

PETER MAYER



**Fiscal Year 2024 Cooperative
Advertising Handbook**

www.floridashistoriccoast.com

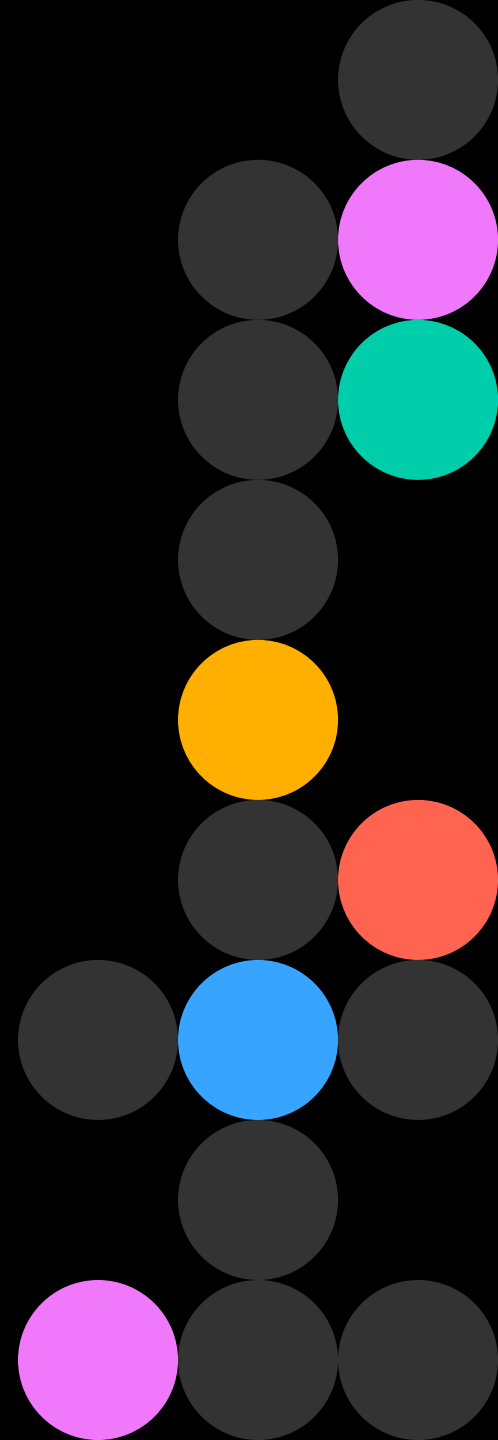


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Overview

- 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

Specifications & Examples

Print Placement Example

Make Time To Take It All In

In St. Augustine | Ponte Vedra, you'll lose track of time marveling at five centuries of architecture, enjoying world-class cuisine and basking in seaside elegance. So come discover something truly unforgettable — no matter how long it takes.



THE ST. AUGUSTINE ART ASSOCIATION

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 • 904-824-2310 • staaa.org



ST. AUGUSTINE FOOD + WINE FESTIVAL

"One of Florida's Top 10 Food & Wine Festivals," according to USA Today, May 8-12, 2024, with local and celebrity guest chefs and all-inclusive food and drink tickets. Enjoy great cuisine, hundreds of wines, beers and spirits, live music, cooking demos and more.

1 World Golf Place • 904-385-9121 • staugustinefoodandwinefestival.com



ST. AUGUSTINE LAND AND SEA TOURS

St. Augustine Land and Sea Tours offers narrated boat and electric cart tours in the Nation's Oldest City. History tours are provided in English, Spanish and French. Cart rides are also provided to enjoy the Nights of Lights during Christmas.

904-679-9880 • staugustinelandandseatours.com



WHISKEY, WINE & WILDLIFE

Whiskey, Wine & Wildlife, November 2-5, 2023 celebrates the best of northeast Florida's coast, from its culinary superstars and spectacular seafood to its artisans and musicians. Tickets include all food and hundreds of wine, beer and spirits tastings.

Vilano Beach, St. Augustine • 904-385-9121 • whiskeywineandwildlife.com

IT'S ABOUT TIME.

Visit FloridasHistoricCoast.com to learn more.



Print Placement 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!, all copy is required to be in Spanish. PETERMAYER and the VCB can assist with getting your copy translated.

Social In-Feed Static Example



Social 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 Example



Display Banner 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

Rich Media Banner Example



Rich Media Specifications

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

- **Existing banner**
 - Static
 - 300x600
 - Max file size: 40K
 - Click through URL
- **Assets for Agency to create new banner**
 - Stakeholder/ Property logo
 - Photo
 - Click through URL

General 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
- May 2024
- 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
- \$375 each

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Reservation Deadline	10/23/2023
Materials Due	10/30/2023

Flamingo Magazine

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

The Opportunity

- FP4C within the Spring Travel issue
- March – June 2024
- 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

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Reservation Deadline	10/23/2023
Materials Due	10/30/2023

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 has to offer.

The Opportunity

- FP4C within the Travel section
- April/May 2024
- 60,000 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

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Reservation Deadline	10/23/2023
Materials Due	10/30/2023

The 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 within the Kickoff to Summer/Beach Getaway issue
- May 2024
- 136,583 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

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Reservation Deadline	10/23/2023
Materials Due	10/30/2023

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
- January/February 2024
- 22,500 Circulation

The Audience

- Subscriber driven but also distributed at various events, HBCUs and Churches

The Investment

- 4 available slots
- \$375 each

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Reservation Deadline	10/16/2023
Materials Due	10/23/2023

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 2024
- 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

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Reservation Deadline	10/23/2023
Materials Due	10/30/2023

Undiscovered Florida

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
- 2024 Annual issue focused on nature, history/heritage, and arts/culture
 - Poly-bagged in April editions of Smithsonian and Recommend Magazines
- Subscriber based with distribution at Visit Florida Welcome Centers
- 386,578 Circulation

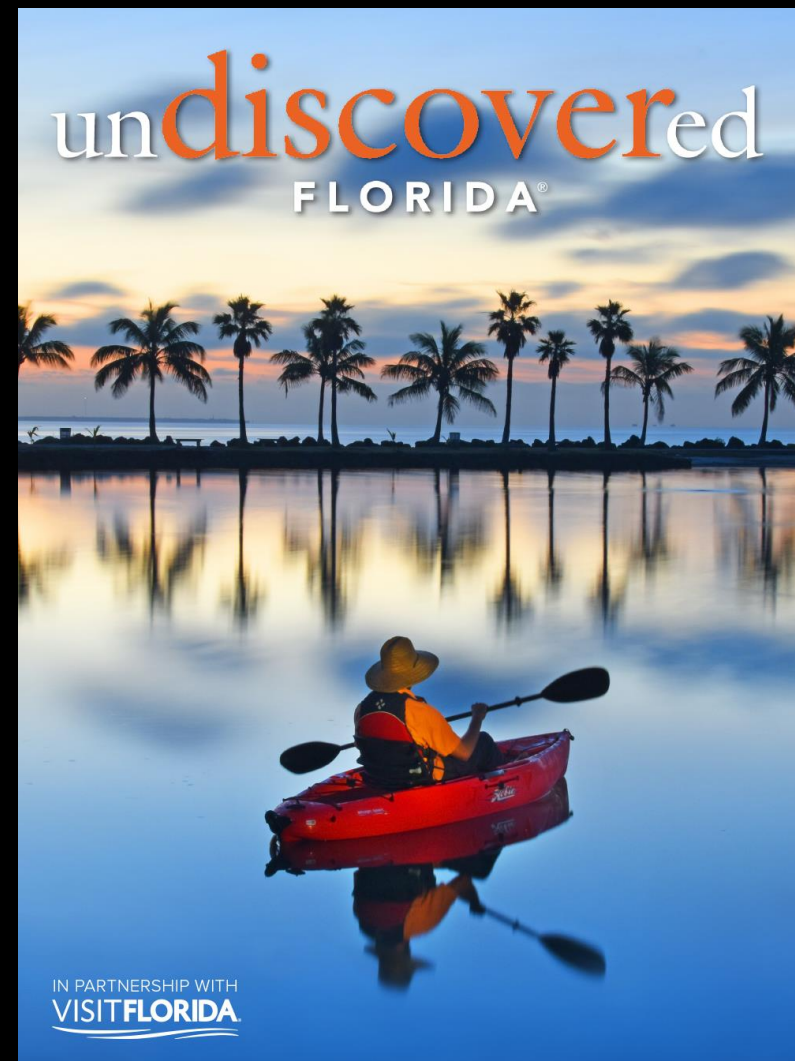
The Audience

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

The Investment

- 4 available slots
- \$550 each

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Reservation Deadline	10/23/2023
Materials Due	10/30/2023

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 2024
- 44,000 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
- \$250 each

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Reservation Deadline	10/23/2023
Materials Due	10/30/2023

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
- July 2024
- 44,000 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
- \$250 each

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Reservation Deadline	4/1/2024
Materials Due	4/8/2024

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

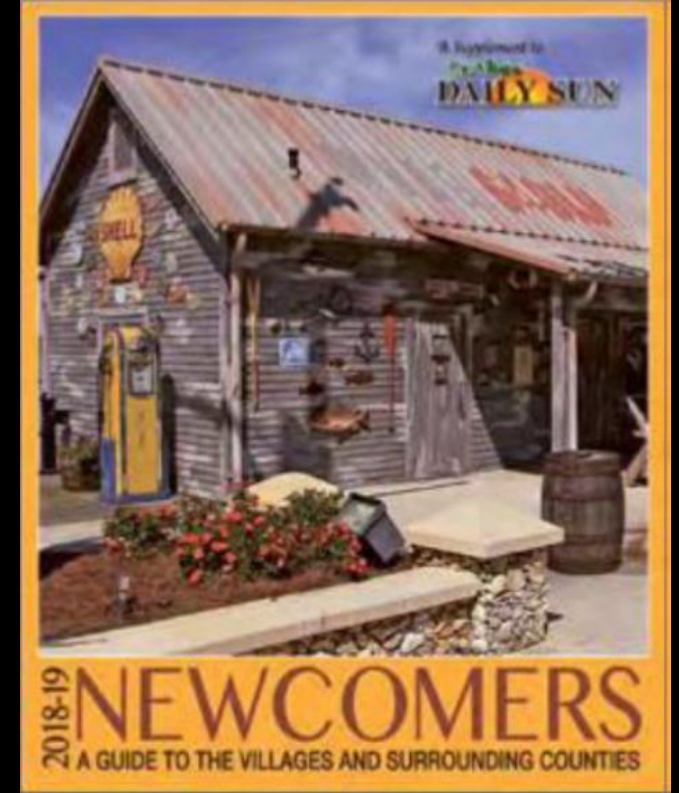
- FP4C ad within the Travel & Tourism section
- Annual edition publishing September 2024
- Year-long issue life and exposures
- 47,000 Circulation

The Audience

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

The Investment

- 4 available slots
- \$150 each



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Reservation Deadline	4/1/2024
Materials Due	4/8/2024



Bridal Print



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 Bridal issue
- February 2024
- 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

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Reservation Deadline	10/23/2023
Materials Due	10/30/2023



International Print



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 February 2024
- 58,100 circulation

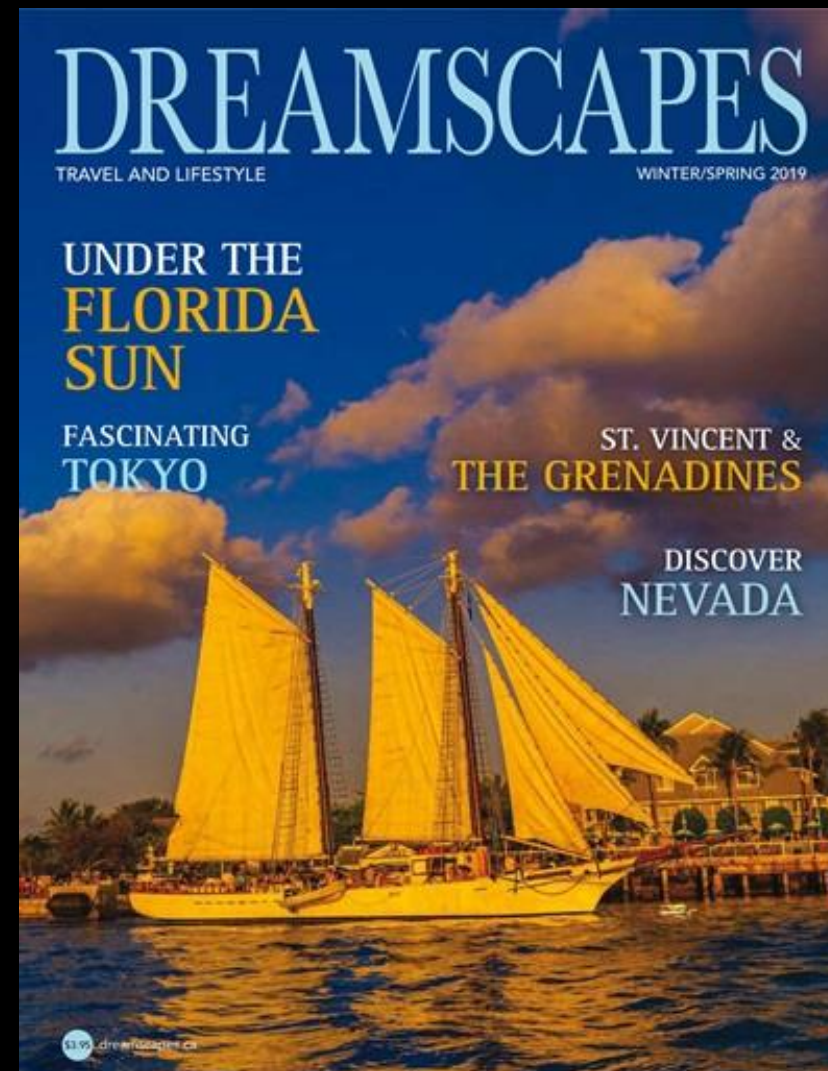
The Audience

- 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

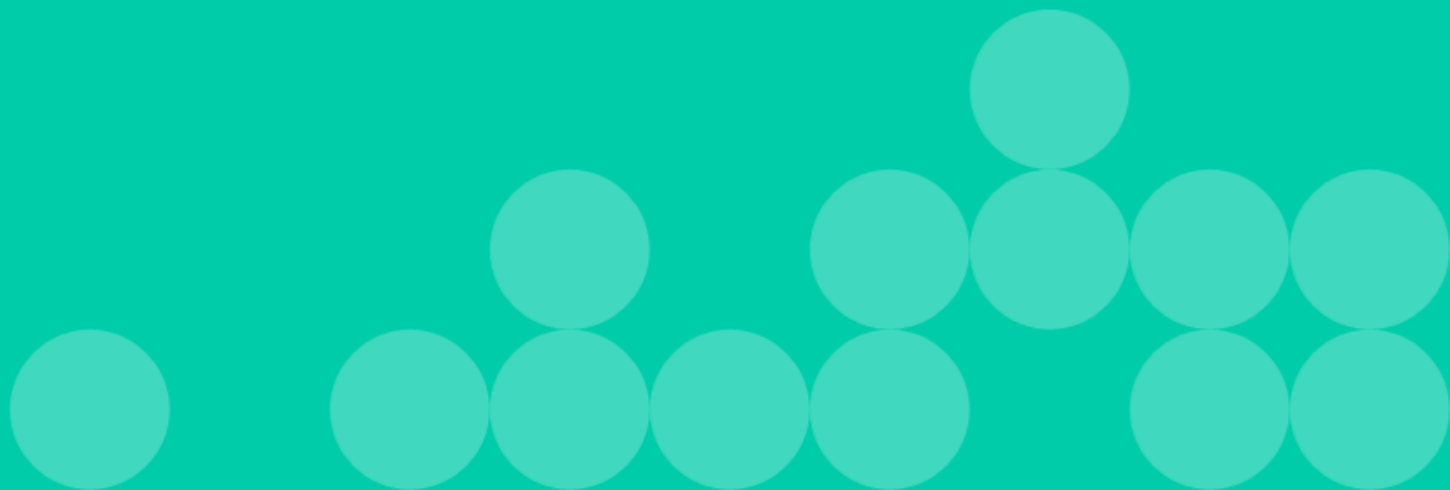
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Reservation Deadline	10/23/2023
Materials Due	10/30/2023



Social



Facebook | Instagram

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

The Opportunity

- In-feed static unit scheduled November 13 – December 17, 2023 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

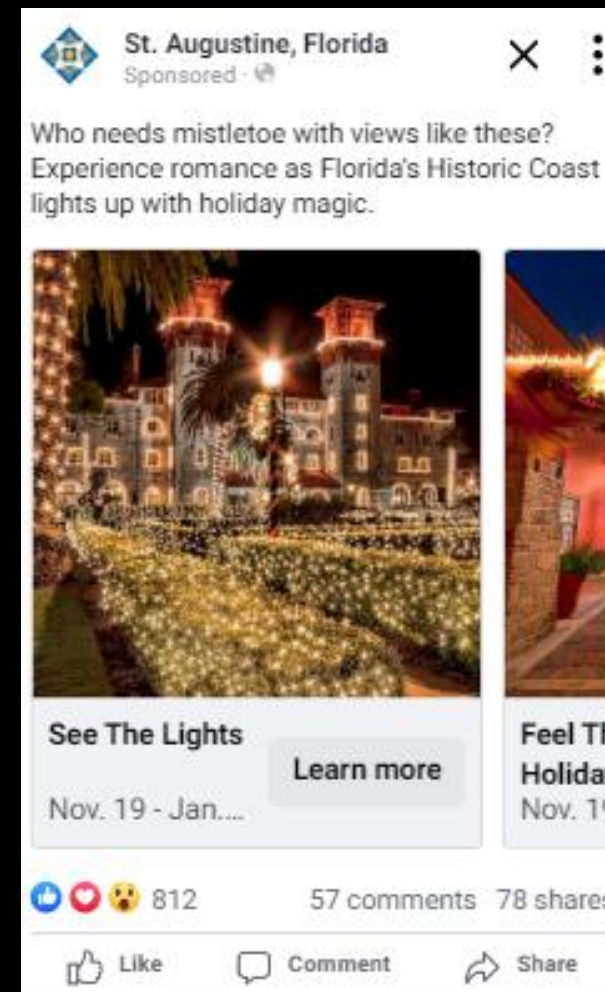
The Audience

- "Holiday Enthusiasts"
- Lookalike audience based off of A25+ who visited the Nights of Lights page in the last 60 days

The Investment

- 5 available slots
- \$600 each

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Reservation Deadline	10/23/2023
Materials Due	10/30/2023

Facebook | Instagram

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

The Opportunity

- In-feed static unit scheduled January 8 – February 18, 2024 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

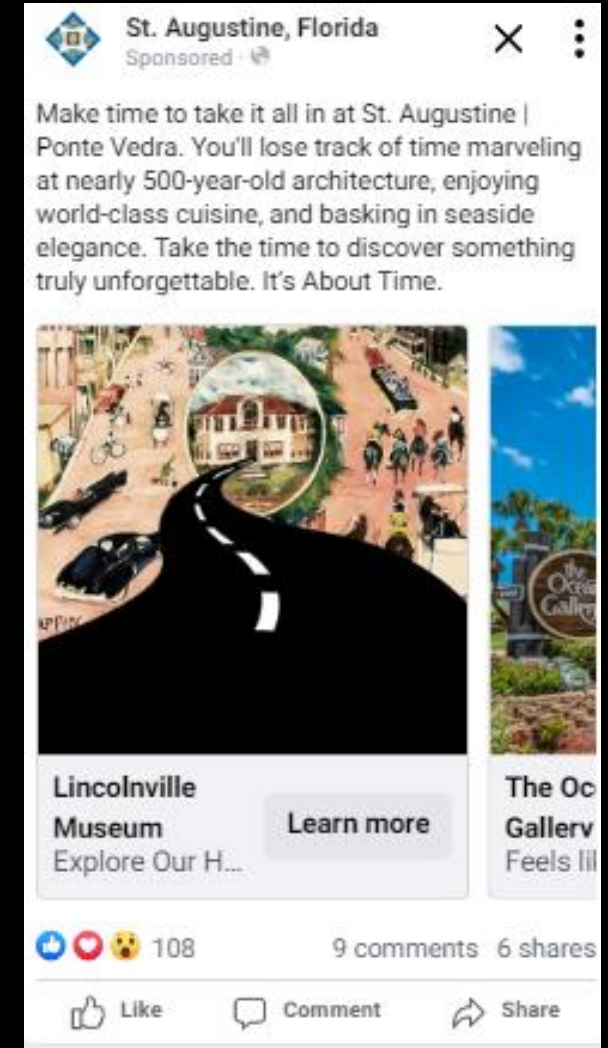
The Audience

- 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

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Reservation Deadline	10/23/2023
Materials Due	10/30/2023

Facebook | Instagram

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

The Opportunity

- In-feed static unit scheduled February 26 – March 31, 2024 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

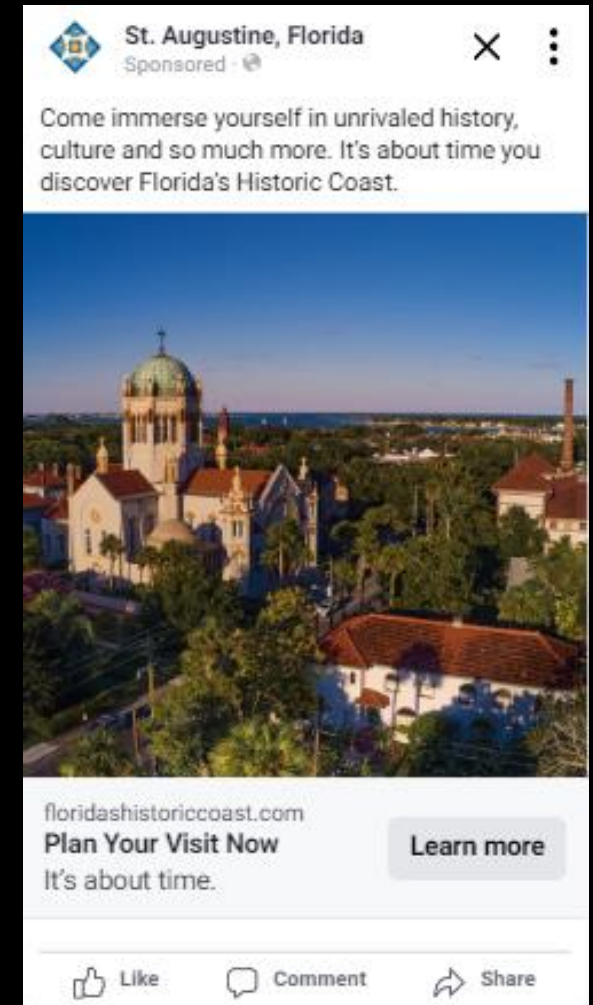
The Audience

- “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
- \$600 each

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Reservation Deadline	10/23/2023
Materials Due	10/30/2023

Facebook | Instagram

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

The Opportunity

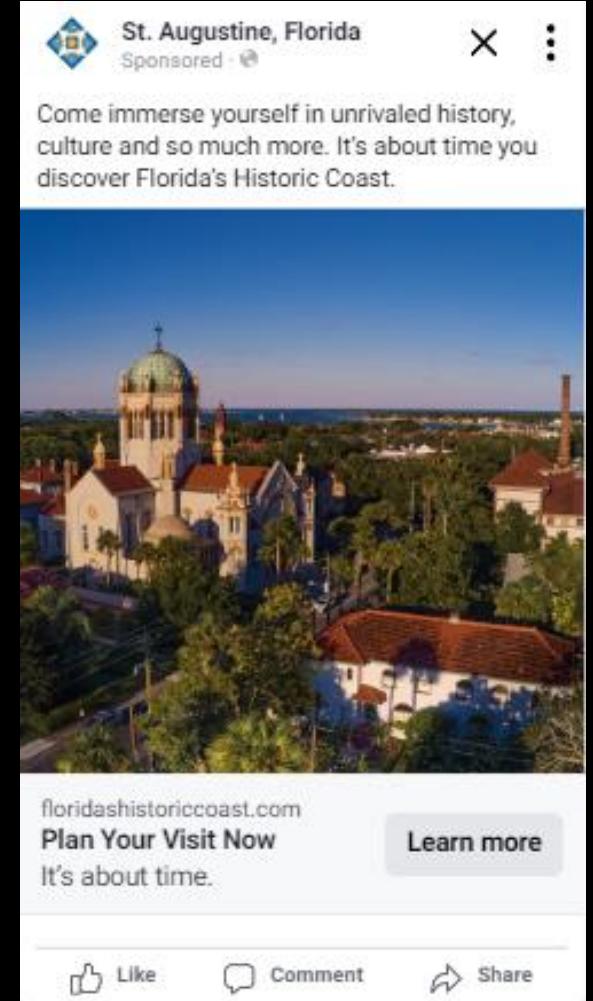
- In-feed static unit scheduled May 13 – June 16, 2024 to influence Summer visitation
- Coverage in Atlanta, Charleston, Charlotte, Gainesville, Greenville-Spartanburg-Asheville-Anderson, Miami-Fort Lauderdale, Orlando-Daytona Beach, Raleigh-Durham, Savannah, Tampa-St. Petersburg DMA’s
- 50,000 minimum 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 trips or weekend getaways

The Investment

- 5 available slots
- \$600 each



Reservation Deadline	4/1/2024
Materials Due	4/8/2024

Facebook | Instagram

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

The Opportunity

- In-feed static unit scheduled August 12 – September 15, 2024 aligning with 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

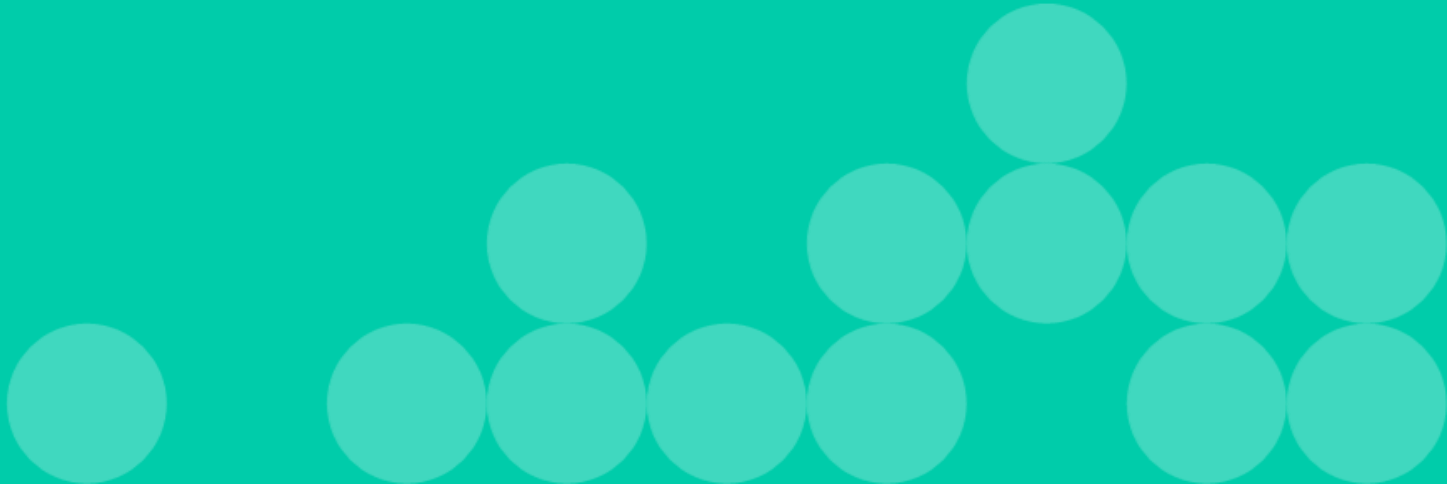
- 5 available slots
- \$500 each



Reservation Deadline	4/1/2024
Materials Due	4/8/2024



Display



Tripadvisor

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

The Opportunity

- 300x250 banner ad scheduled May 13 – June 16, 2024 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

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Reservation Deadline	4/1/2024
Materials Due	4/8/2024

Programmatic Display

There will be a 9% increase in time spent with digital media between 2022 and 2025 for a total of 7 hours and 58 daily minutes. Using technology, programmatic display provides very efficient, targeted reach across the web.

The Opportunity

- Rich media display unit scheduled May 13 – June 16, 2024 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,
- 45,000 minimum estimated impressions

The Audience

- Purpose pursuers showing travel intent signals supplemented by contextual and competitive conquering targeting

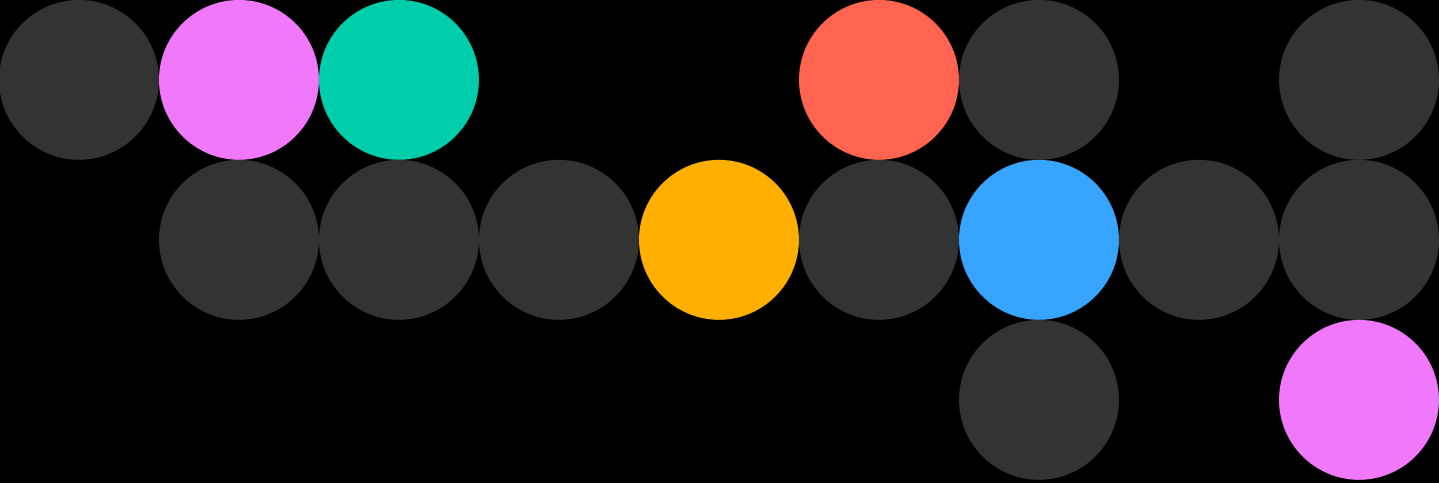
The Investment

- 3 available slots
- \$550 each

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Reservation Deadline	4/1/2024
Materials Due	4/8/2024



Thank you.

