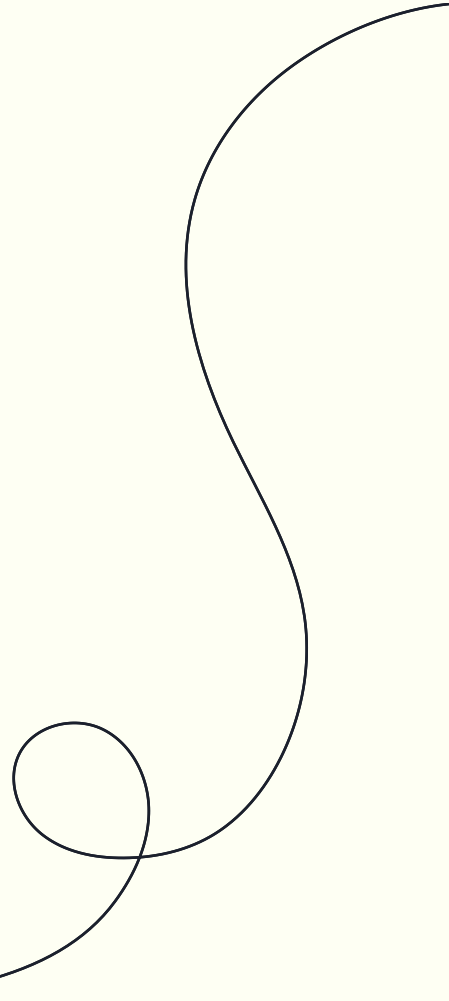




St Augustine, Ponte Vedra & The Beaches
FY25 Cooperative Advertising Handbook

Sept 25, 2024



The Agenda

01

CoOp Program
Overview

02

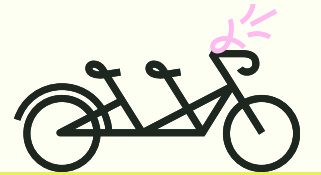
Specifications &
Examples

03

Print

04

Social & Digital



01

COOP PROGRAM
OVERVIEW

Overview

- Diverse placement opportunities
- Options are available at various budget participation levels
- Each opportunity allows for a fixed number of stakeholders
- All opportunities are on a first come, first serve basis
- Make a reservation through the VCB by the quoted deadlines
- Provide required assets by the material deadlines
- VCB will send the ad for your review/approval
- Payment will be made to the VCB

Benefits of Participation

- Cooperative advertising offers the **most efficient** means for VCB stakeholders to align marketing resources
- Leverage **group buying power**
- **Affordable** points of entry
- Consolidate community marketing efforts for **greater impact**
- **Consistent branding** and messaging

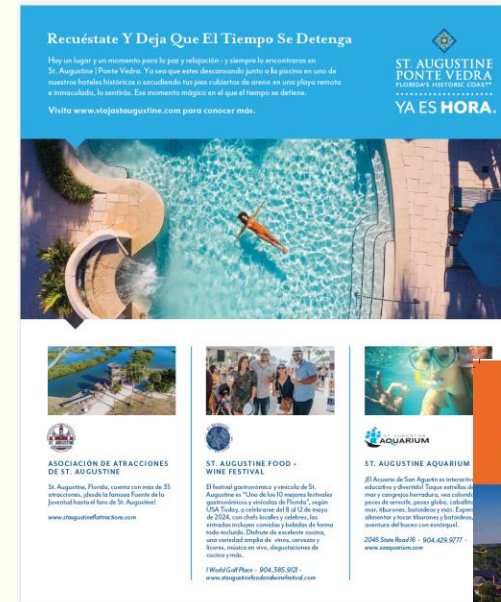
02

SPECIFICATIONS/ EXAMPLES

Print Placement (Example & Specifications)

Please provide:

- Stakeholder/Property Name
- Copy
 - 250 characters (with spaces)
- Contact Information
 - Phone number, address and URL
- Image
 - Minimum size of 4"w x 2"h
 - 300 dpi high resolution
 - .PDF or .JPG file format
- Logo
 - 4-color EPS file format



Spanish Copy:

- For Hola Latinos!, copy must be in Spanish.
PETERMAYER & VCB can assist with translating copy.



Social In-Feed Static Placement (Example & Specifications)

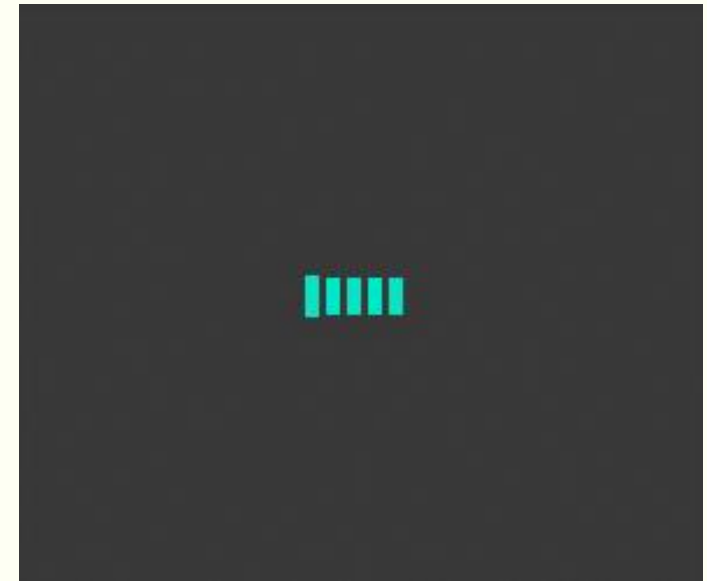
- **Headline**
 - Technically, you can use 40 characters max, but only 25 may be shown. **It's best to keep the headline to under 25 characters.**
 - Keep the headline short and to the point – this will appear directly below your image.
- **Description**
 - **20 characters max**
 - Copy should complement the headline and will appear directly below the headline.
- **Image**
 - JPG or PNG file format
 - 1:1 ratio or square image
 - Resolution of **at least** 1080 by 1080 pixels
- **Spanish copy**
 - All copy is required to be in Spanish.
 - PETERMAYER and the VCB can assist with getting your copy translated.



Display Banner Placement (Example & Specifications)

Please provide either an existing display banner or assets for agency to create a new banner.

- Existing banner
 - Static
 - 300x250
 - Max file size: 40K
 - Click through URL
- Assets for Agency to create new banner
 - Stakeholder/ Property logo
 - Photo
 - Click through URL



03

PRINT

Atlanta Magazine

Atlanta Magazine is the city’s premier general-interest magazine and has received over 300 awards. It has been providing readers with a mix of content since 1961.

The Opportunity

- FP4C within the Travel section
- March 2025 (Must-Do South Guide), May 2025 (Destinations & Summer Fun Guide)
- 62,000 Circulation

The Audience

- Active, influential, and affluent readers
- 78% of readers took three or more trips within the U.S. in the last year
- 51% of readers are planning a vacation

The Investment

- 4 available slots (per issue, 8 total)
- \$375 each



Reservation Deadline	10/28/2024
Materials Due	10/31/2024

Orlando Magazine

Founded in 1946, Orlando Magazine reflects the lifestyle and interests of its upscale, educated Central Florida readers. The magazine offers readers compelling content about the arts, dining, travel, entertainment, and trends.

The Opportunity

- FP4C within the Summer Getaways section
- May 2025
- 31,000 Circulation

The Audience

- 84% report HHI above \$75K
- 70% are college graduates
- 68% are planning to take a trip in the next 12 months

The Investment

- 4 available slots
- \$150 each



Reservation Deadline	10/28/2024
Materials Due	10/31/2024

Undiscovered Florida Magazine

Published annually, Undiscovered Florida focuses on guiding nature-focused travelers to Florida’s many unique eco-adventures and cultural experiences.

The Opportunity

- FP4C within the Northern Region section
- 2025 Annual issue focused on nature, history/heritage, and arts/culture
- Poly-bagged in April editions of Smithsonian & Recommend Magazines
- Subscriber based with distribution at Visit Florida Welcome Centers
- 390,000 Circulation

The Audience

- Lifelong learners and travel professionals
- 56% of Smithsonian readers go on 3+ night vacations to Florida

The Investment

- 4 available slots
- \$550 each



Reservation Deadline	10/28/2024
Materials Due	10/31/2024

The Villages

Monthly publication edited for residents of one of the fastest-growing metro areas. The magazine contains informational travel content, lifestyle topics, and is a trusted source for its primarily retiree readers.

The Opportunity

- FP4C ad
- March 2025; July 2025
- 45,000 Circulation

The Audience

- 88% are interested in a beach getaway
- 80% prefer short mid-week getaways
- 73% plan on attending an event or festival outside of their community

The Investment

- 4 available slots (per issue, 8 total)
- \$200 each



Reservation Deadline	10/28/2024
Materials Due	10/31/2024

The Villages Newcomers Guide

Annual publication for new residents of The Villages to learn about the community, the surrounding area, and the many experiential activities it has to offer.

The Opportunity

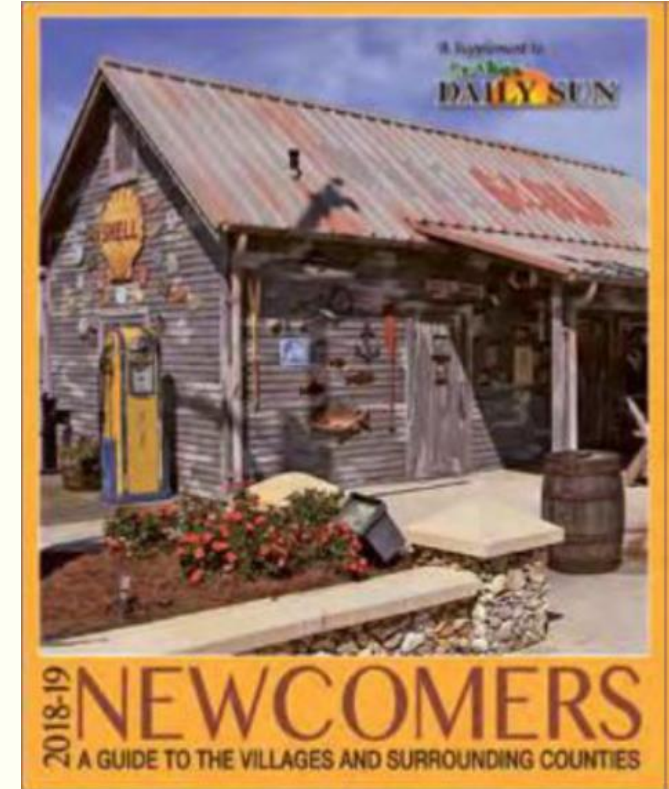
- FP4C ad within the Travel & Tourism section
- Annual edition publishing September 2025
- Year-long issue life and exposures
- 47,000 Circulation

The Audience

- Mature Purpose Pursuers – active retirees
- 123,000 residents – one of Florida’s fastest growing cities

The Investment

- 4 available slots (per issue)
- \$150 each



Reservation Deadline	10/28/2024
Materials Due	10/31/2024

Onyx Magazine

ONYX Magazine, a glossy lifestyle publication that celebrates Black achievement throughout Florida, offers its readers entertaining, inspiring, and informative stories focused primarily on the interests of African-Americans.

The Opportunity

- FP4C within the Black History/Mentorship/Love issue
- Jan/Feb 2025
- 21,500 Circulation

The Audience

- Average HHI of \$150,000+
- Well-educated, prosperous African American professionals who are frequent travelers and enjoy dining out

The Investment

- 4 available slots
- \$375 each



Reservation Deadline	10/28/2024
Materials Due	10/31/2024

Hola Latinos

Hola Latinos! is an award-winning bilingual magazine that reaches the international community of South Florida. The magazine showcases the culture, beauty, and entertainment South Florida offers.

The Opportunity

- FP4C within the Travel section
- June/July 2025
- 50,000 Circulation

The Audience

- Average HHI of \$150,000+
- Well-educated, prosperous Hispanic professionals who are frequent travelers and enjoy dining out

The Investment

- 4 available slots
- \$150 each



Reservation Deadline	10/28/2024
Materials Due	10/31/2024

Dreamscapes

Dreamscapes is a Canadian magazine written with the goal of inspiring travel and discovery using detailed information from short travel notes to longer features.

The Opportunity

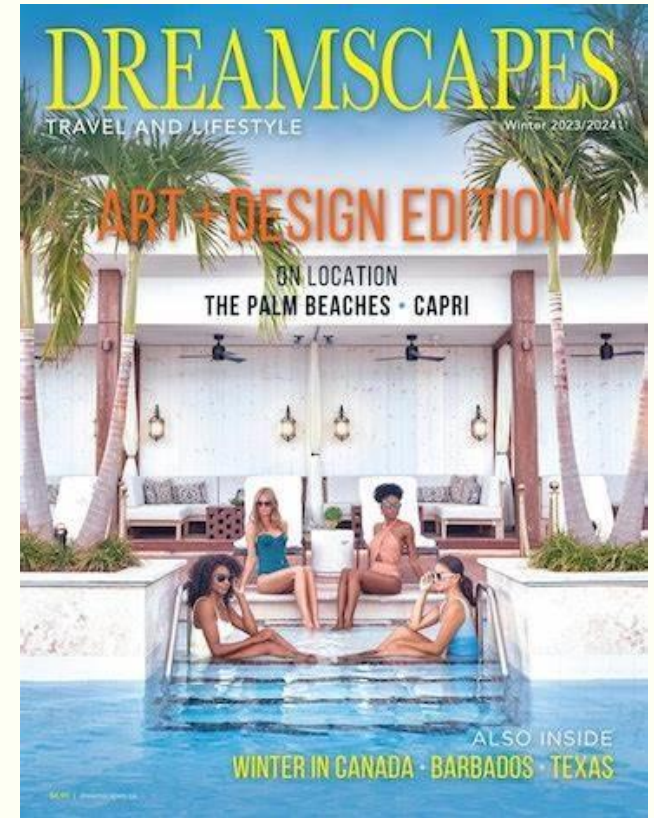
- FP4C ad within the VISIT FLORIDA section
- Winter/Spring issue publishing in Feb 2025
- 68,000 circulation

The Audience

- Active, affluent, middle-aged audience with a passion for people and places
- 80% of readers are high valued vacationers spending \$3,000+ on their vacations
- 75% of readers seek outdoor activities and to visit beaches

The Investment

- 4 available slots
- \$325 each



Reservation Deadline	10/28/2024
Materials Due	10/31/2024

Flamingo

Award-winning Florida-based lifestyle magazine targeting natives, newcomers, part-timers, and tourists who are passionately pursuing Florida’s good life.

The Opportunity

- FP4C ad within the Front of book, right-hand read
- Summer 2025 Icons issue publishing in June 2025
- 20,000 circulation

The Audience

- Affluent, educated and curious Florida lovers
- Distributed directly as well as at newsstands, prominent supermarkets, bookstores and in major Florida airports

The Investment

- 4 available slots
- \$300 each



Reservation Deadline	10/28/2024
Materials Due	10/31/2024

Local Palate

This “Southern” Food Culture and Lifestyle publication is a trusted source covering road-trips, culinary, culture, and outdoor adventures for the Southeast United States.

The Opportunity

- FP4C ad adjacent to editorial or right hand read in Special FL Restaurant Section
- Southern Dining Guide / Restaurants & Bar Issue publishing in April 2025
- 142,606 circulation

The Audience

- Engaged, affluent adults around the Southeast United States looking for new exciting experiences
- The average reader takes 4+ trips per year

The Investment

- 4 available slots
- \$325 each



Reservation Deadline	10/28/2024
Materials Due	10/31/2024

Our State – NEW!

Celebrating North Carolina’s best from mountains to the coast through lively storytelling and stunning photography. Reflecting North Carolina’s beauty, nature, food & travel. - always positive, uplifting, and engaging.

The Opportunity

- FP4C ad opposite editorial in first 1/3 of book
- Annual Coastal Issue issue publishing in June 2025
- 120,000 circulation

The Audience

- 69% Plan to Vacation/Travel in next 12 months
- Average Household Income: \$188,683

The Investment

- 4 available slots
- \$500 each



Reservation Deadline	10/28/2024
Materials Due	10/31/2024

04

SOCIAL & DIGITAL

Facebook | Instagram – Nights of Lights

Per a 2022 Facebook IQ study, approx. 64% of travelers use social media for travel-related research during holidays (vs 50% non-holiday).

The Opportunity

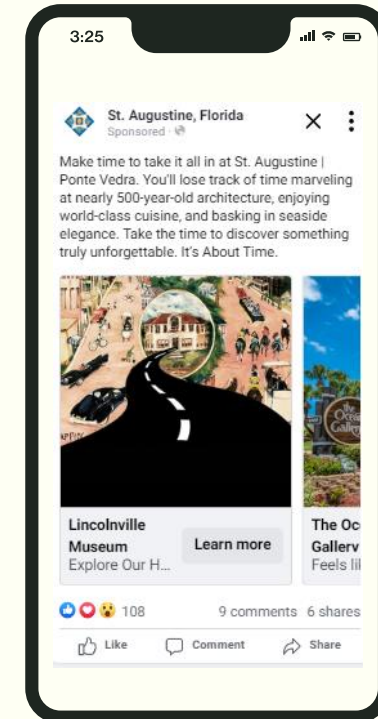
- In-feed static unit scheduled Nov 18 – Dec 22, 2024 to influence Nights of Lights visitation
- Coverage in Atlanta, Charleston, Charlotte, Gainesville, Greenville-Spartanburg-Asheville-Anderson, Miami-Fort Lauderdale, Orlando-Daytona Beach, Raleigh-Durham, Savannah, Tampa-St. Petersburg DMA's
- 50,000 minimum estimated impressions

The Audience

- “Holiday Enthusiasts”
- A25-64, interested in holidays, unique holiday experiences & search for holiday related content
- Lookalike audience based off of A25+ who visited the Nights of Lights page in the last 60 days

The Investment

- 5 available slots
- \$260 each



Reservation Deadline	10/28/2024
Materials Due	10/31/2024

Facebook | Instagram – Hastings Art Fest

A 2021 report by Hiscox showed 79% of art buyers use Instagram for discovering art, following artists, and researching art trends.

The Opportunity

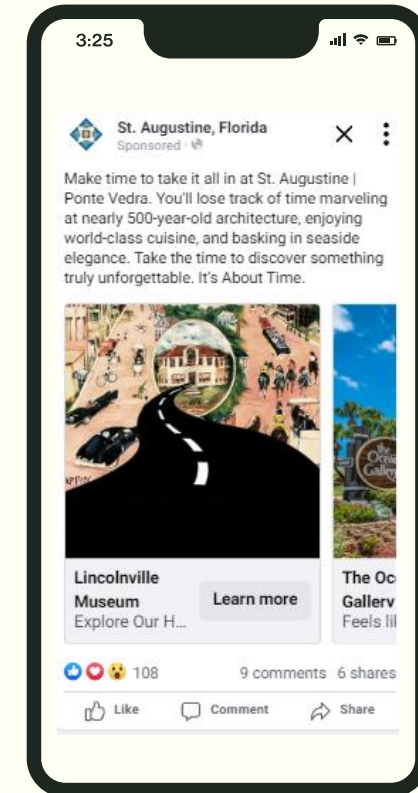
- In-feed static unit scheduled Nov 1 -30, 2024 to influence Hastings Arts Festival (11/30 – 12/1) visitation, skewing to Instagram
- Coverage in Atlanta, Charleston, Charlotte, Gainesville, Greenville-Spartanburg-Asheville-Anderson, Miami-Fort Lauderdale, Orlando-Daytona Beach, Raleigh-Durham, Savannah, Tampa-St. Petersburg DMA's
- 50,000 minimum estimated impressions

The Audience

- “Art Festival Lovers”
- Interests include: Decorative arts, Handmade jewelry, Etsy, Fine art, Arts festival

The Investment

- 5 available slots
- \$320 each



Reservation Deadline	10/28/2024
Materials Due	10/31/2024

Facebook | Instagram – Black History Month

74% of African American adults use Facebook (vs. 69% gen U.S. pop) & 51% use Instagram (vs. 40% of gen U.S. pop)

The Opportunity

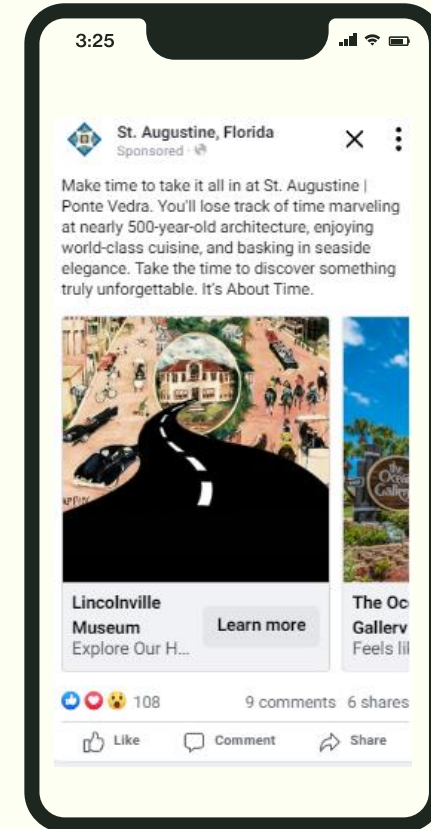
- In-feed static unit scheduled Jan 13 – Feb 23, 2025 aligning with Black History month and spring/early summer trip planning
- Coverage in Atlanta, Charleston, Charlotte, Gainesville, Miami-Fort Lauderdale, Orlando-Daytona Beach, Raleigh-Durham, Savannah DMA's
- 50,000 minimum estimated impressions

The Audience

- College-educated African-Americans 25-64 and are a frequent traveler or interested in road trips or weekend getaways

The Investment

- 5 available slots
- \$500 each



Reservation Deadline	10/28/2024
Materials Due	10/31/2024

Facebook | Instagram – Historic Coast Aficionado

89% of adults are social media users with 78% using Facebook and 55% using Instagram

The Opportunity

- In-feed static unit scheduled Feb 24 – Mar 30, 2025 to influence Spring visitation
- Coverage in Atlanta, Charleston, Charlotte, Gainesville, Greenville-Spartanburg-Asheville-Anderson, Miami-Fort Lauderdale, Orlando-Daytona Beach, Raleigh-Durham, Savannah, Tampa-St. Petersburg DMA's
- 50,000 minimum estimated impressions

The Audience

- “Historic Coast Aficionado”
- A25-64 who have expressed interest in the many destination attributes of St. Augustine | Ponte Vedra and are frequent travelers or interested in road t trips or weekend getaways

The Investment

- 5 available slots
- \$360 each



Reservation Deadline	10/28/2024
Materials Due	10/31/2024

Facebook | Instagram – Historic Coast Aficionado

89% of adults are social media users with 78% using Facebook and 55% using Instagram

The Opportunity

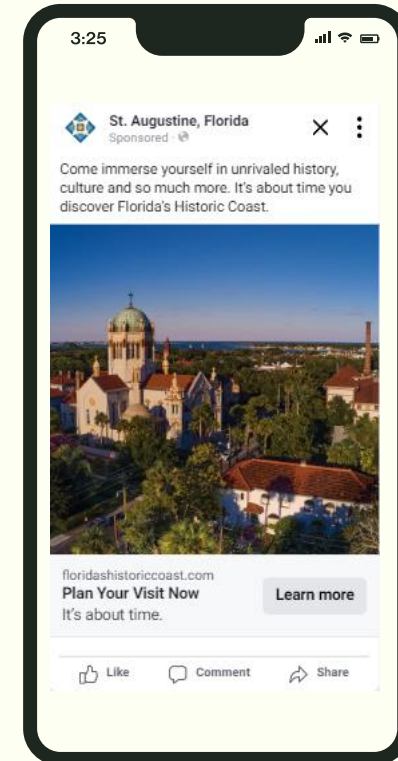
- In-feed static unit scheduled May 12 – Jun 15, 2025 to influence Summer visitation
- Coverage in Atlanta, Charleston, Charlotte, Gainesville, Greenville-Spartanburg-Asheville-Anderson, Miami-Fort Lauderdale, Orlando-Daytona Beach, Raleigh-Durham, Savannah, Tampa-St. Petersburg DMA's
- 50,000 minimum estimated impressions

The Audience

- “Historic Coast Aficionado”
- A25-64 who have expressed interest in the many destination attributes of St. Augustine | Ponte Vedra and are frequent travelers or interested in road t trips or weekend getaways

The Investment

- 5 available slots
- \$240 each



Reservation Deadline	10/28/2024
Materials Due	10/31/2024

Facebook | Instagram – Hispanic Heritage Month

U.S. Hispanics slightly overindex in Facebook usage vs general pop, with higher engagement in community-building activities; they also tend to use Instagram more, especially for cultural & lifestyle-related content.

The Opportunity

- In-feed static unit scheduled Aug 25 – Sept 22, 2025 for Hispanic Heritage Month and shoulder season trip planning
- Coverage in Miami-Fort Lauderdale, Orlando-Daytona Beach, Tampa-St. Petersburg DMA’s
- 50,000 minimum estimated impressions

The Audience

- Hispanic Residents
- A25-64 with families, have a HHI in the top 50%, and are Frequent Travelers, Road Tripper and Speak Spanish

The Investment

- 5 available slots
- \$260 each



Reservation Deadline	10/28/2024
Materials Due	10/31/2024

Facebook | Instagram – Luxury (NEW!)

75% of luxury consumers use Instagram for discovery (vs. 40% gen U.S. pop) & 62% engage with luxury brands on Facebook (vs. 69% gen U.S. pop)

The Opportunity

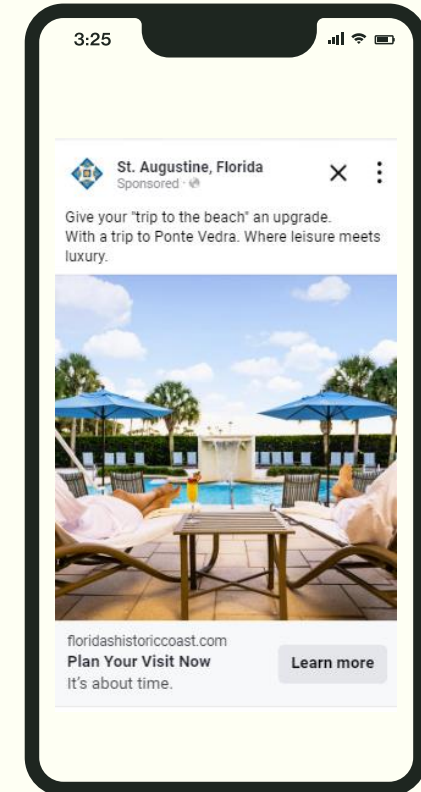
- In-feed static unit scheduled Feb 24 – Mar 30, 2025 to influence Spring visitation specifically to Ponte Vedra
- Coverage in Atlanta, Charleston, Charlotte, Gainesville, Greenville-Spartanburg-Asheville-Anderson, Miami-Fort Lauderdale, Orlando-Daytona Beach, Raleigh-Durham, Savannah, Tampa-St. Petersburg
- 50,000 minimum estimated impressions

The Audience

- “Luxury Travelers”
- A25-64 who are frequent travelers and expressed interest Vacations, Spas, Tennis, Beaches or Golf, Luxury Travel, First class travel or Luxury Resorts

The Investment

- 5 available slots
- \$370 each



Reservation Deadline	10/28/2024
Materials Due	10/31/2024

Facebook | Instagram – Luxury (NEW!)

75% of luxury consumers use Instagram for discovery (vs. 40% gen U.S. pop) & 62% engage with luxury brands on Facebook (vs. 69% gen U.S. pop)

The Opportunity

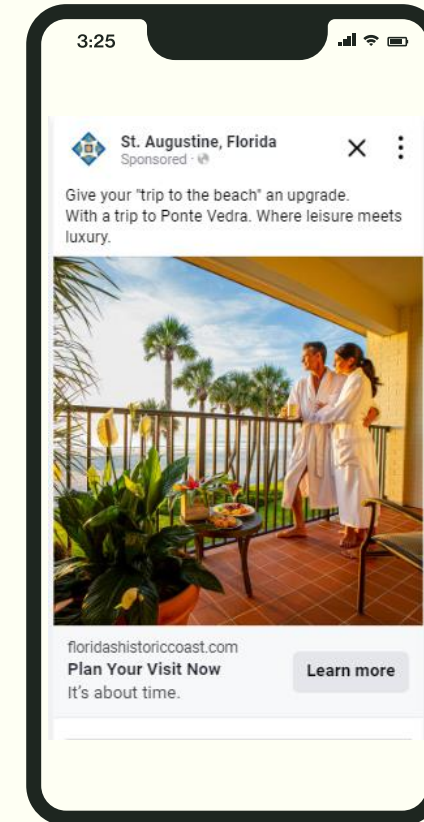
- In-feed static unit scheduled May 12 – Jun 15, 2025 to influence Summer visitation specifically to Ponte Vedra
- Atlanta, Charleston, Charlotte, Gainesville, Greenville-Spartanburg-Asheville-Anderson, Miami-Fort Lauderdale, Orlando-Daytona Beach, Raleigh-Durham, Savannah, Tampa-St. Petersburg
- 50,000 minimum estimated impressions

The Audience

- “Luxury Travelers”
- A25-64 who are frequent travelers and expressed interest Vacations, Spas, Tennis, Beaches or Golf, Luxury Travel, First class travel or Luxury Resorts

The Investment

- 5 available slots
- \$370 each



Reservation Deadline	10/28/2024
Materials Due	10/31/2024

Facebook | Instagram – Foodies (NEW!)

78% of foodies are influenced by food-related ads on social platforms, compared to lower engagement from the general population.

The Opportunity

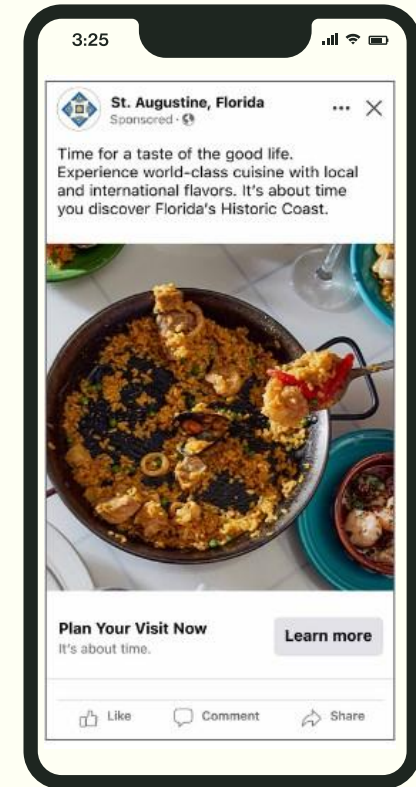
- In-feed static unit scheduled Feb 24 – Mar 30, 2025 to influence Spring visitation amongst food lovers
- Coverage in Atlanta, Charleston, Charlotte, Gainesville, Greenville-Spartanburg-Asheville-Anderson, Miami-Fort Lauderdale, Orlando-Daytona Beach, Raleigh-Durham, Savannah, Tampa-St. Petersburg
- 50,000 minimum estimated impressions

The Audience

- “Foodies”
- A25-64 frequent travelers who expressed interest in Vacations, Food festival, Cuisine, Local food, Road trip, Recipes, Restaurants, Foodie or Travel

The Investment

- 5 available slots
- \$240 each



Reservation Deadline	10/28/2024
Materials Due	10/31/2024

Facebook | Instagram – Foodies (NEW!)

78% of foodies are influenced by food-related ads on social platforms, compared to lower engagement from the general population.

The Opportunity

- In-feed static unit scheduled May 12 – Jun 15, 2025 to influence Summer visitation amongst food lovers
- Atlanta, Charleston, Charlotte, Gainesville, Greenville-Spartanburg-Asheville-Anderson, Miami-Fort Lauderdale, Orlando-Daytona Beach, Raleigh-Durham, Savannah, Tampa-St. Petersburg
- 50,000 minimum estimated impressions

The Audience

- “Foodies”
- A25-64 frequent travelers who expressed interest in Vacations, Food festival, Cuisine, Local food, Road trip, Recipes, Restaurants, Foodie or Travel

The Investment

- 5 available slots
- \$240 each



Reservation Deadline	10/28/2024
Materials Due	10/31/2024

Tripadvisor

On average, people spent 524 minutes with travel content before making a purchase. Tripadvisor is the largest, most trusted guidance and resource platform for passionate travelers doing research.

The Opportunity

- 300x250 banner ad scheduled May 12 – June 15, 2025 to influence summer travel
- Coverage in Atlanta, Charleston, Charlotte, Chicago, Gainesville, Greenville-Spartanburg-Asheville-Anderson, Miami-Fort Lauderdale, Orlando, Raleigh-Durham, Savannah, Tampa-St. Petersburg, Washington DC
- 25,000 minimum estimated impressions

The Audience

- Travel Intenders with Interest in Florida, History, Arts and Culture, Beaches, Outdoor Sports and Recreation or Culinary

The Investment

- 5 available slots
- \$500 each



Reservation Deadline	10/28/2024
Materials Due	10/31/2024

Garden & Gun – NEW!

With 1.4M+ avg monthly page views, Garden & Gun’s site is a resourceful destination for the G&G reader searching for authentic stories from the magazine and beyond. Plus: products, events, and news from G&G.

The Opportunity

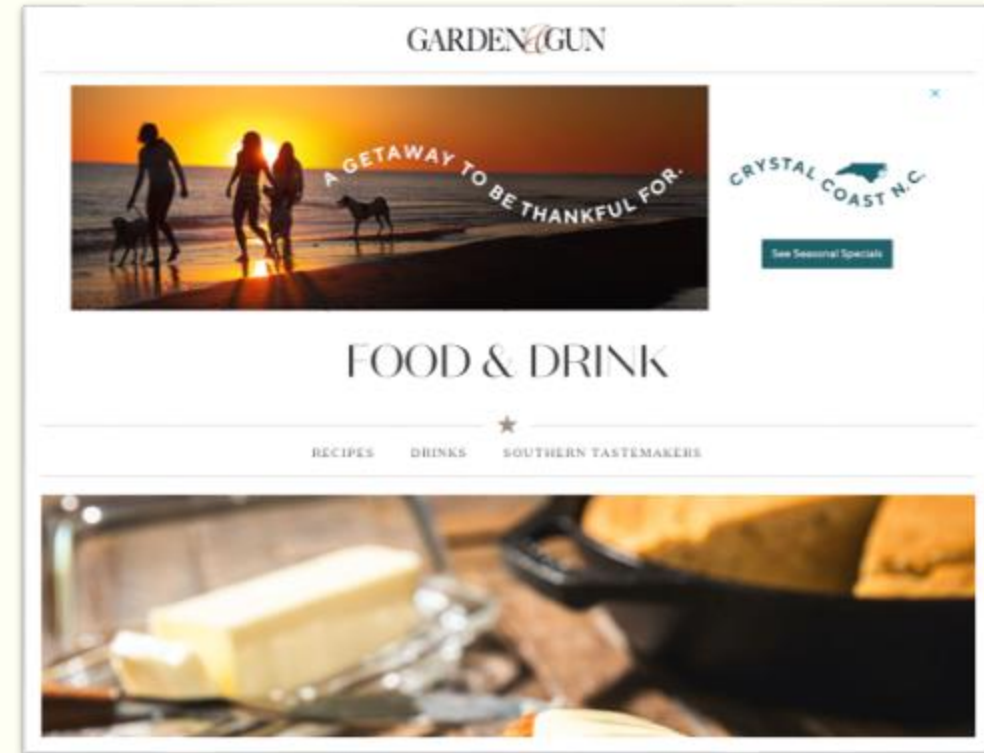
- Display banner running July 21 – Aug 17, 2025 to influence late summer travel within Food & Drink section
- Coverage in Atlanta, Charleston, Charlotte, Chicago, Gainesville, Greenville-Spartanburg-Asheville-Anderson, Miami-Fort Lauderdale, Orlando, Raleigh-Durham, Savannah, Tampa-St. Petersburg, Washington DC
- 60,000 minimum estimated impressions

The Audience

- Average HHI: \$472k
- 97% plan to travel in the next 12 months
- 73% visited the SE on a domestic vacation in past 12 months
- 82% stay in 4 or 5 star vacation accommodations

The Investment

- 5 available slots
- \$190 each



Reservation Deadline	10/28/2024
Materials Due	10/31/2024

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