevate / Denver, CO / \$6,550
- 4-6 Proud Experiences / Miami, FL / \$7,200
- 4-7 Romance & Wedding Travel Forum / Cancun, Mexico / \$7,895
- 8-10 Incentive Live / Puerto Rico / \$8,000
- 14-18 International Pow Wow (IPW)\* / Chicago, IL / \$56,000
- 28-29 The Scuba Show\* / Los Angeles, CA / \$6,000

## July 2025

- 30-2 National LGBTQ Chamber Convention / Palm Springs / \$5,000

## August 2025

- 3-5 SMART Meetings / Nassau, Bahamas / \$8,500
- 11-14 Virtuoso Travel Week / Las Vegas, NV / \$18,000
- 11-15 Florida Out Coast Convention / Miami, FL / \$7,000 (Sponsorship)
- 27-29 Connect Marketplace / Miami, FL / \$8,000
- 27-29 Governor's Conference on Tourism / Omni Orlando Resort / \$5,000

## September 2025

- 16-20 U.K./Ireland Sales Mission / Various Cities / Axis Budget
- 23-25 IFTM Top Resa / Paris, France / \$15,000

## Annual Industry Partner Collaborations

- Brand USA Partner Sponsor Program / \$25,000
- Cvent Diamond Group Lead Program / \$55,000
- Helms Briscoe Hotel Site Selection Lead Generation / \$21,000
- MPI Co-op Marketing and Affinity Sales Program / \$22,200
- Virtuoso Preferred Partner Portfolio / \$51,550 / included in ad budget

## Travel Expenses

\$275,000

## USPS/UPS/FedEx/Phones

\$76,000

## Memberships, Books, Subscriptions

\$35,000

## Resources

\$203,038

## European Sales Agencies Basic Services

\$190,000

## European Sales Agencies Promotional Programs

\$408,200

**\$1,803,197**



# FILM COMMISSION

The mission of the Florida Keys Film Office is to attract and support film, television, print, commercial, and digital media productions by showcasing the Florida Keys to the global entertainment industry



# GOAL

Create an Economic Impact Study on film production in the Florida Keys

# STRATEGY

- A Work with the Research Department to create a comprehensive economic impact study for *Bad Monkey*, *Roadhouse*, and *The Fabulous Four* films.

# TACTICS

- Develop comprehensive economic impact analysis of recent major productions.
- Establish a data collection framework.
- Create comparative analysis with historical productions (e.g., *Bloodline*).
- Analyze direct and indirect economic benefits.
- Quantify tourism value generated by productions.
- Estimate media exposure value and destination marketing impact using location mentions and press coverage.

# GOAL

Explore Development of a Local Film Incentive Program for the Florida Keys

# STRATEGY

- A Design and evaluate a sustainable local film incentive framework for the Florida Keys while complementing existing regional incentives

# TACTICS

- Research and analyze successful film incentive programs across Florida to identify best practices and proven models.
- Create a structured incentive framework defining qualification criteria, rewards, and return-on-investment metrics.
- Develop a sustainable funding mechanism with identified sources and annual budget allocation.
- Establish an approval process with an application and committee protocols.
- Design an implementation structure and administrative procedures.
- Evaluate legal parameters for using bed tax revenue through consultation with tourism development counsel and regulatory review.

An aerial photograph of a bridge spanning a body of water. On the left side of the bridge, a large camera crane is suspended, pointing towards the water. On the right side, a dark-colored car is driving on the road. The sky is blue with scattered white clouds, and the sun is visible in the upper left corner.

# GOAL

Foster the Local Film Industry Through Workforce  
Development & Community Engagement

# STRATEGY

- A** Partner with Key West Film Festival to deliver professional workshops featuring Oscar-nominated writer/director Kimberly Pierce.
- B** Partner with the Business Guild to deliver a free movie night during Key West Pride featuring a major LGBTQ+ film and a Q&A with the filmmaker.
- C** Launch Island Indies screening series to showcase and connect local creators

# TACTICS

- Work with Kimberly Pierce to develop free public workshops during Key West Film Festival.
- Leverage film festival contacts to search for and secure a suitable LGBTQ+ film that aligns with the theme of Key West Pride.
- Invite the featured filmmaker to Key West to participate in the event and engage with the audience during the Q&A session.
- Develop a promotional campaign to highlight the screening as a centerpiece of Key West Pride 2024.
- Partner with Tropic Cinema for Island Indies screening venue
- Develop submission process and curation criteria.
- Invite local filmmakers and artists to submit work for screening and feedback.

# GOAL

Partner with Miami-Dade and Broward County film offices to co-market our destinations

# STRATEGY

- A Create a strategic South Florida film alliance with Miami-Dade and Broward Counties to leverage regional incentives, present a unified production destination, and share industry event costs.

# TACTICS

- Establish a formal tri-county cooperation framework detailing joint marketing and cost-sharing plans.
- Coordinate unified trade show presence with shared booth spaces, joint presentations, and expenses.
- Explore creation of regional marketing collateral featuring multi-county locations and shared resource guides.
- A strategic calendar of industry trade shows and events for coordinated tri-county participation follows:



# TRADE SHOWS & INDUSTRY EVENTS

Austin Film Festival – Austin, TX | \$4,650 Oct 24-29, 2024:  
Annual film festival and conference featuring panel discussions, workshops, and a renowned screenplay competition.

American Film Market – Las Vegas | \$4,850 Nov 5-10, 2024:  
Major industry gathering with 7,000+ professionals from 70+ countries. Includes Location Expo for film commissions to meet decision-makers.

Content – London | \$3,500 Dec 2-5, 2024:  
Conference and marketplace featuring 3,000+ content executives. Focuses on scripted content and unscripted programming.

FOCUS – London | \$10,200 Dec 10-11, 2024:  
Intl. production tradeshow targeting location managers, producers, and directors, featuring industry leaders like BBC and Lionsgate.

Sundance Film Festival – Park City, Utah | \$8,350 Jan 18-28, 2025: Premier independent film festival. Partnership with Ft. Lauderdale and Miami Film Commissions.

Realscreen/NAPTE – Miami, FL | \$7,750 Feb 3-7, 2025:  
Combined conference for content creators, buyers, and distributors in scripted and unscripted spaces.

SXSW (South by Southwest) – Austin, TX | \$5,850 Mar 8-16, 2025:  
Major festival for film, music, and digital media premieres. Partnership with Film Florida to promote Florida content and filmmakers.

Los Angeles Mission | \$6,350 Mar 23-27, 2025:  
AFCI week event connecting with production executives, producers, and content creators across film and television.

South Florida Screen Summit – Dania Beach | \$3,850 Apr 5-8, 2025:  
Three-day event focused on empowering South Florida's creative community through panels and networking.



# TRADE SHOWS & INDUSTRY EVENTS

Sunscreen Film Festival – St. Pete, FL | \$7,550 Apr 17-21, 2025: International festival featuring film screenings, workshops, and networking with industry professionals Partnership with Film USA.

Hot Doc Festival – Toronto | \$5,850 Apr 28-May 2, 2025: North America's largest documentary festival with industry conference and market events.

Film Florida Annual Meeting - Destin, FL | \$2,500 May 6-May 7, 2025: Brings together the Executive Board to discuss, vote on, and implement initiatives for legislative efforts, marketing, trade shows, and missions.

Cannes Film Festival – France | \$11,200 May 12-24, 2025: World's largest film festival and market, featuring 12,000+ professionals and 4,000+ films. Partnership with Film USA.

TriBeCa Film Festival | \$8,350 Jun 4-16, 2025: TriBeCa Film Festival with Film Florida, including Apples and Oranges networking event.  
Miami Film & Media Market | \$2,500 Jul 13-16, 2025: Four-day event connecting industry professionals in English and Spanish content creation.

Fl. Governor's Conference on Tourism | \$4,500 Aug 13-16, 2025: This Conference gathers industry professionals, agencies, travel experts, and state leaders to explore tourism trends and opportunities.

Toronto Intl. Film Festival – Canada | \$8,350 Sep 4-11, 2024: Premier festival with trade conference focusing on documentary and unscripted content. Includes Film Florida marketing event.

CINEPOSIUM – Cincinnati, OH | \$5,500 Sept. 15-19, 2025: AFCI's 50th Anniversary conference, focusing on production trends, technology, film commissioners and industry leaders worldwide.

# 20204/2025 FILM OFFICE BUDGET

<b>Film Industry Trade Shows and Events</b> .....	\$54,500
Registration and Show/Event Expenses	
<b>Travel Expenses</b> .....	\$58,650
Air Fare, Lodging, Meals, In-county mileage	
<b>Dues and Fees</b> .....	\$20,000
Association of Film Commissioners International, Film Florida, Woman in Film	
<b>Website/Social Media</b> .....	\$10,000
The Florida Keys & Key West website, Reel-Scout database, Maintenance and support	
<b>Communications</b> .....	\$9,000
Postage, office phone, shipping.	
<b>E &amp; P for Production Executives</b> .....	\$5,000
<b>Location Content</b> .....	\$20,000
Photographer, Videographer, Location Site Surveys	
<b>Promotions</b> .....	\$77,850
	<b>Total \$255,000</b>



# RESEARCH



# MARKET RESEARCH

Market research serves as our strategic compass, providing clear direction to reach our goals while measuring success along the journey. By converting diverse data into actionable insights, we gain a competitive edge and better understand our visitors' needs. This data-driven approach ensures we stay responsive to changing consumer preferences, technological advancements, and economic shifts, allowing us to make informed decisions that enhance our destination's appeal.

# GOAL

Empower the organization with the data knowledge necessary to make informed decisions.

# STRATEGY

- A Deliver research and intelligence support for Visit Florida Keys staff to ensure comprehensive visitor industry information can be utilized.

# TACTICS

- Conduct ongoing primary data collection studies
- Implement industry best practices in data collection and analysis
- Track and analyze data to inform stakeholders of marketing performance
- Leverage Destinations International membership resources and research tools
- Monitor travel trends and economic indicators
- Improve short-term rental data with more robust reporting

# GOAL

Measure and assess marketing effectiveness and strategic objectives.

# STRATEGY

- Implement comprehensive research methods to evaluate marketing initiatives and visitor behavior.

# TACTICS

- Continue intercept interviews through Visitor Profile Survey
- Use Smith Travel Research data for lodging performance analysis
- Monitor vacation rental metrics via Lighthouse
- Utilize TravelClick's Demand 360 for forward-looking data
- Leverage Tourism Economics Symphony platform for
  - Visitor behavior analysis
  - Economic forecasting
  - Performance tracking

# GOAL

Evaluate and quantify the economic impact of major destination initiatives.

# STRATEGY

- A Develop and implement comprehensive economic impact studies to measure ROI of significant investments and events.

# TACTICS

- Complete comprehensive destination economic impact study
- Conduct economic impact study for Bad Monkey and Roadhouse films
- Measure economic impact of The Fabulous Four film
- Analyze and report on economic benefits to local community

# GOAL

Maintain industry leadership through professional development and strategic partnerships.

# STRATEGY

Engage in professional development opportunities and foster strategic partnerships to enhance research capabilities.

# TACTICS

- Attend key industry events including Destinations Florida and Florida Governor's Conference on Tourism
- Participate in professional development breakout sessions and workshops
- Network with research professionals and DMO colleagues
- Share insights and best practices with industry partners

# RESEARCH BUDGET FY 2024-2025

Spend category	Market Research	Amount
sc_00039	resources	\$ 292,000.00
sc_00036	contractual services/salary	\$ 170,000.00
sc_00400	travel	\$ 25,000.00
sc_00066	promotional activities	\$ 10,000.00
sc_00040	postage/freight	\$ 3,500.00
sc_00043	phone	\$ 3,500.00
sc_00083	operating supplies	\$ 3,500.00
sc_00084	software subscriptions	\$ 189,000.00
sc_00085	books publications subscriptions education	\$ 34,500.00
		\$ 731,000.00



# **FINANCE & ADMINISTRATION**

# KEY ORGANIZATIONAL GOALS

## *FINANCE & ADMINISTRATION*

- Ensure compliance with all financial and budgetary requirements
- Strive to provide employees a satisfying and productive work environment
- Ensure equipment, technology and facilities meet the needs of the organization
- Maintain a budget framework with transparency and accountability



# GOAL

Address Florida Ethics Institute (FEI)  
Recommendations for Enhanced Governance  
and Compliance

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# STRATEGY

- Ⓐ Update VFK Personnel Policy and Procedure Manual to align with ethical standards.

# TACTICS

- Revise the VFK Mission Statement to reflect ethics, integrity and stewardship of public funds.
- Expand the Disclosure of Information Records section to strengthen compliance with Florida Public Records Law and Monroe County TDC agreement while training employees on public records requirements.
- Establish a framework for documenting and implementing the Conflict-of-Interest Policy for employees, vendors and board members, including mandatory disclosures for vendors and contractors.
- Draft and implement a comprehensive Code of Ethics to guide behavior, ensure compliance with laws, and manage reputational risks.
- Develop and implement an Ethics and Compliance Training Program for employees and board members, with onboarding training within six months of new positions.

# GOAL

Ensure Visit Florida Keys complies with all financial and budgetary requirements by adhering to Monroe County and Clerk's Office standards and Florida state statutes, GASB (Governmental Accounting Standards Board) and DMO (Destination Marketing Organization) best practices.

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# STRATEGY

- Ⓐ Manage all financial and budgetary workflows in a timely manner to provide reliable financial data.

# TACTICS

- Maintain compliance with all Sunshine Law requirements.
- Produce and distribute an annual Visit Florida Keys budget that reflects the strategic and tactical needs of the organization.
- Produce timely and accurate organizational financial statements for board & management review, allowing for actionable decisions based on economic trends.
- Work closely with Monroe County and Clerk's office to ensure all standards are being met.

# GOAL

Provide management of all human resource functions to ensure a satisfying and productive work environment.

# STRATEGY

- A Utilize human resources best practices across the organization.

# TACTICS

- Provide employees with training opportunities that are relevant to the needs of the organization.
- Foster and grow in-house talent.
- Encourage professional development for all employees.
- Coordinate a Strategic Planning Retreat for employees.
- Implement a new HRIS system.

# GOAL

Manage all administrative and operational aspects to ensure equipment, technology and facilities meet the needs of Visit Florida Keys.

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# STRATEGY

- ① Collaborate with all departments to deliver highly effective support services.

# TACTICS

- Upgrade technology equipment and software as necessary to assist productivity and capabilities.
- Research and implement methods of reducing administrative burden.
- Foster talent by embracing technology and work trends.

# GOAL

Maintain a budget framework with transparency and accountability in accordance with Monroe County and Clerk's Office standards, Governmental Accounting Standards Board (GASB) and industry standards.

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# STRATEGY

- Ⓐ Provide relevant budget definitions that reflect the needs of Visit Florida Keys.

# TACTICS

- Work with all departments to identify organization budgetary needs.
- Create flexibility to expand budget detail in future years as needed.



# BUDGET

# PROGRAM EXPENSES AND BUDGET

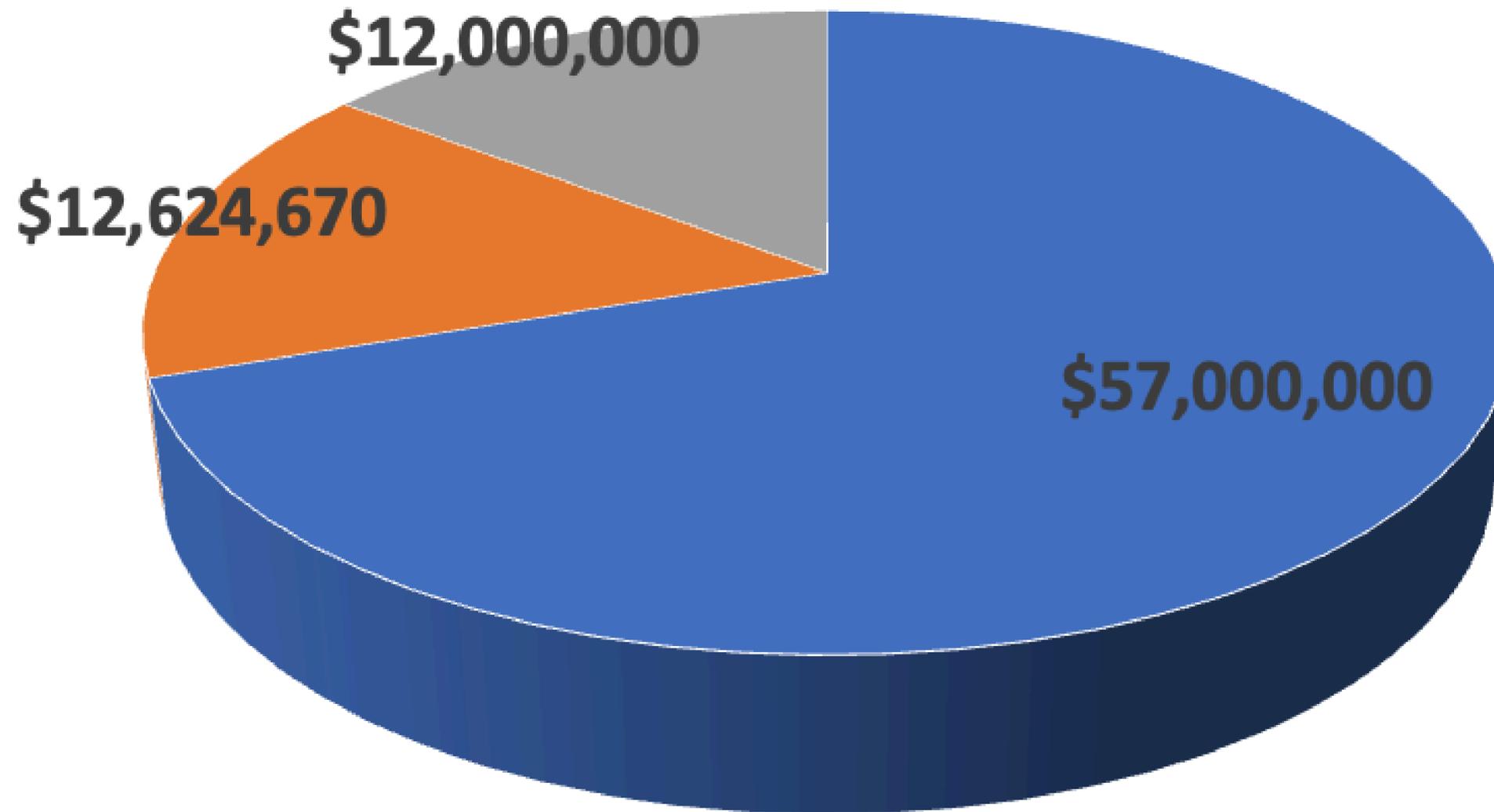
The updated Visit Florida Keys Marketing Plan for FY 2025 reflects the original approved budget categories for each program, with the exception of the new website build. Funds have been moved within each program to ensure the most efficient and effective use.



# FY 2025 TDC Revenues

<b>Estimated TDT Collections</b>	<b>\$ 60,000,000</b>
<b>Less 5% Non-Collectible</b>	<b>\$ (3,000,000)</b>
<b>Fund Balance Forward - Capital Projects/Events</b>	<b>\$ 12,624,670</b>
<b>Emergency/Contingency reserves - Fund Balance Forward</b>	<b>\$ 12,000,000</b>
<b>Affordable Housing (from DAC Fund Balances)</b>	<b>\$ 35,000,000</b>
<b>Total TDC Budget</b>	<b>\$ 116,624,670</b>

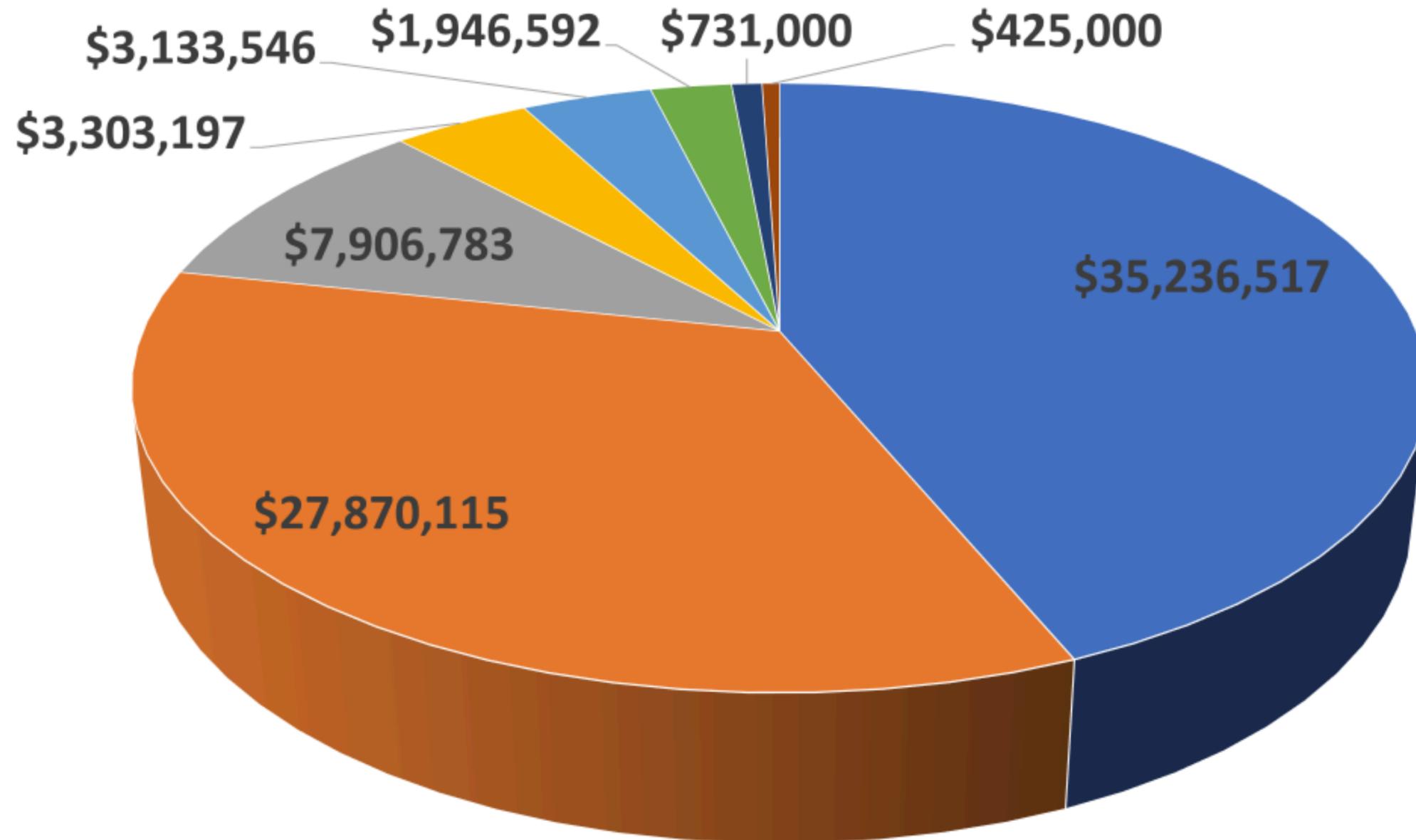
# FY 2025 TDC Operating Revenues



■ Estimated TDT Collections ■ Fund Balance Forward - Capital Projects/Events ■ Reserves - Fund Balance Forward Events

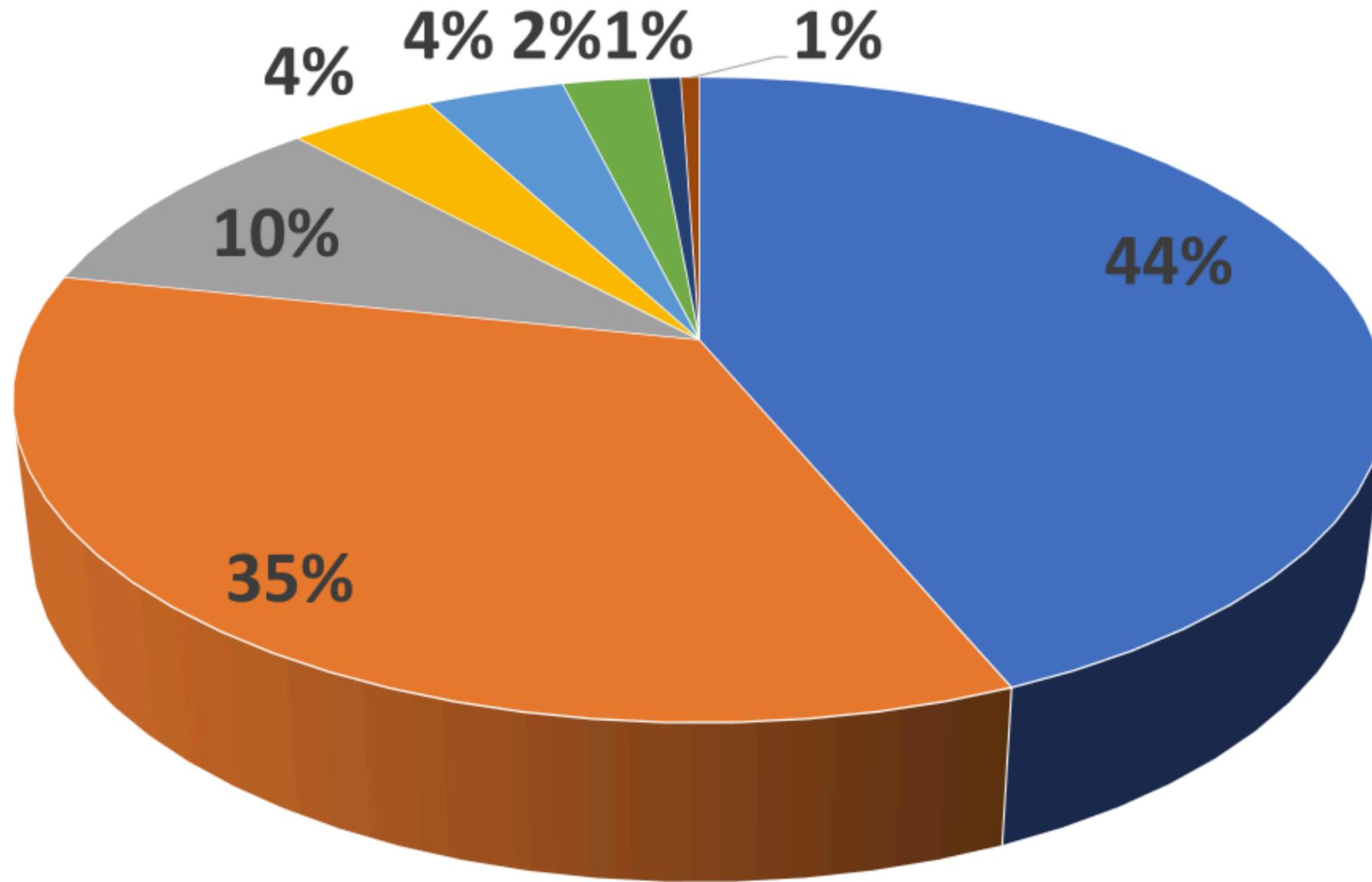
**Total Operating Revenues: \$81,624,670 (Does not include one time allocation of \$35,000,000 for Affordable Housing from fund balance)**

# FY 2024/2025 TDC Expenses by Program Area (\$)



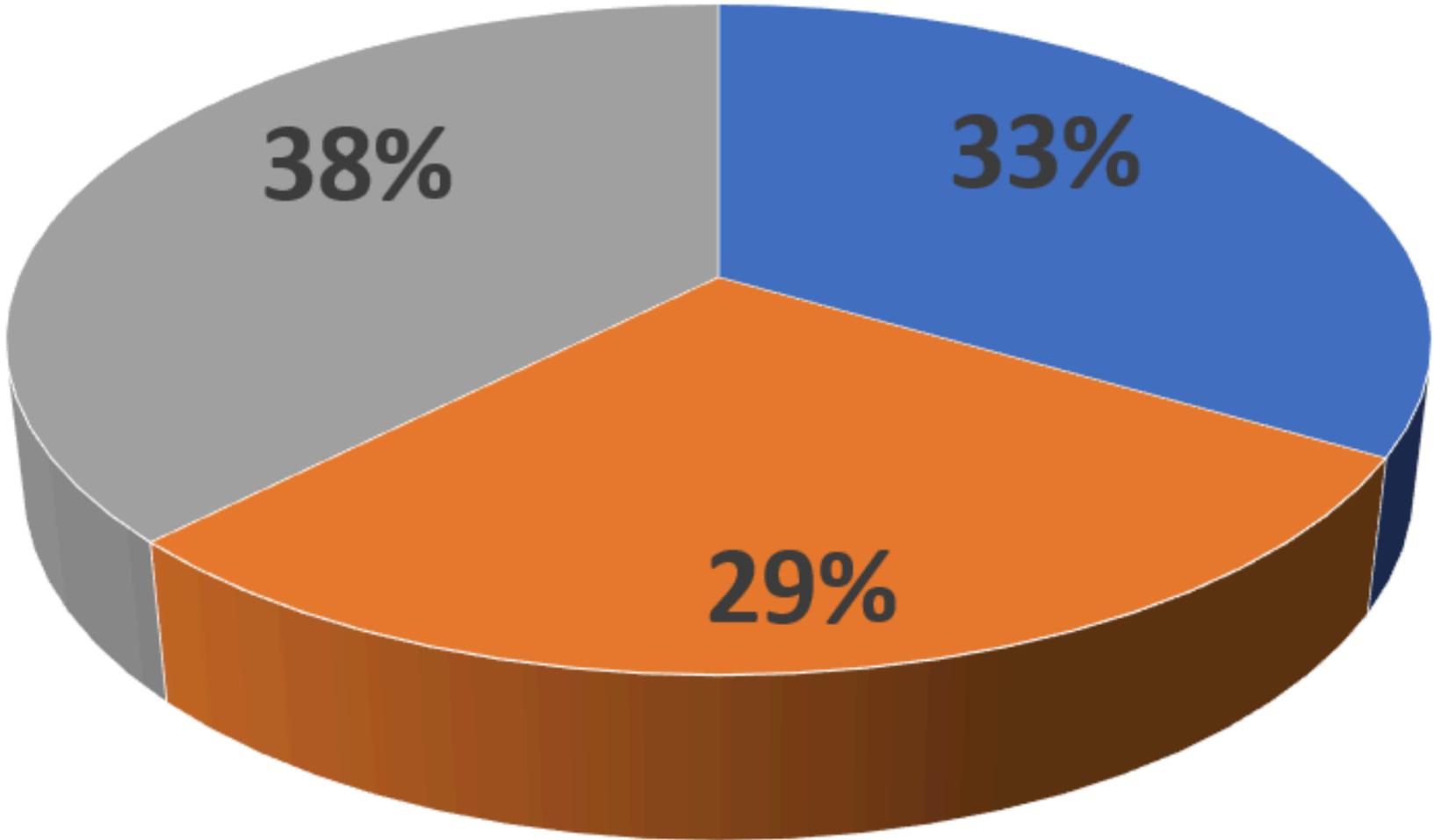
■ Advertising & Public Relations ■ Capital Projects ■ Reserves ■ Sales ■ Administration ■ Event Support ■ Research ■ Film

# FY 2024/2025 TDC Expenses by Program Area (%)



■ Advertising & Public Relations ■ Capital Projects ■ Reserves ■ Sales ■ Administration ■ Event Support ■ Research ■ Film

# FY 2024/2025 Budgeted Salaries by Program Area (%)



■ Marketing/Public Relations   ■ Sales   ■ Admin/DAC Admin

**ADVERTISING / MEDIA PLANS**  
**FY 2024-2025 ADDENDUM**  
**PAGES TO FOLLOW**

# THANK YOU

2024-2025 MARKETING PLAN



The  
Florida Keys  
& Key West  
... come as you are<sup>®</sup>  
[www.Fla-Keys.com](http://www.Fla-Keys.com)

## VFK: GENERIC (BRAND AWARENESS) FY24/25\_ MEDIA PLAN

CATEGORY	Q1 2024 SPEND	Q2 2025 SPEND	TOTAL	% PER MEDIUM
<b>FISHING CABLE TELEVISION</b>				
• Sport Fishing TV (Firecrown)- Discovery Channel 2-3 episodes in FL Keys	\$89,700.00		\$89,700.00	1.78%
• RM Media/ Florida Insider Fishing Report	\$61,525.00		\$61,525.00	1.22%
• RM Media/ Sportsman's Adventures	\$17,250.00		\$17,250.00	0.34%
SPOT TELEVISION	\$465,147.98		\$465,147.98	9.25%
<b>COOP PROGRAM</b>			<b>\$0.00</b>	
DIGITAL	\$67,275.00	\$24,150.00	\$91,425.00	1.82%
FACEBOOK	\$10,350.00	\$10,350.00	\$20,700.00	0.41%
PRINT	\$0.00	\$44,850.00	\$44,850.00	0.89%
ENEWSLETTERS	\$47,922.80	\$34,985.30	\$82,908.10	1.65%
LESS COOP CONTRIBUTION	-\$13,200.00	\$0.00	-\$13,200.00	-0.26%
<b>HURRICANE SUPPORT</b>	\$99,385.30	\$0.00	\$99,385.30	1.98%
DIGITAL BRANDING	\$817,650.02	\$296,700.00	\$1,114,350.02	22.15%
SOCIAL MEDIA	\$42,086.65	\$0.00	\$42,086.65	0.84%
NATIVE CONTENT	\$556,214.75	\$0.00	\$556,214.75	11.06%
WEDDING	\$132,250.00	\$28,750.00	\$161,000.00	3.20%
ADVENTURE	\$75,037.50	\$0.00	\$75,037.50	1.49%
CTV/OTT	\$414,000.00	\$138,000.00	\$552,000.00	10.97%
DISABLED TRAVELERS	\$0.00	\$10,350.00	\$10,350.00	0.21%
AUDIO	\$0.00	\$60,375.00	\$60,375.00	1.20%
ADDRESSABLE TELEVISION	\$258,750.00	\$0.00	\$258,750.00	5.14%

SEM	\$31,625.00	\$39,675.00	\$71,300.00	1.42%
OUT OF HOME	\$190,996.60	\$0.00	\$190,996.60	3.80%
PRINT	\$70,064.90	\$77,520.06	\$147,584.96	2.93%
MEETINGS	\$8,625.00	\$21,275.00	\$29,900.00	0.59%
TRAVEL TRADE	\$13,800.00	\$43,587.30	\$57,387.30	1.14%
<b>INTERNATIONAL</b>				
CANADA	\$54,027.00	\$107,101.80	\$161,128.80	3.20%
UK	\$159,504.99	\$102,148.75	\$261,653.74	5.20%
GERMANY	\$16,031.00	\$82,570.00	\$98,601.00	1.96%
ITALY	\$8,740.00	\$35,650.00	\$44,390.00	0.88%
FRANCE	\$98,899.99	\$54,004.00	\$152,903.99	3.04%
SCANDINAVIA	\$4,600.00	\$20,700.00	\$25,300.00	0.50%
<b>TOTAL</b>	<b>\$3,798,259.48</b>	<b>\$1,232,742.21</b>	<b>\$5,031,001.69</b>	<b>100.00%</b>
<b>Q3-4 MEDIA EXPENDITURE</b>			<b>\$3,953,593.01</b>	
<b>TOTAL EXPENDITURE</b>			<b>\$8,984,594.70</b>	
IMPRESSIONS/CIRCULATION	151,715,523	\$143,218,200.29		294,933,723
Facebook spend by LOB		LOB		
	\$245,000	Brand Awareness		







PROGRAMMATIC OLV & CTV (ONLINE VIDEO)	Unit	Target Audience	Q1 IMP (000)	Net CPM	Q1	for Q2							
• <b>Datify OLV+CTV/OTT</b> Geo: Fall/Winter: NY, BOS, DC, PHL, CHI, MN, CLT Summer: FL, GA, TN, NC, SC, TX	:15 OLV/:30 CTV	A35-64 \$150k+ Travel Intenders	2,233,333	\$26.87			<b>OCT-DEC (Always on Annual)</b>			\$60,000.0	\$69,000		
							Net:	\$23,000.00 \$20,000.00	\$23,000.00 \$20,000.00	\$23,000.00 \$20,000.00			
								Geo: NY, CHI, PHL, DC, BOS + LA					
• <b>Adara OLV/CTV</b> (re-targeting florida/caribbean)	:15 OLV/:30 CTV	A35-64 \$150k+ Travel Intenders; re-targeting FL and Caribbean searchers	2,633,498	\$20.51			<b>OCT-DEC (Always on Annual)</b>			\$54,000.0	\$62,100		
							Net:	\$20,700.00 \$18,000.00	\$20,700.00 \$18,000.00	\$20,700.00 \$18,000.00			
								Geo: NY, CHI, PHL, DC, BOS + LA					
• <b>Epsilon OLV/CTV</b> (targeting using credit card data)	:15 OLV/:30 CTV	Retargeting/Lookalike targeting based on past visitors & intention event	2,060,526	\$26.21			<b>OCT-DEC (Always on Annual)</b>			\$54,000.0	\$62,100		
							Net:	\$20,700.00 \$18,000.00	\$20,700.00 \$18,000.00	\$20,700.00 \$18,000.00			
								Geo: NY, CHI, PHL, DC, BOS + LA					
• <b>Nexxen OLV/CTV</b> (targeting in-market travelers)	:15 OLV/:30 CTV	A35-64 \$150k+ Travel Intenders	2,752,448	\$19.62			<b>OCT-DEC (Always on Annual)</b>			\$54,000.0	\$62,100		
							Net:	\$20,700.00 \$18,000.00	\$20,700.00 \$18,000.00	\$20,700.00 \$18,000.00			
								Geo: NY, CHI, PHL, DC, BOS + LA					
• <b>Ground Truth CTV</b> (targeting in-market travelers)	:30 CTV	A35-64 \$150k+ Travel Intenders	2,160,000	\$25.00			<b>OCT-DEC (Always on Annual)</b>			\$54,000.0	\$62,100		
							Net:	\$20,700.00 \$18,000.00	\$20,700.00 \$18,000.00	\$20,700.00 \$18,000.00			
								Geo: NY, CHI, PHL, DC, BOS + LA					
• <b>Origin Media CTV</b> :15 Dynamic weather ad topper (created by Origin Media) + :30 FL Keys brand video This combined unit becomes a :45 CTV ad.		A35-64 \$150k+ Travel Intenders	1,772,727	\$33.85			<b>OCT-DEC</b>			\$60,000.0	\$69,000		
							Net:	\$23,000.00 \$20,000.00	\$23,000.00 \$20,000.00	\$23,000.00 \$20,000.00			
								Geo: NY, CHI, PHL, DC, BOS + LA					
• <b>Motto CTV</b> - Geo: NY, CHI, Los Angeles, PHL, DC, BOS, includes attribution/arrival data *FLIGHTED OCT '24-JUL '25 Only Oct-Dec budget portion is shown for Q1.	:30 CTV	A35-64 \$150k+ Travel Intenders	1,530,610	\$49.00			<b>OCT-DEC</b>			\$75,000.0	\$86,250		
							Net:	\$28,750.00 \$25,000.00	\$28,750.00 \$25,000.00	\$28,750.00 \$25,000.00			
								Geo: NY, CHI, PHL, DC, BOS + LA					
• <b>Expedia / Hotels.com / VRBO OTA</b> - Includes Home Page, Flights & Hotel Search Results, Native Marquee Card, List	Custom Microsite	A35-64 \$150k+ Travel Intenders; searchers to Florida/FL Keys	4,152,187	\$30.10			<b>NOV-MAR Package</b>			\$125,000.0	\$143,750		
							Net:	\$0.00 \$0.00	\$143,750.00 \$125,000.00	\$0.00 \$0.00			
								Note: All monthly totals are estimates and may vary month to month but will total out at end of flight.					
<b>WEBSITE RE-TARGETING</b>													
• <b>Visit Florida Video Retargeting Standard</b> - Winter Sun Seekers Audience Overlay; East of the Mississippi River *Flighted Dec '24-Mar '25. Only Oct-Dec budget portion is shown for Q1.	:15 or :30	Re-targeting travel Intenders interested in Florida vacations	512,000	\$14.65			<b>DECEMBER</b>			\$7,500.0	\$8,625		
							Net:	\$0.00 \$0.00	\$0.00 \$0.00	\$8,625.00 \$7,500.00			
• <b>Fla-Keys.com Video Retargeting with</b> *Flighted Dec '24-Mar '25. Only Oct-Dec budget portion is shown for Q1.	:15 or :30	Re-targeting travel Intenders interested in Florida vacations	375,000	\$20.00			<b>DECEMBER</b>			\$7,500.0	\$8,625		
							Net:	\$0.00 \$0.00	\$0.00 \$0.00	\$8,625.00 \$7,500.00			
								Geo: NY, CHI, PHL, DC, BOS					
<b>HIGH IMPACT / DIRECT PUBLISHER</b>													
• <b>CNN.com / CNN.com/Travel</b> *FLIGHTED Q1-Q2 Only Oct-Dec budget portion is shown for Q1.	:15	Run of CNN video and geo-targeted reaching an older, affluent audience aligned with FL Keys target.	2,500,000	\$20.00			<b>OCT-DEC</b>			\$50,000.0	\$57,500		
							Net:	\$19,166.67 \$16,666.67	\$19,166.67 \$16,666.67	\$19,166.67 \$16,666.67			
								Geo: NY, CHI, PHL, DC, BOS + LA					
• <b>FoxWeather.com / FoxNews.com</b> *FLIGHTED Q1-Q2 Only Oct-Dec budget portion is shown for Q1.	:15	FoxNews/FoxWeather reaching an older, affluent audience aligned with FL Keys demographic.	2,442,834	\$20.47			<b>OCT-DEC</b>			\$50,000.0	\$57,500		
							Net:	\$19,166.67 \$16,666.67	\$19,166.67 \$16,666.67	\$19,166.67 \$16,666.67			
• <b>NYTimes.com Flex Frame Video Unit</b> *FLIGHTED Q1-Q2 Only Oct-Dec budget portion is shown for Q1.	Custom Flex Frame Unit - Runs across top of sections	Reaches an older, affluent audience in FL Keys Demographic	2,560,000	\$23.44			<b>OCT-DEC</b>			\$60,000.0	\$69,000		
							Net:	\$23,000.00 \$20,000.00	\$23,000.00 \$20,000.00	\$23,000.00 \$20,000.00			
<b>DIGITAL BRANDING</b>													
<b>SOCIAL MEDIA</b>													

<ul style="list-style-type: none"> <li><b>YouTube</b> (channel factory comscore layered targeting) <b>ANNUAL ALWAYS ON CAMPAIGN OCT '24-SEP '25</b> Only Oct-Dec budget portion is shown for Q1.</li> </ul>	:15	YouTube video targeted with Luxury Travelers intent comscore data	1,764,706	\$17.00		<b>OCT-DEC</b>			\$30,000.0	\$34,500	
						Net:	\$11,500.00 \$10,000.00	\$11,500.00 \$10,000.00			\$11,500.00 \$10,000.00
<ul style="list-style-type: none"> <li><b>Pinterest Promoted Pins</b> - Travel &amp; Weddings/</li> </ul>	:15 Video/Image	Targeting travelers with travel interests and newly engage planning weddings/honeymoons	Approx. 3M impressions	\$2.19 (approx)		<b>OCT-DEC</b>			\$6,597.1	\$7,587	
						Net:	\$2,528.88 \$2,199.03	\$2,528.88 \$2,199.03			\$2,528.88 \$2,199.03
<b>NATIVE CONTENT</b>						<b>NOV-APR PACKAGE</b>			\$150,000.0	\$172,500	
<ul style="list-style-type: none"> <li><b>Afar.com</b> - Destination Spotlight Editorial Package. 6x editorial articles (1 Generic + 5 Districts). Content promoted: via 5 Spotlight on emails, 5 Daily Wander E-Newsletters, ROS site banners, and contextually synched page takeovers.</li> </ul>		Affluent audience seeking more fulfilling, richer, and deeper travel experiences	4,312,500	\$34.78		Net:	\$0.00 \$0.00	\$0.00 \$0.00	\$172,500.00 \$150,000.00		
						<ul style="list-style-type: none"> <li><b>Matador Network</b> - Hero video campaign on sustainability filmed in the FL Keys and promoted on social media (Facebook, Instagram, Youtube) and on the Matador network.</li> </ul>	Affluent travelers seeking new	5,151,099	\$29.12		
<p><b>*ANNUAL COMMITMENT - PLEASE NOTE MATADOR IS NON-CANCELLABLE. THEY FILMED A VIDEO IN THE KEYS IN OCTOBER 2024 TO RUN IN A DIGITAL CAMPAIGN FROM JAN-MAR 2025 FOR \$150,000 and is non-cancellable. The media will be billed Jan-Mar.</b></p>											
						Net:	\$0.00 \$0.00	\$0.00 \$0.00	\$0.00 \$0.00		
<ul style="list-style-type: none"> <li><b>TheKnot.com FY 2025 Custom Content Package:</b> -New Interactive Content Marketing about weddings/honeymoons -Supported by promo banners 970 x 90/970 x 66/728 x 90, 300 x 600, 300 -Instagram 1 story card - 2/25/25 -Direct email sent 9-12 month to Wedding-users across The Knot and Weddingwire - 4/10 &amp; 6/12 -Knot E Newsletter Banner - 6/11/25 -Tik Tok &amp; Instagram - Sponsored Video - 5/15/25 &amp; 7/17/25 -Pinterest Sponsored Ad - 11/18/24 &amp; 3/17/25 <b>*ANNUAL COMMITMENT - NOV-AUG /NON-CANCELLABLE. DEVELOPED CUSTOM CONTENT THAT WILL RUN FROM FEB-AUG 2025. THE TOTAL NET PACKAGE COST: \$115,000</b></li> </ul>		Newly engaged, wedding/honeymoon target	2,962,391	\$38.82		<b>11/18</b>			\$115,000.0	\$132,250	
						Net:	\$0.00 \$0.00	\$4,025.00 \$3,500.00			\$128,225.00 \$111,500.00
<ul style="list-style-type: none"> <li><b>FoodandWine.com</b> - Native content story (Dot Dash Meredith) Includes social and on-site promotional campaign</li> </ul>		A35-64 affluent luxury travelers	2,456,728	\$53.73		<b>OCT-DEC</b>			\$132,000.0	\$151,800	
						Net:	\$50,600.00 \$44,000.00	\$50,600.00 \$44,000.00			\$50,600.00 \$44,000.00
<ul style="list-style-type: none"> <li><b>CNTraveler.com</b> - Conde Nast Traveler FL Keys native content story lives on a special FL Keys content hub; promoted with high impact custom created unit plus 728 x 90, 300 x 600, 300 x 250 &amp; 320 x 50. <b>*ANNUAL PACKAGE - PLEASE NOTE CNTRAVELER.COM IS WAS PURCHASED OCT 2024-JAN 2025. THE ENTIRE GENERIC TOTAL IS \$59,415 AND IS REFLECTED IN OCT-DEC FOR Q1.</b></li> </ul>		A35-64 affluent luxury travelers	1,200,116	\$43.05		<b>OCT-JAN package</b>			\$51,665.0	\$59,415	
						Net:	\$42,136.00 \$36,640.00	\$12,276.25 \$10,675.00			\$5,002.50 \$4,350.00
<b>DIGITAL BRANDING</b>						<b>Dec-May Package</b>			\$65,250.0	\$75,038	
<ul style="list-style-type: none"> <li><b>Outside Online</b> - The Road Less Eaten Streaming Series &amp; promotion/sponsorship, video, microsite, display banners, Skywalker unit prestitial takeover &amp; 2 emails to promote. CTV, Web, LinearTV</li> </ul>		Affluent A35-64 Active/Adventure/Outdoor enthusiasts	1,411,421	\$46.23		<b>Dec-May Package</b>			\$65,250.0	\$75,038	
						Net:					
<p><b>Note: All monthly totals are estimates and may vary month to month but will total out at end of flight.</b></p>											







						Net:	\$0.00	\$0.00	\$0.00			
• Sherbet U.K. Taxi Promotion	5 electric taxi wraps & 3 panel seats per taxi	ABC1 35+ social status/age which is the key demographic of US visitors from the UK	8,974,359	\$4.29			<b>ANNUAL (BILLS IN OCT)</b>			\$38,500.0	\$44,275	
							\$44,275.00	\$0.00	\$0.00			
						Net:	\$38,500.00	\$0.00	\$0.00			
• Essentially America U.K. Magazine (Ph	Full Page, 4C	U.S. Travelers, frequent travelers	50,000	\$120.00			<b>NOVEMBER</b>			\$6,000.0	\$6,900	
							\$0.00	\$6,900.00	\$0.00			
						Net:	\$0.00	\$6,000.00	\$0.00			
<b>GERMANY</b>							<b>NOV-DEC</b>			\$4,000.0	\$4,600	
• Meta Facebook/Instagram Sponsored	German :15	A35-64, high income, travel interest to Florida and U.S.	250,000	\$16.00			\$0.00	\$2,300.00	\$2,300.00			
						Net:	\$0.00	\$2,000.00	\$2,000.00			
• Spearfish/Phoenix International - Progra	German :15						\$0.00	\$0.00	\$0.00	\$0.0	\$0	
						Net:	\$0.00	\$0.00	\$0.00			
• America Journal Magazine (JL Media & M	Full Page, 4C	German travelers interested in US	80,000	\$124.45			<b>Fall 2024 - publishes 10/11</b>			\$9,940.0	\$11,431	
							\$5,715.50	\$0.00	\$5,715.50			
						Net:	\$4,970.00	\$0.00	\$4,970.00			
<b>ITALY</b>							<b>NOV-DEC</b>			\$4,000.0	\$4,600	
• Meta Facebook/Instagram Sponsored	Photo/Copy	Italy, A35-64, high income, travel interest to Florida and	250,000	\$16.00			\$0.00	\$2,300.00	\$2,300.00			
						Net:	\$0.00	\$2,000.00	\$2,000.00			
• DOVE Magazine	Full Page, 4C	Affluent Italian Travelers	8,000	\$450.00			<b>DEC/JAN</b>			\$3,600.0	\$4,140	
							\$0.00	\$0.00	\$4,140.00			
						Net:	\$0.00	\$0.00	\$3,600.00			
• Spearfish/Phoenix International - Progra	Italian :15						\$0.00	\$0.00	\$0.00	\$0.0	\$0	
						Net:	\$0.00	\$0.00	\$0.00			
<b>FRANCE</b>							<b>NOV-DEC</b>			\$5,000.0	\$5,750	
• Meta Facebook/Instagram Sponsored	Photo/Copy	Paris, A35-64, high income, travel interest to Florida and	299,940	\$16.67			\$0.00	\$2,875.00	\$2,875.00			
						Net:	\$0.00	\$2,500.00	\$2,500.00			
• Desirs de Voyages Magazine (Consum	Full Page 4/c	Affluent French Travelers	50,000	\$120.00			<b>12/15 - 2/14</b>			\$6,000.0	\$6,900	
							\$0.00	\$0.00	\$6,900.00			
						Net:	\$0.00	\$0.00	\$6,000.00			
• Brand USA Digital France Program (Consumer) - Na		French travel intenders	3,201,024	\$7.81			<b>OCT-NOV</b>			\$25,000.0	\$28,750	
							\$0.00	\$28,750.00	\$0.00			
						Net:	\$0.00	\$25,000.00	\$0.00			
• Magnite CTV & OLV - Programmatic Paris Ge	:15 OLV/:30 CTV	A35-64, \$150k+ HHI, Travel Intender; Paris Geo Target	2,802,690	\$17.84			<b>OCT-DEC</b>			\$50,000.0	\$57,500	
							\$19,166.66	\$19,166.66	\$19,166.67			
						Net:	\$16,666.66	\$16,666.66	\$16,666.67			
<b>SCANDINAVIA (PAN-NORDIC)</b>							<b>NOV-DEC</b>			\$4,000.0	\$4,600	
• Meta Facebook/Instagram Sponsored	Photo/Copy	Pan-Nordic, A35-64, high income, travel interest to Florida and	250,000	\$16.00			\$0.00	\$2,300.00	\$2,300.00			
						Net:	\$0.00	\$2,000.00	\$2,000.00			
• Discover America Nordic Region 2025	FP4C Formatted	Pan-Nordic travelers with interest in U.S. travel	12,000				\$0.00	\$0.00	\$0.00	\$0.0	\$0	
						Net:	\$0.00	\$0.00	\$0.00			
							<b>TOTAL INTERNATIONAL:</b>			\$297,220.0	\$341,803	

							GENERIC FY 2025 BUDGET SUMMARY		
			151,715,523				<b>Total Generic:</b>	\$3,302,834.6	<b>\$3,798,259.78</b>



# GENERIC (BRAND AWARENESS) FY 2025 Q2 MEDIA PLAN

\*New Year's Day (1/1)  
\*MLK Day (1/20)  
\*President's Day (2/17)

2/20-1/	3/21-31
2/21-1/	3/21-31
2/21-1/	3/22-4/1
2/21-1/	3/15-23
2/21-1/	3/15-23
2/21-1/	3/15-23
2/21-1/	3/14-23
2/21-1/	3/15-23
2/21-1/	3/15-23
2/21-1/	3/15-23

	Target Audience	Due Dates	FY Q2												Net Total	Gross Total		
			JAN '25			FEB '25			MAR '25									
			1-Dec	8-Jan	7-Jan	7-Jan	6-Feb	6-Feb	7-Feb	6-Feb	6-Mar			7-Mar			6-Mar	
<b>*Monthly billing may vary but will equal out at flight end.</b>																		
• Sport Fishing TV (Firecrown)- Discovery Channel 2-3 episodes in FL Keys	:30																	\$0
	Fishing Enthusiasts																	
			\$0.00	\$0.00	\$0.00													
			\$0.00	\$0.00	\$0.00													
• RM Media/ Florida Insider Fishing Report	:30 + :05 logo billboard																	\$0
	Fishing Enthusiasts																	
			\$0.00	\$0.00	\$0.00													
			\$0.00	\$0.00	\$0.00													
• RM Media/ Sportsman's Adventures	:30 + :05 logo billboard																	\$0
	Fishing Enthusiasts																	
			\$0.00	\$0.00	\$0.00													
			\$0.00	\$0.00	\$0.00													
<b>TELEVISION TOTAL:</b>															\$0	\$0		
<b>CO-OP PROGRAMS (Will run as dedicated)</b>																		
	<b>Target Audience</b>		<b>IMP (000)</b>	<b>Net CPM</b>	<b>Due Date</b>													
<u>DIGITAL CO-OP PACKAGES (Banner Retargeting/Social/Mobile)</u> <u>Targeted to A35-64 \$150k+ In-Market Travelers:</u>																		
• Epsilon Conversant Re-Targeting and lookalike targeting	Dedicated :15 OLV	Retargeting/Lookalike targeting based on past visitors & Lodging spend	1,050,000	\$20.00	12/6	1/1-2/28			3/1-3/31			\$21,000	\$24,150					
						\$8,050.00	\$8,050.00	\$8,050.00										
						\$7,000.00	\$7,000.00	\$7,000.00										
• Facebook/Instagram - Carousel expands to showcase up to 9 hotels & clickable to each partners site.	Dedicated :15 Video	A35-64: Interest Targeting: Frequent international travelers, first class travel, FL Keys, high net worth, adventure travel, eco-tourism, HHI top 10% of zip codes, HHI top 5% of zip codes + re-targeting website and FB page visitors.	1,000,000	\$9.00	12/6	1/1-2/28			3/1-3/31			\$9,000	\$10,350					
						\$3,450.00	\$3,450.00	\$3,450.00										
						\$3,000.00	\$3,000.00	\$3,000.00										
<b>DIGITAL CO-OP TOTAL (Will run as dedicated):</b>															\$30,000	\$34,500		

60% impressions: Primary Markets: New York, Boston, Philadelphia, DC, Chicago, Atlanta, Dallas, and Houston

40% Impressions: Secondary Markets: Minnesota (Minneapolis-St. Paul), Ohio (Columbus, Cleveland, Cincinnati), Wisconsin (Milwaukee, Madison, Green Bay), Detroit, Charlotte











# GENERIC (BRAND AWARENESS) FY 2025 Q2 MEDIA PLAN

\*New Year's Day (1/1)  
\*MLK Day (1/20)  
\*President's Day (2/17)

2/20-1/	3/21-31
2/21-1/	3/21-31
2/21-1/	3/22-4/1
2/21-1/	3/15-23
2/21-1/	3/15-23
2/21-1/	3/15-23
2/21-1/	3/14-23
2/21-1/	3/15-23
2/21-1/	3/15-23
2/21-1/	3/15-23

Target Audience	Due Dates	Weeks begin on Mondays:	FY Q2												Net Total	Gross Total
			JAN '25				FEB '25				MAR '25					
			1-Dec	8-Jan	15-Jan	22-Jan	1-Jan	8-Feb	15-Feb	22-Feb	1-Mar	8-Mar	15-Mar	22-Mar		
adults/travel enthusiasts	ad + 300 x 250		<b>*Monthly billing may vary but will equal out at flight end.</b>													
60% impressions: Primary Markets: New York, Boston, Philadelphia, DC, Chicago, Atlanta, Dallas, and Houston			\$20,125.00				\$20,125.00				\$20,125.00					
40% Impressions: Secondary Markets: Minnesota (Minneapolis-St. Paul), Ohio (Columbus, Cleveland, Cincinnati), Wisconsin (Milwaukee, Madison, Green Bay)			\$17,500.00				\$17,500.00				\$17,500.00					
<b>WEDDING/HONEYMOON/ROMANCE</b>																
<ul style="list-style-type: none"> <li><b>The Wedding Trade Desk &amp; Bruce Campbell Marketing Package:</b></li> </ul> Programmatic 300 x 600 (\$4,500/\$3 CPC) and native ads \$18,000/\$2.50 CPC. (9,500 clicks total). Sponsored blog post (\$2,500) on Wedding Chicks plus social amplification on blogger channels. One Sponsored Blog Post plus one Pinterest pin, one native Instagram post, one Instagram Story, one Facebook post, sponsored post: Feb 17th			Wedding/Honeymoon	9,500 clicks	\$2-\$3 CPC	12/16	January	February	March							
								2/17					\$25,000	\$28,750		
							\$28,750.00	\$0.00	\$0.00							
							\$25,000.00	\$0.00	\$0.00							
<b>DISABLED TRAVELERS</b>																
<ul style="list-style-type: none"> <li><b>NewMobility.com (United Spinal Association)</b></li> </ul> New Mobility Site Retargeting (300,000 imp.); New Mobility FB / IG retargeting			GEO TARGETING Disabled Travelers	390,117	\$23.07		January	February	March				\$9,000	\$10,350		
							\$10,350.00	\$0.00	\$0.00							
							\$9,000.00	\$0.00	\$0.00							
<b>DIGITAL BRANDING</b>																
<b>SEARCH ENGINE MARKETING/GOOGLE PERFORMANCE MAX</b>																
<ul style="list-style-type: none"> <li><b>Microsoft Advertising (Yahoo/Bing/AOL)</b></li> </ul> Copy Searchers. Keyword search terms related to Florida Travel &				500,000	9	12/23	January	February	March				\$4,500	\$5,175		
							\$1,725.00	\$1,725.00	\$1,725.00							
							\$1,500.00	\$1,500.00	\$1,500.00							
<ul style="list-style-type: none"> <li><b>Google Ad Words - Search</b></li> </ul> Copy Searchers. Keyword search terms related to Florida Travel &				900,000	10	12/23	January	February	March				\$9,000	\$10,350		
							\$3,450.00	\$3,450.00	\$3,450.00							
							\$3,000.00	\$3,000.00	\$3,000.00							
<ul style="list-style-type: none"> <li><b>Google Performance Max Campaign - :15 video</b></li> </ul> Performance Max is a goal-based campaign type that allows access to all Google Ads inventory from a single campaign. It's designed to complement the keyword-based Search campaigns to find more converting customers across all of Google's channels: YouTube, Display, Search, Discover, Gmail, and Maps.			:15 OLV	7,500,000	2.8	12/23	January	February	March				\$21,000	\$24,150		
							\$8,050.00	\$8,050.00	\$8,050.00							
							\$7,000.00	\$7,000.00	\$7,000.00							
							<b>DIGITAL BRANDING TOTAL:</b>						\$499,000	\$573,850		
<b>IN-COUNTY MEDIA (Sustainability/Visitor awareness)</b>																
<ul style="list-style-type: none"> <li><b>Clear Channel Outdoor- Florida City Digital Billboard</b></li> </ul> Located on the 18 mile stretch in Florida City			14' x 48' Digital	0	\$13.03	Annual	January	February	March				\$0	\$0		



# GENERIC (BRAND AWARENESS) FY 2025 Q2 MEDIA PLAN

\*New Year's Day (1/1) \*President's Day (2/17)  
\*MLK Day (1/20)

2/20-1/	3/21-31
2/21-1/	3/21-31
2/21-1/	3/22-4/1
2/21-1/	3/15-23
2/21-1/	3/15-23
2/21-1/	3/15-23
2/21-1/	3/14-23
2/21-1/	3/15-23
2/21-1/	3/15-23
2/21-1/	3/15-23

	Target Audience	Due Dates	Weeks begin on Mondays:	FY Q2												Net Total	Gross Total	
				JAN '25				FEB '25				MAR '25						
				1-Dec	8-Jan	15-Jan	22-Jan	1-Jan	8-Feb	15-Feb	22-Feb	1-Mar	8-Mar	15-Mar	22-Mar			
				<b>*Monthly billing may vary but will equal out at flight end.</b>														
<b>• Destination Network KEYTV - Broadcast / Visitor T</b> Monroe County Visitor Television available in 1000+ hotel rooms. Approx. 28 spots per day 7 days a week in all dayparts. *ANNUAL COMMITMENT: CONTRACTED FOR 12 MONTHS OCT 24-SEP 25. TOTAL COST \$27,600 FOR SUSTAINABILITY MESSAGING. Cost Q1 plan.	Sustainability Message		Annual	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0	\$0			
	Sustainability Message			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0	\$0			
				<b>IN-COUNTY MEDIA TOTAL:</b>												<b>\$0</b>	<b>\$0</b>	
<b>MAGAZINE CO-OP PROGRAMS (no signups)</b>																		
<b>• Visit Florida Official Florida Vacation Guide</b> National Cir The magazine is sent in response to requests for information on a Florida vacation received by VISIT FLORIDA.	Full Page, 4C	Vacationers looking to travel to Florida	250,018	\$67.73	<b>Annual 2025 Guide</b>												\$16,934	\$19,474
					\$19,473.81	\$0.00	\$0.00	\$16,933.75	\$0.00	\$0.00								
				Less estimated magazine co-op to be collected:												<b>\$0</b>	<b>\$0</b>	
				<b>MAGAZINE CO-OP TOTAL:</b>												<b>\$16,934</b>	<b>\$19,474</b>	
<b>MAGAZINE (DEDICATED BRANDING ADS)</b>																		
<b>• Origin Magazine</b> National Circulation	Full Page, 4C	Luxury Travelers	270,000	\$31.48	<b>Winter 2024/2025</b>												\$8,500	\$9,775
					\$9,775.00	\$0.00	\$0.00	\$8,500.00	\$0.00	\$0.00								
<b>MAGAZINE (DEDICATED BRANDING ADS)</b>																		
<b>• Camp Florida Magazine</b> National Circulation Distribution: Direct requests both domestic & international; The official VisitFlorida Visitor Centers; On both CampFlorida.com & VisitFlorida.com; RV parks, DMOs, Chambers & other high-traffic areas; Major RV shows in the U.S. & Canada	Full Page, 4C	RV/Camping Enthusiasts w/FL Interest	300,000	\$26.92	<b>Annual</b>												\$8,075	\$9,286
					\$9,286.25	\$0.00	\$0.00	\$8,075.00	\$0.00	\$0.00								









# GENERIC (BRAND AWARENESS) FY 2025 Q2 MEDIA PLAN

\*New Year's Day (1/1)  
\*MLK Day (1/20)  
\*President's Day (2/17)

2/20-1/	3/21-31
2/21-1/	3/21-31
2/21-1/	3/22-4/1
2/21-1/	3/15-23
2/21-1/	3/15-23
2/21-1/	3/15-23
2/21-1/	3/14-23
2/21-1/	3/15-23
2/21-1/	3/15-23
2/21-1/	3/15-23

	Target Audience	Reach	Rate	Due Dates	Weeks begin on Mondays:	FY Q2												Net Total	Gross Total
						JAN '25				FEB '25				MAR '25					
						1-Dec	2-Jan	3-Jan	4-Jan	7-Jan	8-Feb	9-Feb	10-Feb	14-Feb	15-Mar	16-Mar	17-Mar		
<b>*Monthly billing may vary but will equal out at flight end.</b>																			
<ul style="list-style-type: none"> <li>Brand USA - The Daily Telegraph Media Program - 1 full page in Telegraph Magazine. 2 sponsored articles on Brand USA hub + iPad edition, Native placements within travel edit and premium channels, Sponsorship of USA edit section on telegraph.co.uk 2-week exclusive online display banners, partner video in-article for premium channels, digital display mpu/leaderboards.</li> </ul>	UK Travelers interes	7,886,435	\$3.17	12/2/2024		<b>January/February</b>									\$25,000	\$28,750			
						\$28,750.00	\$0.00	\$0.00											
						\$25,000.00	\$0.00	\$0.00											
<ul style="list-style-type: none"> <li>Meta Facebook/Instagram Sponsored Ads</li> </ul>	Video :15/Copy	UK targeted. A35-64, high income, travel interest to US and Florida	500,000	\$18.00	12/23/2024		<b>January-March</b>						\$9,000	\$10,350					
						\$3,450.00	\$3,450.00	\$3,450.00											
						\$3,000.00	\$3,000.00	\$3,000.00											
<ul style="list-style-type: none"> <li>Conde Nast Traveller UK Magazine</li> </ul>	Full Page, 4C	Affluent UK Traveler	82,780	\$167.31		<b>January/February</b>						\$13,850	\$15,928						
						\$15,927.50	\$0.00	\$0.00											
						\$13,850.00	\$0.00	\$0.00											
<b>UNITED KINGDOM &amp; IRELAND</b>																			
<ul style="list-style-type: none"> <li>National Geographic Traveller UK - Visit FL Section</li> </ul>	Full Page, 4C	Affluent UK Traveler	56,000	\$192.32		<b>January/February</b>						\$10,770	\$12,386						
						\$12,385.50	\$0.00	\$0.00											
						\$10,770.00	\$0.00	\$0.00											
<ul style="list-style-type: none"> <li>Hitched.co.uk (weddings) - Native content article &amp; promotion</li> </ul>		UK Wedding/Honeymo on market	501,203	\$49.88		<b>January</b>		<b>February</b>				\$25,000	\$28,750						
						\$14,375.00	\$14,375.00	\$0.00											
						\$12,500.00	\$12,500.00	\$0.00											
<b>GERMANY</b>																			
<ul style="list-style-type: none"> <li>FVW - Travel Trade Digital - Dedicated Email Blast</li> </ul>	Solo E Mail		60,003	\$136.66	12/2/2024	<b>1/13 - 1/19</b>				<b>3/17 - 3/23</b>				\$8,200	\$9,430				
						\$4,715.00	\$0.00	\$4,715.00											
						\$4,100.00	\$0.00	\$4,100.00											



# GENERIC (BRAND AWARENESS) FY 2025 Q2 MEDIA PLAN

\*New Year's Day (1/1)  
\*MLK Day (1/20)  
\*President's Day (2/17)

2/20-1/	3/21-31
2/21-1/	3/21-31
2/21-1/	3/22-4/1
2/21-1/	3/15-23
2/21-1/	3/15-23
2/21-1/	3/15-23
2/21-1/	3/14-23
2/21-1/	3/15-23
2/21-1/	3/15-23
2/21-1/	3/15-23

	Target Audience	Due Dates	FY Q2												Net Total	Gross Total			
			JAN '25				FEB '25				MAR '25								
			1-Dec	2-Jan	3-Jan	4-Jan	7-Jan	8-Feb	9-Feb	7-Feb	4-Feb	3-Mar	3-Mar	7-Mar			4-Mar		
<b>*Monthly billing may vary but will equal out at flight end.</b>																			
• Meine Reise Magazine (to consumers) (FVW) German Travel Advisors	Full Page 4/c	40,000	\$190.00	12/2/2024					<b>February</b>							\$7,600	\$8,740		
					\$0.00				\$8,740.00				\$0.00						
					\$0.00				\$7,600.00				\$0.00						
• Brand USA - Ströer Media Program - Native story, paid social program, native ads supporting the story, banner display ads on LonelyPlanet.de German Luxury Travelers		4,000,000	\$6.25		<b>January</b>				<b>February</b>							\$25,000	\$28,750		
					\$28,750.00				\$0.00				\$0.00						
					\$25,000.00				\$0.00				\$0.00						
• Meta Facebook/Instagram Sponsored Ads	German :15	Germany targeted. A35-64, high income, travel interest to Florida and U.S.	400,000	\$15.00	12/23/2024	<b>January-March</b>												\$6,000	\$6,900
					\$2,300.00				\$2,300.00				\$2,300.00						
					\$2,000.00				\$2,000.00				\$2,000.00						
• Spearfish/Phoenix International - Programmatic Pre-roll "Give a tour operator some love" program - Call to action will be to tour operator's	German :15	Germans with past credit card history travel to Florida and	1,820,830	\$13.73	12/16/2024	<b>February</b>				<b>March</b>				\$25,000	\$28,750				
					\$0.00				ITB Berlin: March 4 - 6, 2025										
					\$0.00				\$14,375.00				\$14,375.00						
					\$0.00				\$12,500.00				\$12,500.00						
<b>ITALY</b>						<b>January-March</b>												\$6,000	\$6,900
• Meta Facebook/Instagram Sponsored Ads	Photo/Copy	Italy targeted. A35-64, high income, travel interest to Florida and U.S.	375,000	\$16.00	12/23/2024	\$2,300.00				\$2,300.00				\$2,300.00					
					\$2,000.00				\$2,000.00				\$2,000.00						
• Spearfish/Phoenix International - Programmatic Pre-roll	Italian :15	Italy targeted. Germans with past credit card history travel to Florida and U.S.	1,820,830	\$13.73	12/16/2024	<b>February</b>				<b>March</b>				\$25,000	\$28,750				
					\$0.00				\$14,375.00				\$14,375.00						
					\$0.00				\$12,500.00				\$12,500.00						
<b>FRANCE</b>						<b>January-March</b>												\$7,500	\$8,625
• Meta Facebook/Instagram Sponsored Ads	Photo/Copy	France targeted. A35-64, high income, travel interest to Florida and U.S.	Est. 400,000	\$18.75	12/23/2024	\$2,875.00				\$2,875.00				\$2,875.00					
					\$2,500.00				\$2,500.00				\$2,500.00						
• L'Echo Touristique Print (Travel Trade)	Full Page 4/c	French Travel Advisors	10,000	n/a	12/2/2024					<b>March - May</b>				\$7,560	\$8,694				
					\$0.00				\$0.00				\$8,694.00						



# GENERIC (BRAND AWARENESS) FY 2025 Q2 MEDIA PLAN

\*New Year's Day (1/1)  
\*MLK Day (1/20)  
\*President's Day (2/17)

2/20-1/	3/21-31
2/21-1/	3/21-31
2/21-1/	3/22-4/1
2/21-1/	3/15-23
2/21-1/	3/15-23
2/21-1/	3/15-23
2/21-1/	3/14-23
2/21-1/	3/15-23
2/21-1/	3/15-23
2/21-1/	3/15-23

Target Audience	Due Dates	Weeks begin on Mondays:	FY Q2												Net Total	Gross Total
			JAN '25				FEB '25				MAR '25					
			1-Dec	8-Jan	5-Jan	2-Jan	7-Jan	6-Feb	3-Feb	31-Jan	7-Feb	6-Mar	3-Mar	31-Mar		
<b>*Monthly billing may vary but will equal out at flight end.</b>			\$0.00	\$0.00	\$0.00	\$7,560.00						\$6,900	\$7,935			
• Desirs de Voyages Magazine (Consumer) + Digital	Full Page 4/c	Affluent French Trav	50,000	n/a	12/2/2024	<b>12/15 - 2/14</b>				<b>2/15 - 4/14</b>						
						\$0.00	\$7,935.00	\$0.00								
						\$0.00	\$6,900.00	\$0.00								
• Spearfish/Phoenix International - Programmatic Pre-roll	French :15	French with past credit card history travel to Florida and	1,821,000	\$13.73	12/2/2024	<b>January</b>		<b>February</b>					\$25,000	\$28,750		
						\$14,375.00	\$14,375.00	\$0.00								
						\$12,500.00	\$12,500.00	\$0.00								
<b>SCANDINAVIA (PAN-NORDIC)</b>						<b>January-March</b>					\$6,000	\$6,900				
• Meta Facebook/Instagram Sponsored Ads	Photo/Copy	Pan-Nordic targeted. A35-64, high income, travel interest to Florida and U.S.	Est. 375,000	\$16.00	12/23/2024	\$2,300.00	\$2,300.00	\$2,300.00								
						\$2,000.00	\$2,000.00	\$2,000.00								
• Discover America Nordic Region Magazine 2025 (Travel)	P4C Formatted	Repeat Scandinavian Visitors to US	12,000	n/a	n/a	<b>Annual</b>			\$12,000	\$13,800						
						\$13,800.00	\$0.00	\$0.00								
						\$12,000.00	\$0.00	\$0.00								
						<b>INTERNATIONAL TOTAL:</b>					\$349,717	\$402,175				
						<b>*Monthly billing may vary but will equal out at flight end.</b>										
<b>GENERIC FY 2025 BUDGET SUMMARY</b>																
<b>Total Budget:</b>											\$1,071,950	\$1,232,742.21				
			143,218,200													



# GENERIC (BRAND AWARENESS) FY 2025 Q3-4 MEDIA PLAN

= To Be Ordered Media = Ordered Media

\*Easter (4/20)

\*Memorial Day (5/26)

\*Ind. Day (7/4)

\*Lobster Mini Season (7/24-25)

\*Labor Day (9/1)

\*Lobster Season (8/6-3/31)

**Summer Break**

6/6-8/18

6/6-8/18

5/30-8/8

5/30-8/8

5/31-8/8

5/30-8/8

5/29-8/11

5/31-8/9

5/29-8/10

5/30-8/18

	IMPRESSIONS	CPM	APR '25												MAY '25			JUN '25			JUL '25			AUG '25			SEP '25			NET TOTAL			
			31-Mar	7-Apr	14-Apr	21-Apr	28-Apr	5-May	12-May	19-May	26-May	2-Jun	9-Jun	16-Jun	23-Jun	30-Jun	7-Jul	14-Jul	21-Jul	28-Jul	4-Aug	11-Aug	18-Aug	25-Aug	1-Sep	8-Sep	15-Sep	22-Sep					
• Sport Fishing TV (Firecrown)- Discovery Channel 2-3 episodes in FL Keys	:30		4/1-6/15 (Q2)						6/16-8/25 (Q3) Repeat															\$0									
• RM Media/ Florida Insider Fishing Report -Bally Sport Sun, Fox Regional Sports Networks	:30 + :05 logo billboard		\$0.00						\$0.00						\$0.00			\$0.00			\$0.00			\$0									
• RM Media/ Sportsman's Adventures -ESPN2	:30 + :05 logo billboard		\$0.00						5/3-6/15						\$0.00			\$0.00			\$0.00			\$0									
			<b>TELEVISION TOTAL:</b>																														<b>\$0</b>
<b>TRAVEL &amp; LEISURE PRINT + DIGITAL NATIVE FLIP CARDS CO-OP PACKAGE:</b>																																	
• TravelandLeisure.com Flip Cards & High Impact Native Unit w/C	66,667 views		PURE DIGITAL NATIVE FLIP CARDS CO-OP + M												2/1 - 5/31																		
	Net:		\$33,000.00						\$33,000.00						\$0.00			\$0.00			\$0.00			\$66,000									
			<b>DIGITAL PRINT &amp; NATIVE CO-OP TOTAL:</b>																														<b>\$66,000</b>
<b>DIGITAL E-NEWSLETTER CO-OP PACKAGES:</b>																																	
Afar.com E-Newsletters	NY, CHI, BOS, PHL, DC Circ.	37,064 per email	Spring E-Newsletter Co-op												16						4												
	Net:		\$6,422.00						\$0.00						\$0.00			\$6,422.00			\$0.00			\$12,844									
CNTraveler.com E-Newsletters (Conde Nast Traveler)		69,930																															
	Net:		\$0.00						\$5,000.00						\$0.00			\$5,000.00			\$5,000.00			\$15,000									
LuxuryLink.com E-Newsletters		500,000 per email																															
	Net:		\$4,500.00						\$0.00						\$4,500.00			\$0.00			\$4,500.00			\$13,500									



		4,587,156	\$19.62	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00	\$90,000
<b>Ground Truth CTV</b> (targeting in-market travelers) Leisure travelers, luxury shoppers, outdoor enthusiasts	:30 CTV			<b>October-September (Always-On)</b>						
<b>Origin Media CTV</b> :15 Dynamic weather overlay (created by Origin Media) + :15 FL Keys brand video cpm:		3,600,000	\$25.00	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00	\$90,000
		2,658,789	\$33.85	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00	\$90,000
<b>Motto CTV</b> - Summer Geo: FL, GA, TN, TX, NC, SC includes attribution/arrival data	:30 CTV			<b>October-September (Always-On)</b>						
		1,224,490	\$49.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$60,000
<b>OTA CAMPAIGNS</b>										
<b>Hopper OTA</b> - Includes Branded Destination Tile and Hopper Funded Hotel Offer	Custom Microsite	9M+					<b>July</b>	<b>August</b>	<b>September</b>	
		Net:		\$0.00	\$0.00	\$0.00	\$29,166.67	\$29,166.67	\$29,166.67	\$87,500
<b>Expedia / Hotels.com / VRBO OTA</b> - Includes Home Page, Flights & Hotel Search Results, Native Marquee Card, Listicle	Banners various	4,152,187								
		Net:		\$25,000.00	\$0.00	\$0.00	\$25,000.00	\$0.00	\$0.00	\$50,000
<b>WEBSITE RE-TARGETING</b>										
<b>Fla-Keys.com Video Retargeting with Groundtruth</b>	:15 or :30 Did You Know "Vignettes"	1,500,000								
		Net:		\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$60,000
<b>HIGH IMPACT / DIRECT PUBLISHER</b>										
<b>CNN.com</b>	:16	4,500,000	\$20.00	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00	\$90,000
<b>FoxWeather.com / FoxNews.com</b>	:16	4,396,678	\$20.47	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00	\$90,000
<b>NYTimes.com Flex Frame Video Unit</b>	Custom Unit	2,559,727	\$23.44	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$60,000
<b>DIGITAL BRANDING</b>										
<b>SOCIAL MEDIA</b>										
<b>YouTube</b> (channel factory)	:15	#DIV/0!		<b>October-September</b>						
				\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$60,000
<b>NATIVE CONTENT</b>										
<b>Afar.com</b> - Destination Spotlight Video Extension Editorial Package. 6x editorial articles (1 Generic + 5 Districts). Content promoted: via 5 Spotlight on emails, 5 Daily Wander E-Newsletters, ROS site banners, Extension program. Social.		2,040,000		<b>April - June</b>						
<b>April-Sept Wanderlust enewsletter</b>		Net:		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0
<b>TheKnot.com FY 2025 Custom Content Package:</b> -New Interactive Content Marketing about weddings/honeymoons -Supported by promo banners 970 x 90/970 x 66/728 x 90, 300 x 600, 300 x 250, 320 x 50 -Instagram 1 story card - 2/25/25 -Direct email sent 9-12 month to Wedding-users across The Knot and Weddingwire - 4/10 & 6/12 -Knot E Newsletter Banner - 6/11/25 -Tik Tok & Instagram - Sponsored Video - 5/15/25 & 7/17/25 -Pinterest Sponsored Ad - 11/18/24 & 3/17/25		3,476,847		<b>April</b>	<b>May</b>	<b>June</b>	<b>July</b>	<b>August</b>		
		Net:		<b>April</b>	<b>May</b>	<b>June</b>	<b>July</b>	<b>August</b>		
				<b>4/10</b>		<b>6/12</b>				
						<b>6/11</b>				
					<b>5/15</b>		<b>7/17</b>			
		Net:								\$0
<b>FoodandWine.com</b> - Native content story (Meredith) Includes social and on-site promotional campaign	flip cards	50,000 views					<b>5/1 - 9/30</b>			
		Net:		\$0.00	\$45,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$45,000











## VFK: KEYS WEST FY24/25 MEDIA PLAN

CATEGORY	Q1 2024 SPEND	Q2 2025 SPEND	TOTAL	% PER MEDIUM
SPOT TELEVISION	\$232,979.65	\$611,703.40	\$844,683.05	17.5%
NATIONAL CABLE DIVING / FISHING TELEVISION	\$57,500.00	NA	\$57,500.00	1.2%
DIGITAL COOP PROGRAMS	\$39,060.33	\$56,350.00	\$95,410.33	2.0%
DIGITAL DEDICATED BRANDING	\$1,167,913.55	\$1,233,761.38	\$2,401,674.93	49.6%
OUT OF HOME	\$120,462.50	\$64,687.50	\$185,150.00	3.8%
PRINT (DEDICATED)	\$47,150.00	\$93,311.00	\$140,461.00	2.9%
<b>Total Leisure Consumer</b>	<b>\$1,665,066.03</b>	<b>\$2,059,813.28</b>	<b>\$3,724,879.30</b>	<b>77.0%</b>
<b>INTERNATIONAL MEDIA</b>				
CANADA	\$19,166.66	\$220,541.62	\$239,708.28	5.0%
UK/GERMANY	\$23,000.00		\$23,000.00	0.5%
UK ONLY	\$41,994.16	\$135,910.83	\$177,904.99	3.7%
GERMANY	\$19,166.66	\$125,468.83	\$144,635.49	3.0%
<b>Total International</b>	<b>\$103,327.48</b>	<b>\$481,921.28</b>	<b>\$585,248.75</b>	<b>12.1%</b>
<b>LGBTQ MEDIA</b>				
PRINT (DEDICATED)	\$19,574.92	\$39,149.84	\$58,724.76	1.2%
DIGITAL	\$336,951.16	\$112,891.79	\$449,842.95	9.3%
INTERNATIONAL UK	\$4,025.00	\$4,025.00	\$8,050.00	0.2%
INTERNATIONAL GERMANY	\$10,844.50	\$1,897.50	\$12,742.00	0.3%
<b>TOTAL LGBTQ</b>	<b>\$371,395.58</b>	<b>\$157,964.13</b>	<b>\$529,359.71</b>	<b>10.9%</b>
<b>TOTAL EXPENDITURE</b>	<b>\$2,139,789.08</b>	<b>\$2,699,698.68</b>	<b>\$4,839,487.76</b>	<b>100.0%</b>
<b>Q3-4 MEDIA EXPENDITURE</b>			<b>\$1,786,148</b>	
<b>TOTAL EXPENDITURE</b>			<b>\$6,625,636</b>	




FY 2025 MEDIA PLAN  
KEY WEST Q1 MEDIA PLAN

<b>Holidays/Events</b>		*Thanksgiving (11/28)	*Christmas (12/25)
*Columbus Day (10/14)	*Halloween (10/31)	*Election Day (11/5)	*Art Basel (12/6-12/8)
<b>School Breaks</b>		<b>Fall Break</b>	<b>Winter Break</b>
Miami-Dade County Public Schools:		11/23-12/1	12/20-1/7
Broward County Public Schools:		11/23-12/1	12/21-1/5
Palm Beach County Public Schools:		11/23-12/1	12/21-1/7
Martin County Public Schools:		11/23-12/1	12/21-1/5
Hillsborough County Public Schools:		11/23-12/1	12/21-1/6
Pinellas County Public Schools:		11/23-12/1	12/21-1/5
Orange County Public Schools:		11/23-12/1	12/21-1/6
Osceola County Public Schools:		11/23-12/1	12/21-1/5
Seminole County Public Schools:		11/23-12/1	12/21-1/5
Duval County Public Schools:		11/27-12/1	12/21-1/5

Target Audience	IMPRESSIONS	CPM	FY Q1														NET TOTAL	GROSS TOTAL			
			OCT '24				NOV '24				DEC '24										
			30-Sep	7-Oct	14-Oct	21-Oct	28-Oct	4-Nov	11-Nov	18-Nov	25-Nov	2-Dec	9-Dec	16-Dec	23-Dec						
<b>*Election Day= 11/5/2024</b>																					
<b>SPOT TELEVISION</b>	<b>Unit:</b>																				
• New York DMA	:30									<b>11/6-12/29</b>						\$43,902	\$50,487				
						\$0.00				\$25,243.65				\$25,243.65							
						\$0.00				\$21,951.00				\$21,951.00							
• Chicago DMA	:30	Early/Late Local News Programming. Targets an older educated A35-64 audience.												<b>11/6-12/29</b>						\$35,019	\$40,272
						\$0.00				\$20,135.93				\$20,135.93							
						\$0.00				\$17,509.50				\$17,509.50							
• Philadelphia DMA	:30													<b>11/6-12/29</b>						\$30,004	\$34,505
						\$0.00				\$17,252.30				\$17,252.30							
						\$0.00				\$15,002.00				\$15,002.00							
• Boston DMA	:30													<b>11/6-12/29</b>						\$29,580	\$34,017
						\$0.00				\$17,008.50				\$17,008.50							
						\$0.00				\$14,790.00				\$14,790.00							
• Toronto DMA	:30													<b>11/6-12/29</b>						\$20,074	\$23,085
						\$0.00				\$11,542.55				\$11,542.55							
						\$0.00				\$10,037.00				\$10,037.00							
<b>SPOT TELEVISION</b>																					
• Dallas-Ft. Worth DMA	:30													<b>11/6-12/29</b>						\$22,015	\$25,317
						\$0.00				\$12,658.05				\$12,659.20							
						\$0.00				\$11,007.00				\$11,008.00							
• Atlanta DMA	:30													<b>11/6-12/29</b>						\$21,997	\$25,297
						\$0.00				\$12,647.70				\$12,648.85							
						\$0.00				\$10,998.00				\$10,999.00							
						\$0.00				\$0.00				\$0.00							
<b>NATIONAL CABLE DIVING / FISHING TELEVISION</b>																					
• Into the Blue/SE Multimedia. Airs on Discovery Channel & Ball Fishing Enthusiasts																	\$50,000	\$57,500			



# FY 2025 MEDIA PLAN KEY WEST Q1 MEDIA PLAN

Holidays/Events													
*Columbus Day (10/14)						*Halloween (10/31)			*Election Day (11/5)		*Art Basel (12/6-12/8)	*Thanksgiving (11/28)	*Christmas (12/25)
School Breaks						Fall Break			Winter Break				
Miami-Dade County Public Schools:						11/23-12/1			12/20-1/7				
Broward County Public Schools:						11/23-12/1			12/21-1/5				
Palm Beach County Public Schools:						11/23-12/1			12/21-1/7				
Martin County Public Schools:						11/23-12/1			12/21-1/5				
Hillsborough County Public Schools:						11/23-12/1			12/21-1/6				
Pinellas County Public Schools:						11/23-12/1			12/21-1/5				
Orange County Public Schools:						11/23-12/1			12/21-1/6				
Osceola County Public Schools:						11/23-12/1			12/21-1/5				
Seminole County Public Schools:						11/23-12/1			12/21-1/5				
Duval County Public Schools:						11/27-12/1			12/21-1/5				

Target Audience	IMPRESSIONS	CPM	FY Q1												NET TOTAL	GROSS TOTAL
			OCT '24				NOV '24				DEC '24					
			30-Sep	7-Oct	14-Oct	21-Oct	28-Oct	4-Nov	11-Nov	18-Nov	25-Nov	2-Dec	9-Dec	16-Dec		
Unit:			*Election Day= 11/5/2024													
3 full thirty minute episodes filmed in Key West, includes 2-3 minute custom in-show features highlighting local activities, EcoTourism, reef restoration, etc. :30 spots/billboards on Bally Sports.				\$0.00				\$0.00						\$57,500.00		
				\$0.00				\$0.00						\$50,000.00		
<b>Note: All monthly totals are estimates and may vary month to month but will total out at end of flight.</b>														<b>TELEVISION TOTAL:</b>	<b>\$252,591</b>	<b>\$290,480</b>

## DIGITAL COOP PROGRAMS

Unit	Target Audience	Q1 IMP (000)	Net CPM	FALL DIGITAL CO-OP													
<b>• Epsilon</b> Custom Carousel Co-op Unit featuring each hotel, copy, url. Target Audience A35-64 \$150k+ HHI w/hotel credit card spend history.	like targeting based on past visitors & Lodging spend	1,894,737	\$9.50	<b>October-December</b>												\$18,000	\$20,700
				Geo: Los Angeles, NY, BOS, DC, PHL, CHI													
				\$6,900.00	\$6,900.00	\$6,900.00											
				\$6,000.00	\$6,000.00	\$6,000.00											
				\$0.00	\$0.00	\$0.00											
<b>• Facebook/Instagram Co-op</b> Carousel Unit	travel, eco-tourism, HHI top 10% of zip codes, HHI top 5% of zip codes + re-targeting website and FB page visitors.	833,333	\$9.00	<b>October-December</b>												\$7,500	\$8,625
				Geo: Los Angeles, NY, BOS, DC, PHL, CHI + WI, MN & MI													
				\$2,875.00	\$2,875.00	\$2,875.00											
				\$2,500.00	\$2,500.00	\$2,500.00											
<b>• CNTraveler.com E-Newsletter</b> National send. Featuring each hotel, copy and url/click-through.	Upscale Travelers who have subscribed to opt-in travel news	34,965 per email	\$142.75														
				\$0.00	\$5,750.00	\$0.00											
				\$0.00	\$5,000.00	\$0.00											
<b>• Sherman's Travel.com E-Newsletter</b> Dedicated E-News	Upscale Travelers who have subscribed to opt-in travel news	0	\$15.00														



## FY 2025 MEDIA PLAN KEY WEST Q1 MEDIA PLAN

Holidays/Events	
*Columbus Day (10/14)	*Thanksgiving (11/28)
*Halloween (10/31)	*Christmas (12/25)
*Election Day (11/5)	*Art Basel (12/6-12/8)
School Breaks	
<b>Fall Break</b>	<b>Winter Break</b>
Miami-Dade County Public Schools:	11/23-12/1
Broward County Public Schools:	11/23-12/1
Palm Beach County Public Schools:	11/23-12/1
Martin County Public Schools:	11/23-12/1
Hillsborough County Public Schools:	11/23-12/1
Pinellas County Public Schools:	11/23-12/1
Orange County Public Schools:	11/23-12/1
Osceola County Public Schools:	11/23-12/1
Seminole County Public Schools:	11/23-12/1
Duval County Public Schools:	11/27-12/1

Target Audience	IMPRESSIONS	CPM	FY Q1												NET TOTAL	GROSS TOTAL			
			OCT '24				NOV '24				DEC '24								
			30-Sep	7-Oct	14-Oct	21-Oct	28-Oct	4-Nov	11-Nov	18-Nov	25-Nov	2-Dec	9-Dec	16-Dec			23-Dec		
National send. Featuring each hotel, copy and url/click-through.	<b>Unit: Dedicated E-News</b>																		
• <b>LuxuryLink.com E-Newsletter</b> National send. Featuring each hotel, copy and url/click-through.	<b>Dedicated E-News</b>	Upscale travelers who have subscribed to opt-in travel news	0	\$18.00													1	\$0	\$0
• <b>Afar.com E-Newsletter</b> National send. Featuring each hotel, copy and url/click-through.	<b>Dedicated E-News</b>	Upscale travelers who have subscribed to opt-in travel news	37,066	\$173.26			23										2	\$6,422	\$7,385
					\$7,385.30				\$0.00						\$0.00				
					\$6,422.00				\$0.00						\$0.00				
Closed at 2 co-ops @\$1,700=\$3,400 collected																			
Co-Op Collected: total: -\$2,957																			
<b>FALL DIGITAL CO-OP TOTAL: total: \$33,966</b>																<b>\$39,060</b>			
<b>DIGITAL DEDICATED BRANDING</b>																			
<b>Note: All monthly totals are estimates and may vary month to month but will total out at end of flight.</b>																			
<b>OLV (Online Video)/Pre-Roll + CTV/OTT (Connected TV/Over-The-Top):</b> leisure travelers searching for hotels in Florida/Caribbean. Geo: Fall/Winter: NY, Los Angeles, BOS, DC, PHL, CHI, MN, CLT	<b>:15 OLV/:30 CTV</b>	Travel Intenders; re-targeting FL and Caribbean searchers	2,926,109	\$6.83	<b>10/7-12/22</b>												\$60,000	\$69,000	
					\$23,000.00				\$23,000.00						\$23,000.00				
					\$20,000.00				\$20,000.00						\$20,000.00				
• <b>Datafy OLV+CTV/OTT</b> Geo: Fall/Winter: NY, BOS, DC, PHL, CHI, MN, CLT	<b>:15 OLV/:30 CTV</b>	A35-64 \$150k+ Travel Intenders	2,233,333	\$26.86	<b>10/7-12/22</b>												\$60,000	\$69,000	
					\$23,000.00				\$23,000.00						\$23,000.00				
					\$20,000.00				\$20,000.00						\$20,000.00				
• <b>Magnite OLV+CTV/OTT</b> A35-64 \$150k travel intender Geo: Fall/Winter: NY, BOS, DC, PHL, CHI, MN, CLT	<b>:15 OLV/:30 CTV</b>	A35-64 \$150k+ Travel Intenders	3,361,345	\$17.84	<b>10/7-12/22</b>												\$60,000	\$69,000	







## FY 2025 MEDIA PLAN KEY WEST Q1 MEDIA PLAN

Holidays/Events			
*Columbus Day (10/14)	*Halloween (10/31)	*Thanksgiving (11/28)	*Christmas (12/25)
*Election Day (11/5)	*Art Basel (12/6-12/8)		
School Breaks		Fall Break	Winter Break
Miami-Dade County Public Schools:		11/23-12/1	12/20-1/7
Broward County Public Schools:		11/23-12/1	12/21-1/5
Palm Beach County Public Schools:		11/23-12/1	12/21-1/7
Martin County Public Schools:		11/23-12/1	12/21-1/5
Hillsborough County Public Schools:		11/23-12/1	12/21-1/6
Pinellas County Public Schools:		11/23-12/1	12/21-1/5
Orange County Public Schools:		11/23-12/1	12/21-1/6
Osceola County Public Schools:		11/23-12/1	12/21-1/5
Seminole County Public Schools:		11/23-12/1	12/21-1/5
Duval County Public Schools:		11/27-12/1	12/21-1/5

Target Audience	IMPRESSIONS	CPM	FY Q1												NET TOTAL	GROSS TOTAL		
			OCT '24				NOV '24				DEC '24							
			30-Sep	7-Oct	14-Oct	21-Oct	28-Oct	4-Nov	11-Nov	18-Nov	25-Nov	2-Dec	9-Dec	16-Dec			23-Dec	
<b>Podcasts:</b> • <b>iHeart podcast network</b> - Podcasts targeting affluent adults/travel enthusiasts geo-targeted to NY, BOS, CHI, DC, PHL, Los Angeles	<b>Unit:</b> <b>30 audio ad + 300 x 250</b>																	
	Affluent Travelers	4,285,715	\$11.66		\$5,000.00					\$5,000.00			\$5,000.00					
										<b>*Election Day= 11/5/2024</b>								
										<b>11/1-1/31</b>				\$50,000	\$57,500			
					\$0.00				\$28,750.00				\$28,750.00					
					\$0.00				\$25,000.00				\$25,000.00					
<b>High Impact:</b> • <b>TripAdvisor.com</b> - Custom Hub Page includes Key West + Native ad driver, 300 x 600, 300 x 250, 728 x 90, 320 x 50	Upscale, travel intenders	388,889	\$102.85										<b>Dec-Feb</b>		\$40,000	\$46,000		
					\$0.00				\$0.00				\$46,000.00					
					\$0.00				\$0.00				\$40,000.00					
• <b>MOBILE-use</b> - 3-D interactive island unit (Island of Key West w/point of interests) + 300 x 250 A35-64 \$150k+ targeted to travel intenders in NY, CHI, BOS, DC, PHL	A35-64, HHI \$150k+	10,000,000	\$5.00										<b>11/4-12/31</b>		\$50,000	\$57,500		
					\$0.00				\$28,750.00				\$28,750.00					
					\$0.00				\$25,000.00				\$25,000.00					
<b>Diving:</b> • <b>ScubaDiving.com/PADI.com</b> - Custom article about families, new divers and experienced divers in Key West. Sponsored emails & Facebook posts (created by PADI)	Divers, Snorkelers, families A35-64	700,000	\$20.65															
									<b>October</b>		<b>November</b>		<b>December</b>		\$12,624	\$14,518		
					\$0.00				\$0.00				\$14,517.60					
					\$0.00				\$0.00				\$12,624.00					
<b>DIGITAL-DEDICATED BANNER</b> <span style="color: red;">Note: All monthly totals are estimates and may vary month to month but will total out at end of flight.</span>																		
<b>Fishing:</b> • <b>SportFishingMag.com/Saltwater Sportsman.com</b> (Firecrown) Video banner (video created by Firecrown (video covers Key West fishing + conservation to be covered) and Instagram social posts	Upscale Fishermen	503,382 Estimated	Flat fee not cpm based															
					\$0.00				\$0.00				\$22,236.40					
					\$0.00				\$0.00				\$19,336.00					



## FY 2025 MEDIA PLAN KEY WEST Q1 MEDIA PLAN

Holidays/Events	
*Columbus Day (10/14)	*Thanksgiving (11/28) *Christmas (12/25)
*Halloween (10/31)	*Election Day (11/5) *Art Basel (12/6-12/8)
School Breaks	
<b>Fall Break</b>	<b>Winter Break</b>
Miami-Dade County Public Schools:	11/23-12/1 12/20-1/7
Broward County Public Schools:	11/23-12/1 12/21-1/5
Palm Beach County Public Schools:	11/23-12/1 12/21-1/7
Martin County Public Schools:	11/23-12/1 12/21-1/5
Hillsborough County Public Schools:	11/23-12/1 12/21-1/6
Pinellas County Public Schools:	11/23-12/1 12/21-1/5
Orange County Public Schools:	11/23-12/1 12/21-1/6
Osceola County Public Schools:	11/23-12/1 12/21-1/5
Seminole County Public Schools:	11/23-12/1 12/21-1/5
Duval County Public Schools:	11/27-12/1 12/21-1/5

Target Audience	IMPRESSIONS	CPM	FY Q1												NET TOTAL	GROSS TOTAL			
			OCT '24				NOV '24				DEC '24								
			30-Sep	7-Oct	14-Oct	21-Oct	28-Oct	4-Nov	11-Nov	18-Nov	25-Nov	2-Dec	9-Dec	16-Dec			23-Dec		
<b>Unit:</b>			*Election Day= 11/5/2024																
<b>• TheKnot.com/Weddingwire.com Custom Content Package FY 2025:</b>																			
Custom Content Key West Weddings & Honeymoons Articles (2 articles); traffic drivers to articles, Banners, Instagram 1 story card 4/24/2025 and 5/5/2025, Direct email run of weddings 5/8/2025 & 5/22/2025, custom mobile scroller unit			Weddings Market Affluent Adults	7,636,432	\$17.67	<b>October</b>				<b>November</b>				<b>December</b>				\$135,000	\$155,250
						\$0.00			\$0.00			\$155,250.00							
						\$0.00			\$0.00			\$135,000.00							
<b>Native - Travel Enthusiasts:</b>																			
<b>• CNTraveler.com</b> - Conde Nast Traveler Key West native content story lives on a special FL Keys content hub; promoted with high impact custom created unit plus 728 x 90, 300 x 600, 300 x 250 & 320 x 50.			A35-64 affluent luxury travelers	1,520,151	\$30.04	<b>10/1-1/31</b>												\$45,667	\$52,517
						\$60,394.55			\$0.00			\$0.00							
						\$52,517.00			\$0.00			\$0.00							
<b>Active/Adventure Enthusiasts:</b>																			
<b>• OutsideOnline.com Content Package FY 2025:</b>			Affluent A35-64 Active/Adventure/Outdoor	1,411,403	\$33.26	<b>December</b>												\$46,950	\$53,993
-"The Road Less Eaten w/Chef Biju Thomas" Sponsorship Package- Outside CTV Channel, Outside Linear TV Channel and Outside Watch VOD (website/app)																			
-Filmed locations in Key West																			
-Elements include :30 video ad, Facebook/Instagram :30 cutdowns, instagram post, high impact ad unit/inline video, display banners 970 x 250, 970 x 90, 728 x 90, 300 x 600, 300 x 250, 320 x 50, 320 x 100, 300 x 50																			
						\$0.00			\$0.00			\$53,992.50							
						\$0.00			\$0.00			\$46,950.00							
<b>Search Engine Marketing:</b>																			
<b>• Google</b>			Searchers. Keyword search terms related to Florida Travel & Activities	Est. 2,500,000	Est. \$10.80	<b>October</b>				<b>November</b>				<b>December</b>				\$27,000	\$31,050
	Copy/Link					\$10,350.00			\$10,350.00			\$10,350.00							
						\$9,000.00			\$9,000.00			\$9,000.00							
<b>• Microsoft Network (Yahoo/Bing/AOL)</b>			Searchers. Keyword search terms related to Florida Travel & Activities	Est. 600,000	Est. \$10	<b>October</b>				<b>November</b>				<b>December</b>				\$6,000	\$6,900
	Copy/Link					\$2,300.00			\$2,300.00			\$2,300.00							
						\$2,000.00			\$2,000.00			\$2,000.00							









## FY 2025 MEDIA PLAN KEY WEST Q1 MEDIA PLAN

Holidays/Events			
*Columbus Day (10/14)	*Halloween (10/31)	*Thanksgiving (11/28)	*Christmas (12/25)
*Election Day (11/5)	*Art Basel (12/6-12/8)		
School Breaks		Fall Break	Winter Break
Miami-Dade County Public Schools:		11/23-12/1	12/20-1/7
Broward County Public Schools:		11/23-12/1	12/21-1/5
Palm Beach County Public Schools:		11/23-12/1	12/21-1/7
Martin County Public Schools:		11/23-12/1	12/21-1/5
Hillsborough County Public Schools:		11/23-12/1	12/21-1/6
Pinellas County Public Schools:		11/23-12/1	12/21-1/5
Orange County Public Schools:		11/23-12/1	12/21-1/6
Osceola County Public Schools:		11/23-12/1	12/21-1/5
Seminole County Public Schools:		11/23-12/1	12/21-1/5
Duval County Public Schools:		11/27-12/1	12/21-1/5

Target Audience	IMPRESSIONS	CPM	FY Q1												NET TOTAL	GROSS TOTAL				
			OCT '24				NOV '24				DEC '24									
			30-Sep	7-Oct	14-Oct	21-Oct	28-Oct	4-Nov	11-Nov	18-Nov	25-Nov	2-Dec	9-Dec	16-Dec			23-Dec			
<b>Unit:</b>																				
							*Election Day= 11/5/2024													
							\$16,667.67				\$16,666.67				\$16,666.67					
<b>• Sabio - Custom CTV Video + standard banner package :30, 300 x 250, 320 x 50</b> A25-54 \$75-\$100KHHI, LGBTQ+ and Travel Intenders, Foodies, Outdoor Ent	LGBTQ travel intenders	720,238	\$34.71								November-December				\$25,000	\$28,750				
				\$0.00				\$14,375.00			\$14,375.00									
				\$0.00				\$12,500.00			\$12,500.00									
<b>• DAX Podcast Network - LGBTQ Podcasts</b>	:30 Audio Ads	LGBTQ travel intenders	2,105,263	\$9.50							November-December				\$20,000	\$23,000				
				\$0.00				\$11,500.00			\$11,500.00									
				\$0.00				\$10,000.00			\$10,000.00									
<b>KEY WEST -LGBTQ MEDIA PLAN</b>											Annual				\$10,000	\$11,500				
<b>• Outcoast.com</b> 8 Articles (Custom Content), Banners, logos, lists	LGBTQ travel intende	500,000+	\$20.00																	
*This is an annual content commitment that will bill in Q1.				\$0.00				\$5,750.00			\$5,750.00									
				\$0.00				\$5,000.00			\$5,000.00									
<b>• EqualPride Media Digital: The Advocate, Out, Outtraveler.com, PridePride:</b> :15 Pre-roll +Video content placements; Pride Today (a daily news recap) National	LGBTQ travel intende	8,677,778	\$5.76					October-September				\$50,000	\$57,500							
Sponsorship 728 x90, 300 x 250, 300 x 600, Key West :15 + integration with existing Out in Key West custom ambassador video content; Out in Key West page w/100% banner share of voice; Social Media Program w/Instagram & Facebook posts.																				
custom ambassador video content; Out in Key West page w/100% banner share of voice; Social Media Program w/Instagram & Facebook posts.																				
<b>Annual Commitment w/custom content Oct-Sep (\$57,500 total shown in Dec)</b>				\$57,500.00				\$0.00			\$0.00									
				\$50,000.00				\$0.00			\$0.00									
<b>• Q Digital Sites: Gaycities, INTO, LGBTQ Nation, Queer</b>	LGBTQ travel intende	4,645,000	\$10.76					October-June				\$50,000	\$57,500							
1x custom branded content article, Gaycities sponsorship package: Key West City Guide, Events Guide/Pride Finder, Beaches Channel and RON 970 x 250, 970 x 90, 300 x 600, 300 x 250, 728 x 90 & 320 x 100; Mobile Reveal Unit :15 video and 1x 1; :15 video run of network package, Banner run of network package 970 x 250, 970 x 90, 300 x 600, 300 x 250, 728 x 90, 320 x 100 & 320 x 50; GayCities "Destination of the Month" (December 2024)social media posts & amplification.																				
<b>Annual Commitment w/custom content Oct-Sep (\$57,500 total shown in Dec)</b>				\$57,500.00				\$0.00			\$0.00									
				\$50,000.00				\$0.00			\$0.00									
<b>• Sojern</b>	LGBTQ travel intende	6,583,333	\$7.59					November-December				\$50,000	\$57,500							
LGBTQ targeting layered with Sojern qualified travel intent data																				





FY 2025 MEDIA PLAN  
KEY WEST Q1 MEDIA PLAN

<b>Holidays/Events</b>			*Thanksgiving (11/28)	*Christmas (12/25)
*Columbus Day (10/14)	*Halloween (10/31)	*Election Day (11/5)	*Art Basel (12/6-12/8)	
<b>School Breaks</b>		<b>Fall Break</b>	<b>Winter Break</b>	
Miami-Dade County Public Schools:		11/23-12/1	12/20-1/7	
Broward County Public Schools:		11/23-12/1	12/21-1/5	
Palm Beach County Public Schools:		11/23-12/1	12/21-1/7	
Martin County Public Schools:		11/23-12/1	12/21-1/5	
Hillsborough County Public Schools:		11/23-12/1	12/21-1/6	
Pinellas County Public Schools:		11/23-12/1	12/21-1/5	
Orange County Public Schools:		11/23-12/1	12/21-1/6	
Osceola County Public Schools:		11/23-12/1	12/21-1/5	
Seminole County Public Schools:		11/23-12/1	12/21-1/5	
Duval County Public Schools:		11/27-12/1	12/21-1/5	

	Target Audience	IMPRESSIONS	CPM	FY Q1												NET TOTAL	GROSS TOTAL		
				OCT '24				NOV '24				DEC '24							
				30-Sep	7-Oct	14-Oct	21-Oct	28-Oct	4-Nov	11-Nov	18-Nov	25-Nov	2-Dec	9-Dec	16-Dec			23-Dec	
(Frankfurt) Magazines																			
	<b>Unit:</b>																		
• Blu Media Digital: Maenner.Media Banners 970 x 90, 728 x 90, 320 x 50, 300 x 250, 300 x 600	German LGBTQ	250,000	\$7.92		\$0.00	\$0.00				\$6,670.00	\$5,800.00		\$0.00	\$0.00			\$1,980	\$2,277	
										<b>November-March</b>									
					\$0.00	\$0.00			\$2,277.00	\$1,980.00			\$0.00	\$0.00					
• Blu Media Spartacus Traveler Maga <i>*Note. Rate based on 3x Dec, Feb &amp; Aug issues</i>	German LGBTQ	25,000	\$66.00		\$0.00	\$0.00			\$0.00	\$0.00			\$1,897.50	\$1,650.00			\$1,650	\$1,898	
					\$0.00	\$0.00													
										SUB-TOTAL LGBTQ DIGITAL MEDIA:				\$294,981	\$339,228				
										SUB-TOTAL LGBTQ PRINT MEDIA:				\$27,972	\$32,167				
										<b>TOTAL LGBTQ MEDIA:</b>				<b>\$322,953</b>	<b>\$371,396</b>				
<b>KEY WEST FY 2025 BUDGET SUMMARY</b>																			
																	<b>TOTAL MEDIA:</b>	<b>\$1,860,686</b>	<b>\$2,139,789</b>



FY 2025 MEDIA PLAN  
KEY WEST Q2 MEDIA PLAN

\*New Year's Day (1/1)  
\*MLK Day (1/20)  
\*President's Day (2/17)

Spring Break	
2/20-1/	3/21-31
2/21-1/	3/21-31
2/21-1/	3/22-4/1
2/21-1/	3/15-23
2/21-1/	3/15-23
2/21-1/	3/15-23
2/21-1/	3/14-23
2/21-1/	3/15-23
2/21-1/	3/15-23
2/21-1/	3/15-23

SPOT TELEVISION	Unit Size:	Target Audience	Due Dates Q2	Weeks begin on Mondays:	FY Q2												NET TOTAL	TOTAL	
					JAN '25			FEB '25			MAR '25								
					30-Dec	6-Jan	13-Jan	20-Jan	27-Jan	3-Feb	10-Feb	17-Feb	24-Feb	3-Mar	10-Mar	17-Mar			24-Mar
<b>Note: All monthly totals are estimates and may vary month to month but will total out at end of flight.</b>																			
• New York DMA	:30	News Program ming. Targets an older educated A35-64				1/6-3/30									\$110,000	\$126,500			
						\$42,167.05	\$42,167.05	\$42,165.90											
						\$36,667.00	\$36,667.00	\$36,666.00											
• Chicago DMA	:30					1/6-3/30									\$60,870	\$70,001			
						\$23,333.50	\$23,333.50	\$23,333.50											
						\$20,290.00	\$20,290.00	\$20,290.00											
• Philadelphia DMA	:30					1/6-3/30									\$51,000	\$58,650			
						\$19,550.00	\$19,550.00	\$19,550.00											
						\$17,000.00	\$17,000.00	\$17,000.00											
• Boston DMA	:30					1/6-3/30									\$50,001	\$57,501			
						\$19,167.05	\$19,167.05	\$19,167.05											
						\$16,667.00	\$16,667.00	\$16,667.00											
• Washington D.C. DMA	:30					1/6-3/30									\$66,000	\$75,900			
						\$25,300.00	\$25,300.00	\$25,300.00											
						\$22,000.00	\$22,000.00	\$22,000.00											
• Toronto DMA	:30					1/6-3/30									\$38,000	\$43,700			
						\$14,567.05	\$14,567.05	\$14,565.90											
						\$12,667.00	\$12,667.00	\$12,666.00											
• Charlotte DMA	:30					1/6-3/30									\$13,044	\$15,001			
						\$5,000.20	\$5,000.20	\$5,000.20											
						\$4,348.00	\$4,348.00	\$4,348.00											
SPOT TELEVISION																			
• Dallas-Ft. Worth DMA	:30					1/6-3/30									\$54,000	\$62,100			



FY 2025 MEDIA PLAN  
KEY WEST Q2 MEDIA PLAN

\*New Year's Day (1/1)  
\*President's Day (2/17)  
\*MLK Day (1/20)

Spring Break	
2/20-1/1	3/21-31
2/21-1/1	3/21-31
2/21-1/1	3/22-4/1
2/21-1/1	3/15-23
2/21-1/1	3/15-23
2/21-1/1	3/15-23
2/21-1/1	3/14-23
2/21-1/1	3/15-23
2/21-1/1	3/15-23
2/21-1/1	3/15-23

	Unit Size:	Target Audience	Due Dates Q2	Weeks begin on Mondays:	FY Q2											NET TOTAL	TOTAL		
					JAN '25			FEB '25			MAR '25								
					30-Dec	6-Jan	13-Jan	20-Jan	27-Jan	3-Feb	10-Feb	17-Feb	24-Feb	3-Mar	10-Mar	17-Mar	24-Mar		
<b>Note: All monthly totals are estimates and may vary month to month but will total out at end of flight.</b>																			
					\$20,700.00	\$20,700.00	\$20,700.00												
					\$18,000.00	\$18,000.00	\$18,000.00												
• Houston DMA	:30				<b>1/6-3/30</b>													\$54,000	\$62,100
					\$20,700.00	\$20,700.00	\$20,700.00												
					\$18,000.00	\$18,000.00	\$18,000.00												
• Atlanta DMA	:30				<b>1/6-3/30</b>													\$35,001	\$40,251
					\$13,417.05	\$13,417.05	\$13,417.05												
					\$11,667.00	\$11,667.00	\$11,667.00												
<b>NATIONAL CABLE DIVING/FISHING TELEVISION</b>																			
• Into the Blue. Airs on Discovery Channel	:30																	\$0	\$0
<b>*Annual Commitment: Into The Blue/SE Multimedia needs to film the 3 Key West episodes this Fall (Nov) in advance of the airdates of Apr-Jun</b>					\$0.00	\$0.00	\$0.00												
					\$0.00	\$0.00	\$0.00												
<b>TELEVISION TOTAL:</b>													<b>\$531,916</b>	<b>\$611,703</b>					
<b>DIGITAL CO-OP PROGRAMS</b>																			
• Epsilon	Custom Carousel Co-op Unit	ike targeting based on past visitors &	1,894,737 262200000	\$9.50	12/6/24	<b>January-February</b>			<b>March-April</b>					\$24,000	\$27,600				
Custom carousel unit featuring each hotel, photo, copy and url/click-through. Targeting A35-64 \$150k+ HHI w/hotel credit card spend history.						Geo: NY, BOS, DC, PHL, CHI + WI,			Geo: NY, BOS, DC, PHL, CHI, WI, MN, MI										
						No signups for Winter co-op													
						\$6,900.00	\$6,900.00	\$13,800.00											
						\$6,000.00	\$6,000.00	\$12,000.00											
• Facebook/Instagram Co-op - Carousel expands to showcase up to 9 hotels & clickable to each partners site.	Carousel Ad	international travelers	1,000,000+ Estimated	\$9.00	12/6/24	<b>January-February</b>			<b>March-April</b>					\$10,000	\$11,500				
						Geo: NY, BOS, DC, PHL, CHI + WI,			Geo: NY, BOS, DC, PHL, CHI, WI, MN, MI										



FY 2025 MEDIA PLAN  
KEY WEST Q2 MEDIA PLAN

\*New Year's Day (1/1)  
\*MLK Day (1/20)  
\*President's Day (2/17)

Spring Break

2/20-1/	3/21-31
2/21-1/	3/21-31
2/21-1/	3/22-4/1
2/21-1/	3/15-23
2/21-1/	3/15-23
2/21-1/	3/15-23
2/21-1/	3/14-23
2/21-1/	3/15-23
2/21-1/	3/15-23
2/21-1/	3/15-23

Target Audience	Unit Size:	Due Dates Q2	FY Q2												NET TOTAL	TOTAL		
			JAN '25			FEB '25			MAR '25									
			30-Dec	6-Jan	13-Jan	20-Jan	27-Jan	3-Feb	10-Feb	17-Feb	24-Feb	3-Mar	10-Mar	17-Mar			24-Mar	
Note: All monthly totals are estimates and may vary month to month but will total out at end of flight.																		
Targeting travel intenders A35-64 in high end zip codes																		
• Sherman's Travel.com E-Newsletter National send. Featuring each hotel, copy and url/click-through.	Dedicated E-News	12/6/24	travelers, first class travel, FL Keys, high net worth, travelers who have subscribed to opt-in travel	500,000 per email	\$15.00												\$15,000	\$17,250
• Afar.com E-Newsletter National send. Featuring each hotel, copy and url/click-through.	Dedicated E-News	1/13/2025	who have subscribed to opt-in	37,064 per email	\$173.26												\$0	\$0
*April 9 Afar e-news shown in March as its part of the Mar-Apr co-op program																		
												Digital Co-op -Total:		\$49,000	\$56,350			
<b>DIGITAL - Q2 Re-Allocation of Linear TV Dollars:</b>																		
• Adara Geo: NY, LA, CHI, PHL, BOS, DC, DET, MN	Mix 1/3 Standard Display Banners + 2/3 CTV/OTT	12/6/24	A35-64 \$150k+ in-market for travel	4,771 (ban)	\$7.00												\$100,000	\$115,000
		12/6/24		61,857 (CTV)	\$35.00													
Blended CPM: \$15																		
						\$38,333.33	\$38,333.33	\$38,333.33										
						\$33,333.33	\$33,333.33	\$33,333.33										
1/6-3/30																		
1/6-3/30																		
• Epsilon Geo: NY, LA, CHI, PHL, BOS, DC, DET, MN	Mix 1/3 Standard Display Banners + 2/3 CTV/OTT	12/6/24	A35-64 \$150k+ in-market for travel	3,500 (ban)	\$4.50												\$80,000	\$92,000
		12/6/24		26,000 (CTV)	\$38.00													
Blended CPM: \$10.91																		
						\$30,667.05	\$30,667.05	\$30,665.90										
						\$26,667.00	\$26,667.00	\$26,666.00										
1/6-3/30																		
1/6-3/30																		



FY 2025 MEDIA PLAN  
KEY WEST Q2 MEDIA PLAN

\*New Year's Day (1/1)  
\*MLK Day (1/20)

\*President's Day (2/17)

Spring Break

2/20-1/1	3/21-31
2/21-1/1	3/21-31
2/21-1/1	3/22-4/1
2/21-1/1	3/15-23
2/21-1/1	3/15-23
2/21-1/1	3/15-23
2/21-1/1	3/14-23
2/21-1/1	3/15-23
2/21-1/1	3/15-23
2/21-1/1	3/15-23

	Unit Size:	Target Audience	Due Dates Q2	FY Q2											NET TOTAL	TOTAL
				JAN '25			FEB '25			MAR '25						
				30-Dec	6-Jan	13-Jan	20-Jan	27-Jan	3-Feb	10-Feb	17-Feb	24-Feb	3-Mar	10-Mar		
Note: All monthly totals are estimates and may vary month to month but will total out at end of flight.																
<b>• Sojern</b> Geo: NY, LA, CHI, PHL, BOS, DC, DET, MN	Mix 1/3 Standard Display Banners + 2/3 CTV/OTT	A35-64 \$150k+ in-market for travel	12/6/24	1/6-3/30			1/6-3/30								\$100,000	\$115,000
		4,771(banr \$55,500 (CT	\$4.50 \$38.00													
			Blended CPM: \$13.40													
				\$38,333.33	\$38,333.33	\$38,333.33										
				\$33,333.33	\$33,333.33	\$33,333.33										
<b>• Hulu</b> Geo: NY, LA, CHI, PHL, BOS, DC, DET, MN	CTV :30 Innovid interactive unit with remote control	in-market for travel, warm	12/6/24	1/6-3/30			1/6-3/30								\$75,000	\$86,250
		1,650,528	\$45.44													
				\$28,750.00	\$28,750.00	\$28,750.00										
				\$25,000.00	\$25,000.00	\$25,000.00										
<b>• DAX (LGBTQ)</b> Geo: NY, CHI, PHL, BOS, DC	:30 Audio	LGBTQ A35-64	12/6/24	1/6-3/30			1/6-3/30								\$48,500	\$55,775
		5,105,263	\$9.50													
				\$18,591.71	\$18,591.71	\$18,591.71										
				\$16,166.70	\$16,166.70	\$16,166.70										
<b>• Gay Ad Network (LGBTQ)</b> LGBTQ Tik Tok Sponsored ad campaign using influencer Roberto Portales KW video (from 2023) + bonus 1x Roberto posts to followers of his TIK Tok (128k) FB (405,000) and IG (846,000).	Influencer Program	LGBTQ men 25+ who love to travel	12/6/24	1/6-3/30			1/6-3/30								\$30,000	\$34,500
		1,000,000	\$30.00													
				\$11,500.00	\$11,500.00	\$11,500.00										
				\$10,000.00	\$10,000.00	\$10,000.00										
<b>• Adara (International) - Ontario Canada Targeted</b>	Banner Display :30 CTV/OTT	A35-64 \$150k+ in-market for travel	12/6/24	1/6-3/30			1/6-3/30								\$75,000	\$86,250
		1,250,000	\$8.00													
		3,125,000	\$40.00													
		+50% Adara impression	Blended CPM: \$17.14													
				\$28,750.00	\$28,750.00	\$28,750.00										
				\$25,000.00	\$25,000.00	\$25,000.00										



FY 2025 MEDIA PLAN  
KEY WEST Q2 MEDIA PLAN

\*New Year's Day (1/1)  
\*MLK Day (1/20)  
\*President's Day (2/17)

Spring Break	
2/20-1/	3/21-31
2/21-1/	3/21-31
2/21-1/	3/22-4/1
2/21-1/	3/15-23
2/21-1/	3/15-23
2/21-1/	3/15-23
2/21-1/	3/14-23
2/21-1/	3/15-23
2/21-1/	3/15-23
2/21-1/	3/15-23

Target Audience	Unit Size:	Due Dates Q2	FY Q2												NET TOTAL	TOTAL
			JAN '25			FEB '25			MAR '25							
			30-Dec	6-Jan	13-Jan	20-Jan	27-Jan	3-Feb	10-Feb	17-Feb	24-Feb	3-Mar	10-Mar	17-Mar		
<b>Note: All monthly totals are estimates and may vary month to month but will total out at end of flight.</b>																
• Adara (International) - London, UK Targeted	Banner Display :30 CTV/OTT	12/6/24	1/6-3/30												\$45,000	\$51,750
			1/6-3/30													
			\$17,250.00			\$17,250.00			\$17,250.00							
			\$15,000.00			\$15,000.00			\$15,000.00							
<b>DIGITAL - Q2 Re-Allocation of Linear TV Dollars (continued):</b>																
• Adara (International) - Germany Targeted	Banner Display :30 CTV/OTT	12/6/24	1/6-3/30												\$45,000	\$51,750
			1/6-3/30													
			\$17,250.00			\$17,250.00			\$17,250.00							
			\$15,000.00			\$15,000.00			\$15,000.00							
• Sojern (International) - Ontario Canada Targeted	Banner Display :30 CTV/OTT	12/6/24	1/6-3/30												\$75,000	\$86,250
			1/6-3/30													
			\$28,750.00			\$28,750.00			\$28,750.00							
			\$25,000.00			\$25,000.00			\$25,000.00							
• Sojern (International) - London, UK Targeted	Banner Display :30 CTV/OTT	12/6/24	1/6-3/30												\$45,000	\$51,750
			1/6-3/30													
			\$17,250.00			\$17,250.00			\$17,250.00							
			\$15,000.00			\$15,000.00			\$15,000.00							
• Sojern (International) - Germany Targeted	Banner Display :30 CTV/OTT	12/6/24	1/6-3/30												\$45,000	\$51,750
			1/6-3/30													
			\$17,250.00			\$17,250.00			\$17,250.00							
			\$38,000.00			\$38,000.00			\$38,000.00							









FY 2025 MEDIA PLAN  
KEY WEST Q2 MEDIA PLAN

\*New Year's Day (1/1)  
\*MLK Day (1/20)  
\*President's Day (2/17)

Spring Break	
2/20-1/1	3/21-31
2/21-1/1	3/21-31
2/21-1/1	3/22-4/1
2/21-1/1	3/15-23
2/21-1/1	3/15-23
2/21-1/1	3/15-23
2/21-1/1	3/14-23
2/21-1/1	3/15-23
2/21-1/1	3/15-23
2/21-1/1	3/15-23

Unit Size:	Target Audience	Due Dates Q2	Weeks begin on Mondays:	FY Q2												NET TOTAL	TOTAL	
				JAN '25			FEB '25			MAR '25								
				30-Dec	6-Jan	13-Jan	20-Jan	27-Jan	3-Feb	10-Feb	17-Feb	24-Feb	3-Mar	10-Mar	17-Mar			24-Mar
<b>Note: All monthly totals are estimates and may vary month to month but will total out at end of flight.</b>																		
<b>High Impact:</b>				\$25,000.00	\$0.00	\$0.00												
• <b>TripAdvisor.com</b> - Custom Hub Page for Key West + 300 x 600, 300 x 250, 728 x 90, 320 x 50	Native ad driver, Upscale, travel intenders	1,437,777	--	<b>12/1-2/28</b>									\$0	\$0				
				\$0.00	\$0.00	\$0.00												
				\$0.00	\$0.00	\$0.00												
• <b>MobileFuse</b> - 3-D interactive island unit (Island of Key West w/point of interests) + 300 x 250 A35-64 \$150k+ targeted to travel intenders in NY, CHI, BOS, DC, PHL	A35-64, HHI	10,000,000	\$5.00	12/6/24	<b>11/4-2/28</b>									\$50,000	\$57,500			
				\$28,750.00	\$28,750.00	\$0.00												
				\$25,000.00	\$25,000.00	\$0.00												
<b>Diving:</b>				\$0	\$0	\$0												
• <b>ScubaDiving.com/PADI.com</b> - Custom article about families, new divers and experienced divers in Key West. Sponsored emails & Facebook posts (created by PADI)	Divers, Snorkelers, families	700,000	\$20.65	--	<b>January</b>	<b>February</b>	<b>March</b>										\$0	\$0
<b>*Annual Commitment:</b> This is an annual content program that gives the DACs and Dive Umbrella Dive/Snorkeling coverage in a package and has been developed already. Annual Cost reflected in Q1.					\$0.00	\$0.00	\$0.00											
<b>DIGITAL-DEDICATED BRANDING</b>					\$0.00	\$0.00	\$0.00											
<b>Fishing:</b>					<b>February-May</b>									\$19,336	\$22,236			
• <b>SportFishingMag.com/Saltwater Sportsman.com</b> (Bonnier) Video banner (video created by Bonnier on Key Largo fishing + conservation to be covered) and Instagram social posts	Upscale Fisherman	299,000	\$64.67															
<b>Annual Commitment:</b> This is a custom content program running Feb-May \$20,000 for Key West					\$0.00	\$22,236.40	\$0.00											
					\$0.00	\$19,336.00	\$0.00											
• <b>TheKnot.com/Weddingwire.com Custom Content Package FY 2025:</b>					<b>January</b>	<b>February</b>	<b>March</b>										\$0	\$0
Custom Content Key West Weddings & Honeymoons Articles (2 articles); traffic drivers to articles, Banners, Instagram 1 story card 4/24/2025 and 5/5/2025, Direct email run of weddings 5/8/2025 & 5/22/2025, custom mobile scroller unit	Weddings Market Affluent Adults	7,636,432	\$17.67	--														
<b>Annual Commitment:</b> The full cost of the Key West program is \$155,250 and is all shown in Dec.					\$0.00	\$0.00	\$0.00											





FY 2025 MEDIA PLAN  
KEY WEST Q2 MEDIA PLAN

\*New Year's Day (1/1)  
\*MLK Day (1/20)  
\*President's Day (2/17)

Spring Break	
2/20-1/	3/21-31
2/21-1/	3/21-31
2/21-1/	3/22-4/1
2/21-1/	3/15-23
2/21-1/	3/15-23
2/21-1/	3/15-23
2/21-1/	3/14-23
2/21-1/	3/15-23
2/21-1/	3/15-23
2/21-1/	3/15-23

Unit Size:	Target Audience	Due Dates Q2	FY Q2											NET TOTAL	TOTAL		
			JAN '25			FEB '25			MAR '25								
			30-Dec	6-Jan	13-Jan	20-Jan	27-Jan	3-Feb	10-Feb	17-Feb	24-Feb	3-Mar	10-Mar			17-Mar	24-Mar
Weeks begin on Mondays:																	
<b>Note: All monthly totals are estimates and may vary month to month but will total out at end of flight.</b>																	
Unit Size:	Target Audience	IMP (000)	Net CPM	Due Date	January	February	March	NET TOTAL	TOTAL								
<b>OUT - O F - HOME</b>																	
• Nashville Visit Florida Digital OOH	Various	Visit FL Campaigns sold in package		12/6/24	January	February	March	\$9,375	\$10,781								
					\$3,593.75	\$3,593.75	\$3,593.75										
					\$3,125.00	\$3,125.00	\$3,125.00										
• Atlanta Visit Florida Digital OOH	Various			12/6/24	January	February	March	\$9,375	\$10,781								
					\$3,593.75	\$3,593.75	\$3,593.75										
					\$3,125.00	\$3,125.00	\$3,125.00										
• Dallas Visit Florida Digital OOH	Various	Visit FL package - Oct-Dec for all markets is 4,200,000	Visit FL package CPM is \$13.39	12/6/24	January	February	March	\$9,375	\$10,781								
					\$3,593.75	\$3,593.75	\$3,593.75										
					\$3,125.00	\$3,125.00	\$3,125.00										
• Charlotte Visit Florida Digital OOH	Various			12/6/24	January	February	March	\$9,375	\$10,781								
					\$3,593.75	\$3,593.75	\$3,593.75										
					\$3,125.00	\$3,125.00	\$3,125.00										
• Chicago Visit Florida Digital OOH	Various			12/6/24	January	February	March	\$9,375	\$10,781								
					\$3,593.75	\$3,593.75	\$3,593.75										
					\$3,125.00	\$3,125.00	\$3,125.00										
• New York City Visit Florida Digital OOH	Various			12/6/24	January	February	March	\$9,375	\$10,781								
					\$3,593.75	\$3,593.75	\$3,593.75										
					\$3,125.00	\$3,125.00	\$3,125.00										
<b>OUT-OF-HOME TOTAL:</b>								<b>\$56,250</b>	<b>\$64,688</b>								
<b>PRINT (CO-OP)</b>																	
• Travel + Leisure Magazine (Published by Dot Dash Media)	Full Page, 4C	Travel + Leisure	976,562	\$47.35	Ordered/Closed	February		\$46,250	\$53,188								
								No co-ops running as dedicated	\$0	\$0							
								Less Co-op To Be Collected:	\$0	\$0							
								Travel + Leisure Total:	\$46,250	\$53,188							
					\$0.00	\$53,187.50	\$0.00										
					\$0.00	\$46,250.00	\$0.00										





# FY 2025 MEDIA PLAN

## KEY WEST Q2 MEDIA PLAN

\*New Year's Day (1/1)  
 \*President's Day (2/17)  
 \*MLK Day (1/20)

Spring Break	
2/20-1/1	3/21-31
2/21-1/1	3/21-31
2/21-1/1	3/22-4/1
2/21-1/1	3/15-23
2/21-1/1	3/15-23
2/21-1/1	3/15-23
2/21-1/1	3/14-23
2/21-1/1	3/15-23
2/21-1/1	3/15-23
2/21-1/1	3/15-23

Unit Size:	Target Audience	Due Dates Q2	Weeks begin on Mondays:	FY Q2												NET TOTAL	TOTAL	
				JAN '25			FEB '25			MAR '25								
				30-Dec	6-Jan	13-Jan	20-Jan	27-Jan	3-Feb	10-Feb	17-Feb	24-Feb	3-Mar	10-Mar	17-Mar			24-Mar
<b>Note: All monthly totals are estimates and may vary month to month but will total out at end of flight.</b>																		
<b>UK/Germany TripAdvisor Custom Hub Program:</b> • TripAdvisor.co.uk and TripAdvisor.de custom content FL Keys hub w/Key West Content Page - Native Drivers on Tripadvisor will promote dedicated Key West content. <b>This is a custom content program running Dec-Feb and cannot be cancelled. The full cost of the program is \$23,000 and is shown in Dec</b>	UK Luxurv	586,000	\$34.12	Ordered/Running	<b>12/2-5/31</b>												\$0	\$0
<b>UK:</b> • <b>Spearfish Programmatic Video</b> - targeted to luxury travelers who have past credit card spend to Florida. London & UK Geo-Targeted.	:15 OLV	UK Luxurv	607,000	\$13.72	12/6/24	<b>1/6-1/26</b>									\$8,333	\$9,583		
• <b>Conde Nast Traveller UK</b>	Full Page, 4C	UK Luxurv	82,780	\$167.12	12/6/24	\$9,583.33	\$8,333.33	\$0.00	\$0.00	<b>March</b>			2	\$13,850	\$15,928			
• <b>Wanderlust</b>	Full Page, 4C	UK Luxurv	76,864	\$78.05	12/2/24	\$0.00	\$0.00	\$0.00	\$0.00	\$15,927.50	\$13,850.00							
						<b>ember/Jan</b>			<b>February/March</b>			2	\$6,000	\$6,900				
						\$0.00	\$6,900.00	\$0.00										
						\$0.00	\$6,000.00	\$0.00										
<b>INTERNATIONAL MEDIA</b>																		
<b>Germany:</b> • <b>Spearfish/Phoenix Int'l Programmatic Video</b> - targeted to luxury travelers who have past credit card spend to Florida. Geo-Targeted. Munich, Cologne, Frankfurt & Berlin	:15 OLV	Luxury Travelers w/past credit card spend in Florida	607,000	\$13.72	12/6/24	<b>1/6-1/26</b>									\$8,333	\$9,583		
						\$9,583.33	\$8,333.33	\$0.00	\$0.00									
						\$0.00	\$0.00	\$0.00	\$0.00									
• <b>National Geographic Traveller (Ad Alliance Gm</b>	Full Page, 4C	German Luxurv	113,598	\$94.80	12/6/24				<b>Issue 03/2025</b>			2	\$10,770	\$12,386				
						\$0.00	\$0.00	\$12,385.50										



FY 2025 MEDIA PLAN  
KEY WEST Q2 MEDIA PLAN

\*New Year's Day (1/1)  
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Spring Break	
2/20-1/	3/21-31
2/21-1/	3/21-31
2/21-1/	3/22-4/1
2/21-1/	
2/21-1/	3/15-23
2/21-1/	3/15-23
2/21-1/	3/15-23
2/21-1/	3/14-23
2/21-1/	3/15-23
2/21-1/	3/15-23
2/21-1/	3/15-23

	Unit Size:	Target Audience	Due Dates Q2	Weeks begin on Mondays:	FY Q2											NET TOTAL	TOTAL
					JAN '25			FEB '25			MAR '25						
					30-Dec	6-Jan	13-Jan	20-Jan	27-Jan	3-Feb	10-Feb	17-Feb	24-Feb	3-Mar	10-Mar		
<b>Note: All monthly totals are estimates and may vary month to month but will total out at end of flight.</b>																	
						\$0.00	\$0.00	\$10,770.00									
<b>INTERNATIONAL TOTAL:</b>												<b>\$89,062</b>	<b>\$102,421</b>				
<b>KEY WEST - LGBTQ MEDIA PLAN DIGITAL</b>																	
• <b>Sabio - Custom CTV Video + standard banner package :30, 300 x 250, A25-54 \$75-\$100KHII, LGBTQ+ and Travel Intenders, Foodies, Outdoor Enthusiasts</b>	LGBTQ travel intenders	738,762	\$34.71	12/6/24	November-Janua											\$16,667	\$19,167
						\$19,166.67	\$0.00	\$0.00									
						\$16,666.67	\$0.00	\$0.00									
<b>KEY WEST - LGBTQ MEDIA PLAN</b>																	
• <b>Outcoast.com Custom Content, Banners, logos, listing (1 year)</b> *This is an annual content commitment that wil bill in Q1.		500,000+ mini	\$20.00	Ordered/Running	Annual	\$0.00	\$0.00	\$0.00								\$0	\$0
						\$0.00	\$0.00	\$0.00									
• <b>EqualPride Media Digital: The Advocate, Out, Outtraveler.com, PridePride:</b> :15 Pre-roll +Video content placements; Pride Today (a daily news recap) National Sponsorship 728 x90, 300 x 250, 300 x 600, Key West :15 + integration with existing Out in Key West custom ambassador video content; Out in Key West custom ambassador video content; Out in Key West page w/100% banner share of voice; Social Media Program w/Instagram & Facebook posts.	Q travel inte	8,677,778	\$5.76	Ordered/Running	Annual											\$0	\$0
						\$0.00	\$0.00	\$0.00									
						\$0.00	\$0.00	\$0.00									
• <b>Q Digital Sites: Gaycities, INTO, LGBTQ Nation, Queerty, Q</b>	LGBTQ travel inte	4,645,000	\$10.76	Ordered/Running	Annual											\$0	\$0
1x custom branded content article, Gaycities sponsorship package: Key West City Guide, Events Guide/Pride Finder, Beaches Channel and RON 970 x 250, 970 x 90, 300 x 600, 300 x250, 728 x 90 & 320 x 100; Mobile Reveal Unit :15 video and 1x 1; :15 video run of network package, Banner run of network package 970 x 250, 970 x 90, 300 x 600, 300 x250, 728 x90, 320 x 100 & 320 x 50; GayCities "Destination of the Month" (December 2024)social media posts & amplification.																	
						\$0.00	\$0.00	\$0.00									
						\$0.00	\$0.00	\$0.00									



FY 2025 MEDIA PLAN

KEY WEST Q2 MEDIA PLAN

\*New Year's Day (1/1)  
\*MLK Day (1/20)

\*President's Day (2/17)

Spring Break	
2/20-1/	3/21-31
2/21-1/	3/21-31
2/21-1/	3/22-4/1
2/21-1/	3/15-23
2/21-1/	3/15-23
2/21-1/	3/15-23
2/21-1/	3/14-23
2/21-1/	3/15-23
2/21-1/	3/15-23
2/21-1/	3/15-23

	Unit Size:	Target Audience	Due Dates Q2	Weeks begin on Mondays:	FY Q2												NET TOTAL	TOTAL			
					JAN '25			FEB '25			MAR '25										
					30-Dec	6-Jan	13-Jan	20-Jan	27-Jan	3-Feb	10-Feb	17-Feb	24-Feb	3-Mar	10-Mar	17-Mar	24-Mar				
<b>Note: All monthly totals are estimates and may vary month to month but will total out at end of flight.</b>																					
<b>KEY WEST - LGBTQ MEDIA PLAN DIGITAL</b>					<b>Annual</b>												\$0	\$0			
<b>• Passportmagazine.com</b> Four (4) Online Branded Content Stories w/SEO travel inte Banners 728 x 90, 300 x 250, 300 x 600, Social Posts; Premium Slider Box Unit one week per month for 6 months; 4 E-Newsletter Sponsorships 300 x 250+120x120 image, logo, copy; 5 Facebook Posts image/text.																					
<b>• Google Adwords</b> - Various LGBTQ Search Terms					Net:	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$3,000	\$3,450		
					Net:	\$1,150.00	\$1,150.00	\$1,150.00	\$1,150.00	\$1,150.00	\$1,150.00	\$1,150.00	\$1,150.00	\$1,150.00	\$1,150.00	\$1,150.00	\$1,150.00				
					Net:	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00				
<b>PRINT</b>					<b>January/February</b>												<b>March/April</b>				
<b>• Out Magazine / The Advocate Magazine</b> (Equ Out & Advocate are now published as 1 issue together *May/June Out/Advocate is a FREE bonus ad.																			\$34,043	\$39,150	
					Net:	\$19,574.92	\$0.00	\$19,574.92	\$0.00	\$19,574.92	\$0.00	\$19,574.92	\$0.00	\$19,574.92	\$0.00	\$19,574.92	\$0.00				
					Net:	\$17,021.67	\$0.00	\$17,021.67	\$0.00	\$17,021.67	\$0.00	\$17,021.67	\$0.00	\$17,021.67	\$0.00	\$17,021.67	\$0.00				
<b>INTERNATIONAL</b>					<b>March/April</b>																
<b>United Kingdom:</b> <b>• Attitude Magazine</b> /Stream Publishing																			2	\$3,500	\$4,025
					Net:	\$0.00	\$0.00	\$4,025.00	\$0.00	\$4,025.00	\$0.00	\$4,025.00	\$0.00	\$4,025.00	\$0.00	\$4,025.00	\$0.00				
					Net:	\$0.00	\$0.00	\$3,500.00	\$0.00	\$3,500.00	\$0.00	\$3,500.00	\$0.00	\$3,500.00	\$0.00	\$3,500.00	\$0.00				
<b>KEY WEST LGBTQ MEDIA PLAN INTERNATIONAL</b>					<b>February</b>												\$1,650	\$1,898			
<b>Germany:</b> <b>• Blu Media Spartacus Traveler Magazine</b>																				\$1,650	\$1,898



FY 2025 MEDIA PLAN  
KEY WEST Q2 MEDIA PLAN

\*New Year's Day (1/1)  
\*MLK Day (1/20)  
\*President's Day (2/17)

Spring Break	
2/20-1/1	3/21-31
2/21-1/1	3/21-31
2/21-1/1	3/22-4/1
2/21-1/1	3/15-23
2/21-1/1	3/15-23
2/21-1/1	3/15-23
2/21-1/1	3/14-23
2/21-1/1	3/15-23
2/21-1/1	3/15-23
2/21-1/1	3/15-23

Unit Size:	Target Audience	Due Dates Q2	FY Q2												NET TOTAL	TOTAL			
			JAN '25			FEB '25			MAR '25										
			30-Dec	6-Jan	13-Jan	20-Jan	27-Jan	3-Feb	10-Feb	17-Feb	24-Feb	3-Mar	10-Mar	17-Mar			24-Mar		
<p>*Note. Rate based on 3x Dec, Feb &amp; Aug issues</p> <p>Blu Media Digital &amp; Print was ordered &amp; purchased as a package.</p> <p>If August is cancelled there might be a short rate.</p>																			
<p><b>Note: All monthly totals are estimates and may vary month to month but will total out at end of flight.</b></p>																			
			Net:			\$0.00	\$1,897.50	\$0.00											
									Sub-Total LGBTQ Digital Media:			\$19,667	\$22,617						
									Sub-Total LGBTQ Print Media:			\$39,193	\$45,072						
									<b>LGBTQ MEDIA TOTAL:</b>			<b>\$58,860</b>	<b>\$67,689</b>						
<b>KEY WEST FY 2025 BUDGET SUMMARY</b>																			
												<b>Grand Total:</b>	<b>\$2,347,564</b>	<b>\$2,699,699</b>					



FY 2025 MEDIA PLAN  
KEY WEST Q 3-4 MEDIA PLAN

= To Be Ordered Media = Ordered Media

\*Easter (4/20)

\*Lobster Mini Season (7/24-25)

\*Labor Day (9/1)

\*Memorial Day (5/26)

\*Lobster Season (8/6-3/31)

Summer Break

6/6-8/18

6/6-8/18

5/30-8/8

5/30-8/8

5/31-8/8

5/30-8/8

5/29-8/11

5/31-8/9

5/29-8/10

5/30-8/18

**NATIONAL CABLE DIVING/FISHING TELEVISION**

• **Into the Blue.** Aired on Discovery Channel :30  
3 full thirty minute episodes filmed in Key West, includes 2-3 minute custom in-show features highlighting local activities, EcoTourism, reef restoration, etc. :30 spots/billboards on Bally Sports.

**DIGITAL CO-OP PROGRAMS**

• **Epsilon**  
Custom carousel unit featuring each hotel, photo, copy and url/click-through  
Targeting A35-64 \$150k+ HHI w/hotel credit card spend history.

• **CNTraveler.com E-Newsletter**  
National send. Featuring each hotel, copy and url/click-through.

• **Sherman's Travel.com E-Newsletter**  
National send. Featuring each hotel, copy and url/click-through.

• **LuxuryLink.com E-Newsletter**  
National send. Featuring each hotel, copy and url/click-through.

• **Afar.com E-Newsletter**  
National send. Featuring each hotel, copy and url/click-through.

**DIGITAL-DEDICATED BRANDING**

OLV (Online Video)/Pre-Roll + CTV/OTT (Connected TV/Over-The-To):

• **Adara OLV+CTV/OTT** - Targeting luxury leisure travelers searching for hotels in Florida/Caribbean. Geo: Summer: NY, FL, GA, TN, NC, SC, TX

• **Sojern:** A35-64 \$150k+ in-market for travel, adventure, culture, foodie seekers

Weeks begin on Mondays:	CPM	APR '25				MAY '25				JUN '25				JUL '25				AUG '25				SEP '25				NET TOTAL		
		31-Mar	7-Apr	14-Apr	21-Apr	28-Apr	5-May	12-May	19-May	26-May	2-Jun	9-Jun	16-Jun	23-Jun	30-Jun	7-Jul	14-Jul	21-Jul	28-Jul	4-Aug	11-Aug	18-Aug	25-Aug	1-Sep	8-Sep		15-Sep	22-Sep
		April-June (Q2)																										
																											\$0.00	\$0
		\$0.00			\$0.00				\$0.00					\$0.00					\$0.00								\$0.00	\$0
		<b>TELEVISION TOTAL:</b>																										
		<b>SUMMER DIGITAL CO-OP</b>																										
		<b>March-April</b>												<b>May-August</b>														
		Geo: Atlanta, Florida, Dallas, Charlotte																										
	Net:	\$6,000.00			\$6,000.00				\$6,000.00					\$0.00					\$0.00								\$0.00	\$18,000
	Net:	\$0.00			\$5,000.00				\$0.00					\$0.00					\$0.00								\$5,000.00	\$10,000
	Net:	\$0.00			\$0.00				\$7,500.00					\$0.00					\$7,500.00								\$0.00	\$15,000
	Net:	\$0.00			\$4,500.00				\$0.00					\$0.00					\$4,500.00								\$4,500.00	\$13,500
	Net:	\$6,422.00			\$0.00				\$6,422.00					\$0.00					\$0.00								\$0.00	\$12,844
		Digital Co-op Sub-Total:																								\$69,344		
		<b>4/1-9/30</b>																										
	Net:	\$8,000.00			\$8,000.00				\$8,000.00					\$8,000.00					\$8,000.00								\$8,000.00	\$48,000
		<b>4/1-9/30</b>																										
		\$13.40			\$8,000.00				\$8,000.00					\$8,000.00					\$8,000.00								\$8,000.00	\$48,000

			= To Be Ordered Media				= Ordered Media	
<b>NYTimes: A35-64 \$150k+ in-market Affluent Luxury / travelers with interest in adventure, culture, foodie seekers</b>	Flex Frame Video							
			\$16.50	\$8,000.00	\$8,000.00	\$8,000.00	\$8,000.00	\$8,000.00
								\$48,000
<b>Origin Media CTV :15 Dynamic overlay</b>	:15 OLV/:30 CTV	0						
		Net:		\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00
								\$60,000
<b>• Magnite OLV+CTV/OTT A35-64 \$150k travel intender</b> Geo: Summer FL, GA, TN, NC, SC, TX	:15 OLV/:30 CTV	0						
		Net:		\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00
								\$60,000
<b>Meredith Collection A35-64 \$150k travel intender</b> Geo: Summer FL, GA, TN, NC, SC, TX	:15 OLV/:30 CTV	0						
		Net:		\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00
								\$60,000
<b>• Epsilon/Conversant CTV/OLV - Targeting A35-64 \$150k+ w/hotel credit card spend history.</b>	:30 CTV/:15 OLV	0						
		Net:		\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00
								\$60,000
<b>• Roku TV CTV/OTT (:Geo: Summer: NY, FL, GA, TN, NC, SC, TX</b>	:30	4,861,111						
		Net:		\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00
								\$90,000
<b>• Peacock CTV/OTT Geo: Summer: NY, FL, GA, TN, NC, SC, TX</b>	:30	2,333,333						
		Net:		\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00
								\$60,000
<b>• Paramount+ (CBS), PlutoTV CTV/OTT</b> Geo: Geo: Summer: NY, FL, GA, TN, NC, SC, TX	:30	2,775,253						
		Net:		\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00
								\$30,000
<b>DIGITAL-DEDICATED BRANDING</b>								
<b>• Hulu Interactive In-Video Innovid Unit</b> Full Screen page w/video and user can use remote to interact with additional Key West slides + QR code Geo targets Summer FL, GA, TX, TN	:30	1,771,568						
		Net:		\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00
								\$90,000
<b>DIGITAL-DEDICATED BRANDING</b> <b>Key West Direct Flight Markets Targeting:</b>								
<b>• Wi-Connect Media - Airport Wi-Fi Connection Ads. Full Screen Takeover w/Video before connecting to wi-fi. 100% viewable. Airports: ORD, JFK, LGA, EWR, PHL, DFW</b>		100,000 engagements						
		Net:		\$8,000.00	\$8,000.00	\$8,000.00	\$8,000.00	\$8,000.00
								\$48,000
<b>• Facebook/Instagram Sponsored ads - Direct Flight Awareness Ads</b> Direct Flight Markets: Newark (EWR), Chicago (ORD), Boston (BOS), Philadelphia (PHL), DC (DCA & IAD), Atlanta (ATL), Charlotte (CLT), Dallas (DFW), Houston (IAH), Cincinnati (CVG), Pittsburgh (PIT).	:15	1M+						
		Net:		\$8,000.00	\$8,000.00	\$8,000.00	\$8,000.00	\$8,000.00
								\$48,000
<b>DIGITAL-DEDICATED BRANDING</b> <b>Contextual Advertising:</b>								
<b>• GumGum - Video unit targeted in online content about luxury travel, adventure travel, florida travel, beach travel Geo: Summer: FL, GA, TN, NC, SC, TX. Demo targeted.</b>	:15 In-Screen	5,600,000						
		Net:		\$8,000.00	\$7,900.00	\$7,500.00	\$7,500.00	\$7,500.00
								\$45,900
<b>Addressable TV:</b> <b>• Ampersand Addressable Cable TV -Boston, Philadelphia, Chicago, DC DMAs (Targeted to households \$100K+ with travel)</b>	:30	2,316,647						
		Net:		\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00
								\$90,000
<b>Weather Triggered:</b> <b>• Accuweather.com</b> Custom Mobile Hero/App Background Integration/:15 Pre-roll/320 x 50 Target Affluent Travelers; Trigger: Rain/Cold/Severe Weather/Snow. Geo Targeted: NY, IL, MA, PA, DC		1,691,700						
		Net:		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
								\$0
<b>Streaming Audio:</b> <b>• Katz Digital Audio</b> (includes Spotify, Pandora, iHeart & streaming radio stations) Geo-targeted to NY, Los Angeles, BOS, DC, PHL, CHI, MN, CLT. Dmo targeted.	:30 audio ads	2,692,308						





			= To Be Ordered Media				= Ordered Media			
<ul style="list-style-type: none"> <li><b>Sabio - Custom CTV Video + standard banner package :30, 300 x 250, 320 x 51</b> A25-54 \$75-\$100KHHI, LGBTQ+ and Travel Intenders, Foodies, Outdoor Enthusiasts</li> </ul>			\$34.71	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$60,000
<b>KEY WEST - LGBTQ MEDIA PLAN</b>										
<ul style="list-style-type: none"> <li><b>DAX Podcast Network - LGBTQ Podcasts</b></li> </ul>	:30 Audio Ads		<b>April-September</b>							
			\$8,000.00	\$8,000.00	\$8,000.00	\$8,000.00	\$8,000.00	\$8,000.00	\$8,000.00	\$48,000
<ul style="list-style-type: none"> <li><b>Outcoast.com Custom Content, Banners, logos, listing (1 year)</b></li> </ul>		n/a	<b>Annual</b>							
		Net:	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0
<ul style="list-style-type: none"> <li><b>EqualPride Media Digital: The Advocate, Out, Outraveler.com, PridePride:</b></li> </ul>			<b>October-September</b>							
:15 Pre-roll +Video content placements; Pride Today (a daily news recap) National Sponsorship 728 x90, 300 x 250, 300 x 600, Key West :15 + integration with existing Out in Key West custom ambassador video content; Out in Key West page w/100% banner share of voice; Social Media Program w/Instagram & Facebook posts.		8,677,778								
custom ambassador video content; Out in Key West page w/100% banner share of voice; Social Media Program w/Instagram & Facebook posts.										
Billed in Q1 / Annual		Net:	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0
<ul style="list-style-type: none"> <li><b>Q Digital Sites: Gaycities, INTO, LGBTQ Nation, Queerty, Outsports;</b></li> </ul>		4,645,000	<b>October-June</b>							
1x custom branded content article, Gaycities sponsorship package: Key West City Guide, Events Guide/Pride Finder, Beaches Channel and RON 970 x 250, 970 x 90, 300 x 600, 300 x250, 728 x 90 & 320 x 100; Mobile Reveal Unit :15 video and 1x 1:15 video run of network package, Banner run of network package 970 x 250, 970 x 90, 300 x 600, 300 x250, 728 x90, 320 x 100 & 320 x 50; GayCities "Destination of the Month" (December 2024)social media posts & amplification.										
Billed in Q1 / Annual		Net:	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0
<b>KEY WEST - LGBTQ MEDIA PLAN DIGITAL</b>										
<ul style="list-style-type: none"> <li><b>Towleroad.com Premium and high impact banners 970 x 250, 728 x 90, 300 x 600, 300 x 250, 320 x 50, 300 x 250, 336 x 480</b></li> </ul>		3,650,000	<b>APRIL - SEPTEMBER</b>							
Full Page Interstitials 300 x 250, 336 x 280, 320 x 480; Creation of KW Hub & promotion, Homepage Promo 550 x 35, sponsored posts, dedicated email										
		Net:	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$30,000
<ul style="list-style-type: none"> <li><b>Passportmagazine.com Four (4) Online Branded Content Stories w/social drivers,</b></li> </ul>		3,000,000	<b>Annual</b>							
Banners 728 x 90, 300 x 250, 300 x 600, Social Posts; Premium Slider Box Unit one week per month for 6 months; 4 E-Newsletter Sponsorships 300 x 250+120x120 image, logo, copy; 5 Facebook Posts image/text.										
		Net:	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0
<ul style="list-style-type: none"> <li><b>Google Adwords - Various LGBTQ Search Terms</b></li> </ul>	Copy/URL									
		Net:	\$4,000.00	\$4,000.00	\$4,375.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$27,375
<ul style="list-style-type: none"> <li><b>Gay Ad Network / Digital Co-op</b></li> </ul>	Banner Ads	3,000,000	<b>April - July</b>							
			\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$0.00	\$0.00	\$0.00	\$20,000
			Estimated 2 co-ops@\$750							
<b>PRINT</b>										
<ul style="list-style-type: none"> <li><b>Out Magazine / The Advocate Magazine (Equalpride)</b></li> </ul>	Full Page, 4C	190,000	<b>March/April</b>	<b>May/June</b>						
Out & Advocate are now published as 1 issue together				<b>May/June is Bonus Ad</b>						
		Net:	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0
<ul style="list-style-type: none"> <li><b>Passport Magazine</b></li> </ul>	Spread, 4C	75,000	<b>May/June</b>							
Also includes in-magazine branded content story	Full Page, 4C	75,000	<b>March/April</b>	<b>July/August</b>						
		Net:	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	billed w/digital package



## VFK: LOWER KEYS FY\_25 MEDIA PLAN

<b>CATEGORY</b>	<b>Q1 2024 SPEND</b>	<b>Q2 2025 SPEND</b>	<b>TOTAL</b>	<b>% PER MEDIUM</b>
SPOT TELEVISION	\$80,516	\$98,998.90	\$179,514.43	21.88%
DIGITAL	\$262,450	\$206,597.48	\$469,047.03	57.18%
DIVING / FISHING	\$36,693	\$22,236.40	\$58,929.45	7.18%
FACEBOOK	\$3,450	\$3,450.00	\$6,900.00	0.84%
SEM	\$6,900	\$6,900.00	\$13,800.00	1.68%
PRINT	\$18,184	\$50,977.32	\$69,161.23	8.43%
<b>INTERNATIONAL</b>				
UK/GERMANY	\$23,000	\$0.00	\$23,000.00	2.80%
<b>TOTAL</b>	<b>\$431,192</b>	<b>\$389,160.09</b>	<b>\$820,352.13</b>	<b>100.00%</b>
<b>Q3-4 MEDIA EXPENDITURE</b>			<b>\$371,716</b>	
<b>TOTAL EXPENDITURE</b>			<b>\$1,192,068</b>	











# LOWER KEYS Q2 FY 2025 MEDIA PLAN

\*New Year's Day (1/1)  
\*MLK Day (1/20)  
\*President's Day (2/17)

Spring Break	
2/20-1/1	3/21-31
2/21-1/1	3/21-31
2/21-1/1	3/22-4/1
2/21-1/1	3/15-23
2/21-1/1	3/15-23
2/21-1/1	3/15-23
2/21-1/1	3/14-23
2/21-1/1	3/15-23
2/21-1/1	3/15-23
2/21-1/1	3/15-23

FY Q2												NET TOTAL	TOTAL		
JAN '25			FEB '25			MAR '25									
30-Dec	6-Jan	13-Jan	20-Jan	27-Jan	3-Feb	10-Feb	17-Feb	24-Feb	3-Mar	10-Mar	17-Mar			24-Mar	
<p>Note: All monthly totals are estimates and may vary month to month but will total out at end of flight.</p>															
<b>1/6-3/30</b>												\$21,739	\$25,000		
\$8,332.90	\$7,246.00			\$8,334.05	\$7,247.00			\$8,332.90	\$7,246.00					\$17,391	\$20,000
<b>1/6-3/30</b>												\$13,044	\$15,000		
\$6,666.55	\$5,797.00			\$6,666.55	\$5,797.00			\$6,666.55	\$5,797.00					\$15,652	\$18,000
<b>1/6-3/30</b>												\$6,957	\$8,000		
\$4,999.63	\$4,347.50			\$5,001.35	\$4,349.00			\$4,999.05	\$4,347.00					\$11,304	\$13,000
<b>1/6-3/30</b>															
\$5,999.55	\$5,217.00			\$6,000.70	\$5,218.00			\$5,999.55	\$5,217.00						
<b>1/6-3/30</b>															
\$2,666.85	\$2,319.00			\$2,666.28	\$2,318.50			\$2,666.85	\$2,319.00						
<b>1/6-3/30</b>															
\$4,333.20	\$3,768.00			\$4,333.20	\$3,768.00			\$4,333.20	\$3,768.00						
<b>TELEVISION TOTAL:</b>												\$86,086	\$98,999		

SPOT TELEVISION (Early/Late Local News)	Target Audience	Q2 IMP (000)	Net CPM	Due Dates Q2
• New York DMA	:30			
• Chicago DMA	:30			
• Boston DMA	:30			
• Philadelphia DMA	:30			
• Charlotte DMA	:30			
• Atlanta DMA	:30			
<p>Programmin g. Targets an older educated</p>				
<p>Re-Allocated Lower Keys Linear TV to Digital Q2:</p>				









= To Be Ordered Media = Ordered Media

\*Easter (4/20)

\*Memorial Day (5/26)

\*Ind. Day (7/4)

\*Lobster Mini Season (7/24-25)

\*Labor Day (9/1)

\*Lobster Season (8/6-3/31)

Summer Break

6/6-8/18

6/6-8/18

5/30-8/8

5/30-8/8

5/31-8/8

5/30-8/8

5/29-8/11

5/31-8/9

5/29-8/10

5/30-8/18

Weeks begin on Mondays:	APR '25				MAY '25				JUN '25				JUL '25				AUG '25				SEP '25				NET TOTAL
	31-Mar	7-Apr	14-Apr	21-Apr	28-Apr	5-May	12-May	19-May	26-May	2-Jun	9-Jun	16-Jun	23-Jun	30-Jun	7-Jul	14-Jul	21-Jul	28-Jul	4-Aug	11-Aug	18-Aug	25-Aug	1-Sep	8-Sep	
	<b>TELEVISION TOTAL:</b>																								<b>\$0</b>
<b>DIGITAL</b> <b>RV/Camping:</b> • iheartrvng.com Digital Package - Digital Print Ad/Sponsored Content/Social Boosted Post																									
IMP (000)																									
1,340,000																									
Net:	April				May				June				July												
	\$0.00				\$4,800.00				\$0.00				\$480.00				\$0.00				\$0.00				
4,200,000																									
200,000																									
950,000																									
Net:	April				May				June				July				August				September				
	\$1,650.00				\$850.00				\$2,250.00				\$850.00				\$1,650.00				\$1,650.00				
3,054,546																									
15 Video Unit Expandable Video, Mobile Scroller with Video, and In-Screen Expandable Corner Unit																									
Net:	April				May				June				July				August				September				
	\$8,000.00				\$8,000.00				\$8,000.00				\$8,000.00				\$8,000.00				\$8,000.00				
48,000																									
Facebook/Instagram Targeted to RV/Camping interest, travel interest, outdoor enthusiast interests.																									
Sponsored Ads																									
1M+																									
Net:	April				May				June				July				August				September				
	\$5,000.00				\$5,000.00				\$5,000.00				\$5,000.00				\$5,000.00				\$5,000.00				
30,000																									
DIGITAL																									
Epsilon OLV + CTV A35-64 \$150k+ Geo-Targeted to outdoor enthusiasts, RV, camping, diving, fishing, snorkeling. Credit Card purchase, based on loyalist.																									
2,680,000																									
Net:	4/1-9/30				4/1-9/30				4/1-9/30				4/1-9/30				4/1-9/30				4/1-9/30				
	\$10,000.00				\$10,000.00				\$10,000.00				\$10,000.00				\$10,000.00				\$10,000.00				
60,000																									
Sojern OLV + CTV A35-64 \$150k+ Geo-Targeted to outdoor enthusiasts, RV, camping, diving, fishing, snorkeling																									
2,680,000																									
Net:	4/1-9/30				4/1-9/30				4/1-9/30				4/1-9/30				4/1-9/30				4/1-9/30				
	\$10,000.00				\$10,000.00				\$10,000.00				\$10,000.00				\$10,000.00				\$10,000.00				
60,000																									
Peacock :30 CTV																									
987,179																									
Net:	4/1-9/30				4/1-9/30				4/1-9/30				4/1-9/30				4/1-9/30				4/1-9/30				
	\$12,000.00				\$12,000.00				\$12,000.00				\$12,000.00				\$12,000.00				\$12,000.00				
72,000																									
Streaming Audio:																									
Katz Digital Audio - Spotify, Pandora, iheart & streaming radio stations) Geo-targeted to Summer Markets																									
30 audio ads																									
Net:	4/1-9/30				4/1-9/30				4/1-9/30				4/1-9/30				4/1-9/30				4/1-9/30				
	\$5,000.00				\$5,000.00				\$5,000.00				\$5,000.00				\$5,000.00				\$5,000.00				
30,000																									

			April	May	June	July	August	September	
<ul style="list-style-type: none"> <li>ScubaDiving.com/PADI.com Annual Program - Custom article about families, new divers and experienced divers in Big Pine &amp; Lower Keys. Sponsored emails &amp; Facebook posts (created by PADI)</li> </ul>		700,000							
	Net:		\$2,790.00	\$5,746.00	\$0.00	\$0.00	\$0.00	\$0.00	\$8,536
<b>Fishing Digital:</b> <b>com (Firecrowm)</b> Video banner (video created by Firecrowm on Lower Keys fishing + conservation to be covered) and Instagram and Facebook social posts & Contextual Banners on website		650,000							
	Net:		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0
<b>DIGITAL</b> <b>Active/Adventure Enthusiasts:</b> <ul style="list-style-type: none"> <li>OutsideOnline.com Content Package FY 2025: 1,411,403</li> <li>-The Road Less Eaten Sponsorship Package- Outside CTV Channel, Outside Linear TV Vhannel and Outside Watch VOD (website/app)</li> <li>-Filmed locations in The Lower Keys</li> <li>-Elements include Lower Keys :30 video ad, Facebook/Instagram :30 cutdowns, instagram post, high impact ad unit/inline video, display banners 970 x 250, 970 x 90, 728 x 90, 300 x 600, 300 x 250, 320 x 50, 320 x 100, 300 x 50</li> </ul>		1,411,403							
	Net:		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0
<b>Search Engine Marketing</b> <ul style="list-style-type: none"> <li>Google Ad Words Performance Max</li> </ul>	Copy/URL								
	Net:		\$5,000.00	\$5,000.00	\$5,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$27,000
<b>PRINT</b> <ul style="list-style-type: none"> <li>Good Sam Camp Ground Annual ( Full Page, 4C 100,000 National Circulation; Includes Digital Package: Home Page Takeover with photos;custom description;12 photos;video;link;social media;email</li> </ul>									
		Net:	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0
Local Palette	Full Page, 4C	100,000							
		Net:	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0
Rova Magazine	Full Page, 4C	100,000							
		Net:	\$6,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$6,000
Wild Sam Magazine National Circulation	Full Page, 4C	320,000							
		Net:	\$0.00	\$0.00	\$0.00	\$10,000.00	\$0.00	\$0.00	\$10,000
National Parks National Circulation	Full Page, 4C	320,000							
		Net:	\$0.00	\$0.00	\$0.00	\$6,000.00	\$0.00	\$0.00	\$6,000
Scuba Diving Magazine (published National Circulation)	Full Page, 4C	85,000							
		Net:			\$0.00	\$0.00	\$0.00	\$0.00	\$0
									<b>PRINT TOTAL:</b>
									\$22,000
<b>INTERNATIONAL</b> <b>UK/Germany</b> hub w/Lower Keys Page - Native Drivers on Tripadvisor will promote Lower Keys hub page									
		586,000							
		Net:			\$0.00	\$0.00	\$0.00	\$0.00	\$0
									<b>INTERNATIONAL TOTAL:</b>
									\$0
<b>BIG PINE &amp; LOWER KEYS FY 2025 BUDGET SUMMARY</b>									
									Net
									<b>TOTAL BUDGET:</b>
									\$371,716
									<b>MEDIA SPEND TO DATE:</b>
									\$371,716
									<b>PRODUCTION/RESOURCES UTILIZED:</b>
									\$0
									<b>PRODUCTION/RESOURCES REMAINING:</b>
									\$0
<b>Grand Total - Monthly Budgets</b>									

## VFK: MARATHON FY24/25 MEDIA PLAN

CATEGORY	Q1 2024 SPEND	Q2 2025 SPEND	TOTAL	% PER MEDIUM
SPOT TELEVISION	\$216,247.73	\$234,000.85	\$450,248.58	24.79%
CABLE	\$57,500.00	\$0.00	\$57,500.00	3.17%
DIGITAL	\$500,831.89	\$596,086.00	\$1,096,917.89	60.40%
WEDDING	\$57,500.00	\$0.00	\$57,500.00	3.17%
SEM	\$14,490.00	\$14,490.00	\$28,980.00	1.60%
PRINT	\$40,992.90	\$24,564.00	\$65,556.90	3.61%
COOP	\$17,710.00	\$18,630.00	\$36,340.00	2.00%
<b>INTERNATIONAL</b>				
UK/GERMANY	\$23,000.00	\$0.00	\$23,000.00	1.27%
			\$0.00	0.00%
<b>TOTAL</b>	<b>\$928,272.51</b>	<b>\$887,770.85</b>	<b>\$1,816,043.36</b>	<b>100.00%</b>
<b>Q3-4 MEDIA EXPENDITURE</b>			<b>\$801,777</b>	
<b>TOTAL EXPENDITURE</b>			<b>\$2,617,820</b>	











Channel. Sponsorship includes: Episodes filmed in Marathon w/ "sponsored by Marathon" billboards in each episode.														
Also includes :30 spots on Bally Sports														
Annual Commitment: 62 marathons needed to film the 5 marathon episodes filming in advance to confirm their season (filming commences this month) that will air Apr-Jun. They have started filming. Package cost \$57,500. This budget was included in Q1 media plan.									\$0.00	\$0.00	\$0.00			
									\$0.00	\$0.00	\$0.00			
												\$203,479	\$234,001	
<b>DIGITAL</b>														
<b>Re-Allocated Marathon Linear TV to Digital O2:</b>														
<b>• Paramount+ CTV</b> Geo: NY, LA, CHI, PHL BOS, DC, DET, MINN					:30 CTV	A35-64 \$150k+ Families who travel, Florida/warm weather Travel	2,525,253	\$29.70	12/13/24	<b>1/6-3/30</b>			\$75,000	\$86,250
										\$28,750.00	\$28,750.00	\$28,750.00		
										\$25,000.00	\$25,000.00	\$25,000.00		
<b>• Roku</b> Geo: NY, LA, CHI, PHL BOS, DC, DET, MINN					:15 Video Unit Expandable Video, Mobile Scroller with Video	A35-64 \$150k+ Travel Intender, Warm weather seekers.	3,472,222	\$21.60	12/13/24	<b>1/6-3/30</b>			\$75,000	\$86,250
										\$28,750.00	\$28,750.00	\$28,750.00		
										\$25,000.00	\$25,000.00	\$25,000.00		
<b>• Sojern</b> Geo: NY, LA, CHI, PHL, BOS, DC, DET, MN					Mix 1/3 Standard Display Banners + 2/3 CTV/OTT	A35-64 \$150k+ in-market for travel, warm weather seekers.	904,771(banner)	\$4.50	12/6/24	<b>1/6-3/30</b>			\$100,000	\$115,000
							\$,555,500 (CTV)	\$38.00	12/6/24	<b>1/6-3/30</b>				
										\$38,333.33	\$38,333.33	\$38,332.95		
										\$33,333.33	\$33,333.33	\$33,333.00		
										<b>MARATHON LINEAR TV RE-ALLOCATION TO DIGITAL:</b>			\$250,000	\$287,500
<b>DIGITAL</b>														
<b>OLV (Online Video) &amp; CTV/OTT (Connected TV/Over-The-Top)</b>														
<b>• Adara OLV</b> - Targeting luxury leisure travelers searching for hotels in Florida/Caribbean. Geo: Fall/Winter: NY, BOS, DC, PHL, CHI, MN, CLT					:15	A35-64, HHI \$150k+	2,689,655	\$14.50	12/6/2024	<b>1/6-3/31</b>			\$39,000	\$44,850
										\$14,950.00	\$14,950.00	\$14,950.00		
										\$13,000.00	\$13,000.00	\$13,000.00		
<b>• Datafy OLV + CTV</b>					:15 OLV/:30 CTV	A35-64, HHI \$150k+	1,675,000	\$26.86	12/6/2024	<b>1/6-3/31</b>			\$45,000	\$51,750
										\$17,250.00	\$17,250.00	\$17,250.00		
										\$15,000.00	\$15,000.00	\$15,000.00		
<b>DIGITAL</b>														
<b>• Magnite OLV</b> A35-64 \$150k travel Geo: Fall/Winter: NY, BOS, DC, PHL, CHI, MN, CLT					:15 OLV	A35-64, HHI \$150k+	3,058,824	\$12.75	12/6/2024	<b>1/6-3/31</b>			\$39,000	\$44,850
										\$17,250.00	\$13,800.00	\$13,800.00		
										\$15,000.00	\$12,000.00	\$12,000.00		
<b>• Epsilon/Conversant CTV/OTT</b> Targeting A35-64 \$150k+ HHI w/hotel credit card spend history. Geo: Fall/Winter: NY, BOS, DC, PHL, CHI, MN, CLT					:15 OLV/:30 CTV	A35-64, HHI \$150k+	1,717,390	\$26.19	12/6/2024	<b>1/6-3/31</b>			\$45,000	\$51,750
<b>*Episolin has flighted buys ordered throughout the year but only Jan-Mar</b>										\$17,250.00	\$17,250.00	\$17,250.00		
										\$15,000.00	\$15,000.00	\$15,000.00		
<b>• Peacock</b> Geo: Fall/Winter: NY, BOS, DC, PHL, CHI, MN, CLT ; Targeted to HH \$150k+ Families					:15	A35-64, HHI \$150k+	1,025,641	\$39	12/6/2024	<b>1/6-3/31</b>			\$40,000	\$46,000
										\$15,333.33	\$15,333.33	\$15,333.33		
										\$13,333.33	\$13,333.33	\$13,333.33		
<b>Contextual Advertising:</b>														
<b>• GumGum</b> - Targeted in articles and online content travel targeted to affluent parents w/children who					:15 in-screener	A35-64, HHI \$150k+	1,363,635	\$11	12/6/2024	<b>January</b>			\$15,000	\$17,250
										<b>February</b>				
										<b>March</b>				
<b>*GumGum Contextual Ads has an annual buy ordered but only Jan-Mar</b>										\$5,750.00	\$5,750.00	\$5,750.00		

						\$5,000.00	\$5,000.00	\$5,000.00			
<b>DIGITAL</b>											
<b>Weather Triggered:</b>											
<ul style="list-style-type: none"> <li>• <b>Accuweather.com</b> Custom Mobile Hero/App Background Integration: 15 Pre-roll/320 x 50 Target Affluent Travelers; Trigger: Rain/Cold/Severe Weather/Snow. Geo Targeted: NY, IL, MA, PA, DC</li> </ul>											
	35-64, HHI \$150k	845,850	\$15.36	12/6/2024						\$12,000	\$13,800
						<b>11/1 - 2/28</b>					
						\$6,900.00	\$6,900.00	\$0.00			
						\$6,000.00	\$6,000.00	\$0.00			
<b>Streaming Audio:</b>											
<ul style="list-style-type: none"> <li>• <b>Katz Digital Audio</b> (includes Spotify, Pandora, Iheart &amp; streaming radio stations) Geo-targeted to NY, Los Angeles, BOS, DC, PHL, CHI, MN, CLT</li> </ul>											
	30 audio ads	1,076,922	\$13.00	12/6/2024						\$14,000	\$16,100
						<b>10/7-2/28</b>					
						\$8,050.00	\$8,050.00	\$0.00			
						\$7,000.00	\$7,000.00	\$0.00			
<b>High Impact:</b>											
<ul style="list-style-type: none"> <li>• <b>TripAdvisor.com</b> - Custom Hub Page for Marathon Native ad driver, 300 x 600, 300 x 250, 728 x 90, 320 x 50</li> </ul>											
<b>Package Commitment: This is a custom content program running Dec-Feb and cannot be cancelled. The full cost of the program is \$46,000 and is shown on Q1 media plan.</b>											
	A35-64, HHI \$150k	400,000	\$10							\$0	\$0
						<b>12/1 - 2/28</b>					
						\$0.00	\$0.00	\$0.00			
						\$0.00	\$0.00	\$0.00			
<b>Diving:</b>											
<ul style="list-style-type: none"> <li>• <b>ScubaDiving.com/PADI.com</b> - Custom article about families, new divers and experienced divers in Marathon. Sponsored emails &amp; Facebook posts (created by PADI)</li> </ul>											
	Diving Enthusiasts	700,000	\$17.83							\$0	\$0
						<b>January</b>	<b>February</b>	<b>March</b>			
						\$0.00	\$0.00	\$0.00			
						\$0.00	\$0.00	\$0.00			
*This is an annual content program that gives the DACs and Dive Umbrella Dive/Snorkeling coverage in a package that is bro and has been developed already. Cost reflected on the FY Q1 media plan.											
<b>Fishing:</b>											
<ul style="list-style-type: none"> <li>• <b>SportFishingMag.com/Saltwater Sportsman.com (Bonnier)</b> Video banner (video created by Bonnier on Marathon fishing + conservation to be covered) and Instagram social posts</li> </ul>											
	Fishing Enthusiasts	308,968	\$34.20	12/6/2024						\$19,336	\$22,236
							<b>February</b>	<b>March</b>			
						\$0.00	\$22,236.40	\$0.00			
						\$0.00	\$19,336.00	\$0.00			
<b>Native - Weddings/Honeymoons:</b>											
<ul style="list-style-type: none"> <li>• <b>TheKnot.com</b></li> </ul>											
	Weddings	2,152,778	\$23.16							\$0	\$0
						<b>January</b>	<b>February</b>	<b>March</b>			
						\$0.00	\$0.00	\$0.00			
						\$0.00	\$0.00	\$0.00			
Annual Commitment: This is a part of an annual custom content program running Oct-Aug and cannot be cancelled. The full cost of the Marathon program is \$57,500 and is all shown in Q1 media plan.											
<b>DIGITAL</b>											
<ul style="list-style-type: none"> <li>• <b>CNTraveler.com</b> - Conde Nast Traveler Marathon native content story lives on a special FL Keys content hub; promoted with high impact custom created unit plus 728 x 90, 300 x 600, 300</li> </ul>											
	Luxury Travel	1,200,000	\$114.16							\$0	\$0
						<b>January</b>					
						\$0.00	\$0.00	\$0.00			
						\$0.00	\$0.00	\$0.00			
<b>Active/Adventure Enthusiasts:</b>											
<ul style="list-style-type: none"> <li>• <b>OutsideOnline.com Content Package FY 2025</b></li> </ul>											
	Outdoor Enthusiasts	1,471,404	\$33.26							\$0	\$0
						<b>January</b>	<b>February</b>	<b>March</b>			
						\$0.00	\$0.00	\$0.00			
						\$0.00	\$0.00	\$0.00			
-The Road Less Eaten Sponsorship Package- Outside CTV Channel, Outside Linear TV Vhannel and Outside Watch VOD (website/app)											
-Filmed locations in Marathon											
-Elements include Marathon :30 video ad, Facebook/Instagram :30 cutdowns, instagram post, high impact ad unit/inline video, display banners 970 x 250, 970 x 90, 728 x 90, 300 x 600, 300 x 250, 320 x 50, 320 x 100, 300 x 50											
*Bought as a Package Commitment: Please note OutsideOnline.com is non-cancellable as they filmed a streaming series in the Keys (and in Marathon) during October already and the media buy is placed to run December 2024-May 2025. The total cost of the											

(end in Marathon) during October already and the media buy is placed to run December 2024-May 2025. The total cost of the Marathon buy is reflected in Dec. for \$53,993 and is shown on Q1 media plan.

						\$0.00	\$0.00	\$0.00			
						\$0.00	\$0.00	\$0.00			
<b>Search Engine Marketing</b>											
• <b>Google Ad Words</b>	Copy/URL	Searchers. Keyword search terms related to Marathon, Florida Travel &	Est. 600,000	Est. \$15		<b>January</b>	<b>February</b>	<b>March</b>	\$9,000	\$10,350	
						\$3,450.00	\$3,450.00	\$3,450.00			
						\$3,000.00	\$3,000.00	\$3,000.00			
<b>Microsoft Advertising (Yahoo/Bing)</b>											
Copy/URL	Searchers. Keyword search terms related to Marathon, Florida Travel &	Est. 250,000	Est. \$14.40			<b>January</b>	<b>February</b>	<b>March</b>	\$3,600	\$4,140	
						\$1,380.00	\$1,380.00	\$1,380.00			
						\$1,200.00	\$1,200.00	\$1,200.00			
									<b>Total Digital Dedicated:</b>	<b>\$280,936</b>	<b>\$323,076</b>
<b>CO-OP PROGRAMS</b>						<b>WINTER CO-OP</b>			<b>SPRING CO-OP</b>		
• <b>Facebook/Instagram Co-op</b> - Carousel Ad	Interest targeting: Travel, fishing, boating, outdoor adventure,	Est. 500,000	Est. \$10.80	12/13/2024	800,000	<b>1/6-2/28</b>		<b>3/3-3/31</b>	\$7,200	\$8,280	
Targeting travel intenders, luxury travelers A35-64 in high end zip code						Geo: NY, BOS, DC, PHL, CHI + WI, MN & MI			Geo: NY, BOS, DC, PHL, CHI, WI, MN, MI		
						No Participants signed up. Runs as dedicated.			No Participants signed up. Runs as dedicated.		
						\$2,070.00	\$2,070.00	\$4,140.00			
						\$1,800.00	\$1,800.00	\$3,600.00			
• <b>LuxuryLink.com E-Newsletter</b>	Dedicated E-News	Luxury Travelers	500,000 per email	\$9.00	1/13/2025		<b>5</b>	<b>12</b>	\$9,000	\$10,350	
National send. Featuring each hotel, copy and url/link through							\$0.00	\$5,175.00	\$5,175.00		
						\$0.00	\$4,500.00	\$4,500.00			
									<b>Total Co-op:</b>	<b>\$0</b>	<b>\$0</b>
									<b>\$16,200</b>	<b>\$18,630</b>	
<b>MAGAZINE</b>											
• <b>BoatU.S. Magazine</b>	Full Page, 4C	Boaters	625,000	\$62.50	12/6/2024		<b>February/March</b>		\$10,000	\$11,500	
National Circulation							\$0.00	\$11,500.00	\$0.00		
						\$0.00	\$10,000.00	\$0.00			
• <b>Southern Boating Magazine</b>	Full Page, 4C	Boaters	65,000	\$50.76	12/6/2024		<b>February</b>		\$3,300	\$3,795	
National Circulation							\$0.00	\$3,795.00	\$0.00		
						\$0.00	\$3,300.00	\$0.00			
<b>*Note: Also Nov and May ordered based on running 3x. Cancelling those may effect rates.</b>											
	NEW					<b>Annual Hotel and Resorts Issue (publishes Dec 2024)</b>				\$0	\$0
• <b>Elite Traveler</b> National Circulation	Full Page, 4C	Private Air Travelers to Marathon Airport	50,000	\$90		\$0.00	\$0.00	\$0.00			
<b>*Cost reflected in Q1 media plan</b>						\$0.00	\$0.00	\$0.00			
						\$0.00	\$0.00	\$0.00			
• <b>Net Jets Magazine</b>	Full Page, 4C	Private Air Travelers to Marathon Airport	25,125	\$200		<b>Winter 2024</b>				\$0	\$0
National Circulation						\$0.00	\$0.00	\$0.00			
<b>*Cost reflected in Q1 media plan</b>						\$0.00	\$0.00	\$0.00			
						\$0.00	\$0.00	\$0.00			
<b>MAGAZINE</b>											
• <b>Saltwater Sportsman Magazine</b> (published by Firecrown)	Full Page, 4C	Fishing Enthusiast	100,000	\$80.60	12/6/2024		<b>February</b>		\$8,060	\$9,269	
National Circulation						\$0.00	\$9,269.00	\$0.00			
						\$0.00	\$8,060.00	\$0.00			

							<b>Total Magazine:</b>			<b>\$21,360</b>	<b>\$24,564</b>
<b>INTERNATIONAL</b>											
<b>UK/Germany</b>											
<ul style="list-style-type: none"> <li>• TripAdvisor.co.uk and TripAdvisor.de custom hub w/Marathon Page - Native Drivers on Tripadvisor will promote Marathon hub page</li> </ul>							UK/German Travel intenders to US				
							586,000	\$34.12			
							12/1 - 5/31				
This is a custom content program running Dec-Feb and cannot be cancelled. The full cost of the program is \$23,000 and is shown in Dec (but will bill Dec-Feb).							\$0.00	\$0.00	\$0.00		
							\$0.00	\$0.00	\$0.00		
										\$0	\$0
							<b>MARATHON FY 2025 BUDGET SUMMARY</b>				
										Total Budget:	\$771,975 \$887,771



<b>• Katz Digital Audio (includes Spotify, Pandora)</b>			Net:	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$30,000	
<b>Diving:</b>		<b>700,000</b>									
<b>• ScubaDiving.com/PADI.com - Custom article about families, new diving</b>			Net:	April \$0.00	May \$0.00	June \$1,000.00	July \$0.00	August \$1,710.00	September \$0.00	\$2,710	
<b>Fishing:</b>		<b>650,000</b>									
<b>• SportFishingMag.com/Saltwater Sportsman.com (Bonnier)</b>			Net:	April \$0.00	May \$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0	
<b>• Saltwater Sportsman E-Newsletters (Bonnier)</b>			Net:	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0	
<b>Native - Weddings/Honeymoons:</b>											
<b>• TheKnot.com</b>			2,152,778	April	May	June	July	August			
Custom mobile scroller unit and Facebook and Instagram instant experience ad - 4/17/24			Net:	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0	
<b>Native - Travel Enthusiasts:</b>											
<b>DIGITAL</b>											
<b>• CNTraveler.com - Conde Nast Traveler Marathon native content</b>			1,200,000	Net:	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0	
<b>Active/Adventure Enthusiasts:</b>											
<b>• OutsideOnline.com Content Package FY 2025:</b>			1,471,404	April	May						
-The Road Less Eaten Sponsorship Package- Outside CTV Channel, Outside Linear TV Vhannel and Outside Watch VOD (website/app)											
-Filmed locations in Marathon											
-Elements include Marathon :30 video ad, Facebook/Instagram :30 cutdowns, instagram post, high impact ad unit/inline video, display banners 970 x 250, 970 x 90, 728 x 90, 300 x 600, 300 x 250, 320 x 50, 320 x 100, 300 x 50											
<b>Search Engine Marketing</b>											
<b>• Google Ad Words</b>			Copy/URL	Net:	April \$8,000.00	May \$8,000.00	June \$8,000.00	July \$8,000.00	August \$8,000.00	September \$8,000.00	\$48,000
<b>• Microsoft Advertising (Yahoo/Bing/AOL)</b>			Copy/URL	Net:	April \$2,000.00	May \$2,000.00	June \$2,000.00	July \$2,000.00	August \$2,000.00	September \$2,505.00	\$12,505
										<b>DIGITAL TOTAL: \$621,215</b>	
<b>CO-OP PROGRAMS</b>											
					<b>SPRING CO-OP</b>	<b>SUMMER CO-OP</b>					
					<b>3/3-4/30</b>	<b>5/5-8/31</b>					
<b>• Coastal Living National Circulation</b>			Full Page, 4C	447,000					<b>Fall (Aug)</b>		
Net:				\$0.00	\$0.00	\$0.00	\$0.00	\$15,500.00	\$0.00	\$15,500	
<b>• TravelandLeisure.com E-Newsletter</b>			Dedicated E-News	\$9,333 per email							
Geo:NY, CHI, BOS, PHL, DC subscribers				Net:	\$0.00	\$10,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$10,000
<b>• LuxuryLink.com E-Newsletter</b>			Dedicated E-News	90,000 per email							
National send. Featuring each hotel, copy and url/click-through.				Net:	\$0.00	\$4,500.00	\$0.00	\$0.00	\$4,500.00	\$0.00	\$9,000
o-ops @ \$400= \$1,600 to collect						\$4,500.00	\$0.00	\$0.00	\$0.00	\$0.00	
Estimated 4 co-ops @ \$400= \$1,600 to be collected											
										<b>Digital Co-op Sub-Total: \$34,500</b>	
<b>MAGAZINE</b>											
<b>• Travel + Leisure Magazine National Circulation</b>			Full Page, 4C	976,562	April						
Net:				\$39,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$39,000	
<b>• BoatU.S. Magazine</b>			Full Page, 4C	625,000			June/July				
National Circulation				Net:	\$0.00	\$0.00	\$10,000.00	\$0.00	\$0.00	\$10,000	
<b>• Southern Boating Magazine</b>			Full Page, 4C	65,000							
National Circulation				Net:	\$0.00	\$3,300.00	\$0.00	\$0.00	\$0.00	\$3,300	
<b>• Elite Traveler National Circulation</b>			NEW Full Page, 4C	50,000	<b>Annual Hotel and Resorts Issue (publishes Dec 2024)</b>						
Net:				\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0	
<b>• Net Jets Magazine</b>			Full Page, 4C	25,125							
National Circulation				Net:	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0	

<b>MAGAZINE</b>											
• Florida Sportsman Magazine (Published by KSI National Circulation)	Full Page, 4C	73,414									
		Net:	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0	
• Scuba Diving Magazine (published by PAD National Circulation)	Full Page, 4C	85,000									
		Net:	\$0.00	May \$8,262.10	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$8,262	
• Saltwater Sportsman Magazine (published National Circulation)	Full Page, 4C	100,000									
		Net:	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0	
									<b>PRINT TOTAL:</b>	<b>\$60,562</b>	
<b>INTERNATIONAL</b>											
UK/Germany											
• TripAdvisor.co.uk and TripAdvisor.de custom hub w/Marathon Page - Native Drivers on Tripadvisor will promote Marathon hub page		586,000									
		Net:	\$0.00	12/1 - 5/31 \$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0	
									<b>INTERNATIONAL TOTAL:</b>	<b>\$0</b>	
<b>MARATHON FY 2025 BUDGET SUMMARY</b>											
										Net	
									<b>TOTAL BUDGET:</b>	\$801,777	
									<b>PROPOSED MEDIA SPEND:</b>	\$801,777	
									<b>PRODUCTION/RESOURCES REMAINING:</b>	\$0	
*Please note separate from the above budget there is also \$365,886 in Emergency (promotional/storm) resources).											

## VFK: ISLAMORADA FY24/25 MEDIA PLAN

CATEGORY	Q1 2024 SPEND	Q2 2025 SPEND	TOTAL	% PER MEDIUM
SPOT TELEVISION	\$81,786	\$110,001	\$191,787	16.33%
FISHING CABLE TELEVISION	\$57,500	\$0	\$57,500	4.90%
DIGITAL CTV/OTT	\$285,392	\$315,675	\$601,067	51.18%
DIVING	\$14,355	\$0	\$14,355	1.22%
FISHING: DIGITAL	\$25,130	\$26,917	\$52,047	4.43%
WEDDINGS	\$57,500	\$0	\$57,500	4.90%
ADVENTURE: DIGITAL	\$51,233	\$0	\$51,233	4.36%
SEM	\$10,350	\$10,350	\$20,700	1.76%
FACEBOOK: COOP	\$6,210	\$6,210	\$12,420	1.06%
NEWSLETTERS	\$5,750	\$23,000	\$28,750	2.45%
<b>PRINT</b>				
FISHING MAGAZINE	\$5,750	\$3,273	\$9,023	0.77%
NATIONAL PUBLICATION	\$55,143		\$55,143	4.69%
<b>INTERNATIONAL</b>				
UK/GERMANY	\$23,000	\$0	\$23,000	1.96%
<b>TOTAL</b>	<b>\$679,099</b>	<b>\$495,426</b>	<b>\$1,174,524</b>	<b>100.00%</b>
<b>Q3-4 MEDIA EXPENDITURE</b>			<b>\$523,652</b>	
<b>TOTAL EXPENDITURE</b>			<b>\$1,698,176</b>	











# FY 2025 MEDIA PLAN

## ISLAMORADA Q2 MEDIA PLAN

*New Year's Day (1/1)	*President's Day (2/17)
*MLK Day (1/20)	
<b>Spring Break</b>	
2/20-1/	3/21-31
2/21-1/	3/21-31
2/21-1/	3/22-4/1
2/21-1/	3/15-23
2/21-1/	3/15-23
2/21-1/	3/15-23
2/21-1/	3/14-23
2/21-1/	3/15-23
2/21-1/	3/15-23
2/21-1/	3/15-23

FY Q2												NET TOTAL	TOTAL	
JAN '25			FEB '25			MAR '25								
30-Dec	6-Jan	13-Jan	20-Jan	27-Jan	3-Feb	10-Feb	17-Feb	24-Feb	3-Mar	10-Mar	17-Mar	24-Mar		

Weeks begin on Mondays:	30-Dec	6-Jan	13-Jan	20-Jan	27-Jan	3-Feb	10-Feb	17-Feb	24-Feb	3-Mar	10-Mar	17-Mar	24-Mar	NET TOTAL	TOTAL
<b>*Monthly totals are an estimate and may fluctuate. The total buy will remain unchanged.</b>															
						<b>1/6-3/30</b>								\$30,435	\$35,000
	\$11,666.75					\$11,666.75				\$11,666.75					
	\$10,145.00					\$10,145.00				\$10,145.00					
						<b>1/6-3/30</b>								\$21,739	\$25,000
	\$8,334.05					\$8,332.90				\$8,332.90					
	\$7,247.00					\$7,246.00				\$7,246.00					
						<b>1/6-3/30</b>								\$19,131	\$22,001
	\$7,333.55					\$7,333.55				\$7,333.55					
	\$6,377.00					\$6,377.00				\$6,377.00					
						<b>1/6-3/30</b>								\$6,957	\$8,001
	\$2,666.85					\$2,666.85				\$2,666.85					
	\$2,319.00					\$2,319.00				\$2,319.00					
						<b>1/6-3/30</b>								\$17,391	\$20,000
	\$6,666.55					\$6,666.55				\$6,666.55					
	\$5,797.00					\$5,797.00				\$5,797.00					
														\$0	\$0
	\$0.00					\$0.00				\$0.00					

	Unit Size	Target Audience	Q2 IMP (000)	Net CPM	Due Dates Q2
<b>SPOT TELEVISION (Local News Dayparts)</b>					
• New York DMA	:30	Early/Late Local News Programming. Target is an older educated A35-64 audience.			
• Chicago DMA	:30				
• Philadelphia DMA	:30				
• Charlotte DMA	:30				
• Atlanta DMA	:30				
<b>FISHING CABLE TELEVISION</b>					
• Saltwater Experience		3 episodes filmed in Islamorada + :30 spots & billboards in all airings			
Airs on Discovery Channel, Sportsman Channel, World Fishing Network and Bally Sports Sun, SE Multimedia					









# FY 2025 MEDIA PLAN

## ISLAMORADA Q3-4 MEDIA PLAN

	= To Be Ordered Media	= Ordered Media
*Easter (4/20)	*Ind. Day (7/4)	*Lobster Mini Season (7/24-25)
*Memorial Day (5/26)		*Labor Day (9/1)
		*Lobster Season (8/6-3/31)
<b>Summer Break</b>		
	6/6-8/18	
	6/6-8/18	
	5/30-8/8	
	5/30-8/8	
	5/31-8/8	
	5/30-8/8	
	5/29-8/11	
	5/31-8/9	
	5/29-8/10	
	5/30-8/18	

Unit Size	Weeks begin on Mondays:	APR '25												MAY '25				JUN '25				JUL '25				AUG '25				SEP '25				NET TOTAL	
		31-Mar	7-Apr	14-Apr	21-Apr	28-Apr	5-May	12-May	19-May	26-May	2-Jun	9-Jun	16-Jun	23-Jun	30-Jun	7-Jul	14-Jul	21-Jul	28-Jul	4-Aug	11-Aug	18-Aug	25-Aug	1-Sep	8-Sep	15-Sep	22-Sep	NET TOTAL							
		Q2 April - June																												NET TOTAL					
<b>FISHING CABLE TELEVISION</b>																																			
• <b>Saltwater Experience</b> - 3 episodes filmed in Islamorada + :30 spot Airs on Discovery Channel, Sportsman Channel, World Fishing Network and Bally Sports Sun, SE Multimedia		\$0.00												\$0.00				\$0.00				\$0.00				\$0.00									
<b>DIGITAL</b>																																			
Connected TV (CTV) / Over-The-Top (OTT):																																			
<b>Epsilon: Past transactions</b>	:15 & :30	4,187,500	4/1 - 9/30																																
A35-64 \$150k+ targeted. Geo-targeted; Summer: FL, GA, TN, NC, TX			\$12,500.00												\$12,500.00				\$12,500.00				\$12,500.00				\$12,500.00				\$75,000				
<b>DIGITAL</b>																																			
<b>Sojern CTV</b> - w/attribution of arrivals in Islam	:30	2,171,428	4/1 - 9/30																																
A35-64 \$150k+ targeted. Geo-targeted to; Summer: FL, GA, TN, NC, TX			\$8,000.00												\$8,000.00				\$8,000.00				\$8,000.00				\$8,000.00				\$48,000				
<b>NYTimes FlexXL</b> - w/attribution of arrivals	:30	2,171,428	4/1 - 9/30																																
A35-64 \$150k+ targeted. Geo-targeted to Summer: FL, GA, TN, NC, TX			\$12,000.00												\$12,000.00				\$12,000.00				\$12,000.00				\$12,000.00				\$72,000				
<b>Meredith Collection</b> - w/attribution of arr	:30	2,171,428	4/1 - 9/30																																
A35-64 \$150k+ targeted. Geo-targeted to Summer: FL, GA, TN, NC, TX			\$8,000.00												\$8,000.00				\$8,000.00				\$8,000.00				\$8,000.00				\$48,000				
<b>Contextual Advertising:</b>																																			
• <b>GumGum</b> - Video unit targeted in articles and online content about adventure travel, fishing, relaxation travel, luxury travel Geo:Summer: FL, GA, TN, NC, TX	5 In-Screen	6,109,091	April												May				June				July				August				September				
			\$6,000.00												\$5,000.00				\$6,000.00				\$6,000.00				\$6,000.00				\$6,000.00				\$35,000
• <b>Paramount+ CTV (Local EyeQ)</b>	:30	0	4/1 - 9/30																																
A35-64 \$150k+ targeted. Geo-targeted to Summer markets			\$8,000.00												\$8,000.00				\$8,000.00				\$8,000.00				\$8,000.00				\$48,000				
<b>Peacock</b>	:30	0	4/1 - 9/30																																
A35-64 \$150k+ targeted. Geo-targeted to Summer markets			\$8,000.00												\$8,000.00				\$8,000.00				\$8,000.00				\$8,000.00				\$48,000				
<b>Origin Media</b>	:30	0	4/1 - 9/30																																
A35-64 \$150k+ targeted. Geo-targeted to Summer Markets			\$10,000.00												\$10,000.00				\$10,000.00				\$10,000.00				\$10,000.00				\$60,000				





## VFK: KEY LARGO FY24/25 MEDIA PLAN

CATEGORY	Q1 2024 SPEND	Q2 2025 SPEND	TOTAL	% PER MEDIUM
SPOT TELEVISION	\$140,395	\$167,000	\$307,395	21.29%
DIVING/FISHING CABLE TELEVISION	\$57,500	\$0	\$57,500	3.98%
DIGITAL BRANDING	\$282,517	\$427,800	\$710,317	49.19%
STREAMING AUDIO	\$17,250	\$17,250	\$34,500	2.39%
DIVING	\$14,704	\$0	\$14,704	1.02%
FISHING	0	\$22,236	22236.4	1.54%
WEDDINGS	\$57,500	\$0	\$57,500	3.98%
ADVENTURE	\$53,993	\$0	\$53,993	3.74%
SEM	\$12,075	\$12,075	\$24,150	1.67%
FACEBOOK	\$5,175	\$5,175	\$10,350	0.72%
COOP	\$24,150	\$38,525	\$62,675	4.34%
PRINT	\$48,588	\$0	\$48,588	3.36%
<b>INTERNATIONAL</b>				
UK/GERMANY	\$23,000		\$23,000	1.59%
Pan-Nordic (Norway, Sweden, Denmark, Finland)	\$5,750	\$11,500	\$17,250	1.19%
<b>TOTAL</b>	<b>\$742,596</b>	<b>\$701,561</b>	<b>\$1,444,157</b>	<b>100.00%</b>
<b>Q3-4 MEDIA EXPENDITURE</b>			<b>\$791,339</b>	
<b>TOTAL EXPENDITURE</b>			<b>\$2,235,496</b>	



# KEY LARGO Q1

## FY 2025 MEDIA PLAN

Holidays/Events		*Thanksgiving (11/28)	*Christmas (12/25)
*Columbus Day (10/14)	*Halloween (10/31)	*Election Day	
*Art Basel (12/6-12/8)			
School Breaks	Fall Break	Winter Break	
Miami-Dade County Public Schools:	11/23-12/1	12/20-1/7	
Broward County Public Schools:	11/23-12/1	12/21-1/5	
Palm Beach County Public Schools:	11/23-12/1	12/21-1/7	
Martin County Public Schools:	11/23-12/1	12/21-1/5	
Hillsborough County Public Schools:	11/23-12/1	12/21-1/6	
Pinellas County Public Schools:	11/23-12/1	12/21-1/5	
Orange County Public Schools:	11/23-12/1	12/21-1/6	
Osceola County Public Schools:	11/23-12/1	12/21-1/5	
Seminole County Public Schools:	11/23-12/1	12/21-1/5	
Duval County Public Schools:	11/27-12/1	12/21-1/5	

						FY Q1												NET TOTAL	TOTAL				
						OCT '24			NOV '24			DEC '24											
						30-Sep	7-Oct	14-Oct	21-Oct	28-Oct	4-Nov	11-Nov	18-Nov	25-Nov	2-Dec	9-Dec	16-Dec			23-Dec			
						Note: All monthly totals are estimates and may vary month to month but will total out at end of flight.																	
<b>SPOT TELEVISION (Early Morning/Late News)</b>																							
• New York DMA						:30	Early/Late Local News Programming. Targets an older educated A35-64 audience.						11/6-12/29						\$60,009	\$69,010			
• Chicago DMA						:30				11/6-12/29						\$44,030	\$50,634						
• Atlanta DMA						:30				11/6-12/29						\$18,045	\$20,752						
<b>DIVING / FISHING CABLE TELEVISION</b>						<b>Fishing Enthusiasts</b>																	
• Saltwater Experience (SE Multimedia Produced) 3 episode filmed in Key Largo + :30 spots & billboards in all airings						Airs on Discovery Channel, Sportsman Channel, World Fishing Network and Bally Sports Sun, SE Multimedia																	
• Saltwater Experience/SE Multimedia needs to film the 3 Key Largo episodes months in advance to confirm their season (filming commences this month) that will air Apr-Jun. They have started filming. Package cost \$57,500 and is reflected in Dec.																							
																					<b>TELEVISION TOTAL:</b>	<b>\$172,083</b>	<b>\$197,895</b>
<b>DIGITAL BRANDING</b>																							
OLV (Online Video) + CTV (Connected TV)/OTT (Over-The-Top)																							
• Datify OLV + CTV						5 OLV/:30 CT	A35-64, HHI \$150k+	1,675,000	\$26.86	10/7-12/22						\$45,000	\$51,750						
Geo: NY, BOS, DC, PHL, CHI, CLT																							
																					\$17,250.00	\$15,000.00	
																					\$17,250.00	\$15,000.00	
																					\$17,250.00	\$15,000.00	









# KEY LARGO Q2 FY 2025 MEDIA PLAN

\*New Year's Day (1/1)  
\*MLK Day (1/20)  
\*President's Day (2/17)

Spring Break	
2/20-1/	3/21-31
2/21-1/	3/21-31
2/21-1/	3/22-4/1
2/21-1/	3/15-23
2/21-1/	3/15-23
2/21-1/	3/15-23
2/21-1/	3/14-23
2/21-1/	3/15-23
2/21-1/	3/15-23
2/21-1/	3/15-23

	Target Audience	Q2 IMP (000)	Net CPM	Due Dates Q2
<b>SPOT TELEVISION (Early Morning/Late News)</b>				
• New York DMA	:30	Early/Late Local News Programming. Targets an older educated A35-64 audience.		
• Chicago DMA	:30			
• Philadelphia DMA	:30			
• Washington D.C. DMA	:30			
• Charlotte DMA	:30			
• Atlanta DMA	:30			
• Dallas-Ft. Worth DMA	:30			
<b>DIVING / FISHING CABLE TELEVISION</b>				
• Saltwater Experience	3 episode filmed in Key Largo + :30 spots & billboards in all airings			
	Airs on Discovery Channel, Sportsman Channel, World Fishing Network and Bally Sports Sun, SE Multimedia			
	* Saltwater Experience/SE Multimedia needs to film the 3 Key Largo episodes months in advance to confirm their season (filming)			

FY Q2												NET TOTAL	TOTAL	
JAN '25			FEB '25			MAR '25								
30-Dec	6-Jan	13-Jan	20-Jan	27-Jan	3-Feb	10-Feb	17-Feb	24-Feb	3-Mar	10-Mar	17-Mar	24-Mar		
*monthly costs may fluctuate but will equal out at flight end														
<b>1/6-3/30</b>												\$30,435	\$35,000	
\$11,666.75			\$11,666.75			\$11,666.75								
\$10,145.00			\$10,145.00			\$10,145.00								
<b>1/6-3/30</b>												\$21,739	\$25,000	
\$8,334.05			\$8,332.90			\$8,332.90								
\$7,247.00			\$7,246.00			\$7,246.00								
<b>1/6-3/30</b>												\$21,739	\$25,000	
\$8,334.05			\$8,332.90			\$8,332.90								
\$7,247.00			\$7,246.00			\$7,246.00								
<b>1/6-3/30</b>												\$26,087	\$30,000	
\$10,000.40			\$10,000.40			\$9,999.25								
\$8,696.00			\$8,696.00			\$8,695.00								
<b>1/6-3/30</b>												\$7,826	\$9,000	
\$3,000.35			\$3,000.35			\$2,999.20								
\$2,609.00			\$2,609.00			\$2,608.00								
<b>1/6-3/30</b>												\$17,391	\$20,000	
\$6,666.55			\$6,666.55			\$6,666.55								
\$5,797.00			\$5,797.00			\$5,797.00								
<b>1/6-3/30</b>												\$20,000	\$23,000	
\$7,667.05			\$7,667.05			\$7,665.90								
\$6,667.00			\$6,667.00			\$6,666.00								
\$0.00			\$0.00			\$0.00								



<b>High Impact:</b>													
• <b>TripAdvisor.com</b> - Custom Hub Page for Key Largo		A35-64, HHI \$150k	400,000	\$10.00	12/6/2024							\$0	\$0
Native ad driver, 300 x 600, 300 x 250, 728 x 90, 320 x 50						11/1 - 2/28							
<b>Package Commitment:</b> This is a custom content program running Dec-Feb and cannot be cancelled. The full cost of the program is \$46,000 and was shown on FY Q1 plan.						\$0.00	\$0.00	\$0.00					
<b>Diving:</b>						\$0.00	\$0.00	\$0.00					
• <b>ScubaDiving.com/PADI.com</b> - Custom article about families, new divers and experienced divers in Key Largo. Sponsored emails & Facebook posts (created by PADI)		Diving Enthusiast	700,000	\$18.25	12/6/2024							\$0	\$0
*This is an annual content program that gives the DACs and Dive Umbrella Dive/Snorkeling coverage in a package that is broken out between them. Full cost is shown on FY Q1 plan.						January    February    March							
						\$0.00	\$0.00	\$0.00					
						\$0.00	\$0.00	\$0.00					
<b>Fishing:</b>						February - June						\$19,336	\$22,236
• <b>SportFishingMag.com/Saltwater Sportsman.com</b> (Bonnier)		Fishing Enthusiast	625,000		12/6/2024								
Video banner (video created by Bonnier on Key Largo fishing + conservation to be covered) and Instagram social posts						\$0.00	\$22,236.40	\$0.00					
*This is an annual content program that gives the DACs and Dive Umbrella Dive/Snorkeling coverage in a package that is broken out between them. Full cost is shown here in FY Q2 plan.						\$0.00	\$19,336.00	\$0.00					
<b>DIGITAL BRANDING</b>													
<b>Native - Weddings/Honeymoons:</b>													
• <b>TheKnot.com Custom Content Package:</b>		Wedding Audience	2,823,562	\$17.70									
-New Content Marketing/Brand Integrated Article about Key Largo weddings/honeymoons						January    February    March						\$0	\$0
-Supported by promo banners 970 x 90/970 x 66/728 x 90, 300 x 600, 300 x 250, 320 x 50						January    February    March							
-Direct email sent 9-12 month to Wedding-users across The Knot and Weddingwire - 12/5/2024						January    February    March							
-Instagram - 1 Story card 1/14/2025						\$0.00	\$0.00	\$0.00					
Annual Commitment: This is a part of an annual custom content program running Oct-Aug and cannot be cancelled. The full cost of the Key Largo program is \$57,500 and is all shown on Q1 media plan.						\$0.00	\$0.00	\$0.00					
						\$0.00	\$0.00	\$0.00					
• <b>CNTraveler.com</b> - Conde Nast Traveler Key Largo native content story refresh lives on a special FL Keys content hub; promoted with high impact custom created unit plus 728 x 90, 300 x 600, 300 x 250 & 320 x 50.		A35-64 affluent luxury travelers	1,200,000	\$38.05								\$0	\$0
<b>Bought As Package Commitment:</b> This custom content program is running but flighted 10/1/24-1/31/2025. The total of \$52,517 was shown in FY Q1 media plan.						January							
						\$0.00	\$0.00	\$0.00					
						\$0.00	\$0.00	\$0.00					
<b>Active/Adventure Enthusiasts:</b>													
• <b>OutsideOnline.com Content Package FY 2025:</b>		Affluent A35-64 Active/Adventure/Outdoor	1,411,404	\$33.26								\$0	\$0
-The Road Less Eaten Sponsorship Package- Outside CTV Channel, Outside Linear TV Vhannel and Outside Watch VOD (website/app)						January    February    March							
-Filmed locations in Key Largo						\$0.00	\$0.00	\$0.00					
-Elements include :30 video ad, Facebook/Instagram :30 cutdowns, instagram post, high impact ad unit/inline video, display banners 970 x 250, 970 x 90, 728 x 90, 300 x 600, 300 x 250, 320 x 50, 320 x 100, 300 x 50						\$0.00	\$0.00	\$0.00					
*Bought as a Package Commitment: Please note OutsideOnline.com is non-cancellable as they filmed a streaming series in the Keys (and in Key Largo) during October already and the media buy is placed to run December 2024-May 2025. The total cost of the Key Largo buy is reflected in the Q1 media plan for \$51,233. Generic & all DACs split the overall costs of the program and each received their own promotional elements on each of their plans.						\$0.00	\$0.00	\$0.00					
<b>Search Engine Marketing</b>													
• <b>Google Ad Words</b> - search engine marketing		Copy	Florida Vacation Searchers. Keyword search terms related to Key Largo, Florida Travel & Activities	Est. 700,000	Est. \$10	12/23/24	January    February    March					\$7,500	\$8,625
						\$2,875.00	\$2,875.00	\$2,875.00					
						\$2,500.00	\$2,500.00	\$2,500.00					
• <b>Microsoft Advertising (Yahoo/Bing/AOL) search</b>		Copy	Florida Vacation Searchers. Keyword	Est. 250,000	Est. \$12	12/23/24	January    February    March					\$3,000	\$3,450







								DIGITAL CO-OP TOTAL:	\$13,500
<b>MAGAZINES</b>									
• Conde Nast Traveler National Circulation	Full Page, 4C	447,000	<b>May/June</b>						
			\$47,926.00	\$0.00	\$0.00	\$0.00	\$0.00	\$47,926	
• National Parks National Circulation	Full Page, 4C	320,000	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0	
• Scuba Diving Magazine (Padi) National Circulation	Full Page, 4C	65,000	\$0.00	\$0.00	\$0.00	<b>August</b>		\$0	
• Saltwater Sportsman Magazine National Circulation	Full Page, 4C	100,000	<b>May</b>		\$8,262.10	\$0.00	\$0.00	\$8,262	
			\$8,060.00	\$0.00	\$0.00	\$0.00	\$0.00		
<b>INTERNATIONAL</b>								<b>PRINT TOTAL:</b>	\$56,188
UK/Germany									
• TripAdvisor.co.uk and TripAdvisor.de custom hub w/Lower Keys Page - Native Drivers on Tripadvisor will promote Lower Keys hub page			586,000	<b>12/1 - 5/31</b>					
CANADA EPSILON			\$3,333.33	\$3,333.33	\$0.00	\$0.00	\$0.00	\$0.00	\$6,667
Video target the Toronto / Golden Horseshoe area			:15 OLV	0					
Matching funds SOJERN Digital			\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$30,000
Video target the Toronto / Golden Horseshoe area			:15 OLV	0					
Utilize BUSA Matching funds			\$0.00	\$0.00	\$0.00	\$5,000.00	\$5,000.00	\$5,000.00	\$15,000
								<b>INTERNATIONAL TOTAL:</b>	\$51,667
<b>KEY LARGO FY 2025 BUDGET SUMMARY</b>									
								Net	
<b>TOTAL BUDGET:</b>									\$791,339
PROPOSED MEDIA SPEND:									\$791,339
PRODUCTION/RESOURCES UTILIZED:									\$0
PRODUCTION/RESOURCES REMAINING:									\$0

## VFK: CULTURAL FY24/25 MEDIA PLAN

<b>CATEGORY</b>	<b>Q1 2024 SPEND</b>	<b>Q2 2025 SPEND</b>	<b>TOTAL</b>	<b>% PER MEDIUM</b>
SPOT TELEVISION	\$42,550	\$46,000	\$88,550	14%
DIGITAL	\$34,500	\$92,000	\$126,500	20%
<b>COOP PROGRAMS</b>				
DIGITAL COOP	\$13,800	\$13,800	\$27,600	4%
PRINT COOP	\$28,750	\$3,450	\$32,200	5%
LESS COOP CONTRIBUTION	-\$6,000	-\$800.00	-\$6,800	-1%
PRINT	\$94,737	\$12,650	\$107,387	17%
NY PBS TELEVISION (WNET)	\$60,000	\$36,996	\$96,996	16%
CTV	\$99,857	\$33,257	\$133,114	21%
DIGITAL	\$0	\$17,304	\$17,304	3%
<b>TOTAL</b>	<b>\$368,194</b>	<b>\$254,656</b>	<b>\$622,851</b>	<b>100%</b>
<b>Q3-4 MEDIA EXPENDITURE</b>			<b>\$312,598</b>	
<b>TOTAL EXPENDITURE</b>			<b>\$935,448.75</b>	



# CULTURAL UMBRELLA Q1 FY 2025 MEDIA PLAN

### Holidays/Events

\*Columbus Day (10/14) \*Halloween (10/31) \*Art Basel (12/6-12/8)  
 \*Thanksgiving (11/28) \*Election Day \*Christmas (12/25)

### School Breaks

	Fall Break	Winter Break
Miami-Dade County Public Schools:	11/23-12/1	12/20-1/7
Broward County Public Schools:	11/23-12/1	12/21-1/5
Palm Beach County Public Schools:	11/23-12/1	12/21-1/7
Martin County Public Schools:	11/23-12/1	12/21-1/5
Hillsborough County Public Schools:	11/23-12/1	12/21-1/6
Pinellas County Public Schools:	11/23-12/1	12/21-1/5
Orange County Public Schools:	11/23-12/1	12/21-1/6
Osceola County Public Schools:	11/23-12/1	12/21-1/5
Seminole County Public Schools:	11/23-12/1	12/21-1/5
Duval County Public Schools:	11/27-12/1	12/21-1/5

Target Audience Q1 IMP (000) Net CPM Due Dates

Weeks begin on Monday s:

FY Q1														NET TOTAL	GROSS TOTAL	
OCT '24				NOV '24				DEC '24								
30-Sep	7-Oct	14-Oct	21-Oct	28-Oct	4-Nov	11-Nov	18-Nov	25-Nov	2-Dec	9-Dec	16-Dec	23-Dec				
<b>SPOT TELEVISION</b>																
<ul style="list-style-type: none"> <li><b>New York DMA PBS</b> Arts &amp; Culture Programming WNET-TV ; 306,000 Impressions</li> </ul>																
				10/14-11/10											\$37,000	\$42,550
					\$21,275.00	\$21,275.00				\$0.00						
					\$18,500.00	\$18,500.00				\$0.00						
				<b>Total Cultural Umbrella Branding Television:</b>										\$37,000.00	\$42,550	
				<b>TELEVISION TOTAL:</b>										\$37,000	\$42,550	
<b>DIGITAL</b>																
<ul style="list-style-type: none"> <li><b>Nexxen Video</b></li> </ul>																
				10/14-12/8											\$30,000	\$34,500
					\$11,500.00	\$11,500.00				\$11,500.00						
					\$10,000.00	\$10,000.00				\$10,000.00						
				<b>Total Cultural Umbrella Branding Digital:</b>										\$30,000.00	\$34,500	
				<b>DIGITAL TOTAL:</b>										\$60,000	\$69,000	
<b>CO-OP PROGRAMS</b>																
<ul style="list-style-type: none"> <li><b>Luxury Link E-Newsletter (Wednesdays)</b></li> </ul>																
								Fall Co-op								
					\$5,175.00	\$0.00				\$0.00					\$4,500	\$5,175
					\$4,500.00	\$0.00				\$0.00						
<ul style="list-style-type: none"> <li><b>Time Out Miami E-Newsletter (Fridays)</b></li> </ul>																
					\$0.00	\$3,450.00				\$0.00					\$3,000	\$3,450
					\$0.00	\$3,000.00				\$0.00						
<ul style="list-style-type: none"> <li><b>Art News E-Newsletter (Wednesdays)</b></li> </ul>																
					\$0.00	\$0.00				\$2,300.00					\$2,000	\$2,300
					\$0.00	\$0.00				\$2,000.00						
<ul style="list-style-type: none"> <li><b>FlamingoMag.com E-Newsletter (Fridays)</b></li> </ul>																
															\$2,500	\$2,875

		Travelers					\$2,875.00	\$0.00	\$0.00			
							Net: \$2,500.00	\$0.00	\$0.00			
								\$0.00	\$0.00			
								3 co-ops@\$200=\$600 to be collected				
								<b>Total Cultural Umbrella Branding Digital:</b>			\$12,000.00	\$13,800
<b>CO-OP PROGRAMS</b>												
<b>Florida Keys Culture Magazine Annual</b> (publishes Jan 2025)	<b>16 Pages,</b>	In-County tourists and visitors +	25,000	Flat Cost						<b>12 Co_ops sold</b>	\$25,000	\$28,750
Distributed at FL Keys hotels, hotel concierges, local businesses, galleries, etc.												
*Keys Culture magazine publishes in January and is non-cancellable as it is being produced. 12-co-ops sold.												
							Net: \$0.00	\$0.00	\$28,750.00			
							\$0.00	\$0.00	\$25,000.00			
								12 co-op@\$500 ea. = \$6,000 Less est. total co-op collected:			-\$5,217	-\$6,000
								<b>Culture Magazine Co-op: TOTAL:</b>			\$19,783	\$22,750
<b>The Local Palate Magazine</b>	<b>Full Page, 4C</b>	Foodies & Travelers. Southern Food Culture	100,000	\$58.60						<b>Winter 24 Issue</b>	\$5,850	\$6,728
							Net: \$0.00	\$0.00	\$6,727.50			
							\$0.00	\$0.00	\$5,850.00			
<b>Playbill - Classic Arts Edition NYC - Carnegie Hall, Lincoln Center, and the Met Opera House.</b>	<b>Half Page, 4C</b>	Upscale NYC Theater Audience	517,000	\$44.48						<b>Nov 2024</b>	\$46,000	\$52,900
							Net: \$0.00	\$26,450.00	\$26,450.00			
							\$0.00	\$23,000.00	\$23,000.00			
*January Playbill has closed and ordered.												
<b>Smithsonian Magazine - Regional Edition:</b>	<b>Full Page, 4C</b>	fluent Traveler	400,000	\$63.20						<b>Dec 2024</b>	\$25,280	\$29,072
							Net: \$0.00	\$0.00	\$29,072.00			
							\$0.00	\$0.00	\$25,280.00			
<b>Miami Herald Insert</b>	<b>Full Page, 4C</b>	fluent Traveler and locals attending	100,000	\$52.50						<b>1</b>	\$5,250	\$6,038
							Net: \$0.00	\$0.00	\$6,037.50			
							\$0.00	\$0.00	\$5,250.00			
								<b>Total Dedicated Branding Print: TOTAL:</b>			\$82,380	\$94,737
<b>Funds Umbrella approved to be moved from Cultural Events to Advertising By District they were moved from:</b>												
<b>DAC II Lower Keys (\$22,656)</b>												
<b>MIQ - CTV + social posts</b> Targeted to culture/arts travel enthusiasts. DMA Targeted: NY, LA CHI, BOS, PHL, DC	:30 Lower Keys Spot		1,055,822								\$0	\$0
							Net: \$0.00	\$0.00	\$0.00			
							\$0.00	\$0.00	\$0.00			
								<b>Culture Lower Keys Event Funds (\$22,656):</b>			\$0.00	\$0
<b>DAC III Marathon (\$132,264)/From Marathon cultural event funds must run to promote Marathon</b>												
<b>NY PBS Television (WNET)</b>	:30 Marathon Spot	engaged, and conscientious viewers. Programs	459,000				\$0.00	\$17,250.00	\$42,750.10	<b>11/11-12/22</b>	\$52,174	\$60,000





# CULTURAL UMBRELLA Q2

## FY 2025 MEDIA PLAN

\*New Year's Day (1/1) \*President's Day (2/17)  
\*MLK Day (1/20)

Spring Break

12/20-1/7	3/21-31
12/21-1/5	3/21-31
12/21-1/7	3/22-4/1
12/21-1/5	3/15-23
12/21-1/6	3/15-23
12/21-1/5	3/15-23
12/21-1/6	3/14-23
12/21-1/5	3/15-23
12/21-1/5	3/15-23
12/21-1/5	3/15-23

Target Audience	Q2 IMP (000)	Net CPM	Due Dates Q2
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Weeks begin on Mondays:

FY Q2													NET TOTAL	TOTAL	
JAN '25			FEB '25				MAR '25								
30-Dec	6-Jan	13-Jan	20-Jan	27-Jan	3-Feb	10-Feb	17-Feb	24-Feb	3-Mar	10-Mar	17-Mar	24-Mar			
*rates may vary by month but will equal out at the end															
		1/13-2/9												\$40,000	\$46,000
	\$23,000.00				\$23,000.00					\$0.00					
	\$20,000.00				\$20,000.00					\$0.00					
<b>TELEVISION TOTAL:</b>													<b>\$40,000</b>	<b>\$46,000</b>	
		1/13-3/9												\$30,000	\$34,500
	\$11,500.00				\$11,500.00					\$11,500.00					
	\$10,000.00				\$10,000.00					\$10,000.00					
		2/1-5/31												\$50,000	\$57,500
	\$0.00				\$28,750.00					\$28,750.00					
	\$0.00				\$25,000.00					\$25,000.00					
<b>DIGITAL TOTAL:</b>													<b>\$80,000</b>	<b>\$92,000</b>	
		12												\$4,500	\$5,175
	\$0.00				\$5,175.00					\$0.00					
	\$0.00				\$4,500.00					\$0.00					
	\$3,450.00				\$0.00					\$0.00				\$3,000	\$3,450
Net:	\$3,000.00				\$0.00					\$0.00				\$2,000	\$2,300
		12												\$2,000	\$2,300
	\$0.00				\$2,300.00					\$0.00					
Net:	\$0.00				\$2,000.00					\$0.00				\$2,500	\$2,875
	\$0.00				\$0.00					\$2,875.00					
Net:	\$0.00				\$0.00					\$2,500.00					
4 co-ops@\$200=\$800 collected															
<b>TOTAL CO-OP COLLECTED:</b>													<b>-\$696</b>	<b>-\$800</b>	
		6												\$3,000	\$3,450
		Spring 2025													
FLAMINGO MAGAZINE 2025 PRINT CO-OP															
No Signups. Dedicated Branding Ad															

### SPOT TELEVISION

- **New York DMA PBS** Arts & Culture Programming :30 Culture Spot
- **WNET-TV**

### DIGITAL

- **Epsilon CTV** :15 culture video targeted to those with culture/history travel interest and past credit card spend to Florida. Geo-targeted Spring to NY, LA, BOS, CHI, PHL, DC/Summer to FL, GANC, SC, TX 1,315,000 imp.

- **Smithsonian.com Digital Package** Native Article, Social, Video, Banners, and Emails

### CO-OP PROGRAMS

- **Luxury Link E-Newsletter (Wednesday)** Custom Email
- **Time Out Miami E-Newsletter (Fridays)** Custom Email
- **Art News E-Newsletter (Wednesdays)** Custom Email
- **FlamingoMag.com E-Newsletter (Friday)** Custom Email

- **Flamingo Magazine** Full Page, 4C

						\$0.00	\$0.00	\$3,450.00			
						\$0.00	\$0.00	\$3,000.00			
<b>CO-OP PROGRAMS</b>											
<ul style="list-style-type: none"> <li>Florida Keys Culture Magazine 2025</li> </ul>	16 Pages, 4C	In-County tourists and visitors + locals	25,000	Flat Cost	12/6/24						
Distributed in hotel rooms, local businesses, galleries, etc. Miles Media (Account Servies)									\$0	\$0	
<b>CULTURE MAGAZINE 2025 PRINT CO-OP</b>											
<b>Annual</b>											
						\$0.00	\$0.00	\$0.00			
						\$0.00	\$0.00	\$0.00			
<b>CO-OP PROGRAMS TOTAL:</b>									\$14,304	\$16,450	
<b>PRINT</b>											
<ul style="list-style-type: none"> <li>Art In America Florida Keys Section</li> </ul>	Full Page, 4C	Art and Artist enthusiasts, upscale audience	25,600	Flat Fee	12/6/24				\$11,000	\$12,650	
*Feb/Mar Art in America is a special Florida Keys section and the publication sells co-ops directly to											
The Feb/Mar section also helps to underwrite the costs to the co-op participants in the K The FL Keys receives a full page and editorial (approx 5-8 page section)									\$0.00	\$12,650.00	
									\$0.00	\$0.00	
									\$0.00	\$0.00	
<ul style="list-style-type: none"> <li>Playbill - Classic Arts Edition NYC - Lincoln Center, and the Met Opera</li> </ul>	Half Page, 4C	Upscale NYC Theater Audience	517,000	\$44.48	12/6/24				\$0	\$0	
*January Playbill has closed and ordered. Cost was shown in Q1											
									\$0.00	\$0.00	
									\$0.00	\$0.00	
<b>PRINT TOTAL:</b>									\$11,000	\$12,650	
<b>Event Funds moved to Advertising:</b>											
<b>DAC III Marathon (\$132,264)</b>											
<ul style="list-style-type: none"> <li>MIQ - CTV + social posts Targeted to culture/arts travel enthusiasts. DMA Targeted: NY, LA CHI, BOS, PHL, DC</li> </ul>	:30 Marathon	Arts/Culture Enthusiasts	3,367,364	\$8.58	12/6/24				\$28,919	\$33,257	
									\$33,256.85	\$0.00	
Net:									\$28,919.00	\$0.00	
									\$28,919.00	\$33,257	
<b>DAC IV Islamorada Event Funs(\$34,608)</b>											
<ul style="list-style-type: none"> <li>Nexxen :15 Islamorada video targeted to those with culture/history travel interest across hundres of websites. Geo-targeted to NY, BOS, CHI, PHL, DC. 4,000,000 imp.</li> </ul>		Arts/Culture Enthusiasts	1,851,939	\$16.25	12/6/24				\$15,047	\$17,304	
									\$0.00	\$17,304.05	
Net:									\$0.00	\$15,047.00	
									\$15,047.00	\$17,304	
<b>DAC V Key Largo (\$120,846)</b>											
<ul style="list-style-type: none"> <li>NY PBS Television (WNET)</li> </ul>	:30 Key Largo Spot	A35-64; PBS targets influential, cultured, engaged, and conscientious	516,000	\$99.18	12/6/24				\$32,170	\$36,996	
									\$0.00	\$36,995.50	
Net:									\$0.00	\$32,170.00	
									\$32,170.00	\$36,996	
									\$32,170.00	\$36,996	
<b>CULTURAL UMBRELLA FY 2025 BUDGET</b>											
									Total Spend:	Net \$221,440	Gross \$254,656
*rates may vary by month but will equal out at the end											



• Flamingo Magazine	Full Page, 4C	20,000	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0	
<b>CO-OP PROGRAMS</b>										
• Florida Keys Culture Magazine 2025 Distributed in hotel rooms, local businesses, galleries, etc. Miles Media (Account Servies)	16 Pages, 4C	25,000	CULTURE MAGAZINE 2025 PRINT CO-OP 12 co-op@\$500 ea. = \$6,000							\$0
<b>Annual</b>										
			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		
								Less est. total co-op collected:		
								<b>CO-OP PROGRAMS TOTAL:</b>	<b>\$5,000</b>	
<b>PRINT</b>										
• The Local Palate Magazine	Full Page, 4C	100,000	2025 VF Summer Issue							
			\$0.00	\$5,850.00	\$0.00	\$0.00	\$0.00	\$0.00	\$5,850	
								<b>PRINT TOTAL:</b>	<b>\$5,850</b>	
<b>Event Funds moved to Advertising:</b> <b>DAC II Lower Keys (\$22,656)</b> • MIQ - CTV + social posts Targeted to culture/arts travel enthusiasts. DMA Targeted: NY, LA CHI, BOS, PHL, DC	:30 Lower Keys Spot	1,055,822					7/14-8/30			
			\$0.00	\$0.00	\$0.00	\$0.00	\$19,700.87	\$0.00	\$19,701	
								<b>Culture Lower Keys Event Funds (\$22,656):</b>	<b>\$19,701</b>	
<b>DAC III Marathon (\$132,264)</b> • NY PBS Television (WNET) • MIQ - CTV + social posts Targeted to culture/arts travel enthusiasts. DMA Targeted: NY, LA CHI, BOS, PHL, DC	:30 Marathon Spot	3,367,364	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0	
			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0	
								<b>Culture Marathon Event Funds (\$132,264):</b>	<b>\$0</b>	
<b>DAC IV Islamorada Event Funds(\$34,608)</b> • Nexxen :15 Islamorada video targeted to those with culture/history travel interest across hundreds of websites. Geo-targeted to NY, LA, BOS, CHI, PHL, DC. 4,000,000 imp.	:30 Key Largo Spot	1,851,939	3/10-4/14							
			\$0.00	\$0.00	\$0.00	\$15,047.00	\$0.00	\$0.00	\$15,047	
								<b>Culture Islamorada Event Funds (\$34,608):</b>	<b>\$15,047</b>	
<b>DAC V Key Largo (\$120,846)</b> • NY PBS Television (WNET) • MIQ - CTV +social posts Targeted to culture/arts travel enthusiasts. DMA Targeted: NY, LA CHI, BOS, PHL, DC	:30 + :15 Key Largo		2/24-4/20							
			\$20,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$20,000	
			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0	
								<b>Culture Key Largo Event Funds (\$120,846):</b>	<b>\$20,000</b>	
<b>CULTURAL UMBRELLA FY 2025 BUDGET SUMMARY</b>										
								<b>TOTAL BUDGET:</b>	Net	
								\$312,598	\$312,598	
								<b>PROPOSED MEDIA SPEND :</b>	\$312,598	

## VFK: DIVE FY24/25 MEDIA PLAN

CATEGORY	Q1 2024 SPEND	Q2 2025 SPEND	TOTAL	% PER MEDIUM
SPOT TELEVISION	\$51,757.48	\$234,600.00	\$286,357.48	26.32%
NATIONAL CABLE DIVING TELEVISION	\$0.00	\$143,750.00	\$143,750.00	13.21%
DIGITAL COOP	\$22,705.60	\$41,105.60	\$63,811.20	5.87%
PRINT COOP	\$45,582.67	\$66,903.67	\$112,486.33	10.34%
FACEBOOK	\$6,900.00	\$9,200.00	\$16,100.00	1.48%
LESS COOP CONTRIBUTION	-\$2,600.00	-\$2,400.00	-\$5,000.00	-0.46%
DIGITAL OOH	\$0.00	\$24,150.00	\$24,150.00	2.22%
DIVE	\$49,398.22	\$0.00	\$49,398.22	4.54%
DIGITAL	\$135,010.00	\$203,435.00	\$338,445.00	31.11%
PRINT	\$9,243.70	\$0.00	\$9,243.70	0.85%
<b>INTERNATIONAL</b>				
GERMANY	\$11,385.00	\$17,710.00	\$29,095.00	2.67%
UK	\$1,380.00	\$8,498.50	\$9,878.50	0.91%
FRANCE	\$0.00	\$10,097.00	\$10,097.00	0.93%
<b>TOTAL</b>	<b>\$330,762.66</b>	<b>\$757,049.77</b>	<b>\$1,087,812.42</b>	<b>100.00%</b>
<b>Q3-4 MEDIA EXPENDITURE</b>			<b>\$322,495</b>	
<b>TOTAL EXPENDITURE</b>			<b>\$1,410,307</b>	







Will be reflected on Q2 plan.							Net:	\$0.00	\$0.00	\$5,700.00		
• Tauchen.de (Publisher: JAHR Artopé Media GmbH & Co KG)	970 x 250	ing Enthusia	175,000	\$11.42						<b>December</b>	\$2,000	\$2,300
								\$0.00	\$0.00	\$2,300.00		
							Net:	\$0.00	\$0.00	\$2,000.00		
• Silent World Magazine / Publisher: Ocean Global GmbH & Co. KG	Full Page, 4C	ing Enthusia	20,000	\$110.00						<b>2025 Annual</b>	\$2,200	\$2,530
Austria/Germany/Switzerland. PADI Students 10,000 copies/Subscribers 4,500 copies/Newsstand 3,000 copies/Dive Stores 2,000 copies/500 archive and reorders. 1,900 euro per ad.												
								\$0.00	\$0.00	\$2,530.00		
							Net:	\$0.00	\$0.00	\$2,200.00		
<b>INTERNATIONAL</b>												
<u>France (Mainly France + Switzerland &amp; Belgium)</u>												
• Plongez!	Full Page, 4C	ing Enthusia	20,500	\$300.00						Jan/Feb issue ordered	\$0	\$0
*Note: Ordered Jan/Feb 2025 and March/Apri 2025. Based on running 2x. Canceling any may effect rates.												
Cost is \$13,800 for the two issues and is not reflected in Q1 media plan.												
These will be reflected on Q2 plan.												
							Net:	\$0.00	\$0.00	\$0.00		
										<b>INTERNATIONAL MEDIA TOTAL:</b>	<b>\$11,100</b>	<b>\$12,765</b>
<b>DIVE UMBRELLA FY 2025 BUDGET SUMMARY</b>												
											<b>\$1,217,391</b>	<b>\$1,400,000</b>
<b>TOTAL MEDIA PLAN:</b>											\$287,620	<b>\$330,763</b>
											\$929,771	\$1,069,237



		snorkeling and conservation				\$143,750.00	\$0.00	\$0.00		
						\$125,000.00	\$0.00	\$0.00		
									<b>TELEVISION TOTAL:</b>	<b>\$329,000</b>
										<b>\$378,350</b>
<b>DIGITAL / PRINT CO-OP PROG</b>	<b>Unit Size</b>								<b>WINTER CO-OP</b>	<b>SPRING CO-OP</b>
• Epsilon- Co-op Carousel Unit (targeted to past visitors to FL w/hotel credit card spend) w/interests in Family Travel, Snorkeling, Diving, Adventure Travel, water sports	Custom Co-op Unit	Diving Enthusiasts	1,684,210 per co-op	\$9.50	12/6/2024				<b>1/6-2/28</b>	<b>3/3-4/30</b>
						\$9,200.00	\$9,200.00	\$18,400.00		
						\$8,000.00	\$8,000.00	\$16,000.00		
• Facebook/Instagram- Co-op Carousel Targeted to interests: Family Travel, Snorkeling, Diving, Adventure Travel, water sports	Carousel Unit	Affluent HH A35-64 with diving and outdoor/water interests +	1,000,000 per co-op	\$90.90	12/13/2024				<b>January</b>	<b>February</b>
						\$2,300.00	\$2,300.00	\$4,600.00		
						\$2,000.00	\$2,000.00	\$4,000.00		
• Alert Diver Magazine / DAN Co-op Full Page Ad • Alert Diver Magazine / DAN Co-op Spread Ad	Full Page, 4C Spread, 4C	Diving Enthusiasts	140,000	\$45.53	12/6/2024				<b>Q1 Issue</b>	
						\$0.00	\$7,331.25	\$0.00		
						\$0.00	\$6,375.00	\$0.00		
• Afar Magazine Co-op Full Page Ad (Visit Florida Section) Affluent travelers	Full Page, 4C	Outdoor Enthusiasts	275,000	\$90.90	12/6/2024				<b>Winter Issue</b>	
						\$28,750.00	\$0.00	\$0.00		
						\$25,000.00	\$0.00	\$0.00		
• Outside Magazine Co-op Full Page Ad	Full Page, 4C	Outdoor Enthusiasts	337,000	\$55						<b>March/April</b>
						\$0.00	\$0.00	\$21,321.00		
						\$0.00	\$0.00	\$18,540.00		
• Scuba Diving Magazine (PADI) Co-op Full Page Ad	Full Page, 4C	Diving Enthusiasts	85,000	\$97.20					<b>January/February</b>	
						\$9,501.42	\$0.00	\$0.00		
						\$8,262.10	\$0.00	\$0.00		
• ScubaDiving.com (PADI) - Co-op Custom E-Newsletters	Custom Email	Diving Enthusiasts	120,000	\$31.20	1/13/2025					<b>April (4/16)</b>
						\$0.00	\$0.00	\$4,305.60		
						\$0.00	\$0.00	\$3,744.00		
									<b>No Signups. Will run as dedicated.</b>	<b>2 co-ops signed up @ \$1,200 ea = \$2,400 collected</b>
									<b>Winter: Digital Geo-targeting: NY, CHI,LA, BOS, DC, PHL, Denver, Atlanta</b>	
									<b>Spring Digital Geo-targeting: NY, Atlanta, Dallas, Nashville, Charlotte</b>	
									<b>Mar &amp; Apr Co-op costs all shown in March since 2 co-ops signed up</b>	<b>\$101,921</b>
									<b>Less estimated co-op to be collected:</b>	<b>-\$2,087</b>
									<b>CO-OP PROGRAMS TOTAL:</b>	<b>\$99,834</b>
<b>DIGITAL OUT-OF-HOME (OOH)</b>										
• Denver (Outfront Media) - 4 Digital OOH boards to support Travel & Adventure Show Denver	Various Sizes	Support Dive Show	3,510,800	\$5.98						<b>2/24-3/23</b>
						\$0.00	\$0.00	\$24,150.00		
						\$0.00	\$0.00	\$21,000.00		











## VFK: FISHING ADVISORY FY24/25 MEDIA PLAN

CATEGORY	Q1 2024 SPEND	Q2 2025 SPEND	TOTAL	% PER MEDIUM
• SPORTSMAN'S ADVENTURES - FY 2025 PACKAGE	\$246,100.00		\$246,100.00	33.02%
• THE SEAHUNTER - FY 2025 PACKAGE:	\$184,000.00		\$184,000.00	24.69%
• The Florida Insider Fishing Report - Logo on Fishing Shack	\$17,250.00		\$17,250.00	2.31%
• GEORGE POVEROMO'S WORLD OF SALTWATER FISHING FY 2025 PACKAGE:	\$97,750.00		\$97,750.00	13.11%
<b>Total Fishing Show</b>	<b>\$545,100.00</b>	<b>\$0.00</b>	<b>\$545,100.00</b>	<b>73.13%</b>
• YOUTUBE Video (Channel Factory)	\$17,250.00	\$17,250.00	\$34,500.00	4.63%
• Facebook / Instagram Video	\$6,900.00	\$0.00	\$6,900.00	0.93%
• BDOutdoors.com High Impact Unit highlighting fishing KW + :15 video	\$14,535.30	\$0.00	\$14,535.30	1.95%
• MIQ CTV +Social Posts - Targeting Fishing enthusiasts	\$43,757.50	\$57,043.90	\$100,801.40	13.52%
• BDOutdoors.com High Impact Unit highlighting fishing Key Largo + :15 video	\$14,535.30	\$14,535.30	\$29,070.60	3.90%
• Groundtruth Custom interactive unit promoting KL Fishing + video		\$14,463.55	\$14,463.55	1.94%
<b>Total Media Expenditure</b>	<b>\$96,978.10</b>	<b>\$103,292.75</b>	<b>\$200,270.84</b>	<b>26.87%</b>
<b>Total Spend</b>	<b>\$642,078.10</b>	<b>\$103,292.75</b>	<b>\$745,370.84</b>	<b>100.00%</b>
<b>Q3-4 MEDIA EXPENDITURE</b>			<b>\$333,000.00</b>	

	<b>TOTAL EXPENDITURE</b>		<b>\$1,078,370.84</b>	
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(continued)

**• GEORGE POVEROMO'S WORLD OF SALTWATER FISHING FY (SEVEN (7) original shows filmed in the FL Keys)**

\$85,000 **\$97,750**

- Seven paid original episodes filmed in The Florida Keys. Includes coverage of on land activities, coverage of host hotels and identification of districts in and out of commercial breaks.
- Discovery Network: One (1) :30 commercial & One (1) billboard per episode 1st/2nd Quarter. 26 total spots & billboards. Airst Sun 8am Q1 and Sun 6:30am Q2.
- World Fishing Network: One (1) :30 commercial & One (1) billboard per episode 1st/2nd Quarter - Airst 3x per week. 78 spots & billboards total.
- Outdoor America Network: Shows will air in Q2. Also streams on Outdoor America Q2-4.
- Saltwater Sportsman National Seminar Series - Stops in Islamorada. Includes TV coverage in 2 episodes, full page in Seminar Series textbook, Eight (8) Grand Prize Florida fishing trips, one awarded at the conclusion of each of the eight seminars. The Florida Keys will be recognized via logo support in opening and closing video of each seminar series and entitled to a one minute video to be aired prior to trip giveaway in each city.
- Each FL Keys episodes will carry the toll free number and website, a special florida keys page will live on georgepoveromo.com and The FL Keys has the option to use a one day fishing trip with George in a major, national contest.

\$0.00 \$0.00 **\$97,750.00**  
 \$0.00 \$0.00 **\$85,000.00**

**Television Total:** \$474,000.00 **\$545,100**

**DIGITAL**

**• YOUTUBE Video (Channel Factory :15)**  
 targeted to Fishing Channels A35-64  
 \$150k+ Fishing interest.  
**\*Contracted cross quarters from Oct 2024- March 2025. Only Oct-Dec budget is shown**

Est Audience 535,926 Net CPM 27.98 Due Dates Q1

**Oct-Dec**

\$5,750.00 \$5,750.00 \$5,750.00  
 \$5,000.00 \$5,000.00 \$5,000.00

\$15,000 **\$17,250**

**• Facebook / Instagram Video :15**  
 targeted to upscale audience w/ various Fishing  
 -Geo Targeted: NY, BOS, CHI, DC, PHL, DET, C

Upscale target Est .600,000 \$10

**Oct-Dec**

\$2,300.00 \$2,300.00 \$2,300.00  
 \$2,000.00 \$2,000.00 \$2,000.00

\$6,000 **\$6,900**

**Grand Total-Digital Dedicated Fishing Advisory Committee:** \$21,000 **\$24,150**

**DAC I/Key West -fishing event funds moved to advertising/must run Key West (\$152,933):**

**• BDOudors.com High Impact Unit high**  
 -Targeting Fishing enthusiasts.  
**\*Contracted cross quarters from Oct 2024 - May 2025. Only Oct-Dec budget is shown**

Est Audience 397,500 Net CPM 36.56

**October November December**

\$4,845.10 \$4,845.10 \$4,845.10  
 \$4,213.13 \$4,213.13 \$4,213.13

\$12,639 **\$14,535**

\$0 **\$0**

\$0.00 \$0.00 \$0.00  
 \$0.00 \$0.00 \$0.00

**• MIQ CTV +Social Posts - Targeting active**  
 -Targeting Fishing enthusiasts. Geo Targeted: NY, BOS, CHI, DC, PHL, DET, CLT, ATL, DFW

Est Audience 2,243,229 Net CPM 19.50

**October November December**

\$14,585.45 \$14,585.45 \$14,586.60  
 \$12,683.00 \$12,683.00 \$12,684.00

\$38,050 **\$43,758**

**\*Contracted cross quarters from Oct 2024- Feb 2025. Only Oct-Dec budget is shown**

**Grand Total DAC I/Key West Event Funds (\$152,933):** \$50,689 **\$58,293**

**DAC II/Big Pine -event funds moved to advertising (\$13,246):**

**• Nexxen :15 Online Video :15**  
 -Targeting Fishing enthusiasts. Geo Targeted: NY, BOS, CHI, DC, PHL, DET, CLT, ATL, DFW

(708,800 impressions)

\$0 **\$0**





# FISHING ADVISORY COMMITTEE Q2 FY 2025 MEDIA PLAN

*New Year's Day (1/1)	*President's Day (2/17)
*MLK Day (1/20)	
<b>Spring Break</b>	
2/20-1/	3/21-31
2/21-1/	3/21-31
2/21-1/	3/22-4/
2/21-1/	3/15-23
2/21-1/	3/15-23
2/21-1/	3/15-23
2/21-1/	3/14-23
2/21-1/	3/15-23
2/21-1/	3/15-23
2/21-1/	3/15-23

FISHING TELEVISION	Target Audience	Q2 IMP (000)	Net CPM	Due Dates Q2	FY Q2								NET TOTAL	TOTAL
					JAN '25		FEB '25		MAR '25		NET TOTAL	TOTAL		
					30-Dec	6-Jan	13-Jan	20-Jan	27-Jan	3-Feb				
<b>*Monthly total may vary but will equal out at the end of the quarter</b>														
<b>• SPORTSMAN'S ADVENTURES - FY 2025 PACKAGE</b>														
<b>(Five (5) original shows filmed in the FL Keys (including 1 Tournament show covering 2 tournaments))</b>														
-Discovery Channel: Five (5) original episodes will air 2x each (Sunday 8:30a). 1 billboard in all 26 episodes.														
-Pursuit Channel: Five (5) original episodes will air 2x each Jan-Jun 2024 (Su 7:30p/Tue 6p/Sa 7a/11:30p). 1 billboard in all 26 episodes 4x per week.														
-Bally Regional Sports Networks: Five (5) original episodes will air 4x per week Jul-Dec 2024. 1 billboard & :30 spot in all episodes														
-Bally Sports Sun (FL): Five (5) original eisodes will air 4x ea. Apr-Sep 2024. 1billboard & :30 spot in all episodes.														
-Streaming & digital coverage, website coverage, social media coverage, email coverage														
<b>Sportsman's Adventures will air in Q2-Q3 (Jan-Jun) 2025, filming/production schedules and operations for the year. The fishing captains and production companies of these shows need to film and edit their shows now, months in advance of the show airings.</b>														
						\$0.00	\$0.00	\$0.00					\$0	\$0
						\$0.00	\$0.00	\$0.00						
<b>• THE SEAHUNTER - FY 2025 PACKAGE:</b>														
<b>(Four (4) original shows filmed in the FL Keys)</b>														
-Four paid original episodes filmed in The Florida Keys. Each episode will contain high-energy fish catches, extensive how-to techniques, lifestyle of the islands, restaurants and historical features of the Florida Keys Islands being filmed.														
-Outdoor Channel: One (1) :30 commercial & One (1) billboard per week x 26 weeks x 5 airings per week=130 commercials/billboards. Q1/Q2 Tuesday 12:30pm, Wednesday 2pm, Friday 6:30am, Sat 10:30am, Sunday 4:30am														
-World Fishing Network: One (1) :30 commercial & One (1) billboard per week x 52 weeks x 13 airings per week=676 commercials/billboards. Friday 1:30am, Friday 5:30am, Friday 7:30am, Friday 1:30am and Saturday 3:30pm														
-Streaming coverage, Social media coverage, website coverage														
						\$0.00	\$0.00	\$0.00					\$0	\$0
						\$0.00	\$0.00	\$0.00						
<b>• Florida Insider Fishing Report - Logo on Fishing Shack</b>														
- Bally Sports Sun FL - 26 weeks Apr-Sep														
						\$0.00	\$0.00	\$0.00					\$0	\$0
						\$0.00	\$0.00	\$0.00						
<b>• GEORGE POVEROMO'S WORLD OF SALTWATER FISHING FY 2025 PACKAGE:</b>														
<b>(SEVEN (7) original shows filmed in the FL Keys)</b>														
													\$0	\$0







