

The SOUNDTRACK *of* AMERICA  
• MADE IN •  
**TENNESSEE®**



2020-2022 ALL PARTNER CO-OP PROGRAM

# OVERVIEW

# THE ASK

Develop three to five new co-op offerings for partners across the state to participate in through 2022.

The programs must serve the mission of driving travel to Tennessee while also providing benefit to partners with varying budgets and product offerings.

# MAIN OBJECTIVES FOR PARTNER PARTICIPATION

1. Exposure & Awareness
2. Website Traffic
3. Lead Generation

*Top objectives identified from survey results*

# PARTNER REQUIREMENTS

- Must include at least one TDTD target markets:
  - Cincinnati, OH, Chicago, IL, Atlanta, GA, Dallas, TX, Indianapolis, IN, Birmingham, AL, Louisville, KY, Jackson, MS, Greenville, SC, Little Rock, AR, St. Louis, MO, Charlotte, NC, and Tampa, FL
  - Matching funds cannot be used in TN
- Must work directly with vendor to implement and manage campaigns
- Billing will be handled directly between partner and vendor

# PROGRAM SUMMARY

	Who can participate?	Program Availability
<b>Southern Living</b>	All Partners	1x annually; through spring 2021
<b>Arrivalist</b>	DMOs, hotels and attractions	Through June 2022
<b>AirDNA</b>	DMOs	Through September 2022
<b>CrowdRiff</b>	DMOs, attractions and Tennessee tourism partners	Through November 2022
<b>Matcha</b>	DMOs	Through June 2022
<b>Orange 142</b>	All Partners	Through June 2022
<b>Sojern</b>	DMOs, hotels, attractions and restaurants/ restaurant groups	Through June 2022
<b>Advance Travel and Tourism</b>	All Partners	Through June 2022



# CO-OP PROGRAM RECOMMENDATIONS



PRINT

# SOUTHERN LIVING

*Southern Living celebrates the essence of life in the South, covering the best in Southern food, home, travel and style. SL is the 7th largest paid monthly title in the country and reaches nearly 3 in 4 southerners.*



## Who can participate?

All Partners

**TDTD Investment: \$59,674+ (full-page ad + \$10,000/additional co-op page - cost assumes 2 additional pages)**

- Discounted ad space from rate card (70%)
- Provides discounted ad space for partners (*limit 2 additional co-op pages*)
- Ad pages will run adjacently, creating a bigger in-book impact
- Added value offerings

# SOUTHERN LIVING

	1/2 Page Partner Ad	1/3 Page Partner Ad	1/6 Page Partner Ad
<b>Partner Investment</b>	\$14,060	\$9,907	\$5,707
<b>Partner Discount</b> <i>on top of 70% discounted ad space</i>  <i>*Note: discounts are already factored into partner investment amounts</i>	30%	25%	15%
<b>Minimum Participation*</b>	2 partners required	3 partners required	6 partners required
<b>Circulation</b>	Alabama, Georgia, Midwest, North Carolina, South Carolina, Tennessee (1.2MM)		
<b>Key Dates</b>	<i>Space and Materials Deadline: 1/20/2022</i>		

*\*Can accept different variations of buy-ins to reach full-page requirements (for example, one 1/3-page ad and four 1/6-page ads)*

*\*Max participation limited to 2 full pages*

# SOUTHERN LIVING

## **Partner Benefits:**

- Added value offerings included as part of larger program
  - TN Travel Email
  - Bonus Listing + Leads
- The state of Tennessee and participating partners will make a bigger splash in issue when running adjacently
- Discounted ad space

## **For questions or to participate, contact:**

Holly Belk  
Southeast Account Director  
[holly.belk@meredith.com](mailto:holly.belk@meredith.com)  
404.259.7035



DIGITAL

# ARRIVALIST

*Arrivalist has the ability to measure visitation to key points of interest or comprehensive tracking provides media attribution insights.*



## Who can participate?

DMOs, hotels and attractions

## TDTD Investment: existing Arrivalist contract (\$90,000)

- Daily Travel Index - 20% discount w/ 6 mo subscription
- Visitation Plus Platform - 12.5% discount w/ 12 mo subscription
- Visitation & POI Dashboards - 12.5% discount w/ 12 mo subscription
- A3 Full platform - 10% discount w/ 12 mo subscription
- Lodging Economics Dashboard - 16.5% discount w/ 12 mo subscription

# ARRIVALIST

## **Daily Travel Index Subscription**

Arrivalist's Daily Travel Index (DTI) is a set of online charts measuring domestic road trips to defined destinations, in this case to Tennessee local DMO partners, through automotive GPS. DTI provides its users a daily pulse on road trip volume and origin markets and is used by states and counties across the country.

- The Tennessee Co-op program includes a 20% discount on a minimum 6-month subscription to the DTI, which will display historical data back to January 1, 2019.
- The cost to Tennessee Co-op participants for this program will be \$1,000/month with a 6-month minimum or \$11,000 per year, with 100% due at first invoice. This pricing is good for start in the 2021-22 calendar year.
- To participate in this program, please contact Charles Lewis, Business Development Director for Arrivalist, at [charles@arrivalist.com](mailto:charles@arrivalist.com) or 770.335.6776

# ARRIVALIST

## **Visitation Plus Platform Subscription**

Arrivalist's Visitation Plus intelligence platform employs smartphone location data to report on domestic trips to defined destinations, in this case to Tennessee local DMOs. A3 is designed to answer questions around seasonality, origin markets, length of stay, and in-market behavior. A3 is available on-demand through a portal login and is updated with balanced data on a monthly basis.

- The Tennessee Co-op program includes a 12.5% discount on a 12-month subscription to the Visitation Plus Platform, which will display a 3-month historical look-back. Co-op participants will receive portal access, monthly report updates, and up to 10 Points of Interest (geo-fenced within-county locations) per DMO. Co-op participants will also receive a kick-off call with an account manager and a bi-annual check-in.
- The cost to Tennessee Co-op participants for this program will be \$22,500, invoiced twice with 50% due at first invoice. This pricing is good for start in the 2021-22 calendar year.
- To participate in this program, please contact Charles Lewis, Business Development Director for Arrivalist, at [charles@arrivalist.com](mailto:charles@arrivalist.com) or 770.335.6776.

# ARRIVALIST

## **Visitation & POI Dashboards Subscription**

Arrivalist's Visitation & POI Dashboards intelligence platform employs the same smartphone location data as the Visitation Plus Platform, but in easy-to-use dashboards. Simple to use, but not as detailed for digging deep into the data as the Visitation Plus Platform. It is available on-demand through a portal login and is updated with balanced data on a monthly basis.

- The Tennessee Co-op program includes a 12.5% discount on a 12-month subscription to the Visitation Plus Platform, which will display a 3-month historical look-back. Co-op participants will receive portal access, monthly report updates, and up to 10 Points of Interest (geo-fenced within-county locations) per DMO. Co-op participants will also receive a kick-off call with an account manager and a bi-annual check-in.
- The cost to Tennessee Co-op participants for this program will be \$22,500, invoiced twice with 50% due at first invoice. This pricing is good for start in the 2021-22 calendar year.
- To participate in this program, please contact Charles Lewis, Business Development Director for Arrivalist, at [charles@arrivalist.com](mailto:charles@arrivalist.com) or 770.335.6776.

# ARRIVALIST

## **A3 Full Comprehensive Platform Subscription (includes Attribution to the Media)**

Arrivalist's A3 Full Comprehensive Platform combines the core A3 visitation intelligence with media attribution. KPIs including Arrival Lift, Stay Lift, Overnight Stay Lift and Repeat Visitor Lift show the true effect of digital media exposure on arrivals to Tennessee local DMOs. A3 full comprehensive is available on-demand through a portal login and is updated with balanced data on a monthly basis.

- The A3 Full Comprehensive Platform requires a minimum 20MM digital impressions as part of an Arrivalist-reviewed media plan.
- The Tennessee Co-op program includes a 10% discount on a 12-month subscription to the A3 Comprehensive platform, which will display a 12-month historical look-back. Co-op participants will receive portal access, monthly report updates, and up to 25 Points of Interest (geo-fenced within-county locations) per DMO. Co-op participants will also receive a kick-off call with an account manager and a bi-annual check-in.
- The cost to Tennessee Co-op participants for this program will be \$65,000, invoiced twice with 50% due at first invoice. This pricing is good for start in the 2021-22 calendar year.
- To participate in this program, please contact Charles Lewis, Business Development Director for Arrivalist, at [charles@arrivalist.com](mailto:charles@arrivalist.com) or 770.335.6776.

# ARRIVALIST

## **Lodging Economics Dashboard Subscription**

Lodging Economics Dashboard (LED) - A cutting edge tool that totals up all the revenue generated by overnight stays - whether in hotels or vacation rentals. LED gives hotels and destinations actionable data so they can see the origin markets (down to the zip code) for where hotel guests come from and where vacation rentals come from. LED is the first tool to measure ALL overnight visitation to your destination... hotel stays, vacation rentals, even visiting friends and relatives, no matter which chain or property they stay in. It is available on-demand through a portal login and is updated with balanced data on a monthly basis.

- The Tennessee Co-op program includes a 16.5% discount on a 12-month subscription to the Lodging Economics Dashboard. Co-op participants will also receive a kick-off call with an account manager and a bi-annual check-in.
- The cost to Tennessee Co-op participants for this program will be \$20,000, invoiced twice with 50% due at first invoice. This pricing is good for start in the 2021-22 calendar year.
- To participate in this program, please contact Charles Lewis, Business Development Director for Arrivalist, at [charles@arrivalist.com](mailto:charles@arrivalist.com) or 770.335.6776.

# AIRDNA

AirDNA has the ability to provide competitive insights on Airbnb and Vrbo rental properties with over 25 key performance metrics such as: Average Daily Rate, RevPAR, Occupancy, Active Listing, Rental Revenue, and Booking Lead Times

As the world's leading provider of short-term rental data and analytics, AirDNA tracks the daily performance of over 10 million properties on Airbnb and Vrbo in 120,000 global markets.

[AirDNA](#) gives Destination Marketing Organizations a complete understanding of their local lodging and tourism industry by turning Airbnb and Vrbo data into actionable analytics. Through a combination of interactive dashboards, market trend reports, and future-looking data, AirDNA helps destinations gauge supply and demand, target travelers, and accelerate the economic impact of tourism.

Destinations around the world rely on AirDNA for the data to set them apart and the insights to keep them ahead. [Learn more](#) about the 10 challenges DMO's are facing in 2021.

The image displays three overlapping screenshots of the AirDNA website interface. The top screenshot shows the 'Listing Attributes and Annual Performance' page, which includes a summary of annual performance over the last twelve months (LTM) and links to 'Contact us at hello@airdna.co' and 'Terms and Conditions'. The middle screenshot shows the 'Daily Booking Data' page, which provides daily calendar information for vacation rental listings. The bottom screenshot shows a detailed table of 'Listing Attributes and Annual Performance' for various properties.

Property ID	Listing Title	Property Type	Listing Type	Created Date	Last Scraped Date
ab-5944989	Ritz-Carlton Club San Francisco 2BR	Condominium	Entire home/apt	4/7/15	
ab-6887081	Collingwood Hill	Condominium	Entire home/apt	6/16/15	
ab-1101403	2b/2b modern condo, super location	Condominium	Entire home/apt	4/22/13	
ab-2326228	Comfortable garden - deck - parking	House	Entire home/apt	2/1/14	
ab-15220043	Lovely Home, Great Noe Valley/Castro Locale for 5	House	Entire home/apt	1/2/17	
ab-9972077	Quiet Luxury in Central San Francisco	Apartment	Entire home/apt	12/12/15	
ab-23860006	Modern Home with Ocean Views	Apartment	Entire home/apt	3/19/18	
ab-21310703	2BR San Francisco Condo by Golden Gate Park!	Condominium	Entire home/apt	10/14/17	
ab-19949380	Gorgeous Home for 6 Near Golden Gate Park	House	Entire home/apt	7/17/17	
ab-19182186	Classic Castro Victorian 5BR Charming	House	Entire home/apt	6/6/17	
ab-11013337	Stylish 2BR Sunset House W/Parking	House	Entire home/apt	2/1/16	
ab-2790637	Modern Apt, Downtown/Bay Bridge View, Easy parking	House	Entire home/apt	4/12/14	

# AIRDNA

## Who can participate?

DMOs within the state of Tennessee

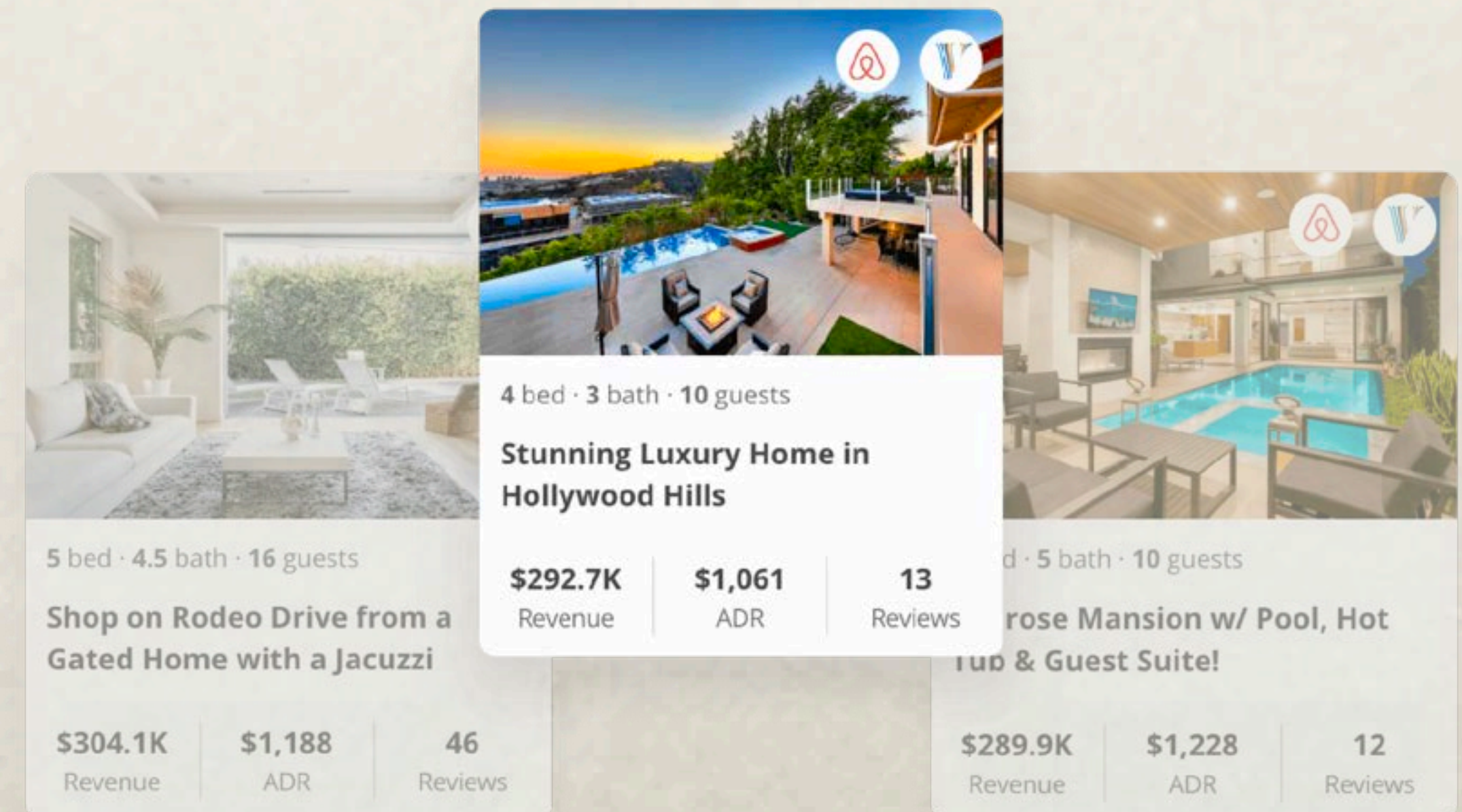
## TDTD Investment: (\$17,000/year)

- DMO Referral Discount - Pricing is calculated based on the active listings count in your market. A 25% discount will be applied to your annual investment.

## Subscription Details and Contact:

- To learn more about our solutions and set up a call with your Territory Manager, please contact Ruairi Cluskey, [ruairi.cluskey@airdna.co](mailto:ruairi.cluskey@airdna.co)

AIRDNA



# AIRDNA

## **DMO Premium Solution**

Includes:

- Trend Report with 1 main market + 6 submarkets + 10 comparable markets + Day of the Week + Yearly Trend
- Monthly Pace for 17 markets
- Weekly Pace for 17 markets
- Traveler Origin Data for the main market

*\*Pricing for Premium solution is an additional 15% cost except for Tier 1 Clients*

**Tier 1 Premium Solution** - \$17,400 per year - \$1,450 per month

With Discount - \$13,050 per year - \$1,087.50 per month

*City / County DMO with 10K+ Listings*

# AIRDNA

## DMO Smart Solution

Includes:

- Trend Report with 1 main market + 6 submarkets + Day of the Week + - Yearly Trend
- Monthly Pace for 7 markets
- Weekly Pace for 7 markets
- Traveler Origin Data for the main market

**Tier 2 Smart Solution-** \$13,800 per year - \$1,150 per month

*With Discount - \$10,320 per year - \$860 per month*

*City / County DMO with 9,999 Listings - 3,000 Listings*

**Tier 3 Smart Solution-** \$11,520 per year - \$960 per month

*With Discount - \$8,640 per year - \$720 per month*

*City / County DMO with 2,999 Listings - 800 Listings*

**Tier 4 Smart Solution -** \$8,640 per year - \$720 per month

*With Discount - \$6,480 per year - \$540 per month*

*City / County DMO with 799 - 300 Listings*

**Tier 5 Smart Solution -** \$7,200 per year - \$600 per month

*With Discount - \$5,400 per year - \$450 per month*

*City / County DMO with under 299 Listings*

# CROWDRIFF

*CrowdRiff is a visual influence platform that inspires new and returning interest to travel brands through curated UGC content. Its AI-powered image discovery lets tourism brands and attractions find content using everyday language.*



**CrowdRiff's Partner Network** provides the unique ability for TDTD to share and explore curated content from tourism partners. The Partner Network was built to unlock the expertise of local tourism partners and allow tourism organizations to discover and distribute the best curated visuals.

## **Who can participate?**

DMOs, attractions and Tennessee tourism partners

## **TDTD Investment: \$44,500/year**

- Provides partner access to Collaboration level benefits for no additional investment
- Provides a 25% discount on annual subscriptions for partners

# CROWDRIFF

	Starter Platform	Advanced Platform	Collaboration
		Everything in Starter +:	
Sourcing	30 Social Trackers <i>(per business account)</i> Connect Portal Photo Uploading <i>(100gb of storage)</i>	30 Social Trackers <i>(per business account)</i> Hashtag Rights Management Photo Uploading <i>(100gb of storage)</i>	10 Social Trackers Photo Uploading <i>(10gb of storage)</i>
Enrichment	Owned Photo Auto Keywording Social Photo Auto Keywording Gallery Analytics	Calls to Action Google Analytics	Owned Photo Auto Keywording Social Photo Auto Keywording Gallery Analytics
Delivery	50 Web Galleries Sidekick	Unlimited Web Galleries 3 <sup>rd</sup> Party Share Portal Collector	1 Web Gallery Unlimited Web Galleries for TDTD Website
Included	Phone & Email Support Training & Onboarding	Phone & Email Support Training & Onboarding Implementation Support Dedicated Account Manager	Phone & Email Support Group Training & Onboarding
Partner Investment	\$5,000/year <i>(Hashtag Rights Management can be added to the Starter package for \$2,000/year)</i>	\$13,000/year	\$0
Add-On Functionality		Media Hub (\$2,000/year) ARM (\$2,000/year) Video Upload (\$2,000/year) Photowall (\$2,000/year)	

# CROWDRIFF

## **Partner Benefits:**

- Enhanced offering to those that participated in FY18/19:
  - 2x the number of social trackers (10 in total)
- 3-year, ongoing access to program (December 1, 2019 – November 30, 2022)
- For existing customers, renewals that fall 2021 will be \$13,000.
- Access to platform at discounted (25%) rate
  - Free offering available
- Additional discounts for partners:
  - An additional 5% discount will be applied to license cost of the below CrowdRiff License plans for partners that sign a 2-year agreement.
  - An additional 10% discount will be applied to license cost of the below CrowdRiff License plans for partners that sign a 3-year agreement.

## **To participate, contact:**

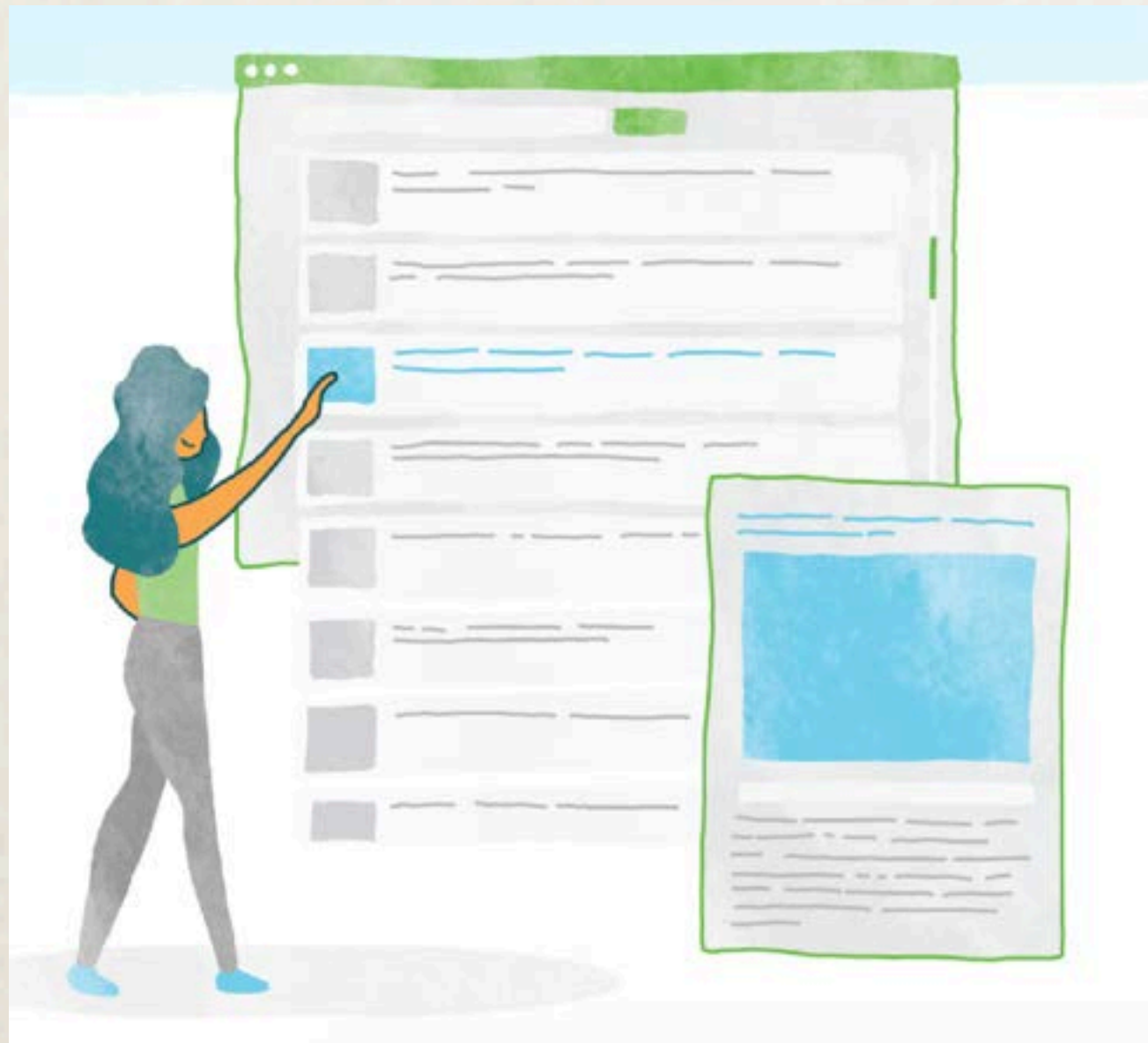
Brad Weiler  
Business Development Manager  
brad.weiler@crowdriff.com

## **For Existing Customers, please reach out to:**

Gowsh Prapagharan  
Customer Success Manager  
Gosh.prapagharan@crowdriff.com

# DIGITAL CONTENT: MATCHA/SPRINGBOT

*Matcha specializes in storytelling — creating and distributing content for brands through content networks for state and local DMOs.*



**Matcha's Digital Content Program** allows for easy content sharing with state partners as well as opt-in opportunity to services packages with additional content marketing solutions.

**Who can participate?**  
DMOs

**TDTD Investment: \$15,000 for content sharing**

- Free option provides partners with content to add to their site or distribute via email, social, etc.
  - Limited to 15 partners; awarded on a first-come-first-serve basis

# MATCHA/SPRINGBOT

Who is this package best suited for?	The small brand or DMO with 1-2 marketers, extremely limited content marketing capacity, and need to extend the team’s capacity
Access to state content-sharing network?	YES
Content Supply	n/a
Content Distribution <i>(budget used for paid social content ads)</i>	n/a
Total Partner Investment	\$0
Total Investment (with TDTD match)	\$0*

*\*TDTD investment of \$15,000*

# MATCHA/SPRINGBOT

## **Partner Benefits:**

- 3-year, ongoing access to free and paid programs (January 1, 2020 – December 31, 2022)
- Ability to leverage state's article library to distribute on owned and operated channels at no cost (up to 15 partners)

## **For questions or to participate, contact:**

Marie Yu

404.487.0041

[myu@springbot.com](mailto:myu@springbot.com)

# DIGITAL: SOJERN

*Sojern is a digital media partner that specializes in traveler path to purchase data across display, native, and video executions.*



**Sojern's Digital Co-Op Program** provides 1:1 value match between Tennessee, its partners, at discounted media rates. Plans can be customized based on available assets and funds for each co-op participant.

## **Who can participate?**

DMOs, Hotels, Attractions, and Restaurants/Restaurant Groups.

## **TDTD Investment: up to \$130,000 matching funds/year**

- The matching increments will be awarded on a first-come-first-serve basis and a partner can select multiple slots. \$30,000 in matching funds per partner.
  - Once state matching dollars are claimed, partners can still take advantage of discounted rates (33% discount on standard rates) with Sojern through the TDTD co-op program.
- Sojern will provide full service support from campaign activation to insights, reporting and billing.

# SOJERN

*Plans are fully scalable and can be customized based on partner needs, 3mo. Minimum*

	\$1,000 Monthly Partner Investment*	\$2,500 Monthly Partner Investment*	\$5,000 Monthly Partner Investment*	\$7,500 Monthly Partner Investment*	\$10,000 Monthly Partner Investment*
Monthly Value with TDTD + Sojern Match	\$2,000	\$5,000	\$10,000	\$15,000	\$20,000
Monthly Display Impressions (including match)	400,000	1,000,000	2,000,000	3,000,000	4,000,000
	OR	OR	OR	OR	OR
Monthly Native Impressions (including match)	333,333	833,333	1,666,666	2,500,000	3,333,333
			OR	OR	OR
Monthly Video Impressions (including match)	Video not recommended at this investment level	Video not recommended at this investment level	714,285	1,071,428	1,428,571

*Matching funds capped at \$30,000 per partner, after cap is reached partners can still utilize discounted rates.*

# SOJERN

## **Partner Benefits:**

- Ongoing access to program (January 1, 2020 – December 31, 2022)
- 1:1 value match on plans during the program duration in addition to discounted co-op pricing after all matching funds have been awarded
- Plans can be initiated at anytime
- Campaign management and support from Sojern including reporting and analytics (with necessarily pixel placement implemented at campaign launch)

## **For questions or to participate, contact:**

Stephanie Dunford  
Sales Director, Destinations & Attractions  
Stephanie.dunford@sojern.com  
402.968.7543

# DIGITAL: ADVANCE TRAVEL AND TOURISM

*Advance Travel and Tourism specializes in reaching travelers across a variety of tactics. They have provided custom programs to help TN partners activate across social, display, audio, video and CTV.*



## Who can participate?

All partners

## **TDTD Investment: up to \$25,000 matching funds/year**

- The matching increments will be awarded on a first-come-first-serve basis and a partner can select multiple slots. \$15,000 in matching funds per partner.
  - Once state matching dollars are claimed, partners can still take advantage of curated programs through Advance Travel and Tourism.
- Vendor will provide full service support from campaign activation to insights, reporting and billing.

# ADVANCE TRAVEL AND TOURISM

## Lat/Long - Geofencing Digital Display

*Target in-market and out-of-market vacationers' mobile devices with ads in locations (attractions, condo buildings, shopping malls, etc...)*

150,000 impressions per month x 3 months: \$1,500/month

225,000 impressions per month x 3 months: \$2,250/month

300,000 impressions per month x 3 months: \$3,000/month

## Mobile Push Notification Ads

*Target in-market vacationers' mobile devices with push notification ads in densely populated physical locations (museums, retail shops, restaurants, etc...)*

1,200 engagements x 3 months: \$3,000/month

1,500 engagements x 3 months: \$3,750/month

2,000 engagements x 3 months: \$5,000/month

## Search Digital Display

*Target your ideal vacationers low in the purchasing funnel for travel to your and contextual targeting available, along with standard and responsive ads.*

300,000 estimated impressions per month x 3 months: \$900/month

450,000 estimated impressions per month x 3 months: \$1,350/month

600,000 estimated impressions per month x 3 months: \$1,800/month

## TikTok Targeted Ads

*Target younger vacationers with paid video or static ads on one of the hottest social media platforms, TikTok. Target based on age, interests, and geography; several CTA's available.*

100,000 estimated impressions per month x 3 months: \$1,000/month

200,000 estimated impressions per month x 3 months: \$2,000/month

300,000 estimated impressions per month x 3 months: \$3,000/month

*Program costs do not reflect matching funds, matching can be applied to any product listed, matching funds capped at \$15,000 per partner, after cap is reached partners can still utilize co-op programs*

# ADVANCE TRAVEL AND TOURISM

## CTV/OTT

*Reach your ideal vacationers while they are streaming long form video content. Can be interest targeted and geo targeted. Delivers on TVs, mobile devices, and computers.*

83,000 impressions per month x 3 months: \$3,000/month  
136,000 impressions per month x 3 months: \$5,000/month  
194,000 impressions per month x 3 months: \$7,000/month

## ETW Contest Package (incl. Digital Display + Social promo ads)\*

*Target your ideal vacationers with an incentive to visit. We create the contest page and promote it via social and display. Client to provide prize package.*

FB/Insta promotion + 100,000 targeted impressions: \$2,600 total  
FB/Insta promotion + 200,000 targeted impressions: \$3,400 total  
FB/Insta promotion + 300,000 targeted impressions: \$5,200 total

## It's a Southern Thing\*

*Partner with a social audience that has over 2 million followers and incredible engagement. Facebook.com/ItsASouthernThing. Lead Generation Campaign with content.*

*Limited to 3 partners per year (DMO and attraction only).*

Content/Quiz Creation, Post and Boost of contest/quiz, 1 Sponsored Article, 3 Newsletter Sponsorships, 1 Instagram Share

\$10,750 total

*Program costs do not reflect matching funds, matching can be applied to any product listed, matching funds capped at \$15,000 per partner, after cap is reached partners can still utilize co-op programs*

*\*Billed in a one time installment*

# ADVANCE TRAVEL AND TOURISM

## Audience Focused Packages - 3 month campaigns

*At Advance Travel and Tourism, we take an audience-first approach when building out comprehensive and effective digital marketing campaigns. We know that each of you have different ideal audiences and budget sizes, so for that reason we have put together 4 pre-built and customizable campaigns to meet your marketing goals. Each package below offers a unique way to reach your ideal travelers in the places that they spend the most time online. We always offer free creative services for display and social. Each audience below can be targeted in up to 3 different markets of your choice. We have found that these 4 audience groups align extremely well with Tennessee travelers. All packages below are billed evenly over 3 months.*

### Outdoor/Adventure Family - \$15,000

Stan and Sally have twin boys who love baseball. They travel for sports tournaments and outdoor activities, always looking for the next weekend adventure. They travel year-round and enjoy activities like visiting state parks, kayaking, hiking, cycling, and kid's attractions like Zoo Knoxville or the Discovery Park of America. When they aren't traveling, their days are filled with working from home, schoolwork research, online shopping, and streaming music.

This package includes:

- Paid Social Showcasing Video and UGC
- YouTube Non-Skippable Video Distribution
- Contextually Targeted Display
- Spotify Audio/Display

### Music Lovers - \$15,000

Steve and Helen have 3 grown kids and 4 grand kids that live across the U.S. They are both retired and typically hit the road once or twice a month to explore new places and visit family. They love music and music history and spend much of their time looking for their next great musically-inspired destination. They use their iPad to research and plan their next trip—inspired by the PBS series Ken Burns' Country Music, streams of the Grand Ole Opry, and ads they see on their local news and information websites. They are heavy Facebook users to keep up with their growing family.

This package includes:

- Paid Social Focused on Facebook
- CTV/OTT
- Contextually Targeted Display
- Spotify Audio/Display

*Program costs do not reflect matching funds, matching can be applied to any product listed, matching funds capped at \$15,000 per partner, after cap is reached partners can still utilize co-op programs*

# ADVANCE TRAVEL AND TOURISM

## Audience Focused Packages

*At Advance Travel and Tourism, we take an audience-first approach when building out comprehensive and effective digital marketing campaigns. We know that each of you have different ideal audiences and budget sizes, so for that reason we have put together 4 pre-built and customizable campaigns to meet your marketing goals. Each package below offers a unique way to reach your ideal travelers in the places that they spend the most time online. We always offer free creative services for display and social. Each audience below can be targeted in up to 3 different markets of your choice. We have found that these 4 audience groups align extremely well with Tennessee travelers. All packages below are billed evenly over 3 months.*

### **The Foodies - 3 month campaign \$19,800**

Katie and John have a double income and no kids. They love to travel in their spare time— usually taking road trips where they can explore new places along the way. When Katie and John travel, they spend their time trying new foods and immersing themselves in each small town just like a local. When they aren't working or traveling, they spend their time looking up recipes to cook at home, following their favorite chefs on Instagram, researching How-To videos on YouTube, streaming their favorite cooking shows, and jamming out to music while they drive to and from.

This package includes:

- Paid Social Focused on IG
- YouTube Non-Skippable Video Distribution
- CTV/OTT
- Spotify Audio/Display

### **The Holiday Celebrators - 2 month campaign \$10,000**

The Holden family loves to travel for holidays: Christmas, Thanksgiving, Memorial Day, 4th of July—you name it. With three kids between the ages of 10-15, they can do just about anything anywhere. Their travel activities range from putt-putt golf to amusement park visits, walking trails, fireworks shows, and even festivals. When school is out, you can bet they are on the road. They are a fast-paced family, with little time to relax. You can find them on mobile devices checking social media, watching videos or browsing the web.

This package includes:

- Paid Social to promote events
- YouTube Non-Skippable Video Distribution
- Mobile App Display

*Program costs do not reflect matching funds, matching can be applied to any product listed, matching funds capped at \$15,000 per partner, after cap is reached partners can still utilize co-op programs*

# ADVANCE TRAVEL AND TOURISM

## **Partner Benefits:**

- 1:1 value match on plans during the program duration, matching funds first come first served
- Plans can be initiated at anytime
- Campaign management and support from Advance Travel and Tourism including reporting and analytics (with necessarily pixel placement implemented at campaign launch)

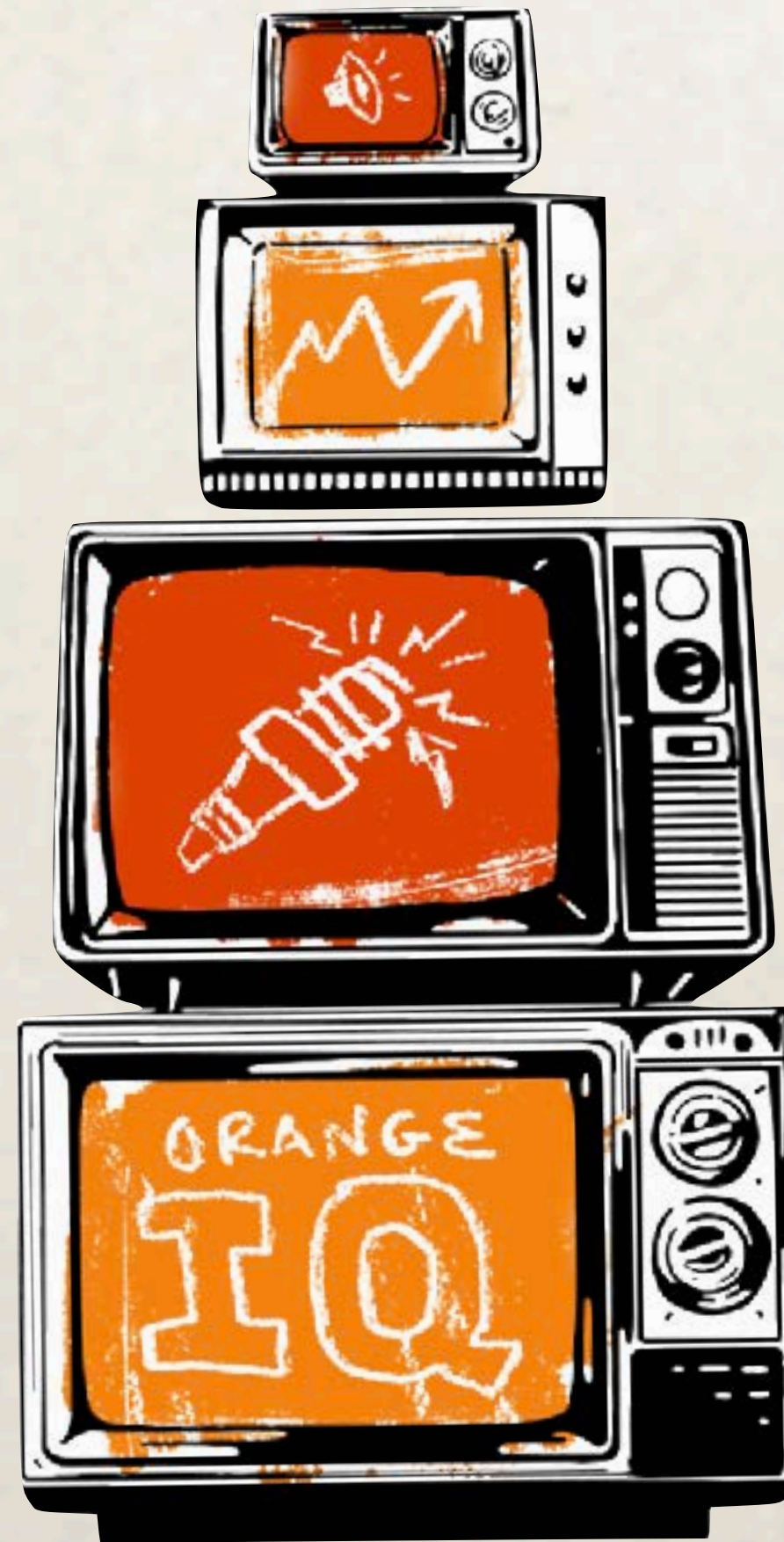
## **For questions or to participate, contact:**

Will Crockett  
Account Executive  
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615.210.7986

Jacquelyn M. Blackwell  
Regional Sales Manager  
JBlackwell@al.com  
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# DIGITAL: ORANGE 142

*Orange 142 specializes in digital media solutions, offering expertise in social, lead generation, and awareness tactics to drive marketing goals.*



## Who can participate?

All partners

## **TDTD Investment: No state buy-in (discounted media only)**

- Provides partners with discounted rates for paid social, lead generation, paid search and streaming radio campaigns
- Media management, reporting and billing all handled by Orange142

# ORANGE 142

## LEAD GENERATION

Duration	Est. Partner Reach	Partner Rate
2-3 months	10,000 leads	\$10,000
2 months	3,000 leads	\$5,000
1 month	500 leads	\$1,000

*Standard Rate Card: \$2.50 CPL*  
***TDTD Co-op discount \$1-\$2 CPL***

- Participating partner to provide desired leisure audience and geolocation.
- Orange142 will provide a list of consumers names, email, and mailing address who are interested in receiving email newsletter and/or visitor guides.
- Meeting Planner contacts can be provided as an added value to leisure lead generation campaigns.

## PAID SEARCH

Duration	Est. Partner Reach	Partner Rate
12 months	Dynamic - Optimized towards lead generation	\$10,000
6 months		\$5,000
3 months		\$3,000

*Standard Rate Card: 40% management fee*  
***TDTD Co-op discount: 25% management fee***

- Management fee is factored into totals above with no additional charges incurred.
- Platforms supported: Google, Bing
- All buys include a real-time reporting dashboard as added value.

# ORANGE 142

## SOCIAL

Duration	Est. Partner Reach	Partner Rate
2-3 months	833,333+ impressions	\$10,000
2 months	416,667+ impressions	\$5,000
1 month	83,333+ impressions	\$1,000

*Standard Rate Card: \$15 CPM*  
***TDTD Co-op discount \$12 CPM\****

- Platforms supported: Facebook, Instagram, Twitter, Snapchat, LinkedIn and Pinterest
- Orange 142 will need social account access to implement social campaigns
- All buys include a real-time reporting dashboard as added value

## STREAMING RADIO

Duration	Est. Partner Reach	Partner Rate
2-3 months	400,000 impressions	\$10,000
2 months	200,000 impressions	\$5,000
1 months	40,000 impressions	\$1,000

*Standard Rate Card: \$35 CPM*  
***TDTD Co-op discount: \$25 CPM\****

- 1 week lead time needed for audio ad production, available for an additional \$300
- Inventory availability across Spotify, Pandora, iHeartRadio, Local streaming radio channels, Sound Cloud and more.
- All buys include a real-time reporting dashboard as added value.

*\*Discounted CPMs include management fees.*

# ORANGE 142

## SEARCH ENGINE OPTIMIZATION (SEO) + CONTENT PLAN

### 6 MONTHS

Placement	Contracted Reach
6 Month SEO Program	Monthly SEO Optimization
Monthly Visitor Analytics Report	Monthly Report
2 Custom Written Articles	Content Development, 2 Custom Articles (500 - 750 words)
Search Based Display - 4,500 Clicks to site	4,500+ Clicks to Site
Media Dashboard Reporting Interface	Value Add

*Standard Rate Card: \$20,000*  
***TDTD Co-op discount \$10,000***

### 3 MONTHS

Placement	Contracted Reach
3 Month SEO Program	Monthly SEO Optimization
Monthly Visitor Analytics Report	Monthly Report
1 Custom Written Articles	Content Development, 2 Custom Articles (500 - 750 words)
Search Based Display - 2,500 Clicks to site	2,500+ Clicks to Site
Media Dashboard Reporting Interface	Value Add

*Standard Rate Card: \$10,000*  
***TDTD Co-op discount \$5,000***

- SEO program designed to be specific to each destination partner. Includes 3 or 6 months of ongoing SEO support. The program will include a monthly visitor analytics report.
- Orange 142 will work with TN partners to create a custom article(s) tailored to the destination and SEO program.
- Search based display will target consumers who are actively searching for your specific services and/or destination. Leverages learnings from SEO program to create a custom keyword list.

# ORANGE 142

## **Partner Benefits:**

- 3-year, ongoing access to program (January 1, 2020 – December 31, 2022)
- Discounted rates for duration of program
- Campaign management and support from Orange 142
- Expertise in implementation of self-serve campaigns
- No minimum investment to participate

## **For questions or to participate, contact:**

Emily Parli  
Senior Digital Sales Manager, Orange 142  
Emily@Orange142.com  
808-223-5840

# BUDGET OVERVIEW

Vendor	Annual Budget	Notes
CrowdRiff	\$44,500	46 partners currently taking advantage of the Crowdriff program
Arrivalist	\$0	State contract is \$90k
AirDNA	\$0	State contract is \$17k
Southern Living	\$59,674	Assuming 1 full-page ad + 2 additional partner pages
Sojern	\$130,000 (\$50,000 remaining)	Matching dollars awarded on a first-come-first-serve basis \$30k cap per partner, Sojern continue to honor discounted rates after all matching dollars are awarded
Advance Travel and Tourism	\$25,000	Matching dollars awarded on a first-come-first-serve basis, \$15k cap for matching funds
Orange 142	\$0	No state matching required
Matcha	\$15,000	\$15k for free content sharing, continuing in 2021 for 10 partners currently enrolled
	<b>\$274,174</b>	