

The SOUNDTRACK *of* AMERICA  
• MADE IN •  
**TENNESSEE**  
— ★ ★ ★ —

CO-OP PROGRAM 2022-2026



# CONTENTS

<b>Overview</b>	<b>2</b>		
<b>Program Summary</b>	<b>3</b>	<b>Platform/Tool</b>	<b>29</b>
<b>Print</b>	<b>5</b>	ADARA	31
American Road	6	AirDNA	32
Blueridge Country	7	Arrivalist	34
Farm Flavor Media	8	Crowdriff	36
Garden & Gun	9	Media Graph	38
Southern Living	10	Travefy	39
Southern Travel + Lifestyles	11	Visa Vue	40
RoadRUNNER Motorcycle Touring & Travel	12		
<b>Digital</b>	<b>15</b>	<b>Influencer</b>	<b>43</b>
ADARA	16	Happy Friday	45
Advance Travel & Tourism	17	<b>Social</b>	<b>47</b>
Expedia	20	Strike Social	49
Matador	21		
Miles Partnership	22		
Orange 142	25		
Sojern	27		



# OVERVIEW

Tennessee Co-op Programs serve the mission of driving travel to Tennessee while also providing benefit partners with varying budgets and product offerings. These offerings are designed for TDTD and TDTD Partners July 2022 - June 2026.

---

## OBJECTIVES:

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

---

## PARTNER REQUIREMENTS:

Must include at least one TDTD target markets:

Cincinnati, OH	Jackson, MS	Huntsville, AL
Chicago, IL	Greenville, SC	Lexington, KY
Atlanta, GA	Little Rock, AR	Kansas City, MO
Dallas, TX	St. Louis, MO	New Orleans, LA
Indianapolis, IN	Charlotte, NC	Orlando, FL,
Birmingham, AL	Tampa, FL	Raleigh, NC
Louisville, KY	Detroit, MI	Washington DC

*Matching funds cannot be used in TN.*

*Must work directly with vendors to implement and manage campaigns.*

*Billing will be handled directly between partner and vendor.*



# PROGRAM SUMMARY

CATEGORY	VENDOR	PARTNER BUY-IN	TIMING	NOTES
Print	American Road	\$5,850	Anytime	25% discount
Print	Blueridge	\$9,990	3-issue/6-months	(min) \$9,990 -\$15,000 (max)
Print	Farm Flavor Media	\$2,380	4 issues annually	State buys-in at \$1,000 based on partner publication choice
Print	Garden & Gun	\$6,875	1 issue annually	
Print	Southern Living	\$14,060	South's Best (deadline: Jan 2023)	30% discount (2 partners required)
Print	Southern Travel + Lifestyles	\$4,478	6 issues annually	
Print	RoadRUNNER Motorcycle Touring & Travel	\$2,500 - \$16,000	Fall (deadline: July 2023)	
Digital	ADARA	\$5,000 - \$20,000+	Anytime	25% AV match
Digital	Advance Travel + Tourism	\$1,500	Anytime	
Digital	Expedia	\$4,000 - \$10,000	Spring and Fall Features	
Digital	Matador	\$31,250	Spring 2023	2 groups, 4 partners per group. Partner preference — all 4 must agree on timing
Digital	Miles Partnership	\$14,000 - \$18,000	Three month packages	For larger counties
Digital	Orange 142	\$0	Anytime	
Digital	Sojern	\$3,000+	Anytime within each fiscal year	1:1:1 match
Platform/Tool	ADARA	\$5,000 - \$20,000+	Fiscal Year	10-15% discount on measurement tools
Platform/Tool	AirDNA	\$5,400+	Fiscal Year	25% discount annually
Platform/Tool	Arrivalist	\$25,000+	Fiscal Year	12.5-20% discount
Platform/Tool	Crowdriff	\$0+	Fiscal Year	25% discount annually
Platform/Tool	Media Graph	\$950+	Fiscal Year	20% discount on all plans
Platform/Tool	Travefy	\$0	Fiscal Year	
Platform/Tool	Visa Vue	\$35,000+	Fiscal Year	20% discount for DMOs only
Influencer	Happy Friday	\$10,000	Fiscal Year	
Social	Strike Social	\$80,000	Fiscal Year	









PRINT



# AMERICAN ROAD

For twenty years, American Road magazine has delivered entertaining and in-depth stories about historic highways and the people and places that make them great. They offer print, digital, broadcast, and email marketing. In 2021, American Road was named in the “Top 10 Travel Magazines” by Magazinline.com. Itineraries on Americanroadmagazine.com remain popular with visitors to the website.

**Who can participate?** All partners

**Timing:** American Road magazine deadlines:

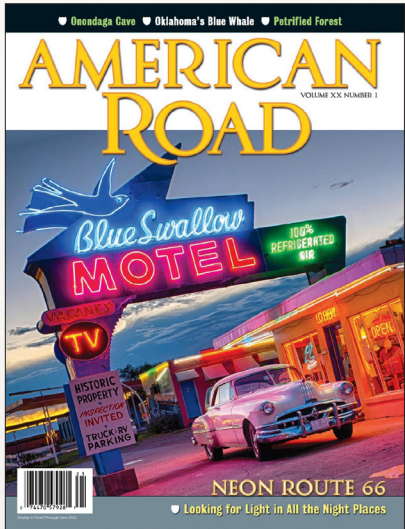
- 10th of February, May, August, and November.
- Digital: Deadlines vary depending upon the activation date of the campaign.

**TDTD Investment:**

- When TN Vacation purchases a full-page ad, TN partners receive 35% off print/display ad rates and exclusive discounts on digital, broadcast, and email campaigns.

**Partner Benefits:**

- Exclusive discounted rates on all American Road opportunities.
- Road.Travel story itineraries are produced using content provided by the client following a standardized format, or (for \$1950 per itinerary) created by Road.Travel with client consultation.
- Road.Travel will digitize, automate, and activate curated road trip content, and deliver itinerary widgets and QR codes for clients to use on their assets. Story itineraries will be actively promoted by American Road and the Road.Travel platform for 12 months.



**Tennessee COOP Partner American Road Print Rates**

Print pricing includes digital value-added benefits (Includes: Social, opt-in leads, video and visitor guide presence on Americanroadmagazine.com) worth \$3000 per quarter. Additional TN Partner discounts are offered for select digital, broadcast, and email marketing opportunities.

Ad Size	Listed Rate	NET (1x)	NET (2x)	NET (3x)	NET (4x)
Full Page	5,350	3,477	\$3407 x 2	\$3303 x 3	\$3233 x 4
½ Page	3,175	2,063	\$2021 x 2	\$2909 x 3	\$1918 x 4
1/3 Page	2,115	1,374	\$1346 x 2	\$1305 x 3	\$1277 x 4
¼ Page	1,600	1,040	\$1019 x 2	\$988 x 3	\$967 x 4
1/6 Page	1,070	\$695	\$681 x 2	\$660 x 3	\$646 x 4

TENNESSEE COOP PARTNER STORY ITINERARY (ROAD TRAVEL) RATES INCLUDES PROMOTION FOR 12 MONTHS	PARTNER RATE (NET)	NON-PARTNER RATE (NET)	PARTNER DISCOUNT	PARTNER DISCOUNT WITH 4X PRINT BUY IN AMERICAN ROAD
1-5 Itineraries (price per itinerary)	\$5,850	\$7,800	25%	30%
6-20 Itineraries (price per itinerary)	\$4,875	\$6,500	25%	30%
20+ Itineraries (price per itinerary)	\$4,387	\$5,850	25%	30%



**FOR QUESTIONS OR TO PARTICIPATE, CONTACT:**

Becky Repp, Sales Manager, American Road Magazine  
becky@americanroadmagazine.com | Mobile: 206-369-5782

# BLUERIDGE COUNTRY

Blue Ridge Country is an award-winning bimonthly regional magazine covering travel, history, food, festivals, outdoors and the environment in the mountains of seven southern states.

**Who can participate?** DMOs, hotels and attractions

**Timing:** 3 consecutive print ads (6 month flight of partner’s choosing)  
+ online sponsored content

**Partner Benefits:**

- Below rate card pricing
- Multi-issue buy to drive frequency
- Custom content created by Blueridge Country
- AV display and newsletter placements to support online content
- Custom leads from reader service team
- Direct website link in digital edition



**DISPLAY ADVERTISING  
ALTERNATES  
W/ SPONSORED CONTENT**

*First display ad can start anytime, but ads must run consecutively. 1/3 display option not pictured at right.*

Print #1

+

Print #2

+

Print #3

+

Digital & Social

Full Page  
7.25" x 9.5"

OR

1/2 horizontal  
7.25" x 4.625"

Full Page  
Sponsored  
Content

Full Page  
7.25" x 9.5"

OR

1/2 horizontal  
7.25" x 4.625"

Online  
Sponsored  
Content

PARTNER INVESTMENT	PRINT AD SIZING
\$9,990	1/3 page (x2)
\$11,000	1/2 page (x2)
\$15,000	Full Page



**FOR QUESTIONS OR TO PARTICIPATE, CONTACT:**  
Cynthia Bruggeman, Associate Publisher, Blue Ridge Country  
CBruggeman@leisuremedia360.com | 970.445.0599



# GARDEN & GUN

A unique community of readers look to Garden & Gun to experience the magic of the South—whether their passion lies with the sporting culture, protecting the land, gardening, travel, the arts, or the food and drink realm. Readers hail from all fifty states and know that Garden & Gun is relevant no matter where they live.

**Who can participate?** DMOs, hotels and attractions

**Timing:** 1x annually, June/July Travel Issue

**TDTD Investment: \$54,000** (full-page brand ad + custom advertorial)

- Discounted ad space from rate card (54%)
- Provides discounted ad space for partners (limit 1 additional co-op page, open to four partners)
- Ad pages will run adjacently, creating a bigger inbook impact

**Partner Benefits:**

- The state of Tennessee and participating partners will make a bigger splash in issue when running adjacently
- Ads designed by G&G resulting in a cohesive high-impact unit
- Discounted ad space



PARTNER INVESTMENT	*MINIMUM PARTICIPATION	CIRCULATION	KEY DATES
\$6,875	4 partners	National, 1.6M Subscribers	<p>FEBRUARY 2023: Partner provides brand messaging, copy points, and imagery</p> <p>MARCH 2023: Two rounds of revisions between Garden &amp; Gun and Partner on advertorial</p> <p>APRIL 2023: Partner to supply final brand ad</p> <p>MAY 2023: June/July issue on newsstands</p> <p><i>*dates are subject to change, as 2023 production schedule has not yet been finalized</i></p>



**FOR QUESTIONS OR TO PARTICIPATE, CONTACT:**

Tanya Scribner, Owner Scibner Media Services  
tanya@scribmedia.com | 214.734.6310

## FARM FLAVOR MEDIA

Farm Flavor Media, a division of Journal Communications, is a full-service consumer lifestyle publishing company focusing on foods/cooking, the local family farms/businesses producing these foods and travel/tourism. Farm Flavor Media utilizes the best print and digital tools to positively influence consumers' views toward food production, farming and your brand.

**Who can participate?** All partners

**Timing:** 4x annually

**TDTD Investment:**

- \$10,000 in matching funds for partners to use on a print ad in any of the Farm Flavor media publications. (Cannot be combined with the program the Rural Outreach team is already subsidizing)

**Partner Benefits:**

- State buys-in at \$1,000 based on partner publication choice
- Print buy down in publications located in North Carolina, Florida, Indiana, or Mississippi (Full page/half page options)



**FOR QUESTIONS OR TO PARTICIPATE, CONTACT:**

Bob Midles, Senior Integrated Media Manager, Farm Flavor Media  
 bmidles@farmflavormedia.com | Office: 615-771-0080 | Direct: 615-771-5567



# 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?** DMOs, hotels and attractions

**Timing:** 1x annually

**TDTD Investment: \$60,000** + (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 inbook impact
- Added value offerings

**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



	PARTNER INVESTMENT	PARTNER DISCOUNT <i>on top of 70% discounted ad space</i>	*MINIMUM PARTICIPATION	CIRCULATION	KEY DATES
1/2 Page	\$15,000	30%	2 partners	Alabama, Georgia, Midwest, North Carolina, South Carolina, Tennessee (1.2MM)	Space and Materials Deadline: 1/20/2023
1/3 Page	\$10,000	25%	3 partners		
1/6 Page	\$5,000	15%	6 partners		

\*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

\*\*Partner Discount Note: discounts are already factored into partner investment amounts



**FOR QUESTIONS OR TO PARTICIPATE, CONTACT:**

Holly Belk, Southeast Account Director  
holly.belk@meredith.com | 404.259.7035

## SOUTHERN TRAVEL + LIFESTYLES

Southern Travel + Lifestyles is the magazine for people who love the spirit of the South. For well over 25 years, ST+L have been digging into everything that makes the South a destination worth exploring. Readers get refreshing stories on towns and cities, food and drink, and so much more. ST+L publication is distributed nationally to more than 270,000 discerning Southern travelers.

**Who can participate?** DMOs, hotels and attractions

**Timing:** 6x annually

**TDTD Investment:** \$7,463 + (6 issues - full-page ad + 25% buy down for additional co-op page)

- Package includes design and layout of ad
- Proof emailed prior to publication
- Advertorial content
- National exposure

**Partner Benefits:**

- \$995 discounted rate for 6 issues



**FOR QUESTIONS OR TO PARTICIPATE, CONTACT:**

Holley Geddes, Sales Manager, South Shore Media Group

holley@southshoremediagroup.com | Office: 615-791-1066 | Mobile: 941-323-8828



# ROADRUNNER MOTORCYCLE TOURING & TRAVEL

RoadRUNNER Motorcycle Touring & Travel is America’s only print magazine dedicated to motorcycle travel. RoadRUNNER readers are looking for open two-lane roads and love to experience small town charm. They seek out historic areas, sample the local cuisine, enjoy the sights, and stay in local hotels.

**Who can participate?** All partners

**Timing:** 2023

**TDTD Investment:**

- RoadRUNNER has offered discounted rates for TN Tourism partners for Print opportunities, both custom content, digital newsletters, plus video

**Partner Benefits:** \$2,500 - \$16,000

- Tier-1 custom video production, 6 min on YouTube; :30 on social.
- Value added full-length touring editorial in RoadRUNNER magazine.



MAKING TN A NATIONAL DESTINATION	OPEN RATE	CO-OP PARTNER RATE
Fall ‘22 Motorcycle Travel Destinations Guide – August ‘22 Closes for reservations 7-5 – Artwork 7-12	\$8,101	\$3,915
Spring ‘23 Motorcycle Travel Destinations Guide – March ‘23	\$8,101	\$3,915
Touring America’s Backroads - Keepsake Collector’s Edition On newsstands September through December	\$4,990	\$3,000
Newsletter Title Sponsorship “TOGETHER WITH” (47,000 Subscribers)	\$1,500	\$1,250
Newsletter Banners (47,000 Subscribers)	\$1,250	\$1,000
Custom Newsletter – Dedicated Message	\$2,500	\$2,000
Promoted Website Editorial – Pinned to top for one month	\$3,300	\$3,000
Bonus: Facebook and IG Posts	\$600	Added Value
Custom Touring Video - Full hospitality tourism video	\$16,500	\$14,000*

\*Actual video rate TBD



**FOR QUESTIONS OR TO PARTICIPATE, CONTACT:**

Mark Thomas, Advertising Director, RoadRUNNER  
mark@roadrunner.travel | 516.672.3209









A close-up, low-angle shot of a person's hands playing a keyboard instrument, likely a synthesizer or digital piano. The scene is dimly lit with a strong blue and purple color cast. The background is filled with out-of-focus bokeh lights in warm tones (yellow, orange, red) and some cooler blue/purple lights, suggesting a stage or club environment. The person's face is partially visible in the upper right, looking down at the keys. The overall mood is artistic and moody.

*DIGITAL*



# ADARA

Utilize Adara data to target exclusive travel data and optimize campaigns to drive additional bookings to your destination.

**Who can participate?** All partners

**Timing:** Anytime

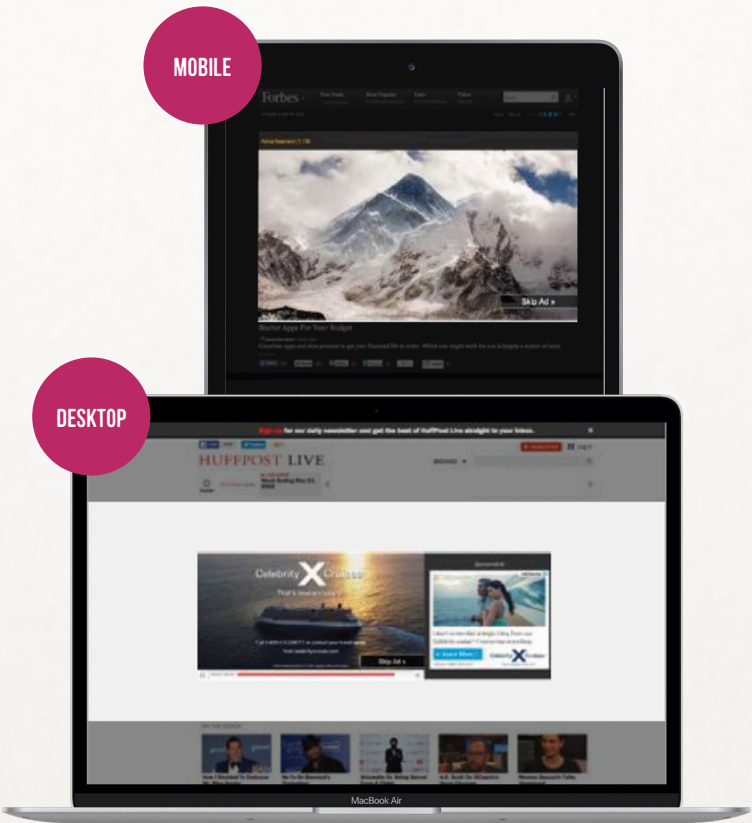
Discounted Media buys as a member of Tennessee co-op campaigns.

**No Required TDTD investment**

- Target Travelers actively in market to travel
- Display, Video and Native campaign options
- Flexible investment levels
- Reporting

**Partner Benefits:**

- Discounted media plans
- Plans can be initiated at anytime
- Campaign management and support from Adara



PACKAGE #1 — BASIC DISPLAY	PACKAGE #2 — MID-LEVEL	PACKAGE #3 — HIGH VALUE
\$5k-\$10k monthly investment 2 month minimum 25% Added Value match	Display, Native, and/or Video (select one or 2 tactics) \$10k-\$20k monthly investment 2 month minimum 50% Added Value match	Display, Native, and/or Video \$20k+ monthly investment 2 month minimum 75% Added Value match



**FOR QUESTIONS OR TO PARTICIPATE, CONTACT:**  
Sarah Kahn, Director, Strategic Partnerships  
sarah.kahn@adara.com

## ADVANCE TRAVEL & 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

**Timing:** Through June 2023

**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.

**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  
JCrockett@al.com | 615.210.7986

Jacquelyn M. Blackwell, Regional Sales Manager  
JBlackwell@al.com | 334.201.0 531



DATA-  
DRIVEN  
INSIGHTS



AUDIENCE  
ENGAGEMENT  
STRATEGY



EXCEPTIONAL  
DELIVERY &  
RESULTS



## ADVANCE TRAVEL & TOURISM (CONT.)

### 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

---

### 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

---

### 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
- 

### 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.

---

### 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 (INCLUDING DIGITAL DISPLAY AND 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

---

## 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.

### MUSIC LOVERS

**\$15,000**

Steve and Helen have 3 grown kids and 4 grandkids 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

### 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

## 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

### 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.



# EXPEDIA

Tennessee will sponsor a state landing page with featured placements available to up to 23 partners.

**Who can participate?** DMOs, Hotels, Attractions, and Restaurants/  
Restaurant Groups

**Timing:** Can enroll in all 3, 2, or just 1 campaign

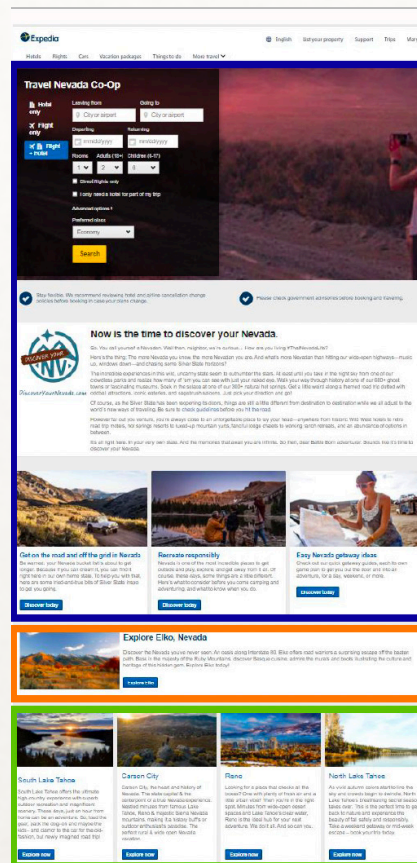
- Spring Co-Op
  - Campaign dates: March 1, 2023-May 31, 2023
  - Sign up deadline: 2/1/23

**TDTD Investment:** \$50,000

- Target TN Travel Intenters and competitively conquest TN competitor destinations
- High exposure display campaigns that will run across Expedia Group Media Solutions
- Multiple Investment Levels
- Reporting provided at the composite campaign level

## FAQ

- Invoicing can be completed at the start or end of the campaign, you will receive one invoice for your full campaign contribution.
- Landing page position will be determined on a first come first served basis.
- Once pages are live, content cannot be updated. In urgent cases/special circumstances, Expedia will evaluate on a case by case basis.
- Campaign management and support from Expedia - will include one report post campaign.



## PRESENTING TIER

Available for most exposure on landing page and influences the hero image behind the search bar. Sponsored by Tennessee Tourism  
**Cost: \$50k**

## FEATURED TIER

Available for high exposure on landing page.  
Up to 8 advertisers.  
**Cost: \$10k**

## STANDARD TIER

Available for most efficient exposure on landing page. Up to 15 advertisers.  
**Cost: \$4k**



## FOR QUESTIONS OR TO PARTICIPATE, CONTACT:

Mary Elizabeth Mosby, Sr. Business Development Manager  
mamosby@expediagroup.com | 901.430.2948

# MATADOR

Matador is a leading travel and adventure publisher in the United States and globally. We produce feature articles, city guides, and written & video content that inspires millions of people to travel and explore. From music, to food and nightlife to nature and adventure and everything in between. Every month, over 8M people come to our website and we’re currently doing over 140M videos views/month across TikTok, Instagram, YouTube, and Facebook. Matador creates custom video and written content with huge built-in distribution for over 220 DMOs globally, including Tennessee Tourism and 39 other US States.

**Who can participate?**

- Option #1: All partners
- Option #2: A total of 8 partners split into groups of 4 (there must be at least 4 partners within a group)

**Timing:**

- Option #1: Partner preference
- Option #2: Partner preference (all 4 partners within a group must agree)

**TDTD Investment:** Up to \$150,000 matching funds per year

**Partner Benefits:**

- Option #1: \$40,000 per partner
- Option #2: \$31,250 per partner

**Programs:**

**Option #1:** Matador is #1 in TRAVEL on TikTok. Across our channels like @matadornetwork and @visit - we have amassed almost 9M followers on the platform and we have currently signed up over 15 DMOs to our new custom TikTok video program. Normally, the levels to get started with custom Matador TikTok video shot in your destination would be \$120K and \$180K, but as a special one-time offer for the Tennessee co-op, we are making this popular new service available for only \$40K for participating TN DMO co-op partners. This is the ultimate option for DMOs wanting to get started growing fast on TikTok.

Product	Qty	Per Unit (rate card)	Per Unit (discounted)	Cost Type	Total Cost	Notes
Tik-Tok White-Label Videos	16	\$4,000	\$2,500	Flat	\$40,000	White-label TikTok videos produced by Matador and delivered to Client for use on Client’s TikTok. Delivered in batches of roughly two (2) per week.

**Option #2:** Our second video option is a Hero Video program, which would be shot by our award-winning production house, Matador Studios. This one takes some cooperation because we’re looking for 4 different TN DMOs to come together for the \$200K program (i.e., each DMO would buy into this \$200K program at \$31,250 and the state will contribute \$75K). In this partnership, each partner (DMO or attraction) would get inclusion in Matador’s custom video as well as their own dedicated video cut-down (full digital rights in perpetuity) AND a native social traffic-driver.

Product	Qty	Per Unit (rate card)	Per Unit (discounted)	Cost Type	Total Cost	Notes
Hero Video (1-3 min)	1	\$175,000	\$130,000	Flat	\$130,000	Video produced, published, and promoted by Matador, on Matador’s Facebook, YouTube, and website.
Social Video Cutdown (6-15 sec)	4	\$30,000	\$17,500	Flat	\$17,500	Cutdowns of Hero Video, produced, published, and promoted by Matador, on Matador’s Facebook and Instagram.
Matador Facebook Native Image Post	4	\$7,500	\$0	AV	\$0	Click-driving static post on Matador’s Facebook, featuring imagery provided by Client.



**FOR QUESTIONS OR TO PARTICIPATE, CONTACT:**

AJ Kinney, Partnerships Manager, Matador Network  
aj.kinney@matadornetwork.com | Phone: 651.249.6341

\*Matador will need 4 weeks (minimum) for production, editing and approvals before launching any content.



## MILES PARTNERSHIP

Miles Partnership is pleased to offer the Tennessee Department of Tourism the Destination Optimization Program (Google DMO Program) as part of the Tennessee Tourism All- Partner Co-op 2022-2026. Destination Optimization is a foundational initiative for DMOs aimed at improving the quality of their market's organic representation across the major travel search and planning products, particularly Google.

**Who can participate?** All partners

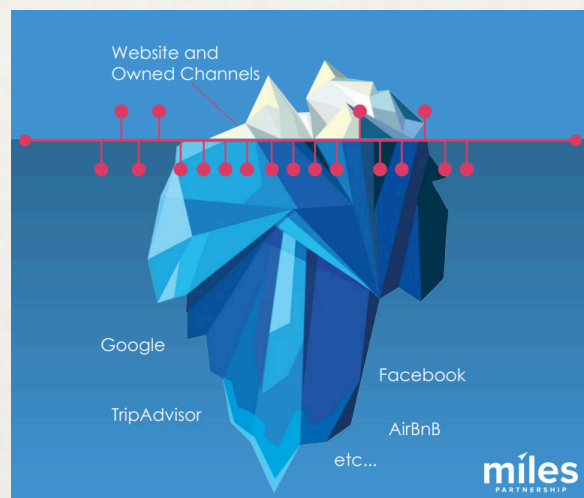
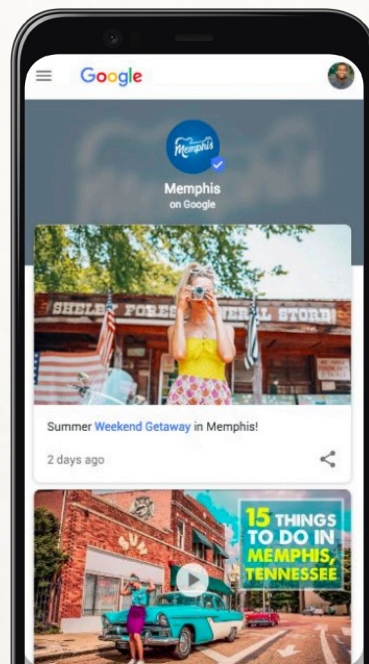
**Timing:** This program will be made available for the initial term of four years, beginning presently to be renewed on an annual basis. DMOs may kick off the program any time between June 2022 and April 2023 as part of the first year.

### No Required TDTD investment

- Target Travelers actively in market to travel
- Flexible investment levels
- Reporting

### Partner Benefits:

- Discounted programs available for DMOs, Small Rural DMOs, Metros counties & Regional DMOs.
- There is no minimum level of participation for Miles Partnership to provide this program.
- Miles Partnership works directly with DMOs to execute this program and will handle all billing directly. DMOs will be invoiced on the completion of the program.
- Added Value: Access to the Tennessee Department of Tourism-branded Google Business Profile Checkup self-assessment tool and Tourism Marketing Toolkit online resources.



## PROGRAM SUMMARY

### Comprehensive Destination Audit

The Audit demonstrates how visitors are searching for a destination and uncovers what they find when they do. This is critical to identifying the opportunities to improve the representation of their market. The evaluation includes:

- **Google Travel**
  - Top Things to Do (Up to 100 listings audited for listing completeness, whether claimed, photo quality)
  - Hotel Finder
  - Vacation Rentals Finder
  - Recent photos
- **Google Maps & Street View**
- **Business Listings on Google, Yelp & TripAdvisor**
  - Completeness of critical data, hours & health/safety measures
  - Whether claimed by the owner
  - Missing/closed/temporarily closed

### Activation Program

Miles provides the action steps needed to optimize the destination's presence over the course of Activation to:

- Identify and address priority optimization action items
- Improve the completeness of local business listings
- Add missing businesses, points of interest & facilities
- Identify critical missing images
- Create branded, trackable distribution of DMO's high-quality

photos on Google

- Remove low-quality images from Google
- Train DMO team on Destination Optimization tools & best practices
- Provide updates on what's new in Destination Optimization
- Obtain access for the DMO to maintain listings for locations they manage
- Provide a loan program for a Google Pixel phone and options for 360 camera loan and training
- Deliver results reporting

### Industry Education & Support

Local businesses' Google Business profile is their single largest source of organic visibility online. Google Business Profile Manager is foundational for businesses to reach their customers and inspire confidence and conversion. This program will provide digital upskilling for businesses (no limit on attendees) through:

- Two one-hour virtual training workshops for local businesses. This content can also be delivered in person in a single session. Recordings of the sessions will be provided for distribution to those who could not attend.
  - Inspiring Confidence with Online Listings - Outreach for this session should focus on businesses from the audit that were unclaimed and incomplete.

- What is your Google business profile
- How is it surfaced in Google search and travel products
- Other critical online listings to your business
- Claiming and verifying your business profile on Google, Yelp & Tripadvisor
- Keeping core business information current
- Overview of tools available in Google Business Profile Manager
  - Google Business Profile Manager: Maximizing Exposure - This session is ideal for anyone who is using GBPM, whether newly or with more experience (such as those complete and claimed in the audit)
- Utilizing Posts for updates
- Responding to reviews
- Managing images, 360s & video
- Responding to customer questions
- Understanding Insights data
- One-on-One Business Support — Office Hours for businesses to meet directly with Miles for troubleshooting and support
- ADDED VALUE: Through the Tennessee Department of Tourism Rural Program contract all Tennessee DMOs and businesses have access to the Tennessee Department of Tourism-branded Google Business Profile Checkup self-assessment tool and Tourism Marketing Toolkit online resources



# MILES PARTNERSHIP (CONT.)

**Measurement**

The delivery of this program will be measured by the following criteria:

- Influence more touch points across major planning platforms (Google, Yelp and TripAdvisor) to help inform consumer’s critical purchase decisions.
  - Individual areas of opportunity for destinations will be identified in the audit and addressed in the activation.
- Decrease the amount of missing or incorrect business listings on Google
  - Suggested edits and other action items (including addition of missing listings) will be tracked and their resolution reported on. Before and after completeness % of listings will be reported on.
- Empower local tourism industry partners with educational tools to optimize local businesses in their regions and decrease the amount of unclaimed business listings on Google.
- Business attendance at education sessions, engagement with Miles’ office hours, videos views and the Digital Marketing Toolkit will be tracked. Before and after unclaimed business % will be reported on.
- Increase number of high-quality images attached to business listings on Google
  - All images submitted to Google as a part of this program will be tracked and their cumulative views reported to the DMO.

**PROGRAM PRICING**

TIER 1: Metros, Counties & Regional DMOs \$12,600 (30% discount on \$18,000)	TIER 2: Single-Market DMOs \$9,800 (30% discount on \$14,000)	TIER 3: Small/Rural DMOs
<ul style="list-style-type: none"><li>• Up to 1,000 business listings audited: Google (all) + Yelp (attractions, dining &amp; accommodations) &amp; Trip Advisor (hotels)</li><li>• Up to 200 DMO-owned images added to locations on Google Maps</li><li>• Option of in-market business training day - +\$2,200</li></ul>	<ul style="list-style-type: none"><li>• Up to 500 business listings audited: Google (all) + Yelp (attractions, dining &amp; accommodations) &amp; Trip Advisor (hotels)</li><li>• Up to 150 DMO-owned images added to locations on Google Maps</li><li>• Option of in-market business training day - +\$2,200</li></ul>	<ul style="list-style-type: none"><li>• Currently provided at no cost to qualifying counties via the Tennessee Department of Tourism Rural Outreach Division</li></ul>



**FOR QUESTIONS OR TO PARTICIPATE, CONTACT:**

Kim Palmer, Destination Optimization Program Director  
Kim.Palmer@MilesPartnership.com | Direct: 941.342.2312 | Mobile: 941.224.6888

# 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

**Timing:** Through June 2023

**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

**Partner Benefits:**

- 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

## 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 addresses 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 toward lead generation	\$10,000
6 months		\$5,000
3 months		\$1,000

*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.



**FOR QUESTIONS OR TO PARTICIPATE, CONTACT:**

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



## ORANGE 142 (CONT.)

### 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 month	83,333+ 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, SoundCloud and more.
- All buys include a real-time reporting dashboard as added value.

\*Discounted CPMs include management fees.

### SEO & CONTENT PLAN — 6 MONTHS

PLACEMENT	CONTRACTED REACH
6 month SEO program	Monthly SEO Optimization
Monthly Visitor Analytics Partners	Monthly Report
2 Custom Written Articles	Content Development, 2 custom articles (500-750 words)
Search Based Display	4,500+ Clicks to site
Media dashboard reporting interface	Value Add

Standard Rate Card: \$20,000

TDTD Co-op discount \$10,000

### SEO & CONTENT PLAN — 3 MONTHS

PLACEMENT	CONTRACTED REACH
3 month SEO program	Monthly SEO Optimization
Monthly Visitor Analytics Partners	Monthly Report
2 Custom Written Articles	Content Development, 2 custom articles (500-750 words)
Search Based Display	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 programs to create a custom keyword list.

## SOJERN

Sojern is a digital media partner that specializes in traveler paths 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.

**Timing:** Through June 2023

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

- 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.

### 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)

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

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

Partner Investment	\$1,000/mo	\$2,500/mo	\$5,000/mo	\$7,500/mo	\$10,000/mo
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
Monthly Native Impressions (including match)	333,333	833,333	1,666,666	2,500,000	3,333,333
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



### FOR QUESTIONS OR TO PARTICIPATE, CONTACT:

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





A photograph of the interior of a church, showing rows of empty wooden pews. In the background, there are several tall, narrow stained glass windows with blue and red accents. The ceiling is dark with many stage lights hanging from it. The floor is made of light-colored wood.

# PLATFORMS & TOOLS





# ADARA

**Who can participate?** DMOs, hotels and attractions

**TDTD Investment:** existing Adara contract (\$63,000) - Discounts on Adara platform fees as a portion Tennessee's existing contract.

**Timing:** Through June 2023

## PACKAGE #1 — INTRODUCTORY

10% reduction off the standard rate card for one of the measurement programs listed below.

## PACKAGE #2 — COMPREHENSIVE

15% reduction off the standard rate card for 2-3 of the measurement programs listed below.

## PACKAGE #3 — COMPREHENSIVE

20% reduction off the standard rate card for 4+ of the measurement programs listed below.

TENNESSEE CO-OP RATE CARD		
PROGRAMS	INCLUDES	STANDARD RATE
ADARA Impact	833,333+ Impressions	\$10,000
Market Ecosystem	500 leads	\$1,000
Destination Expenditure Report	Transaction spend across total destination	\$15,000 per
		\$20,000 biannual
		\$35,000 quarterly
CTV Measurement Report	Attribution on CTV campaign	\$15,000 EOC
		\$20,000 mid + EOC
		\$25,000 mid + EOC + attribution window

## ADARA impact

Associate your campaign with data hoteliers care about. Provide hard metrics to gain the confidence of elected officials. Satisfy board members that aren't impressed with clicks, likes, and views.

- Hotel and flight searches and bookings
- Estimated revenue
- Average daily rates
- Traveler profile information

## Market Ecosystem Report

Using real-time transaction data, this report provides context on the effect of your marketing efforts by providing total travel demand to your destination with insights like:

- Complete flight and hotel activity to your destination
- Where travelers are visiting from
- Competitive insights

## Destination Expenditure Report

A method to identify and report on travelers' spend using credit card data.

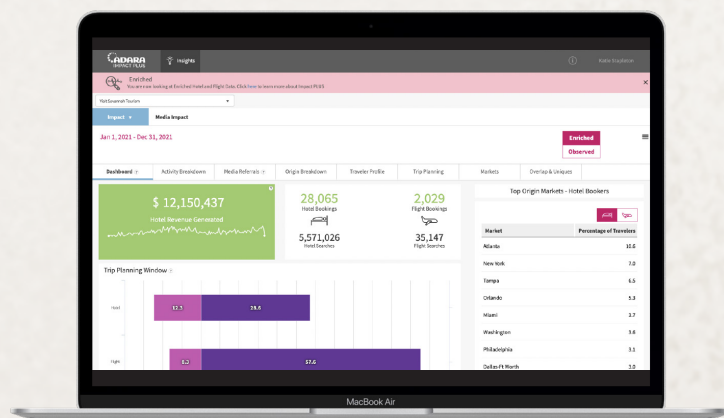
1. Campaign Measurement Report: Travelers who were targeted by your campaigns that are measured in Impact.
2. Destination Report: Travelers who recently visited your destination.

All Destination Expenditure Reports provide in-depth analysis for different segmented travelers across these metrics:

- Amount of total credit card spend
- Number of travelers
- Number of transactions
- Average spend per traveler
- Average spend per transaction
- % of online transactions
- % of online spends

## CTV Measurement Report

- Measure CTV campaign performance based on attributed hotel and flight activity
- See where CTV is resonating and where travelers are booking
- Ecosystem data for benchmark performance



**FOR QUESTIONS OR TO PARTICIPATE, CONTACT:**

Sarah Kahn, Director, Strategic Partnerships  
sarah.kahn@adara.com



# 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.

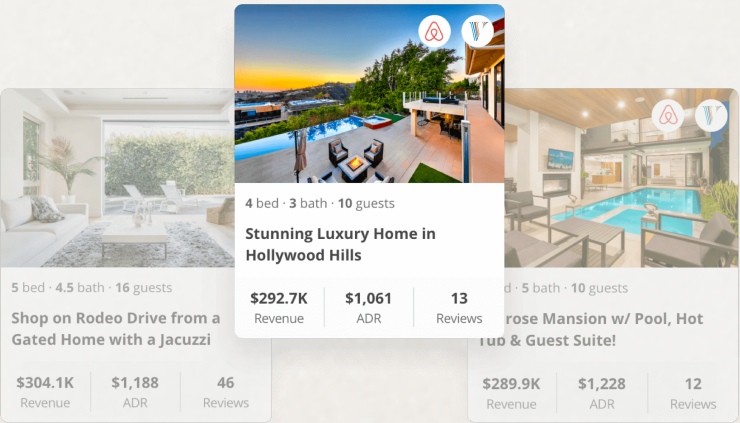
AirDNA gives Destination Marketing Organizations a complete understanding of their local lodging and tourism industry by turning Airbnb and Vrbo data into actionable analytics. Through a combination of interactive dashboards, market trend reports, and future-looking data, AirDNA helps destinations gauge 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.

**Who can participate?** DMOs within the state of Tennessee

**Timing:** Within Fiscal Year

**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.



**FOR QUESTIONS OR TO PARTICIPATE, CONTACT:**  
Ruairi Cluskey, Territory Manager  
ruairi.cluskey@airdna.co

**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

	ORIGINAL COST	WITH DISCOUNT	CITY/COUNTY DMO
Tier 1 Premium Solution	\$17,400 per year/ \$1,450 per month	\$13,050 per year/ \$1,087.50 per month	with 10k+ listings

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

**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

	ORIGINAL COST	WITH DISCOUNT	CITY/COUNTY DMO
Tier 2 Smart Solution	\$13,800 per year/ \$1,150 per month	\$10,320 per year/ \$860 per month	9,999-3,000 Listings
Tier 3 Smart Solution	\$11,520 per year/ \$960 per month	\$8,640 per year/ \$720 per month	2,999-800 Listings
Tier 4 Smart Solution	\$8,640 per year/ \$720 per month	\$6,480 per year/ \$540 per month	799-300 Listings
Tier 5 Smart Solution	\$7,200 per year/ \$600 per month	\$5,400 per year/ \$450 per month	under 299 Listings



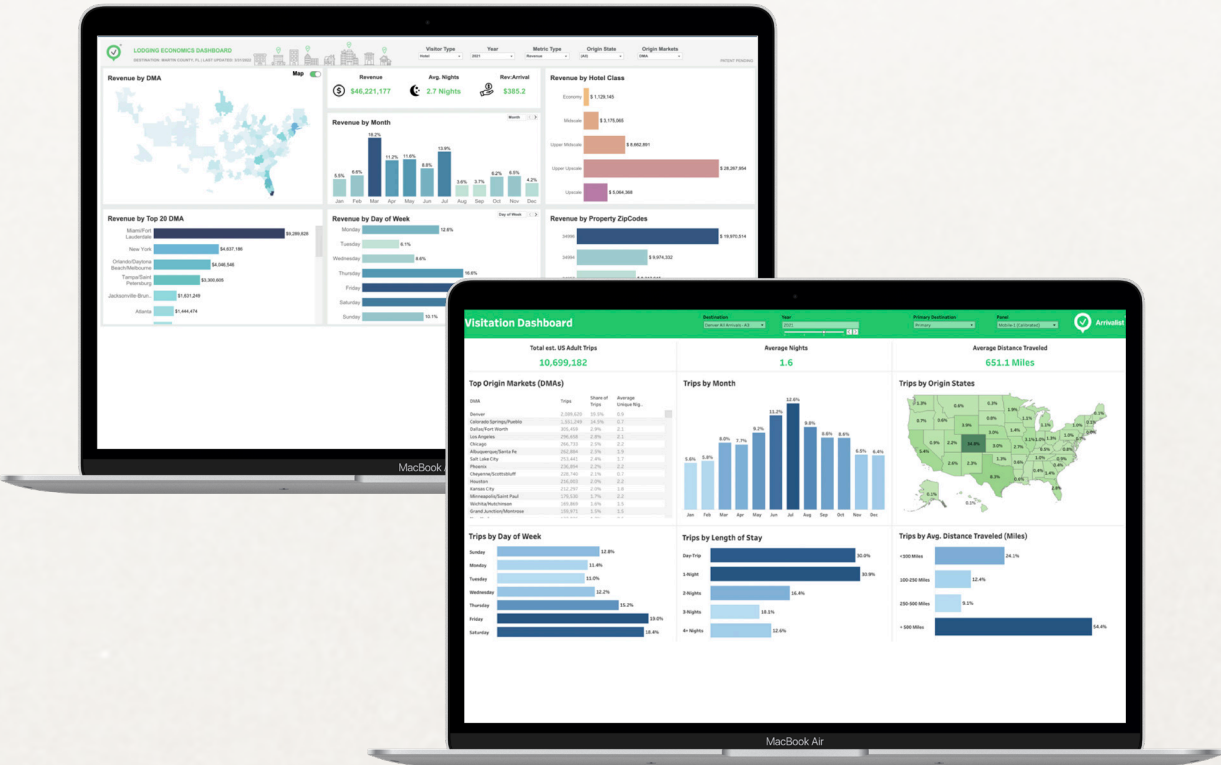
# ARRIVALIST

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

**Who can participate?** DMOs and Hotels

**Timing:** Through June 2023

**TDTD Investment:** Existing Arrivalist contract (\$90,000)



**FOR QUESTIONS OR TO PARTICIPATE, CONTACT:**  
Charles Lewis, Business Development Director for Arrivalist  
charles@arrivalist.com | 770.335.6776

	PARTNER INVESTMENTS	PARTNER DISCOUNT	DETAILS
<b>Arrivalist Lodging™ (Featured Offering)</b>	\$25,000/yr + \$5,000 setup fee (setup fee waived for current Trip or Attribution clients or new clients that purchases Trip or Attribution)	25%	<p>Arrivalist Lodging™ is the industry's first total overnight demand market view. Integrating data from best-in-class hotel booking metrics and vacation rental metric providers, Arrivalist employs location data to understand where visitors spend the night, how that varies by hotel class, origin market, time of year and more. LED users report back a spectrum of use cases from improved zip code targeting to increase ROI to optimized content marketing to heightened advocacy. Arrivalist Lodging is available on demand through a portal login, with Calibrated Data updated monthly. Segments destination overnight trips by lodging type (hotel, vacation rental, VFR), hotel class, origin market and more. Integrates best in class hotel and vacation rental metrics.</p> <p><b>Includes:</b> Account Kickoff, Reveal and Quarterly Consultation</p>
<b>Arrivalist Trip™ Dashboards</b>	\$25,000/yr	25%	<p>Location data from smartphone panel reveals visitor origins, length of stay, seasonality, and in-market behavior through lens of proprietary "Trip Model". The visitation dashboard provides an overview of visitor estimates, seasonality, distance traveled, and origin markets. Meanwhile, the Points of Interest Dashboard includes up to 25 POIs of your choosing, with visualizations and data that populate against the POI of your choosing, be it an airport, convention center, parks or other key location. Arrivalist Trip is available on demand through a portal login, with Calibrated Data updated monthly.</p> <p><b>Includes:</b> Account Kickoff, Reveal and Semi-Annual Consultation</p>
<b>Arrivalist Trip® with Attribution</b>	\$70,000	22%	<p>Arrivalist's Comprehensive offering combines the core visitation intelligence with media attribution. KPIs including Arrival Lift and Stay Lift show the true effect of digital media exposure on arrivals to Michigan's local DMOs. A3 full comprehensive is available on-demand through a portal login and is updated with balanced data (visitation) and attribution data monthly. Clients will have access not only to interactive dashboards showing movement into and within the destination, but also specialized media measurement charts. All charts include advanced filtering and downloadable data. The A3 Full Comprehensive Platform <b>requires a minimum 25MM measurable digital impressions*</b> as part of an Arrivalist-reviewed media plan. Arrivalist must approve media schedule of vendors and impressions prior to implementation.</p> <p><b>Includes:</b> Account Kickoff, Reveal and Quarterly Consultation</p>

\*Coop products update monthly. Arrivalist Lodging carries a value-added lookback to January 2021. Arrivalist Trip includes a value-added 24 month lookback.

\*For Arrivalist Lodging, Arrivalist Trip, and Arrivalist Trip with Attribution, two year commitment will carry a 10% discount; three+ year commitments carry a \$15% discount.



# 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

**Timing:** Through November 2025

**TDTD Investment:** \$45,000/year

## New Partner Benefits:

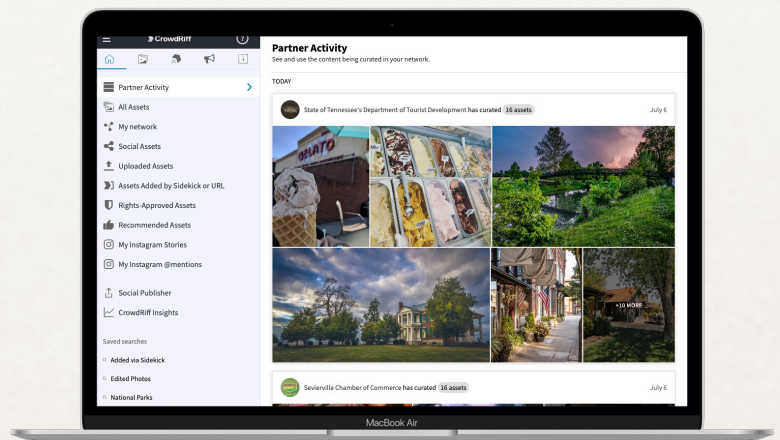
- 3-year ongoing access to program (December 1, 2022 – November 30, 2025)
- Access to platform at discounted rate (20% off list pricing)

## Additional Discounts for Partners:

- An additional 5% discount will be applied to the license cost for partners that sign a 2-year agreement
- An additional 10% discount will be applied to the license cost for partners that sign a 3-year agreement

## Existing Partner Benefits:

- Current partners on Advanced Platform will have their current pricing honored
- Now includes 2 previous add-ons for free (Video upload and Photowall worth \$4,000)
- 5% yearly increase will be waived for existing partners who renew for 2 or 3 year agreements
- Unlimited web galleries (previously 50 maximum)



## FOR QUESTIONS OR TO PARTICIPATE, CONTACT:

Rob Rosenblatt, Customer Success Manager  
rob.rosenblatt@crowdriff.com

STARTER PLATFORM		ADVANCED PLATFORM <i>Everything in starter +</i>
<b>Sourcing &amp; Discovery</b>	Intelligent Social Content Social photo image recognition Quality filtering + smart curation Photo and Video Uploading <i>1gb storage</i>	Everything in Starter plus: <i>500 GB storage</i>
<b>Distribute &amp; Measure</b>	Web Galleries Smart Galleries Google Locations Live Photo Wall Sidekick Gallery Insights Google Analytics CrowdRiff Insights Hashtag Rights Management	Everything in Starter plus: <i>Collector</i> <i>Expiry and License Management</i> <i>Third Party Share portal</i> <i>CTAs</i>
<b>Included</b>	Training & Onboarding Implementation Phone & Email Technical Support Dedicated Customer Success Manager	Training & Onboarding Implementation Phone & Email Technical Support Dedicated Customer Success Manager
<b>Partner Investment</b>	\$12,000/year <i>(\$9,600 after discount)</i>	\$19,000/year <i>(\$15,200 after discount)</i>
<b>Add-On Functionality</b>	Advanced Rights Management (\$3,200) API Access (\$3,200) Media Hub (\$2,400)	

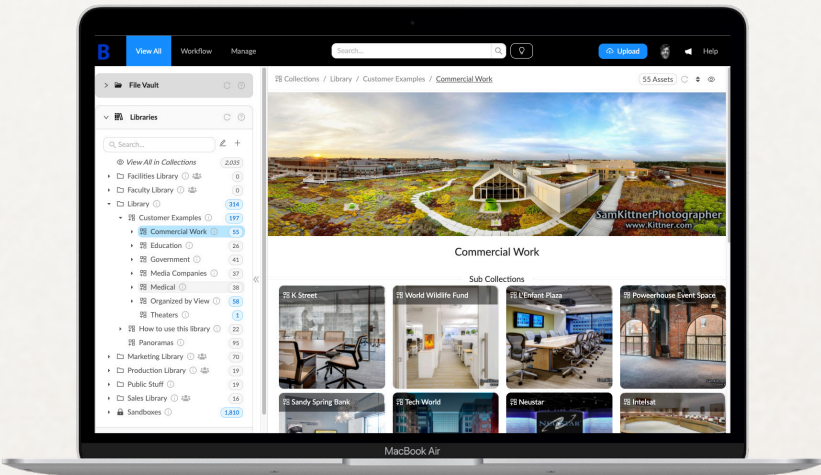


# MEDIA GRAPH

MediaGraph (formerly Tandem Vault) is a scalable B2B, cloud-based digital asset management platform that allows organizations to acquire, organize, store and share media files.

**Discount:** 20% for all plans

ESSENTIAL	MULTI-DEPARTMENT	ENTERPRISE
\$99 up to 250GB storage	\$800/mo. up to 3TB	\$3500/mo. up to 8TB
\$200 up to 500GB storage	\$1250/mo. up to 5TB	\$4250/mo. up to 10TB
\$300 up to 750GB storage	\$1750/mo. up to 10TB	\$5000/mo. up to 15TB
\$400 up to 1TB storage	\$2250/mo. up to 15TB	\$5750/mo. up to 20TB



**FOR QUESTIONS OR TO PARTICIPATE, CONTACT:**

Erika Nortemann  
erika@mediagraph.io

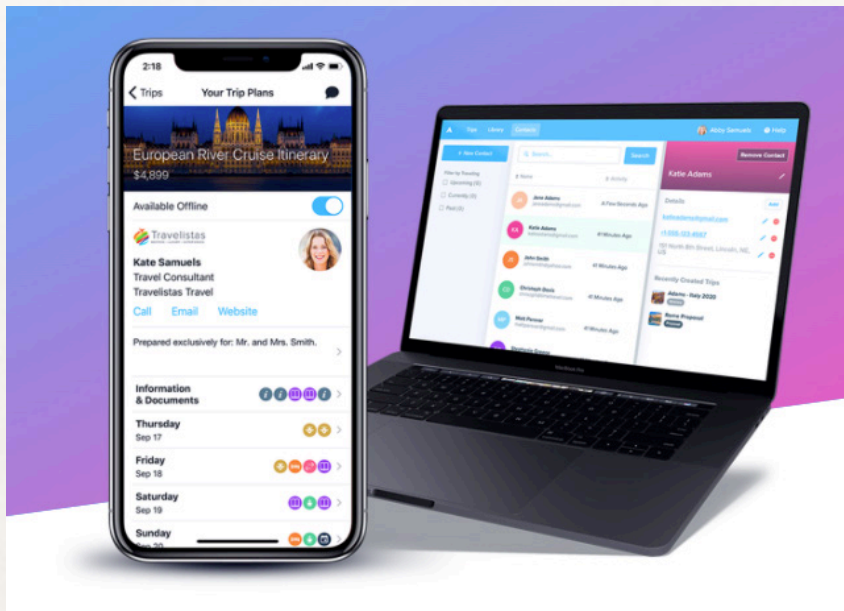
## TRAVEFY

Offer custom travel itineraries for media, influencers and guests. State to provide offerings for partners interested.

**Pricing:** Free as a TN partner

**Benefits:**

- Itinerary Management
- Quotes and Proposals
- Simple CRM and Forms
- Reach out to Rob Regg or Amanda Murphy to be added to platform access. (50 logins on a first come, first served basis)



**FOR QUESTIONS OR TO PARTICIPATE, CONTACT:**

Rob Regg, Director of Marketing  
rob.regg@tn.gov | 615.741.9025

Amamnda Murphy, Director of Communications  
amanda.murphy@tn.gov | 615.741.9010



# VISA VIEW

Transaction data including elements such as spend category and cardholder origination. Instead of providing travel intention and booking metrics, Visa provides actual in-market spend of travelers.

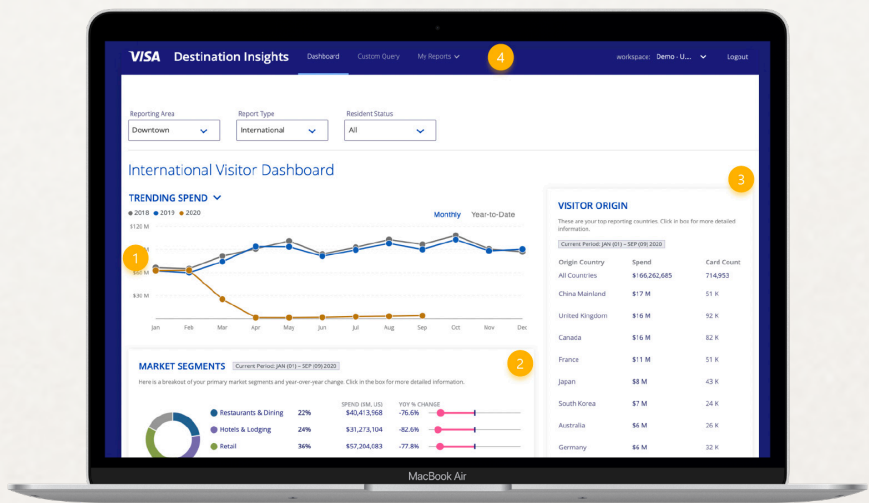
**Web-Accessible Dashboard**

- Data product that can be easily used and ingested by data analysts as well as researchers & access to visualizations and underlying data.
- Reports typically produced within 45 days of month's end and published via web.
- Access cross border and domestic data on multiple reporting areas
- Provide breakouts based on consumer and commercial spend.

**Tier 3 — \$35,00**

**Additional Reporting Areas — \$4,000**

**Monthly Refresh — \$7,500**



**FOR QUESTIONS OR TO PARTICIPATE, CONTACT:**  
Tiffany Burnette, NA Data Products  
tiburnet@visa.com | 919.257.0754











*INFLUENCER*





## HAPPY FRIDAY

Happy Friday are Entertainment Marketing experts with a combined 20+ years of experience working with Fortune 500 companies, award-winning ad agencies, start-up consumer brands & everything in between.

**Who can participate?** 1 program per region (East, Middle, West)

**Timing:** Within fiscal year

**TDTD Investment:**

\$60,000 state investment to sponsor one program per region (East, Middle, West)  
total program value \$40,000

**Partner Benefits:**

- 1 program per region (East, Middle, West)
  - State buy-in - \$20,000
  - Partner buy-in - \$10,000, 2 partners in each program
    - One Influencer per partner
    - Partner must select their influencer with state input
    - Partner will receive:
      - 1x overnight stay (minimum) in select region
      - 1x IG Infeed (with both State/Region and Partner tagged and @ mentioned in caption)
      - 3x IG stories with at least 3x frames each (9 total frames), 2x link stickers (to State/Region and Partner channels); saved to highlight for at least 30 days organic/paid rights for State/Region (\*not Partner)



**ENTERTAINMENT  
MARKETING CONSULTING**



**INFLUENCER MARKETING**



**CELEBRITY PARTNERSHIP  
STRATEGY & EXECUTION**



**FOR QUESTIONS OR TO PARTICIPATE, CONTACT:**

Whitney Byerly, Happy Friday  
whitney@happyfriday.co







A dark, moody photograph of a room. On the right, a red wall is visible with two vertical posters. The poster on the left shows a person in a yellow and black outfit, and the one on the right shows a person in a red and black outfit. In the foreground, a blurry blue light source is visible, creating a bokeh effect. The word "SOCIAL" is written in white, stylized, brush-like capital letters in the bottom right corner.

*SOCIAL*





## STRIKE SOCIAL

Strike Social is not your typical social media solution. Strike provides 24/7 global engagement with media partners to drive strategic business outcomes.

**Who can participate?** All partners

**Timing:** 2022-2026 (timing can be determined by partner)

**TDTD Investment:**

- Discounted digital media with 1:1 match, max \$20k per partner

**Partner Benefits:**

- Strike Social will deliver a full proposal for each partner DMO, w/ guaranteed pricing, recommended targeting and overall strategies tailored to each DMO campaign and platform.
- Strike Social will deliver bi-weekly reporting (unless otherwise discussed) and a post campaign wrap deck & report with insights, takeaways and recommendations upon completion of campaign.
- Strike Social powered campaigns are powered by our own technology and a 100+ person activation team to ensure maximum performance for every partner.



### COST AVERAGES BY PLATFORM

W/ min. \$2,500 budget	YouTube	TikTok	Facebook/IG	Snapchat	Twitter	LinkedIn	Pinterest
Avg. CPV/Views	\$0.03 CPV / 83,333 Views (based on instream skippable video)	\$0.02 CPV / 125,000 Views	\$0.04 CPV / 62,500 Views	\$0.06 CPV / 41,666 Views	\$0.02 CPV / 125,000 Views	\$0.25 CPV / 10,000 Views	\$0.15 CPV / 16,667 Views
Avg. CPM/ Impressions	\$10.00 CPM / 250,000 Impressions (based on the 6-sec bumper video)	\$4.00 CPM / 625,000 Impressions	4.00 CPM / 625,000 Impressions	\$5.00 CPM / 500,000 Impressions	\$5.00 CPM / 500,000 Impressions	*Recommend opting for CPC	\$5.00 CPM / 500,000 Impressions
Avg. CPC/Clicks	\$6.00 CPC 416 Clicks	\$1.00 CPC 2,500 Clicks	\$2.50 CPC 1,000 Clicks	\$1.00 CPSU 2,500 Swipe-ups	\$1.00 CPC 2,500 Clicks	\$15 CPC / 167 Clicks	\$4.00 CPC 625 Clicks

*\*These are Strike Social benchmarks. Pricing \*may\* change based on parameters of the campaign, such as total budget, flight dates, audiences, assets, etc. Pricing will be confirmed w/ DMO partner prior to committing to Strike Social.*



### FOR QUESTIONS OR TO PARTICIPATE, CONTACT:

Cameron Wallin, VP Sales, Strike Social  
cwallin@strikesocial.com | 317.752.8124





Department of Tourist Development. Authorization  
No. 32616. September 2022. This public document was  
promulgated at a cost of \$5.44 per copy.

THE SOUNDTRACK OF AMERICA  
MADE IN  
**TENNESSEE**  
☆☆☆