



ST. AUGUSTINE
PONTE VEDRA
FLORIDA'S HISTORIC COAST®

+



FY 2026 Co-Op Plan



AGENDA

- 1. FY 2026 Co-Op Program Overview**
- 2. Specifications & Examples**
- 3. Print Programs**
- 4. Paid Social Programs**
- 5. Digital Display/E-Newsletter Programs**
- 6. Digital Video/CTV Programs**



FY 2026 Co-Op Program Overview

Why Participate?

- Provides easy and affordable access to national media channels.
- Options are available at various budget participation levels.
 - Maximizing media efficiency with minimal cost per entry.
- Opportunity to align with VCB branding and messaging.

Guidelines:

- Limited space for each opportunity on a first come, first serve basis.
- Reservations and payments are made directly to the VCB.
- You provide assets — VCB will send the ad for your review/approval.



Why Print?

- Print magazines offer the ability to influence messages to further educate consumers, while building credibility and trust.
- Magazines offer extended exposure (longer shelf-life).

Targeting

- Magazines target niche audiences – Affluent Travel Enthusiasts, Outdoor/Adventure Enthusiasts, Culinary Enthusiasts, Culture/History, Weddings, etc.
- We will be prioritizing alignment opportunities with Visit Florida Sections (where possible), as well as travel-themed content.

20 Programs Available / 4 Participants Per Program / Varying Circulation



Print Specifications

Each program will require the following materials:

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



**HISTORIC TOURS OF
FLAGLER COLLEGE**

Explore the stunning former
Hotel Ponce de Leon, now Flagler
College, on a Historic Tour!
Marvel at its Gilded Age
architecture, including a 68-foot
domed ceiling and Tiffany-
stained glass windows.
Tours depart daily.

74 King Street
www.legacy.flagler.edu
904-823-3378



Participant Listing Example



Cloaked in history. Steeped in southern charm.

Live music. Incredible food. Renowned golf. World-class museums and galleries. A treasure trove of hotels, resorts, inns and spas. And 42 miles of scenic coastline. There's no time like the present to rediscover the rich, colorful history of America's oldest city in St. Augustine, Ponte Vedra & The Beaches.

FLORIDAHISTORICCOAST.COM

ST. AUGUSTINE LIGHTHOUSE & MARITIME MUSEUM	HISTORIC TOURS OF FLAGLER COLLEGE	BEACHER'S LODGE OCEANFRONT SUITES	THE ST. AUGUSTINE ART ASSOCIATION
Breathtaking Views - Climb to the top - Nature Trails - Maritime Discoveries - Shipwrecks - Heritage Boatworks - World Museum - Kids Play Area - 1940's Cafe - Ghost Tours. To receive 10% off general admission, use Online code in advance: VILLAGE25 100 Red Cox Drive www.StAugustineLighthouse.org 904-823-0180	Explore the stunning former Hotel Ponce de Leon, now Flagler College, on a Historic Tour! Marvel at its Gilded Age architecture, including a 68-foot domed ceiling and Tiffany stained glass windows. Tours depart daily. 74 King Street www.legacyflagler.edu 904-823-3378	Experience Florida's Historic Coast on charming Oceanfront Suites. Oceanfront suites with kitchenettes make a perfect beachfront getaway. Enjoy our heated pool, pet-friendly suites and live Wi-Fi. Explore history, stay at the beach and make your own. 6970 ATA South www.BeachersLodge.com 904-478-8849	The St. Augustine Art Association produces monthly exhibitions (in-gallery & online), education and outreach programs & more. The gallery is located in the historic district of the nation's oldest city, and is open with free admission 6 days a week. 22 Marine Street www.staas.org 904-824-2320
			

Print Magazine Co-Op Ad Example



Atlanta MAGAZINE

Placements

- FP4C
- March 2026 Visit Florida section
- May 2026 Travel Issue
- 62,000 Circulation

Audience

- Active, influential, and affluent readers with avg. HHI - \$300k
- 78% of readers took three or more trips within the U.S. in the last year
- 51% of readers are planning a vacation

Sign-Up

- 4 available slots per issue (2 issues total)
- \$375 each

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.



Reservation Deadline

9/30/2025

Materials Due

10/06/2025





DREAMSCAPES

TRAVEL AND LIFESTYLE MAGAZINE

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

Placements

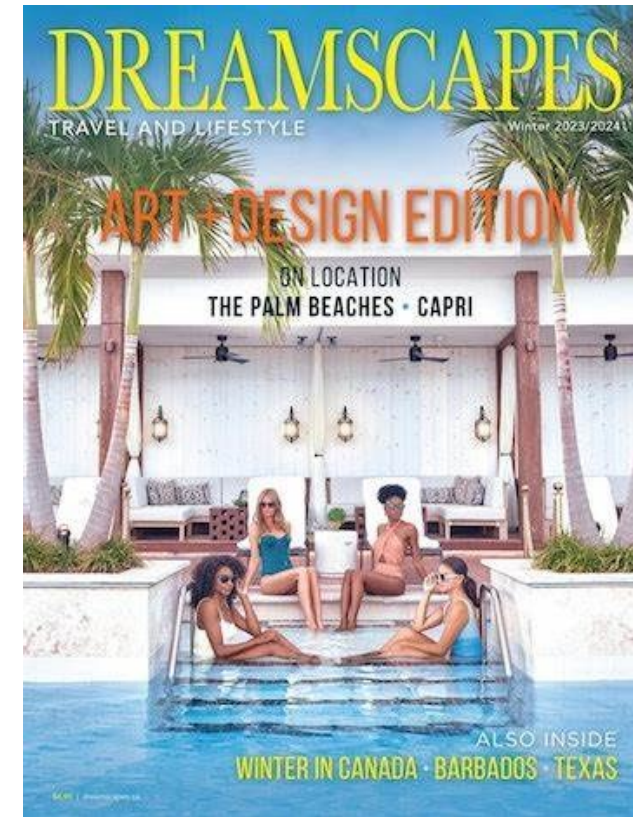
- FP4C
- Winter/Spring 2025/2026 Issue
- Winter 2026 Issue
- 68,000 circulation

Audience

- Active, affluent, travelers; median age of 48
- 80% of readers spend \$3,000+ on their vacations
- 75% of readers seek outdoor activities

Sign-Up

- 4 available slots per issue (2 issues total)
- \$325 each



Reservation Deadline

9/30/2025

Materials Due

10/06/2025





FLAMINGO

MAGAZINE

Placement

- FP4C
- Spring 2026 10th Anniversary Issue (March-May)
- 20,000 circulation

Audience

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

Sign-Up

- 4 available slots
- \$300 each

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



Reservation Deadline

9/30/2025

Materials Due

10/06/2025





NEW!

GARDEN & GUN

Placements

- FP4C
- December 2025/January 2026 Visit Florida Section
- April/May 2026 Visit Florida Section
- 394,976 Circulation

Audience

- Highly affluent readers
- Median age of 55; HHI \$519k+, and avg. \$2.4mm portfolio
- Passionate about Southern culture, including its sporting activities, food, music, arts, and land conservation

Sign-Up

- 4 available slots per issue (2 issues total)
- \$500 each

Garden & Gun is an award-winning national lifestyle magazine focused on the modern Southern United States, blending a national audience with the region's traditions and culture. It celebrates the unique culture, people, and ideas that define the South.



Reservation Deadline

9/30/2025

Materials Due

10/06/2025





Placements

- FP4C
- April/May 2026 Travel Stay-Cation/Bride Issue
- August/September 2026 Luxury Travel Issue
- 50,000 Circulation
- English copy (VCB Ad + Copy will be in English)

Audience

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

Sign-Up

- 4 available slots per issue (2 issues total)
- \$150 each

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



Reservation Deadline

9/30/2025

Materials Due

10/06/2025





THE LOCAL palate FOOD CULTURE OF THE SOUTH

Placements

- FP4C
- Winter 2025 The South's Best Culinary Towns Issue (December - February)
- Spring 2026 The Spring Travel South (February-April) Visit Florida Section
- Summer 2026 Summer Road-Trips (June – August) Visit Florida Section
- 144,000 circulation

Audience

- Engaged, affluent adults around the Southeast United States looking for new exciting experiences
- The average reader takes 4+ trips per year
- HHI \$180k+

Sign-Up

- 4 available slots per issue (3 issues total)
- \$325 each

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



Reservation Deadline

9/30/2025

Materials Due

10/06/2025





ONYX

M A G A Z I N E

Placement

- FP4C
- January/February 2026 Black History Issue
- 21,500 Circulation

Audience

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

Sign-Up

- 4 available slots
- \$375 each

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



Reservation Deadline

9/30/2025

Materials Due

10/06/2025





Orlando®

The City's 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.

Placements

- FP4C
- May 2026 Summer Getaways Issue
- September 2026 Fall Getaways Issue
- 31,200 Circulation

Audience

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

Sign-Up

- 4 available slots per issue (2 issues total)
- \$150 each



Reservation Deadline

9/30/2025

Materials Due

10/06/2025





Our State

CELEBRATING NORTH CAROLINA

Placement

- FP4C
- 2026 Annual Coastal Issue (June)
- 120,000 circulation

Audience

- Highly educated, affluent and influential individuals who are passionate about North Carolina
- 69% of readers Plan to Vacation/Travel in next 12 months
- Average HHI \$191,342+

Sign-Up

- 4 available slots
- \$500 each

Our State is a monthly magazine dedicated to celebrating North Carolina, featuring stories and photography on the state's travel, food, history, people, and nature. It provides readers with a connection to the state through its coverage of both familiar and unique aspects of North Carolina life.



Reservation Deadline

9/30/2025

Materials Due

10/06/2025





undiscovered FLORIDA

The 2026 *Undiscovered Florida* program is a high-impact, integrated digital/print initiative that reaches an affluent audience and inbound travelers. The editorial format of *Undiscovered Florida* highlights the very best experiences that Florida has to offer.

Placements

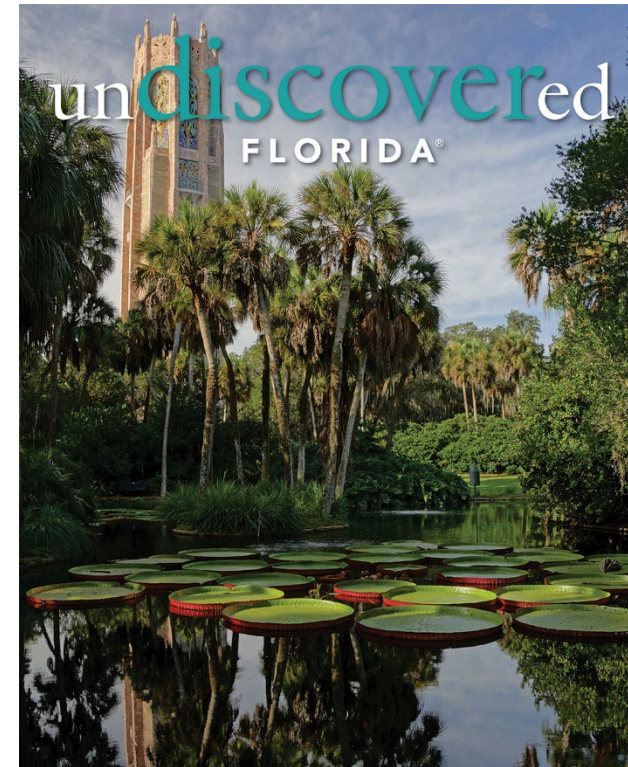
- FP4C in Visit Florida Section
- April 2026 Annual Issue (Northern Region)
- Poly-bagged and/or inserted in editions of *Smithsonian & Recommend Magazines* & stand-alone 'outsert' at Visit Florida Welcome Centers
- 390,000 Circulation

Audience

- Well-traveled readers seeking art/cultural, culinary, nature-based, historical/heritage experiences and authentic getaways
- Targets in-state and drive markets as well as states east of the Mississippi River and the domestic U.S.

Sign-Up

- 4 available slots
- \$550 each



Reservation Deadline	9/30/2025
Materials Due	10/06/2025





The Villages®

Placements

- FP4C ad
- March 2026 Issue
- July 2026 Issue
- 45,000 Circulation

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

Sign-Up

- 4 available slots per issue (2 issues total)
- \$200 each

A monthly publication edited for residents of one of the fastest-growing metro areas, *The Villages* is a trusted source for its primarily retiree readers.



Reservation Deadline

9/30/2025

Materials Due

10/06/2025





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.

Placement

- FP4C
- September 2026 Annual Travel & Tourism Issue
- 47,000 Circulation

Audience

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

Sign-Up

- 4 available slots
- \$150 each



Reservation Deadline

9/30/2025

Materials Due

10/06/2025





Why Social?

- Facebook & Instagram are prime environments for both prospecting and re-engagement.
- 89% of adults are social media users, with 78% on Facebook and 55% on Instagram.
- 74% of African American adults use Facebook and 51% use Instagram.
- U.S. Hispanics over index on Facebook and Instagram with a higher engagement in community-building activities and cultural/lifestyle-related content.

Targeting

- Build audiences on the Meta platform based off demographics, interests and behavioral filters.
- Use look-alike audiences to maximize prospecting and retarget site visitors.

10 Programs Available / 5 Participants Per Program / Minimum 50,000 Impressions Per Participant



Paid Social Specifications

Each program will require the following materials:

Stakeholder/Property Name

Copy

- 40 characters (with spaces); up to 25 will be shown without clicking

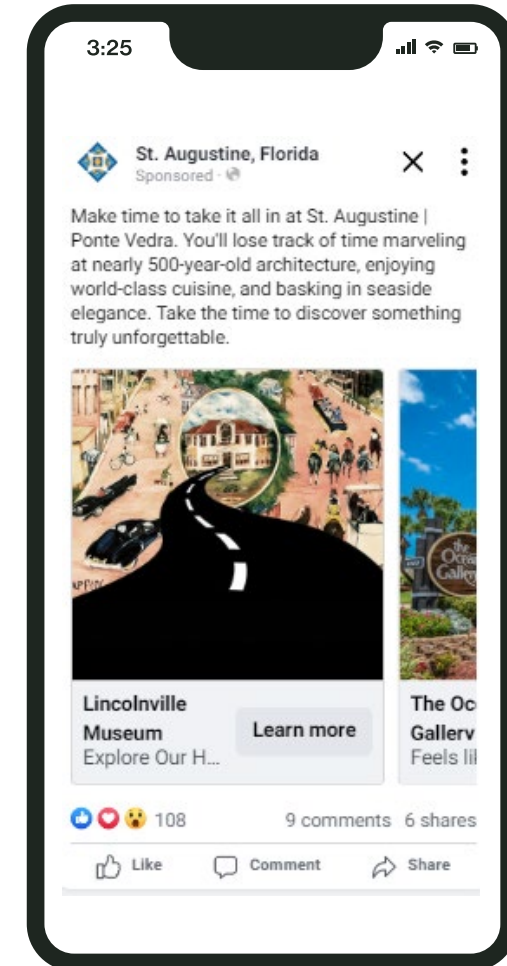
Contact Information

- URL

Image

- Minimum size of 1080 x 1080px
- 72 dpi .PNG or .JPG file format

Posting Permissions must be provided via Meta Ads Manager





Paid Social – Event, Festival & Holiday Programs

The following programs are designed to influence visitation during key events, festivals and the holidays:

Placements

Hastings Arts Festival

- Oct 1 - 25, 2025
- \$320 each

Nights of Lights

- Nov 17 - Dec 21, 2025
- \$260 each

Audience + Geography

- Target: Adults 25-64, Art Festival Lovers
- Atlanta, Charleston, Charlotte, Gainesville, Greenville-Spartanburg-Asheville-Anderson, Jacksonville, Miami-Fort Lauderdale, Orlando-Daytona Beach, Raleigh-Durham, Savannah, Tampa-St. Petersburg
- Target: Adults 25-64, Holiday Enthusiasts
- Atlanta, Charleston, Charlotte, Gainesville, Greenville-Spartanburg-Asheville-Anderson, Jacksonville, Miami-Fort Lauderdale, Orlando-Daytona Beach, Raleigh-Durham, Savannah, Tampa-St. Petersburg

5 Participants Per Program / Minimum 50,000 Impressions Per Participant





Paid Social – Event, Festival & Holiday Programs

The following programs are designed to influence visitation during key events, festivals and the holidays:

Placements

Black History Month

- Jan 12 – Feb 22, 2026
- \$500 each

Hispanic Heritage Month

- Aug 24 – Sep 20, 2026
- \$260 each

Audience + Geography

- Target: Adults 25-64, Cultural and Heritage Traveler
- Atlanta, Charleston, Charlotte, Gainesville, Jacksonville, Miami-Fort Lauderdale, Orlando-Daytona Beach, Raleigh-Durham, Savannah
- Target: Adults 25-64, Spanish-Speaking Cultural/Heritage Traveler
- Miami-Fort Lauderdale, Orlando-Daytona Beach, Tampa-St. Petersburg

5 Participants Per Program / Minimum 50,000 Impressions Per Participant





Paid Social – Niche Segmentation Programs

The following programs are designed to influence visitation amongst niche segments such as Culinary Enthusiasts, Heritage Travelers, Luxury Travelers:

Placements

Luxury Traveler

- Feb 23 – Mar 29, 2026 — \$370 each
- May 11 – Jun 14, 2026 — \$370 each

Culinary Enthusiast

- Feb 23 – Mar 29, 2026 — \$240 each
- May 11 – Jun 14, 2026 — \$240 each

Historic Aficionado

- Feb 23 – Mar 29, 2026 — \$360 each
- May 11 – Jun 14, 2026 — \$360 each

Audience + Geography

- Target: Adults 25-64, Affluent Traveler
- Atlanta, Charleston, Charlotte, Gainesville, Greenville-Spartanburg-Asheville-Anderson, Jacksonville, Miami-Fort Lauderdale, Orlando-Daytona Beach, Raleigh-Durham, Savannah, Tampa-St. Petersburg
- Target: Adults 25-64, Culinary Adventurer
- Atlanta, Charleston, Charlotte, Gainesville, Greenville-Spartanburg-Asheville-Anderson, Jacksonville, Miami-Fort Lauderdale, Orlando-Daytona Beach, Raleigh-Durham, Savannah, Tampa-St. Petersburg
- Target: Adults 25-64, Cultural and Heritage Traveler
- Atlanta, Charleston, Charlotte, Gainesville, Greenville-Spartanburg-Asheville-Anderson, Jacksonville, Miami-Fort Lauderdale, Orlando-Daytona Beach, Raleigh-Durham, Savannah, Tampa-St. Petersburg

5 Participants Per Program / Minimum 50,000 Impressions Per Participant





Why Digital Display?

- Display is an awareness and engagement medium that drives volume to Search.
- Ads follow users across mobile, desktop, and tablet devices.
- E-Newsletters offer direct, 1-to-1 engagement with featured editorial alignment.

Targeting

- Blend interest-based, contextual, demographic and behavioral targeting to inform, connect, and re-engage with users at all stages of their journey.
- Audience Layering + Geo-Targeting: Florida travel intenders & retargeting from floridashistoriccoast.com website pages.
- Additional Device ID level targeting and geo-fencing tactics to hone-in on specific zip codes and locations (airports, travel welcome-centers, competing destinations).

2 Display Programs Available / 5 Participants Per Program / Minimum 25,000 Impressions Per Participant

4 E-Newsletter Programs Available / 1 Participant Per Program / Varying Subscriber Quantities





Digital Display Specifications

Each Display program will require the following materials:

Participant can supply existing banner at the below specs:

- 300w x 250h px
- 40KB Max file size
- .JPG file format
- Click through URL

OR

Supply assets for Agency to create new banner:

- Logo
- Hi-Res Photo (largest possible)
- Click through URL





GARDEN&GUN

Placement

- 300x250 Display banner
- May 11 – June 7, 2026
- Food & Drink section
- 25,000 minimum impressions per participant

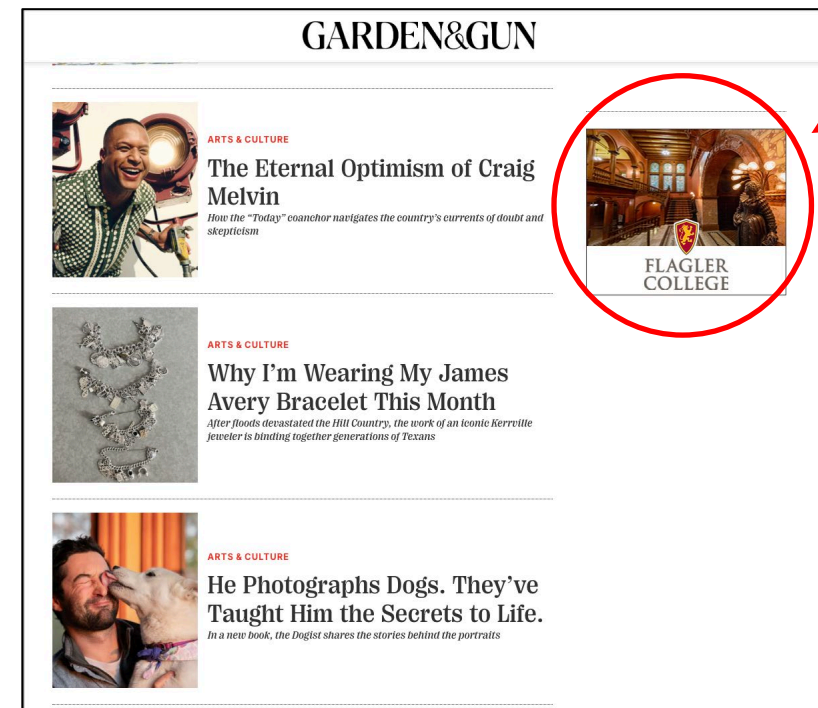
Audience

- Highly affluent readers
- Median age of 55; HHI \$519k+, and avg. \$2.4mm portfolio
- Passionate about Southern culture, including its sporting activities, food, music, arts, and land conservation.

Sign-Up

- 5 available slots
- \$250 each

Garden & Gun is an award-winning national lifestyle magazine focused on the modern Southern United States, blending a national audience with the region's traditions and culture. It celebrates the unique culture, people, and ideas that define the South.





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.

Placement

- 300x250 banner ad scheduled May 11 – June 7, 2026 to influence summer travel
- 25,000 minimum impressions per participant

Audience

- Coverage in Atlanta, Charleston, Charlotte, Chicago, Gainesville, Greenville-Spartanburg-Asheville-Anderson, Miami-Fort Lauderdale, Orlando, Raleigh-Durham, Savannah, Tampa-St. Petersburg, Washington DC

Sign-Up

- 5 available slots
- \$500 each





E-Newsletter Specifications

Each E-Newsletter program will require the following materials:

Stakeholder/Property Name (5 words maximum)

Description

- 40 words maximum

Contact Information

- URL

Image

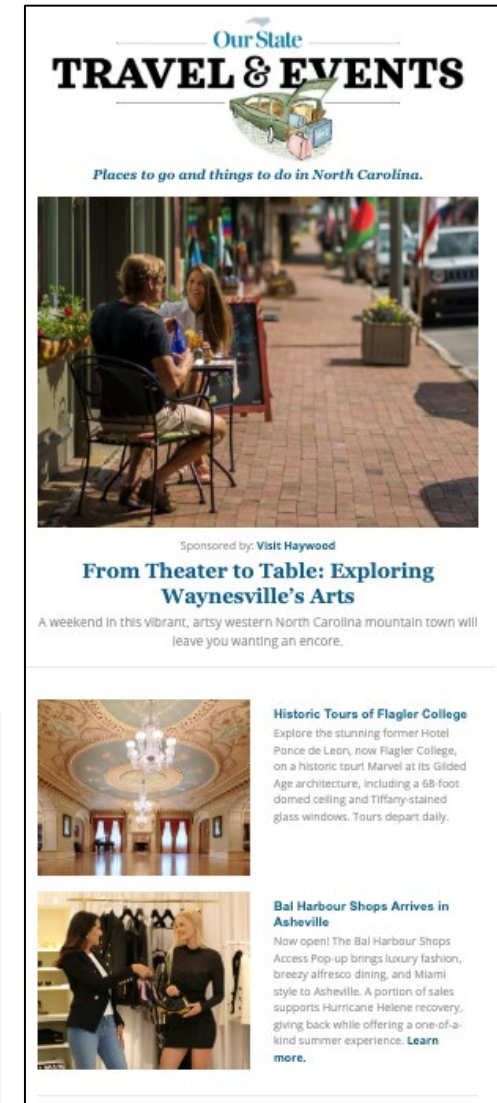
- 528w x 440h pixels
- 72 dpi .JPG file format



Historic Tours of Flagler College

Explore the stunning former Hotel Ponce de Leon, now Flagler College, on a historic tour! Marvel at its Gilded Age architecture, including a 68-foot domed ceiling and Tiffany-stained glass windows. Tours depart daily.

Participant Listing Example



E-Newsletter Co-Op Example



NEW!

Our State

CELEBRATING NORTH CAROLINA

Placements

- Travel & Events E-Newsletter June 4 & June 11
 - 41,000+ opt – in subscribers
- Arts & Culture E-Newsletter May 6 & June 3
 - 30,500+ opt – in subscribers

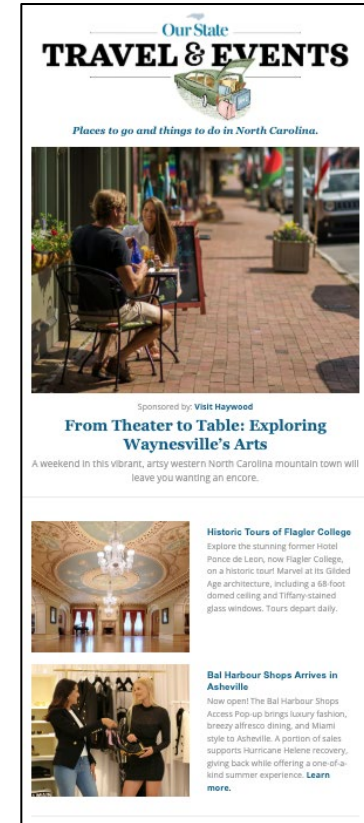
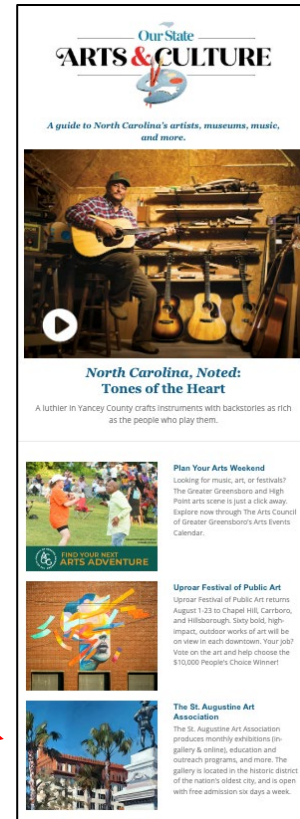
Audience

- 69% of readers plan to travel in next 12 months
- Average Household Income: \$188,683

Sign-Up

- 1 available slot per E-Newsletter Newsletters total)
- \$400 each

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.



(4 E-
Newsletters total)

Reservation Deadline

9/30/2025

Materials Due

10/06/2025





Why Digital Video/CTV?

NEW!

- We are expanding video presence to build high-impact awareness and deepen user engagement by utilizing premium, full-episode streaming content.
- Ads will run exclusively on smart TVs, streaming devices, and gaming consoles.
- We will leverage cross-device measurement to connect ad viewership and website traffic.
- Companion banners will retarget viewers on digital devices who have seen the CTV ads, extending the reach and impact of TV campaigns.

Targeting

- Behavioral/Interest-Based Audiences: Frequent travelers, Luxury travelers, Adventure seekers, Family vacation planners, Local/National travel intenders.
- Intent-Based Custom Segments: Users searching for flights/hotels, visiting competitor destinations.

3 CTV Programs Available / 5 Participants Per Program / Minimum 20,000 Impressions Per Participant





NEW!

Digital Video/CTV – Video Specifications

Each 30 second video ad will include an added value companion banner, and will require the following materials:

Stakeholder/Property Name

Listing Sell Script

- 20 words Max
- Example: “Bay Harbor Lodge & Coconut Bay Resort provide Old Florida Charm and a lifetime of Memories...”*

Contact Information

- URL

3-4 Images

- Hi-Res (largest size possible)
- 72 dpi .PDF or .JPG file format

Logo

- 4-color EPS file format

Digital Banner Ad

- 300w x 250h px



Digital Video/CTV Co-Op Example



NEW!



mntn

MNTN is a performance TV software company that provides a platform that runs and measures CTV, to make television advertising as easy, affordable, and measurable as digital advertising.

Placements

- 30 Second Video Ad & Companion Banner
- Winter 2026 (January 12 – February 8)
- Spring 2026 (March 2 – March 29)
- Summer 2026 (May 11 – June 7)
- 20,000 minimum impressions per participant

Audience

- Coverage in Atlanta, Charleston, Charlotte, Chicago, Dallas, Gainesville, Greenville-Spartanburg-Asheville-Anderson, Jacksonville, Miami-Fort Lauderdale, New York, Orlando, Raleigh-Durham, Savannah, Tampa-St. Petersburg, Washington DC

Sign-Up

- 5 available slots
- \$500 each participant



Reservation Deadline	9/30/2025
Materials Due	10/06/2025





Contact Us

Erin Masters

St. Augustine, Ponte Vedra & The Beaches

Visitors and Convention Bureau

Email: emasters@floridashistoriccoast.com

29 Old Mission Avenue

St. Augustine, FL 32084

Save the Dates

Social

Reservation Deadline	9/15/2025
Materials Due	9/17/2025

Print/Digital/Video

Reservation Deadline	9/30/2025
Materials Due	10/06/2025



Appendix

Please note Tinsley Advertising will have final creative/messaging control of the co-op program and its participation. All original artwork, photographs, etc. provided to Tinsley Advertising for inclusion in co-op programs are done with the understanding that the co-op participant owns the usage rights for said materials. The cost for any talent residuals, litigation or judgments arising out of the use of these materials will be the sole responsibility of the co-op participant, thereby completely indemnifying the St. Augustine, Ponte Vedra & The Beaches, VCB and Tinsley Advertising from any liability. Media and insertion dates are subject to cancellation or change in the event of unforeseen circumstances including hurricanes, pandemics, and other similar events. Refunds or make-goods are granted at agency's discretion.



ST. AUGUSTINE
PONTE VEDRA
FLORIDA'S HISTORIC COAST®

+



FY 2026 Co-Op Plan