



ADDENDUM: 2025-2026 Marketing Plan - Media Plans



VISIT FLORIDA KEYS

BRAND AWARENESS MEDIA PLAN FY2026

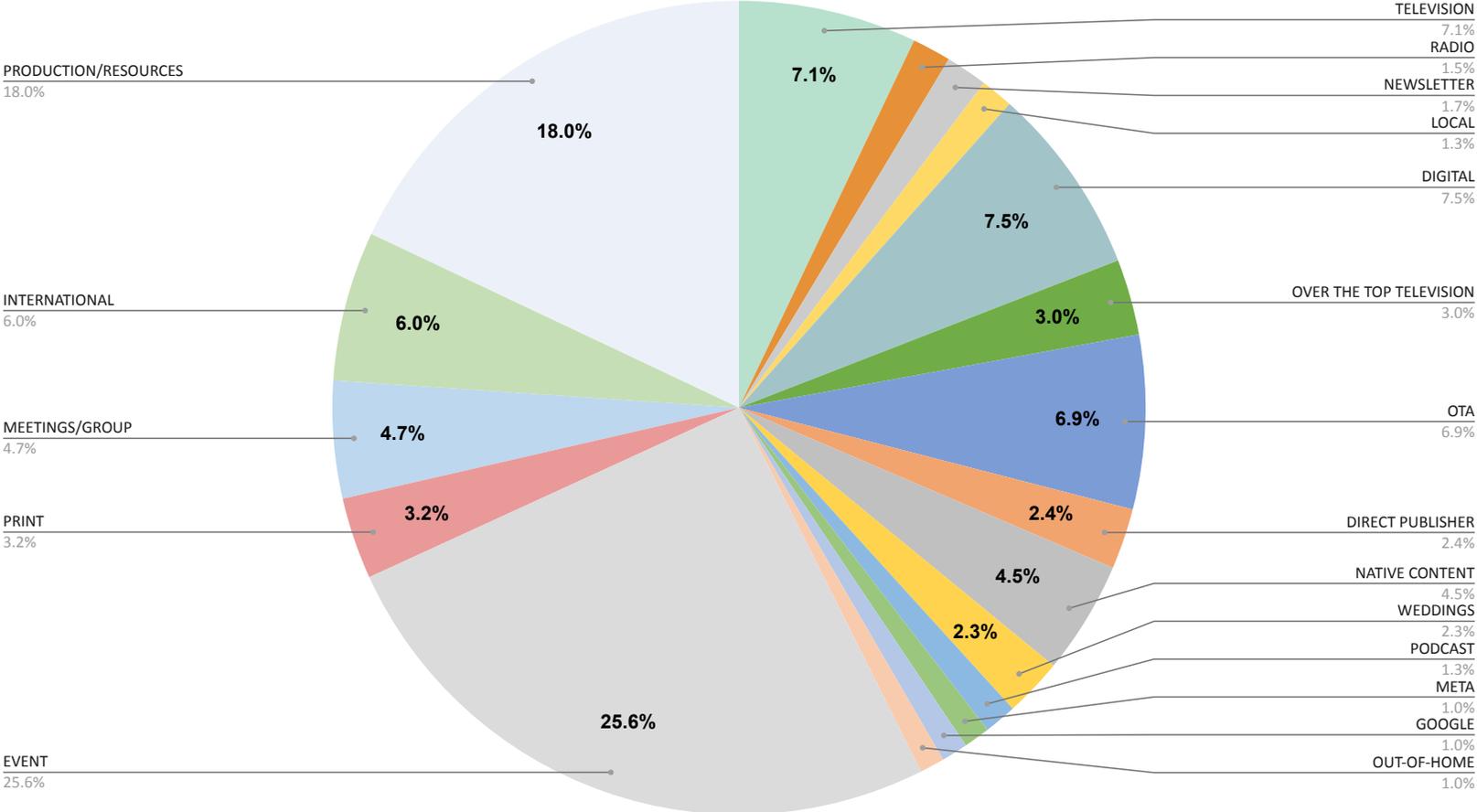
MEDIA OUTLETS	IMPRESSIONS	*Lobster Mini Season (7/24-25), *Lobster Season (8/6-3												TOTAL																																				
		Oct-25			Nov-25			Dec-25			Jan 2026		Feb 2026		Mar 2026		Apr 2026		May 2026		June 2026		July 2026			Aug 2026			Sept 2026																					
		1	6	13	20	27	3	10	17	24	1	8	15		22	29	5	12	19	26	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	31	7	14	21
display banners: Retargeting message	6,666,667	\$5,000			\$5,000			\$5,000			\$5,000			\$5,000			\$5,000			\$5,000			\$5,000			\$5,000			\$5,000			\$5,000			\$5,000			\$5,000			\$5,000			\$5,000			\$5,000			\$60,000
ADARA																																																		
Video	6,620,690	\$8,000			\$8,000			\$8,000			\$8,000			\$8,000			\$8,000			\$8,000			\$8,000			\$8,000			\$8,000			\$8,000			\$8,000			\$8,000			\$8,000			\$8,000			\$96,000			
display banners: Retargeting message	8,571,429	\$5,000			\$5,000			\$5,000			\$5,000			\$5,000			\$5,000			\$5,000			\$5,000			\$5,000			\$5,000			\$5,000			\$5,000			\$5,000			\$5,000			\$5,000			\$60,000			
EPSILON																																																		
Video	4,800,000	\$8,000			\$8,000			\$8,000			\$8,000			\$8,000			\$8,000			\$8,000			\$8,000			\$8,000			\$8,000			\$8,000			\$8,000			\$8,000			\$8,000			\$8,000			\$96,000			
display banners: Retargeting message	6,666,667	\$5,000			\$5,000			\$5,000			\$5,000			\$5,000			\$5,000			\$5,000			\$5,000			\$5,000			\$5,000			\$5,000			\$5,000			\$5,000			\$5,000			\$5,000			\$60,000			
NEXXEN																																																		
Video/Display	4,639,923	\$8,000			\$8,000			\$8,000			\$8,000			\$8,000			\$8,000			\$8,000			\$8,000			\$8,000			\$8,000			\$8,000			\$8,000			\$8,000			\$8,000			\$8,000			\$96,000			
	3,692,308	\$5,000			\$5,000			\$5,000			\$5,000			\$5,000			\$5,000			\$5,000			\$5,000			\$5,000			\$5,000			\$5,000			\$5,000			\$5,000			\$5,000			\$5,000			\$60,000			
MNI																																																		
Video	1,959,184	\$8,000			\$8,000			\$8,000			\$8,000			\$8,000			\$8,000			\$8,000			\$8,000			\$8,000			\$8,000			\$8,000			\$8,000			\$8,000			\$8,000			\$8,000			\$96,000			
NYTimes.com																																																		
Video	5,818,182	\$8,000			\$8,000			\$8,000			\$8,000			\$8,000			\$8,000			\$8,000			\$8,000			\$8,000			\$8,000			\$8,000			\$8,000			\$8,000			\$8,000			\$8,000			\$96,000			
DIGITAL																																															\$1,122,000			
CTV/OTT STREAMING																																																		
Discovery																																																		
Video	2,700,000	\$10,000			\$10,000			\$10,000			\$10,000			\$10,000			\$10,000			\$8,000			\$8,000			\$8,000			\$8,000			\$8,000			\$8,000			\$8,000			\$8,000			\$8,000			\$108,000			
Disney/Hulu																																																		
Video	2,325,581	\$10,000			\$10,000			\$10,000			\$10,000			\$10,000			\$10,000			\$8,000			\$8,000			\$8,000			\$8,000			\$8,000			\$8,000			\$8,000			\$8,000			\$8,000			\$108,000			
Peacock																																																		
Video	2,571,429	\$10,000			\$10,000			\$10,000			\$10,000			\$10,000			\$10,000			\$8,000			\$8,000			\$8,000			\$8,000			\$8,000			\$8,000			\$8,000			\$8,000			\$8,000			\$108,000			
Visit Florida Video Package																																																		
Video	100,000	\$125,000																																																
OVER THE TOP TELEVISION																																																		
OTA																																																		
HOPPER					\$50,000																																													
Video	10,800,000	\$25,000			\$25,000			\$25,000			\$25,000			\$25,000			\$25,000			\$20,000			\$20,000			\$20,000			\$20,000			\$20,000			\$20,000			\$20,000			\$20,000			\$20,000			\$100,000			
EXPEDIA																																																		
Video	13,500,000	\$25,000			\$25,000			\$25,000			\$25,000			\$25,000			\$25,000			\$20,000			\$20,000			\$20,000			\$20,000			\$20,000			\$20,000			\$20,000			\$20,000			\$20,000			\$270,000			
TRIP ADVISOR																																																		
Video	7,800,000	\$75,000			\$50,000			\$40,000			\$30,000						\$75,000			\$50,000						\$40,000			\$30,000																					
OTA																																																		
DIRECT PUBLISHER																																																		
CNN.com																																																		
Video	9,667,025	\$15,000			\$15,000			\$15,000			\$15,000			\$15,000			\$15,000			\$15,000			\$15,000			\$15,000			\$15,000			\$15,000			\$15,000			\$15,000			\$15,000			\$15,000			\$180,000			
FoxWeather.com / FoxNews.com																																																		
Video	8,571,429	\$15,000			\$15,000			\$15,000			\$15,000			\$15,000			\$15,000			\$15,000			\$15,000			\$15,000			\$15,000			\$15,000			\$15,000			\$15,000			\$15,000			\$15,000			\$180,000			
DIRECT PUBLISHER																																																		
NATIVE CONTENT																																																		
TRAVEL AND LEISURE																																																		
Flip Card Unit					\$64,000												\$64,000																																	
Afar.com																																																		
Destination Spotlight Video	2,399,747				\$38,000																																													

VISIT FLORIDA KEYS

BRAND AWARENESS MEDIA PLAN FY2026

MEDIA OUTLETS	IMPRESSIONS	Oct-25		Nov-25			Dec-25			Jan 2026			Feb 2026			Mar 2026			Apr 2026			May 2026			June 2026			*Lobster Mini Season (7/24-25), *Lobster Season (8/6-3)			TOTAL																										
		1	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	2	9	16	23	29	5	12	19	26	2	9		16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	31	7
EVENTS AND ACTIVATION		\$3,000,000																														\$3,000,000																									
EVENT																														\$3,812,000																											
PRINT PLACEMENT																																																									
Outside Magazine Regional Circulation (East of the Mississippi River) Visit Florida Official Florida Vacation Guide National Circulation	675,000																					May/June									\$20,000																										
NetJet Magazine National Circulation	250,000																													\$20,000																											
NetJet Magazine National Circulation	25,125																													\$30,000																											
Curator Magazine Navigating Global Luxury	10,000	Fall 2025																							Summer 2026						\$60,000																										
NYTimes T Magazine Regional: Travel Secion	813,936			November 2025																		May Issue									\$50,000																										
Afar Magazine	275,000						Winter 2026																					Fall 2026						\$50,000																							
Modern Luxury: Travel Awards Progrm	953,000																													\$100,000																											
Visit Florida - Undiscovered Florida Insert National Circulation Camp Florida Magazine National	320,000 500,000																													\$16,100																											
Travel host Pocket Saver Ft. Lauderdale	50,000																													\$8,075																											
Travel and Leisure Magazine Global Award: National	976,562																													\$3,150																											
VF: Travel and Leisure and Food and Wine	361,000																													\$78,000																											
The Traveling Angler Travel Special Edition (Bonnier) National Circulation	130,000																													\$64,200																											
PRINT																														\$4,500																											
	176,738,483																													\$484,025																											
CO-OP opportunities will be available in e-newsletter, digital and print channels																													BRAND AWARENESS FY 2026 BUDGET SUMMARY																												
																													TOTAL BUDGET: \$14,994,823																												
																													PROPOSED MEDIA SPENDING: \$10,650,105																												
																													PRODUCTION / RESOURCES \$2,681,611																												

Brand Awareness Media Expenditure



VISIT FLORIDA KEYS

KEY WEST MEDIA PLAN FY2026

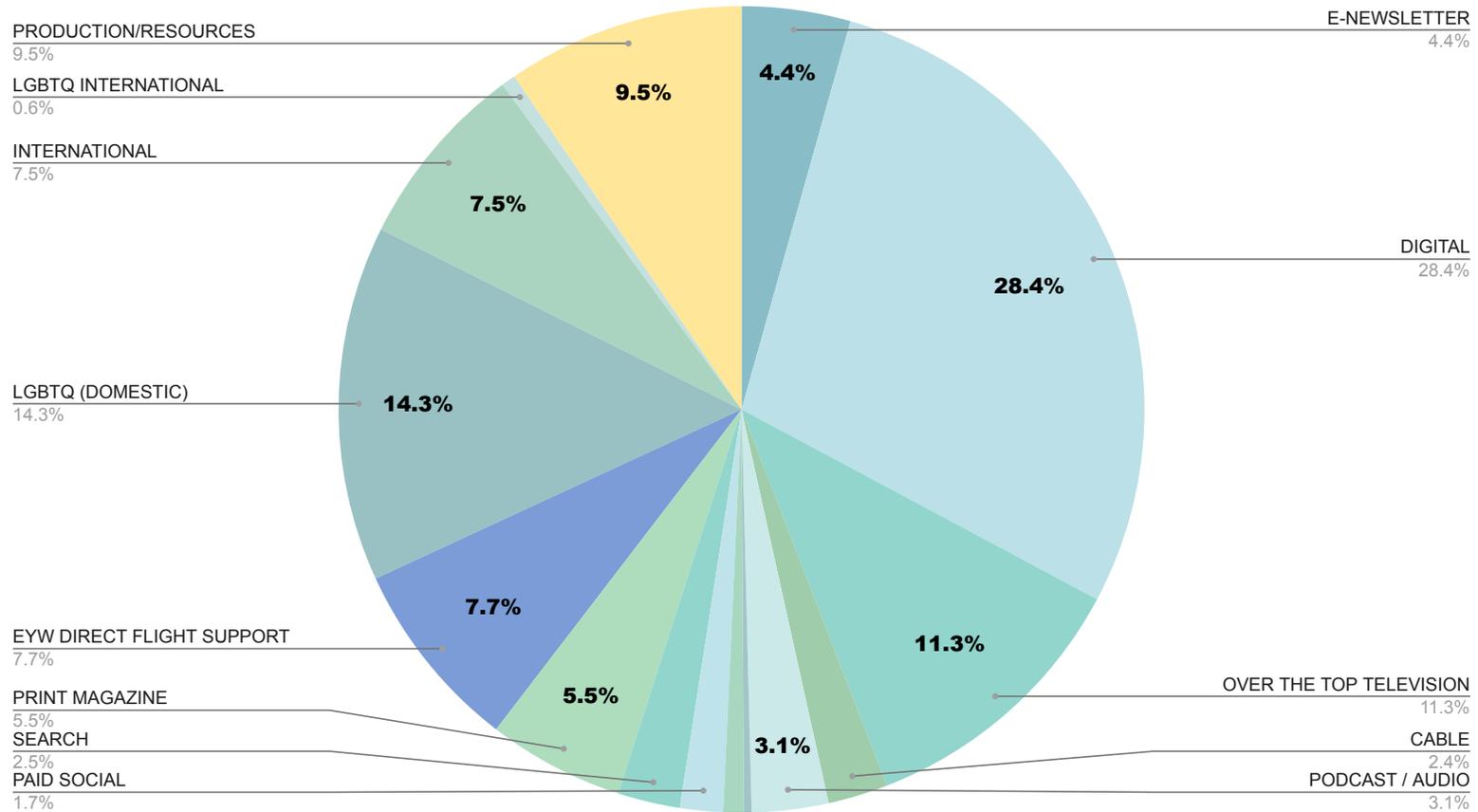
MEDIA OUTLETS	Impressions / Circulation	Oct-25												Nov-25												Dec-25												Jan 2026												Feb 2026												Mar 2026												Apr 2026												May 2026												June 2026												*Lobster Mini Season (7/24-25), *Lobster Season (8/6-31)												TOTAL	
		1 6 13 20				27 3 10 17				24 1 8 15 22				29 5 12 19				26 2 9 16 23				2 9 16 23 30				6 13 20 27				4 11 18 25				1 8 15 22 29				6 13 20 27				3 10 17 24 31				7 14 21 28																																																																													
DIGITAL NEWSLETTERS																																																																																																																											
Afar.com E-Newsletters	37,064													\$6,422													\$6,422													\$6,422													\$6,422													\$6,422													\$6,422													\$6,422																															
CNTraveler.com E-Newsletters	34,965	\$5,000								\$5,000								\$5,000								\$5,000								\$5,000								\$5,000								\$25,000																																																																									
LuxuryLink.com E-Newsletters	50,000													\$4,500																																																																																																													\$18,000
Sherman's Travel.com	500,000	\$7,500								\$7,500								\$7,500								\$7,500								\$7,500								\$7,500								\$52,500																																																																									
Travel & Leisure co-branded email	200,000													\$10,000																																																																																																	\$60,000												
Food and Wine co-branded Email	100,000																									\$10,000																																																																																					\$50,000												
TravelSpike.com E-Newsletters	288,461	\$3,750								\$3,750								\$3,750								\$3,750								\$3,750								\$3,750								\$22,500																																																																									
FlamingoMag.com Dedicated E-Newsletter														\$3,000																																																																																																	\$6,000												
E-NEWSLETTER																														\$272,532																																																																																													
DIGITAL CAMPAIGN																																																																																																																											
SOJERN																																																																																																																											
Video	7,500,000	\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$120,000																																																																									
display banners: Retargeting message	10,000,000	\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$60,000																																																																									
DATAFY																																																																																																																											
Video	6,620,690	\$8,000				\$8,000				\$8,000				\$8,000				\$8,000				\$8,000				\$8,000				\$8,000				\$8,000				\$8,000				\$8,000				\$8,000				\$96,000																																																																									
display banners: Retargeting message	6,666,667	\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$60,000																																																																									
ADARA																																																																																																																											
Video	8,275,862	\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$120,000																																																																									
display banners: Retargeting message	8,571,429	\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$60,000																																																																									
EPSILON																																																																																																																											
Video	6,000,000	\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$120,000																																																																									
display banners: Retargeting message	6,666,667	\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$60,000																																																																									
Padsquad																																																																																																																											
Squad Stories / Press and Hold Unit	16,363,636	\$15,000				\$15,000				\$15,000				\$15,000				\$15,000				\$15,000				\$15,000				\$15,000				\$15,000				\$15,000				\$15,000				\$15,000				\$180,000																																																																									
NEXXEN																																																																																																																											
Video/Display	5,799,903	\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$120,000																																																																									
	3,692,308	\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$60,000																																																																									
Groundtruth																																																																																																																											
Video/Display	3,840,000	\$8,000				\$8,000				\$8,000				\$8,000				\$8,000				\$8,000				\$8,000				\$8,000				\$8,000				\$8,000				\$8,000				\$8,000				\$96,000																																																																									
	8,608,321	\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$60,000																																																																									
Mobilefuse																																																																																																																											
Video	7,680,000	\$8,000				\$8,000				\$8,000				\$8,000				\$8,000				\$8,000				\$8,000				\$8,000				\$8,000				\$8,000				\$8,000				\$8,000				\$96,000																																																																									
Display	10,000,000	\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$60,000																																																																									
NYTimes																																																																																																																											
Video/Display	5,818,182	\$8,000				\$8,000				\$8,000				\$8,000				\$8,000				\$8,000				\$8,000				\$8,000				\$8,000				\$8,000				\$8,000				\$8,000				\$96,000																																																																									
Origin Media																																																																																																																											
	3,529,412	\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$120,000																																																																									
GUMGUM																																																																																																																											
	8,727,273	\$8,000				\$8,000				\$8,000				\$8,000				\$8,000				\$8,000				\$8,000				\$8,000				\$8,000				\$8,000				\$8,000				\$8,000				\$96,000																																																																									
Travel and Luxury collection																																																																																																																											
	1,944,444	\$8,500				\$8,500				\$8,500				\$8,500				\$8,500				\$8,500				\$8,500				\$8,500				\$8,500				\$8,500				\$8,500				\$8,500				\$98,000																																																																									
DIGITAL																														\$1,778,000																																																																																													
CTV/OTT STREAMING																																																																																																																											
Disney/Hulu	2,325,581	\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$108,000																																																																									
Peacock	2,857,143	\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$120,000																																																																									
Paramount	4,363,636	\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$120,000																																																																									
Discovery / Max	3,000,000	\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$120,000																																																																									
Samsung	4,615,385	\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$120,000																																																																									
Roku	5,555,556	\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$10,000				\$120,000																																																																									
OVER THE TOP TELEVISION																														\$708,000																																																																																													
DIGITAL DEDICATED BRANDING: UNESCO																														\$150,000																																																																																													
CABLE																														\$150,000																																																																																													
PODCAST / AUDIO STREAMING																																																																																																																											
KATZ DIGITAL																																																																																																																											
Audio with companion banner	5,647,059	\$8,000				\$8,000				\$8,000				\$8,000				\$8,000				\$8,000				\$8,000				\$8,000				\$8,000				\$8,000				\$8,000				\$8,000				\$96,000																																																																									
IHEART MEDIA																																																																																																																											
	4,800,000	\$8,000				\$8,000				\$8,000				\$8,000				\$8,000				\$8,000				\$8,000				\$8,000				\$8,000				\$8,000				\$8,000				\$8,000				\$96,000																																																																									
PODCAST / AUDIO																														\$192,000																																																																																													

VISIT FLORIDA KEYS

KEY WEST MEDIA PLAN FY2026

MEDIA OUTLETS	Impressions / Circulation	Oct-25			Nov-25			Dec-25			Jan 2026			Feb 2026			Mar 2026			Apr 2026			May 2026			June 2026			*Lobster Mini Season (7/24-25), *Lobster Season (8/6-31)			TOTAL																			
		1	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	2	9	16	23	30	6	13	20	27	4	11	18		25	1	8	15	22	29	6	13	20	27	3	10	17	24	31	7	14	21	28
																										July 2026	Aug 2026			Sept 2026																					
Q Digital Sites: Gaycities, INTO, LGBTQ Nation, Queerty, Outsports;		\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$60,000					
Towleroad.com	3,650,000	\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$60,000					
Gay Ad Network		\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$5,000				\$60,000					
Passport Magazine	3,000,000	Annual																								\$50,000				\$50,000																					
SOCIAL																										\$50,000																									
META: FACEBOOK/INSTAGRAM		October	November	December	January	February	March	April	May	June	July	August	September													\$50,000																									
SEARCH		\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000													\$60,000																									
GOOGLE (INCLUDING PMAx)		\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000													\$60,000																									
YouTube.com (Channel Factory)		\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000													\$60,000																									
P.R.I.N.T																										\$51,068																									
Out Magazine / The Advocate Magazine (Equalpride)	190,000	Nov/Dec			Jan/Feb			April/May															\$51,068																												
Passport Magazine	75,000	\$17,022			\$17,022			\$17,022			July/August															\$51,068																									
		January / February			March/April															\$51,068																															
LGBTQ (DOMESTIC)																										\$891,068																									
INTERNATIONAL MEDIA																										\$302,844																									
Canada: BUSA Affinity Program																										\$302,844																									
Adara	9,142,857	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000							\$8,000	\$8,000													\$64,000																							
Matching funds with BUSA Sojern																										\$64,000																									
Travel Intender targeted Toronto Geo-Targeted. Matching funds with BUSA	9,142,857	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000							\$8,000	\$8,000													\$64,000																							
Expedia display	2,920,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000							\$12,500	\$12,500													\$73,000																							
Travelzoo Destination Showcase		\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000																			\$80,000																									
BUSA: Premier Audience Programmatic Canada																										\$25,000																									
Toronto Life Magazine /Canada	87,929																									\$16,844																									
																										\$8,422																									
INTERNATIONAL (CANADA)																										\$16,844																									
INTERNATIONAL MEDIA																										\$81,700																									
UK:																										\$81,700																									
Travelzoo Destination Showcase		\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000																			\$48,000																									
Conde Nast Traveller UK	82,780																									\$27,700																									
Wanderlust	76,884																									\$6,000																									
INTERNATIONAL (UK)																										\$81,700																									
INTERNATIONAL MEDIA																										\$35,770																									
Germany:																										\$35,770																									
BUSA: Premier Audience Programmatic Germany (Core)																										\$25,000																									
National Geographic Traveller (Ad Alliance GmbH)	113,598																									\$10,770																									
INTERNATIONAL (GERMANY)																										\$25,000																									
LATAM																										\$25,000																									
BUSA: Premier Audience Programmatic Mexico																										\$25,000																									
BUSA: Premier Audience Programmatic Brazil																										\$25,000																									
INTERNATIONAL (LATAM)																										\$25,000																									
INTERNATIONAL																										\$470,314																									
INTERNATIONAL																										\$7,000																									
United Kingdom: Attitude Magazine	105,000	November / December			March/April															\$7,000																															
		\$3,500			\$3,500															\$7,000																															
LGBTQ INTERNATIONAL																										\$17,400																									
Germany:																										\$17,400																									
Blu Media City Magazine Bundle: Blu (Berlin), Leo (Munich), RIK (Cologne) and GAB (Frankfurt) Magazines	101,000	November/December			March / April			June / July															\$17,400																												
		\$5,800			\$5,800			\$5,800															\$17,400																												

KEY WEST PROPOSED SPEND: \$6,750,318

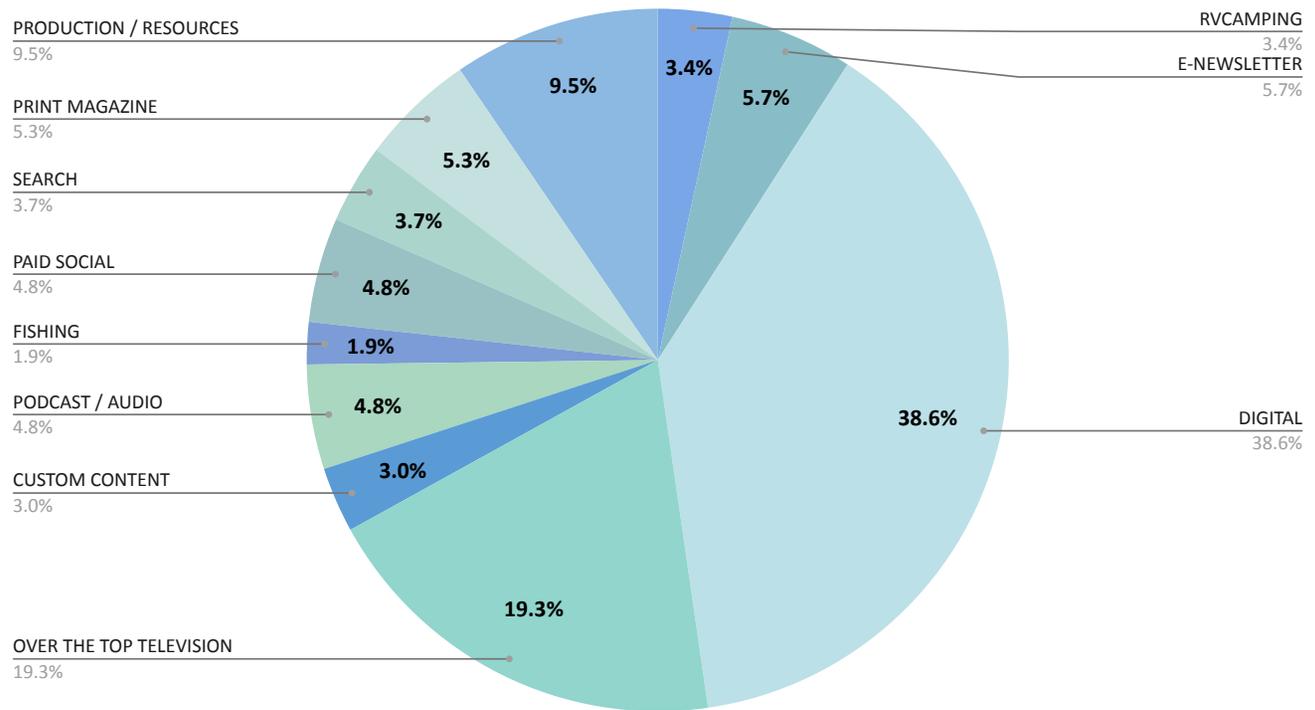


VISIT FLORIDA KEYS

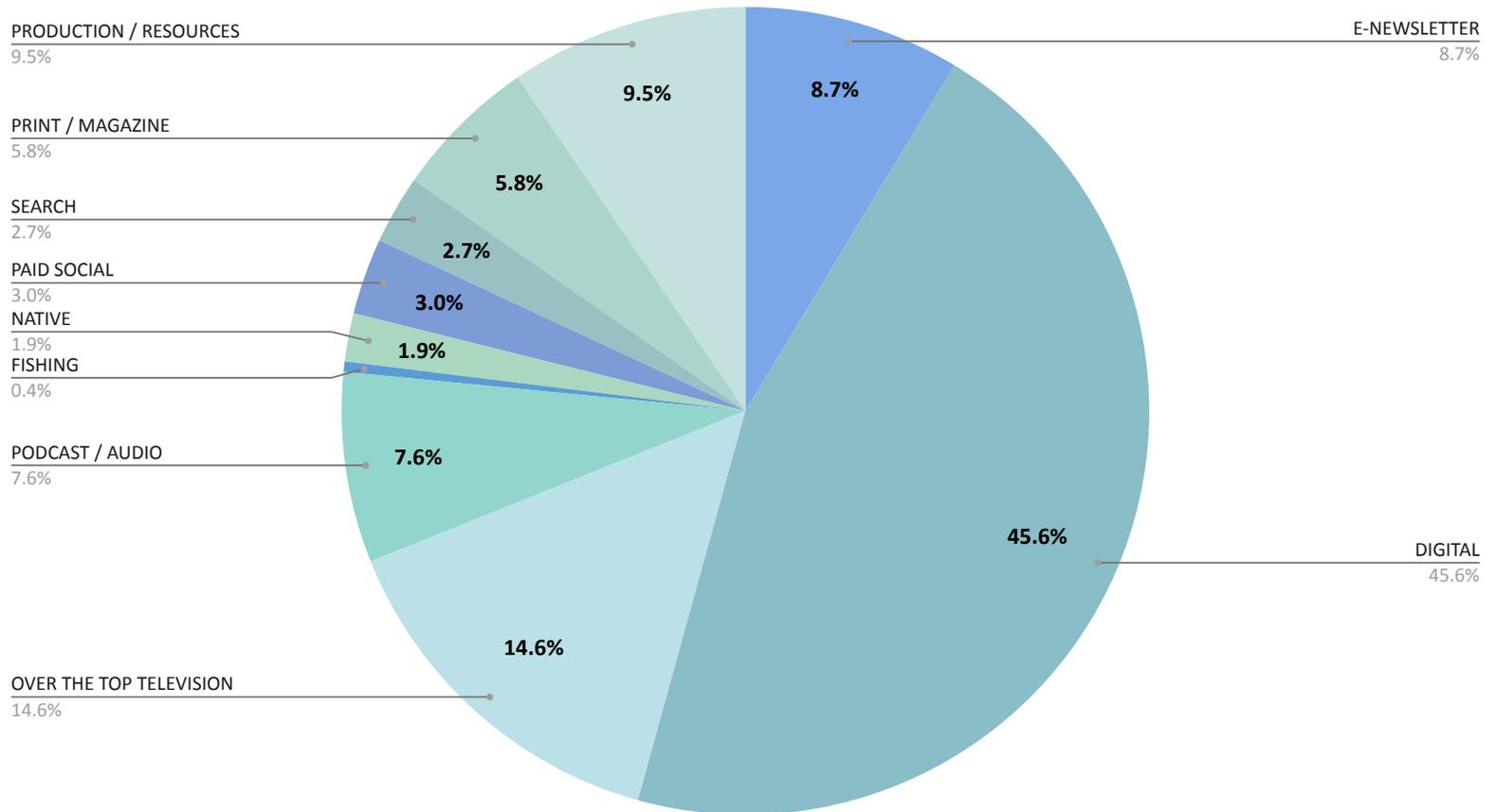
LOWER KEYS MEDIA PLAN FY2026

MEDIA OUTLETS	Impressions / Circulation	Oct-25												Nov-25												Dec-25												Jan 2026												Feb 2026												Mar 2026												Apr 2026												May 2026												June 2026												*Lobster Mini Season (7/24-25), *Lobster Season (8/6-31)												TOTAL
		Oct-25				Nov-25				Dec-25				Jan 2026				Feb 2026				Mar 2026				Apr 2026				May 2026				June 2026				July 2026				Aug 2026				Sept 2026																																																																												
		1	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	31	7	14	21	28																																																																								
RV/Camping:																																																																																																																										
iheartliving.com Digital Package - Digital Print Ad/Sponsored Content/Social Boosted Post																																																																																																																										
RV.com Digital - Sponsored Content deploys in e-news																																																																																																																										
RVCAMPING																																																																																																																										
DIGITAL NEWSLETTERS																																																																																																																										
Afar.com E-Newsletters	37,064																																																																																																																									
CNTraveler.com E-Newsletters	34,965																																																																																																																									
Sherman's Travel.com	500,000																																																																																																																									
TravelSpike.com E-Newsletters	288,461																																																																																																																									
E-NEWSLETTER																																																																																																																										
DIGITAL EPSILON																																																																																																																										
Video	2,400,000																																																																																																																									
display banners: Retargeting message	4,000,000																																																																																																																									
GUMGUM																																																																																																																										
Video	4,363,636																																																																																																																									
display banners: Retargeting message	2,062,500																																																																																																																									
6,000,000																																																																																																																										
SOJERN																																																																																																																										
Video	2,062,500																																																																																																																									
display banners: Retargeting message	6,000,000																																																																																																																									
DATIFY																																																																																																																										
Video	4,137,931																																																																																																																									
display banners: Retargeting message	4,000,000																																																																																																																									
ADARA																																																																																																																										
Video	2,068,966																																																																																																																									
display banners: Retargeting message	2,571,429																																																																																																																									
Padsquad Squad Stories / Press and Hold Unit																																																																																																																										
3,636,364																																																																																																																										
DIGITAL																																																																																																																										
Paramount	3,490,909																																																																																																																									
Roku	4,444,444																																																																																																																									
OVER THE TOP TELEVISION																																																																																																																										
Weather Triggered:																																																																																																																										
Accuweather.com Custom Mobile Hero/App Background																																																																																																																										
Integration: 15 Pre-roll/320 x 50 Target Affluent Travelers: Trigger: Rain/Cold/Severe Weather/Snow.	1,953,125																																																																																																																									
CUSTOM CONTENT																																																																																																																										
Streaming Audio:																																																																																																																										
Katz Digital Audio: (Spotify, Pandora, iheart & streaming radio stations)	2,823,529																																																																																																																									
PODCAST / AUDIO																																																																																																																										
SportFishingMag.com/Saltwater Sportsman.com (Bonnier)																																																																																																																										
Video banner (video created by Bonnier on FISHING)																																																																																																																										
SOCIAL																																																																																																																										
META: FACEBOOK/INSTAGRAM																																																																																																																										
EVENT SUPPORT																																																																																																																										
PAID SOCIAL																																																																																																																										
SEARCH																																																																																																																										
GOOGLE (INCLUDING PMAX)																																																																																																																										
SEARCH																																																																																																																										
P.R.I.N.T																																																																																																																										
Good Sam Camp Ground Annual Guide 2026	100,000																																																																																																																									
VF: Local Palette	100,000																																																																																																																									
Rova Magazine Includes 1 month leaderboard on rovamag.com (March)	100,000																																																																																																																									

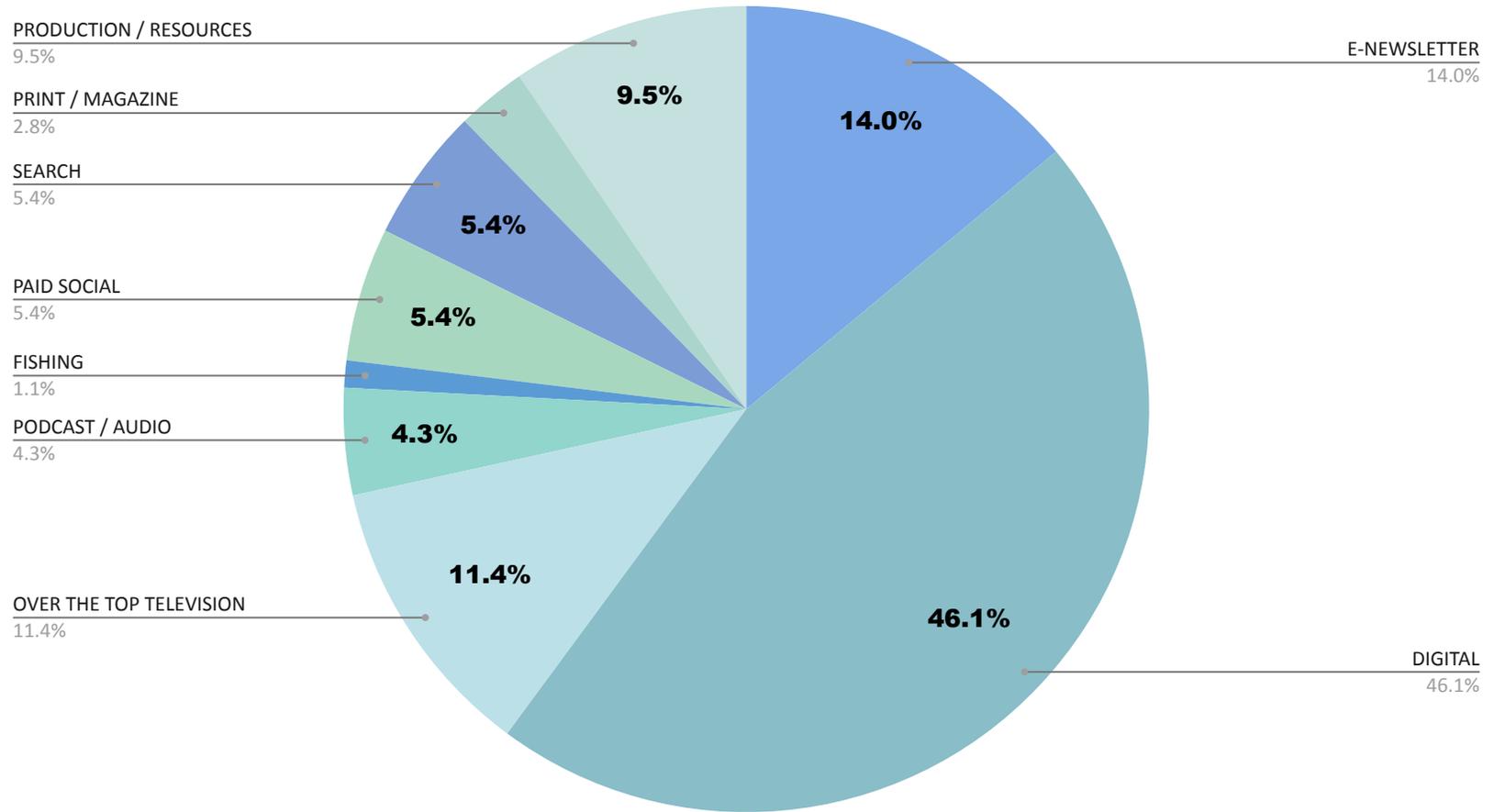
LOWER KEYS TOTAL PROPOSED SPEND: \$995,106



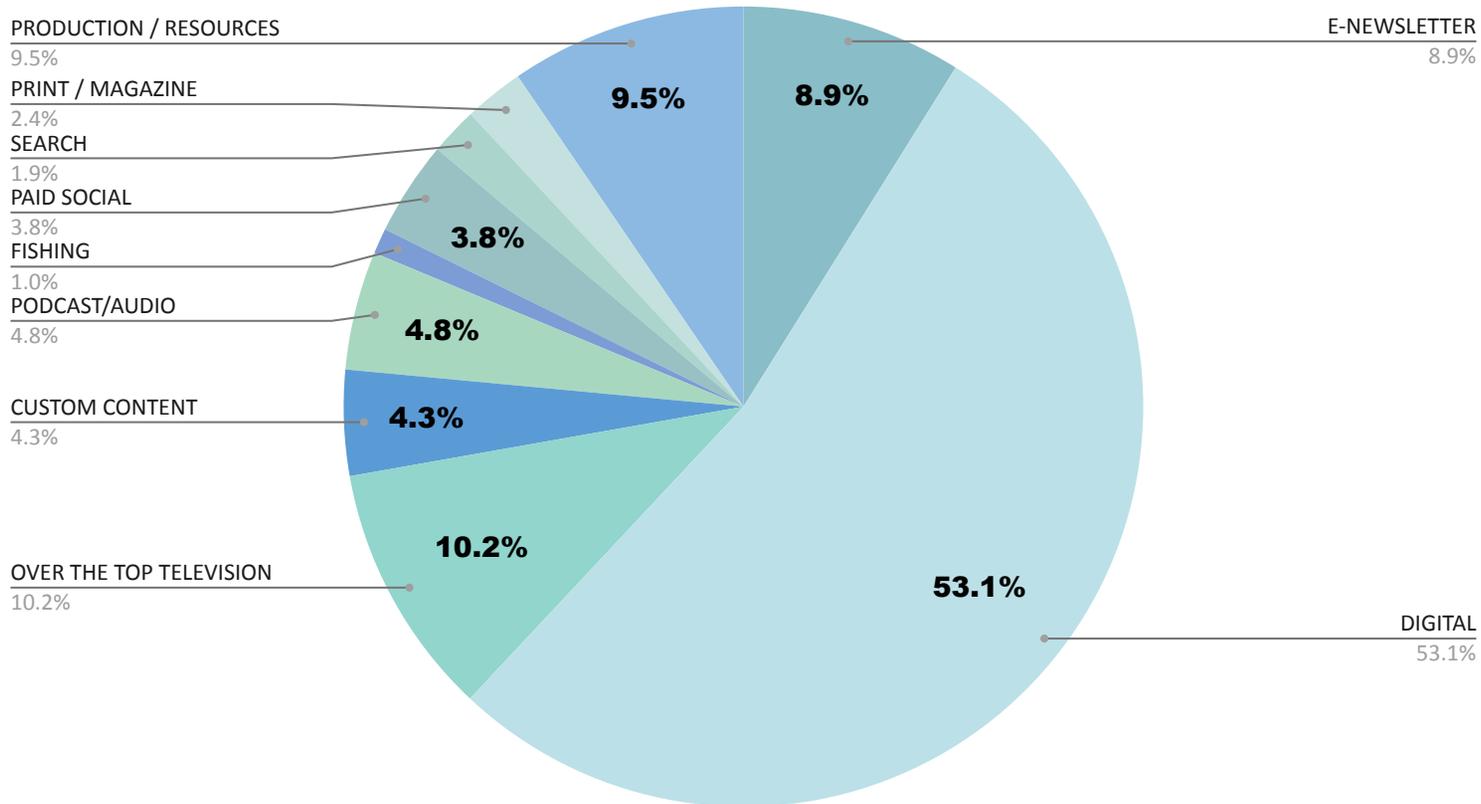
MARATHON TOTAL PROPOSED SPEND: \$1,966,955



ISLAMORADA PROPOSED SPEND: \$1,116,344



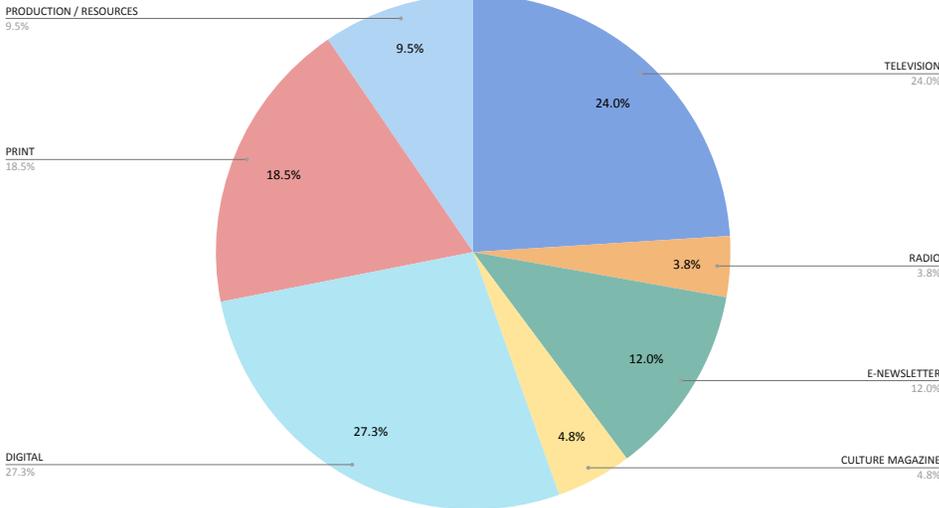
KEY LARGO PROPOSED SPEND: \$1,876,285



CULTURAL

TELEVISION	\$125,996
RADIO	\$20,000
E-NEWSLETTER	\$63,000
CULTURE MAGAZINE	\$25,000
DIGITAL	\$143,500
PRINT	\$97,380
PRODUCTION / RESOURCES	\$50,124
TOTAL SPEND	\$525,000

CULTURAL UMBRELLA PROPOSED SPEND: \$525,155



DIVE AND ECO-TOURISM PROPOSED SPEND: \$1,400,000

