



ST. AUGUSTINE
PONTE VEDRA
FLORIDA'S HISTORIC COAST®

+



FY 2027 Co-Op Plan



AGENDA

- 1. FY 2027 Co-Op Program Overview**
- 2. Specifications & Examples**
- 3. Print Programs**
- 4. Paid Social Programs**
- 5. Digital Display/Native Programs**
- 6. Digital Video/CTV Programs**



FY 2027 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.



PRINT



FY 2027 Print Overview

Why Print?

- Offers the ability to influence messages to further educate consumers.
- Builds credibility and trust.
- Offers extended exposure (longer shelf-life).

Targeting

- Niche audiences – Affluent Travel Enthusiasts, Outdoor/Adventure Enthusiasts, Culinary Enthusiasts, Culture/History, Weddings, etc.
- Prioritize alignment opportunities with Visit Florida Sections (where possible), as well as travel-themed content.

NEW! *New in FY27 is a partnership with Travel + Leisure, Food + Wine and Coastal Living*

14x Programs Available / 4-9x Participants Per Program / Varying Circulation



Print Specifications

Each program will require the following materials:

Stakeholder/Property Name

Copy

- 200 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



ST. AUGUSTINE DISTILLERY

Florida's award-winning bourbon is closer than you think. Just a short trip from Orlando, explore immersive distillery experiences that bring bourbon's story to life.

www.staugustinedistillery.com
904-825-4962
112 Riberia Street

St. Augustine DISTILLERY
THE SPIRIT OF FLORIDA®

Participant Listing Example



Welcome to The New World.™

ST. AUGUSTINE PONTE VEDRA & THE BEACHES

For more than 450 years, explorers and dreamers have found inspiration along this extraordinary 42 mile Atlantic coastline. Discover artistry in centuries old architecture, ocean fresh cuisine, live music, and historic brick paved streets. Enjoy championship golf, rejuvenating spas, and unforgettable accommodations that will stay with you forever.

FLORIDASHISTORICCOAST.COM

CITY GATE SPIRITS	BEACHER'S LODGE OCEANFRONT SUITES	LINCOLNVILLE MUSEUM AND CULTURAL CENTER	ST. AUGUSTINE DISTILLERY
Step out from the historic gates of St. Augustine, City Gate Spirits is home to moonshine, whiskeys, and flavored spirits. Crafted for good times and great memories.	Escape to Chicrent Beach, one of St. Augustine's best-kept secrets. Beacher's Lodge offers unique sea de suñes, an oceanfront pool, and direct beach access for a relaxed Florida's Historic Coast® getaway.	Explore 450 years of Black history in the museum or host an event in the renovated Excelsior Room, a versatile space suited for performances, corporate gatherings, and more.	Florida's award-winning bourbon is closer than you think. Just a short trip from Orlando, explore immersive distillery experiences that bring bourbon's story to life.
www.citygatespirits.com 904-454-8206 11 St. George Street	www.beacherslodgedpe.com 904-471-1848 697C A1A, South	www.lincolnmuseum.org 904-354-1701 102 M. L. King Avenue	www.staugustinedistillery.com 904-825-4962 112 Riberia Street
			

SLC-25-3119 Orlando Mag Co-Op.indd 1 11/2/25 12:55 PM

Print Magazine Co-Op Ad Example



Atlanta MAGAZINE

1x Placement

- Two-Page Spread 4C
- March 2027 Visit Florida section
- 62,000 Circulation

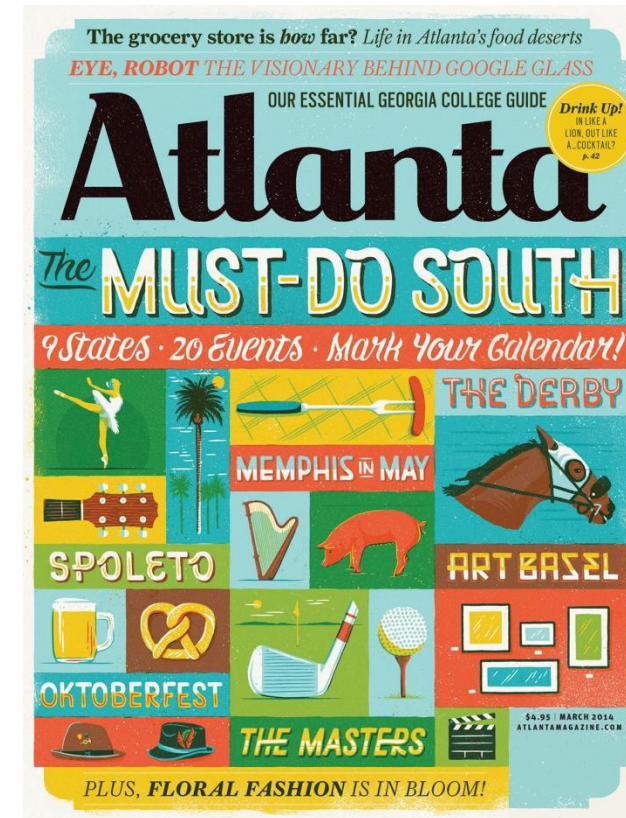
Audience

- Active, influential, and affluent readers with avg. household income of \$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

- 9 available slots
- \$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

9/15/2026

Materials Due

9/22/2026





FLAMINGO

MAGAZINE

1x Placement

- FP4C
- Spring 2027 (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

9/15/2026

Materials Due

9/22/2026





GARDEN & GUN

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.

2x Placements

- FP4C
- December 2026/January 2027 in Visit Florida Section
- April/May 2027 in Visit Florida Section (20th Anniversary Issue)
- 394,976 Circulation

Audience

- Highly affluent readers
- Median age of 55; household income of \$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



Reservation Deadline

9/15/2026

Materials Due

9/22/2026





THE LOCAL palate

FOOD CULTURE OF THE SOUTH

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

1x Placement

- FP4C
- The Best Southern Culinary Towns (Dec ‘26 – Feb ‘27) in 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
- Household income of \$180k+

Sign-Up

- 4 available slots
- \$325 each



Reservation Deadline

9/15/2026

Materials Due

9/22/2026





ONYX

M A G A Z I N E

1x Placement

- FP4C
- January/February 2027 Black History Issue
- 21,500 Circulation

Audience

- Avg. household income of \$150K+
- 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

9/15/2026

Materials Due

9/22/2026





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.

2x Placements

- Two-Page Spread 4C in May 2027 Summer Getaways Issue
- Full Page 4C in September 2027 Fall Getaways
- 31,200 Circulation

Audience

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

Sign-Up

- 9 available slots for May at \$150 each
- 4 available slots for September at \$150 each



Reservation Deadline

9/15/2026

Materials Due

9/22/2026





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.

1x Placement

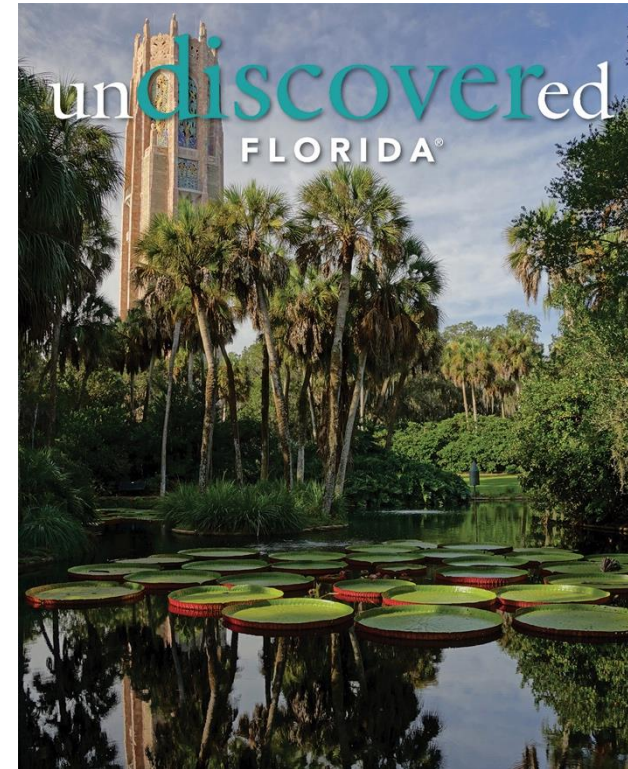
- Two-Page Spread 4C
- April 2027 Annual Issue (Northern Region) - in Visit Florida Section
- Poly-bagged and/or inserted in editions of *Smithsonian & Recommend Magazines* & stand-alone 'outsert' at Visit Florida Welcome Centers
- 390,000 Circulation

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

- 9 available slots
- \$550 each



Reservation Deadline

9/15/2026

Materials Due

9/22/2026





The Villages®

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.

1x Placement

- FP4C ad
- March 2027 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
- \$200 each



Reservation Deadline

9/15/2026

Materials Due

9/22/2026





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.

1x Placement

- FP4C
- September 2027 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

9/15/2026

Materials Due

9/22/2026





NEW!

TRAVEL+ LEISURE

Travel + Leisure is a prominent monthly travel magazine based in New York City that covers global destinations, hotels, and lifestyle. It reaches millions of readers globally through its print magazine, website, and massive social media following.

1x Placement

- Two-Page Spread 4C
- March 2027 (All Access issue) in Visit Florida Section
- 387,500 Circulation

Audience

- The Travel + Leisure reader consists of affluent, frequent, and highly active travelers.
- Readers take an average of seven trips per year.
- The readers pursue culinary travel, luxury accommodations, historical tours, arts, spa retreats, and outdoor adventure.
- Trends older and firmly established, with the heaviest concentration of 55–64.
- Avg. household income of \$145K+

Sign-Up

- 9 available slots
- \$500 each



Reservation Deadline

9/15/2026

Materials Due

9/22/2026





NEW!

FOOD & WINE

1x Placement

- Two-Page Spread 4C
- May 2027 (Global Tastemakers Travel Issue) in Visit Florida Section
- 381,300 Circulation

Audience

- The typical Food & Wine reader is an affluent, highly educated epicurean who views cooking, dining, and traveling not just as hobbies, but as core elements of their lifestyle and identity
- Targets an affluent - Epicurean segment with \$373,009 median household income
- 64% Female / 36% Male
- Avg age - 48 years old

Sign-Up

- 9 available slots
- \$500 each

Food + Wine is a leading American monthly publication dedicated to cooking, wine, travel, and global food culture. It highlights culinary hotspots, restaurants, bars, and global hospitality trends through travel guides and features of culinary destinations, chef profiles, and restaurant reviews.



Reservation Deadline

9/15/2026

Materials Due

9/22/2026





NEW!

COASTAL LIVING®

1x Placement

- Two-Page Spread 4C
- Summer 2027 (June – August) in Visit Florida Section
- 275,00 Circulation

Audience

- Affluent homeowners, travel enthusiasts, and design-focused individuals who either live by the coast or aspire to the seaside lifestyle.
- Skews toward female readers, estimated at 70% to 75%.
- Primarily targets mature adults, with a median age of 45 to 64 years old.
- Avg. household income of \$133K+

Sign-Up

- 9 available slots
- \$500 each

Coastal Living is a quarterly lifestyle magazine published by People Inc. dedicated to the aesthetics, travel destinations, culture, and architecture of life by the sea. It explores premier coastal towns, hidden beach gems, and luxury seaside resorts with accommodation and activity recommendations



Reservation Deadline

9/15/2026

Materials Due

9/22/2026





SOCIAL



FY 2027 Social Overview

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 retargeting site visitors.

12x Programs Available / 5x 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
(25 characters will be visible without clicking)

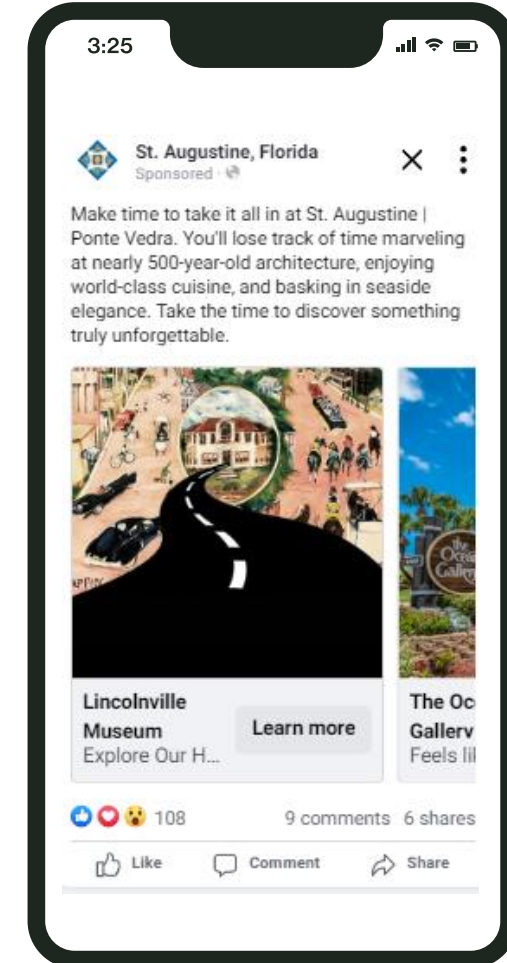
Contact Information

- 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:

2x Placements

Hastings Arts Festival

- Oct 1 - 24, 2026
- \$320 each

Nights of Lights

- Nov 17 - Dec 21, 2026
- \$260 each

Audience + Geography

Target: Adults 25-64, Art Festival Lovers

- Markets: 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

- Markets: Atlanta, Charleston, Charlotte, Gainesville, Greenville - Spartanburg-Asheville-Anderson, Jacksonville, Miami-Fort Lauderdale, Orlando-Daytona Beach, Raleigh-Durham, Savannah, Tampa-St. Petersburg

5x Participants Per Program

Minimum 50,000 Impressions Per Participant



Reservation Deadline	9/15/2026
Materials Due	9/22/2026



Paid Social – Event, Festival & Holiday Programs

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

2x Placements

Black History Month

- Jan 11 – Feb 21, 2027
- \$500 each

Hispanic Heritage Month

- Aug 23 – Sep 19, 2027
- \$260 each

Audience + Geography

Target: Adults 25-64, Cultural and Heritage Traveler

- Markets: Atlanta, Charleston, Charlotte, Gainesville, Jacksonville, Miami-Fort Lauderdale, Orlando-Daytona Beach, Raleigh-Durham, Savannah

Target: Adults 25-64, Spanish-Speaking Cultural/Heritage Traveler

- Markets: Miami-Fort Lauderdale, Orlando-Daytona Beach, Tampa-St. Petersburg



5x Participants Per Program

Minimum 50,000 Impressions Per Participant

Reservation Deadline	9/15/2026
Materials Due	9/22/2026



NEW!

Paid Social – Weddings/Romance + Couples Program

The following programs are designed to influence visitation during key Wedding seasons.

The first flight is designed to build demand immediately following Hastings Art Festival and before Nights of Lights.

The second flight is designed to provide alignment with Luxury + Culinary + Historic Traveler campaign and the FY27 Weddings strategy.

2x Placements

Weddings Inspiration Month

- Oct 25 – Nov 14, 2026
- \$420 each

Primary Weddings/Romance + Couples

- Feb 22 – Mar 28, 2027
- \$500 each

Audience + Geography

Target: Adults 25-64, Romance + Wedding Traveler

- Markets: Atlanta, Charleston, Charlotte, Gainesville, Greenville-Spartanburg-Asheville-Anderson, Jacksonville, Miami-Fort Lauderdale, New York, Orlando-Daytona Beach, Raleigh-Durham, Savannah, Tampa-St. Petersburg



5x Participants Per Program

Minimum 50,000 Impressions Per Participant

Reservation Deadline	9/15/2026
Materials Due	9/22/2026



Paid Social – Niche Segmentation Programs

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

6x Placements

Luxury Traveler

- Feb 22 – Mar 28, 2027 — \$370 each
- May 10 – Jun 13, 2027 — \$370 each

Culinary Enthusiast

- Feb 22 – Mar 28, 2027 — \$240 each
- May 10 – Jun 13, 2027 — \$240 each

Historic Aficionado

- Feb 22 – Mar 28, 2027 — \$360 each
- May 10 – Jun 13, 2027 — \$360 each

5x Participants Per Program

Minimum 50,000 Impressions Per Participant

Audience + Geography

Target: Adults 25-64, Affluent Traveler

- Markets: 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

- Markets: 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

- Markets: Atlanta, Charleston, Charlotte, Gainesville, Greenville-Spartanburg-Asheville-Anderson, Jacksonville, Miami-Fort Lauderdale, Orlando-Daytona Beach, Raleigh-Durham, Savannah, Tampa-St. Petersburg

Reservation Deadline	9/15/2026
Materials Due	9/22/2026





DISPLAY/NATIVE/PRE-ROLL



NEW!

Digital Display/Native + Pre-Roll Video?

New in FY2027, is a partnership with Travel + Leisure across Native Display + Pre-Roll Video.

- Display + Video are awareness and engagement media channels that drive volume to Search.
- Ads follow users across mobile, desktop, and tablet devices.

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).

1x Native Article (Display) Programs Available / 8x Participants Per Program / Minimum 25,000 Page Views Per Participant

+

1x Pre-Roll Video Program Available / 8x Participants Per Program / Minimum of 25,000 Impressions Per Participant





NEW!

TRAVEL+ LEISURE

2x Placements

- Native Article (Display) – Jan 11 – Mar 31, 2027
- Pre-Roll Video - 30 second video – Jan 11 – Mar 31, 2027

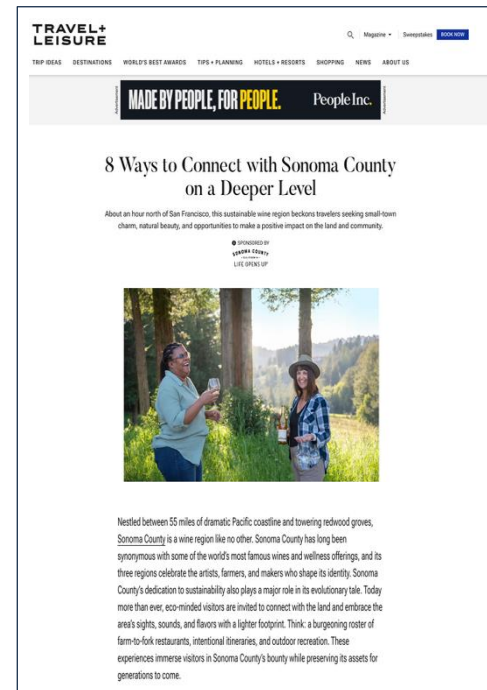
Audience

- The Travel + Leisure reader consists of affluent, frequent, and highly active travelers.
- Readers take an average of seven trips per year, spanning both brief weekend getaways and major long-haul vacations
- The readers pursue culinary travel, luxury accommodations, historical tours, arts, spa retreats, and outdoor adventure.

Sign-Up

- 8x available slots for Native Article - \$500 each participant
- 8x available slots for Pre-Roll Video - \$500 each participant

Travel + Leisure is a prominent monthly travel magazine based in New York City that covers global destinations, hotels, and lifestyle. It reaches millions of readers globally through its print magazine, website, and massive social media following.



Reservation Deadline

9/30/2025

Materials Due

10/06/2025



**NEW!**

Travel + Leisure Native Article Specifications

The Native Display article will incorporate a maximum of 8x Flip Cards.

The required materials are:

Stakeholder/Property Name

Headline

- 5 words maximum

Description

- 45 words maximum

Contact Information

- URL

Image

- High-Res (largest size possible)
- 72 dpi .JPG file format

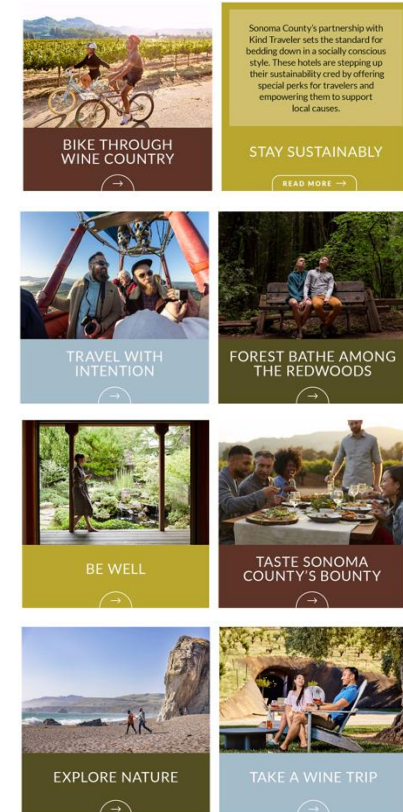
Flip Card Placement

- Equal Rotation for all participants

Top of Native Article



8x Flip Cards

**TRAVEL+
LEISURE**

Native Article Sample

Reservation Deadline**9/30/2026****Materials Due****10/05/2026**



NEW!

Travel + Leisure Pre-Roll Video – Video Specifications

The Pre-Roll video component utilizes a 30 second video, featuring a portion dedicated to your business.

Stakeholder/Property Name

Listing Sell Script

- 20 words Max

Example: “Relax, unwind and enjoy the suite life at Beacher’s Lodge Oceanfront on Crescent Beach...”

Contact Information

- URL

3-4 Images

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

Logo

- 4-color EPS file format



Your images,
description + URL
included in
30 second
commercial

**TRAVEL+
LEISURE**



30 second branding video with inclusion of **your** business



DIGITAL VIDEO/CTV



FY 2027 Digital Video Overview

Why Digital Video/CTV?

- Video presence builds high-impact awareness and deepens user engagement by utilizing premium, full-episode streaming content.
- Ads will run exclusively on smart TVs, streaming devices, and gaming consoles.
- 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.

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



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: “Relax, unwind and enjoy the suite life at Beacher’s Lodge Oceanfront on Crescent Beach...”

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



Your images,
description + URL
included in
30 second
commercial



30 second branding video with inclusion of **your** business



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.

3x Placements

30 second video ad & companion banner

- Winter 2027 (January 11 – February 7)
- Spring 2027 (March 1 – March 28)
- Summer 2027 (May 10 – June 6)
- 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

- 5x available slots per campaign
- \$500 each participant



Reservation Deadline

9/30/2026

Materials Due

10/06/2026





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/Print

Reservation Deadline	9/15/2026
Materials Due	9/22/2026

Digital Display (Native)/Video (CTV + Pre-Roll)

Reservation Deadline	9/30/2026
Materials Due	10/06/2026



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. Johns County 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 the St. Johns County VCB's discretion.



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FY 2027 Co-Op Plan