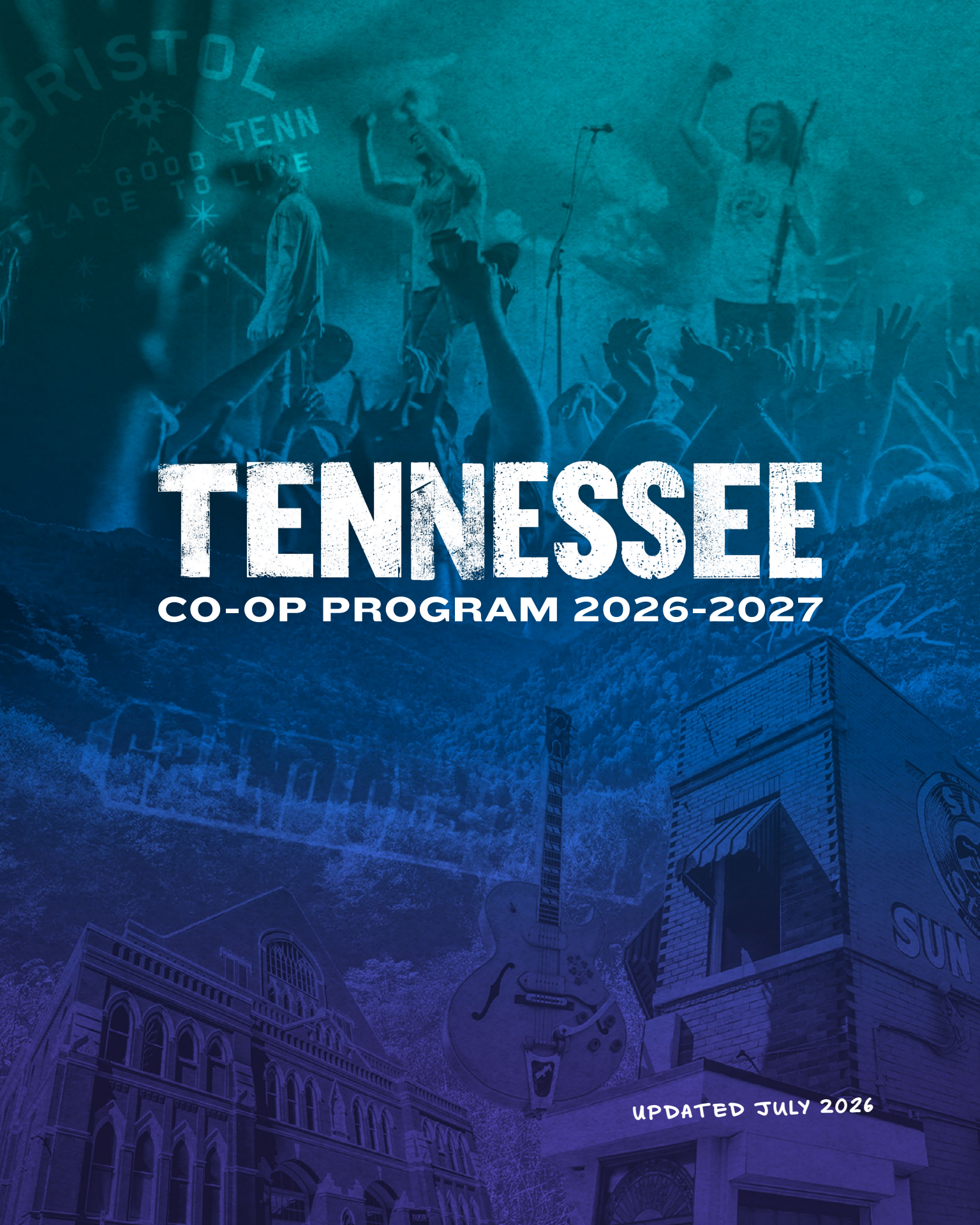


The background is a teal-colored collage. At the top, there's a concert scene with musicians and a crowd. Below that, on the left, is a historic building with many arched windows. In the center, a large electric guitar is superimposed. On the right, there's a building with a sign that says 'SUN'. At the very top left, there's a faint sign that says 'BRISTOL' and 'A GOOD PLACE TO LIVE'.

TENNESSEE

CO-OP PROGRAM 2026-2027

UPDATED JULY 2026

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MARKETING CO-OP PROGRAMS OVERVIEW

Tennessee Co-op Programs serve the mission of driving travel to Tennessee while also providing partners with varying budgets and product offerings. These offerings are designed for TDTD and TDTD Partners July 2026 to June 2027.

The most up-to-date listing of co-op programs can be found at industry.tnvacation.com.

GOALS & OBJECTIVES OF CO-OP PROGRAMS:

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

PARTNER REQUIREMENTS:

Must include at least one TDTD target market in each chosen program:

Alabama	Denver	Missouri	Georgia Statewide
Atlanta	Detroit	New Orleans	Mississippi Statewide
Austin	Greenville	Ohio	North Carolina Statewide
Baltimore	Illinois	Ontario/Toronto	South Carolina Statewide
Boston	Indianapolis	Orlando	Virginia Statewide
Charleston	Jackson, MS	Raleigh-Durham	
Charlotte	Jacksonville	Tampa	
Chicago	Kentucky	Washington, D.C.	
Cincinnati	Little Rock		
Dallas	Minneapolis		

- Matching funds cannot be used for advertising in Tennessee
- Partners must work directly with vendors to implement and manage campaigns
- Billing will be handled directly between partner and vendor

CONTACT

Rob Regg, Director of Marketing,
rob.regg@tn.gov, 615.598.1996

MARKETING CO-OP PROGRAM SUMMARY

VENDOR	CONTACT	OFFERINGS	TIMING	MINIMUM PARTNER BUY-IN
Advance Travel and Tourism	Will Crockett, jcrockett@al.com, 615.728.2263 Christy Betz, cbetz@al.com	Digital	Fiscal Year	\$1,500
American Road	Becky Repp, becky@americanroadmagazine.com, 206.369.5782	Print, Digital, Audio	Quarterly Issues Fiscal Year	\$235
Atlanta Magazine	Jon Brasher, jbrasher@atlantamagazine.com, 770.712.7492	Print	Monthly/Quarterly Issues; Fiscal Year	\$1,717
Austin & Colin	Austin Bever, austin@austinandcolin.com, 513.833.4795	Production, Digital	Fiscal Year	\$12,500
Compass Media	Mark Warner, mwarner@compassmedia.com, 615.557.4385	Print, Digital	Fiscal Year	\$2,500
Design Sensory	Mary Blair, mblair@designsensory.com	Production, Digital	Fiscal Year	\$21,650
Encore	Kelli Dill, kelli@encoremagazine.com, 615.739.0193	Print	Fiscal Year	\$5,000
Expedia	Marissa Moore, marimooore@expediagroup.com, 248.207.9705 Veronica Terrell, vterrell@expediagroup.com, 630.956.0067	OTA Digital	Fall/Winter Homepage	\$3,500/\$5,000
Farm Flavor Media	Bob Midles, bmidles@farmflavormedia.com, Office: 615.771.0080, Direct: 615.771.5567	Print	Quarterly Issues	\$860
Food & Travel Magazine	Tom Kane, tkane@foodandtravel.net, 323.219.0404	Print, Digital	Quarterly Issues Fiscal Year	\$16,000
Garden & Gun	Jana Robinson, jana@robinsonmedia.net, 904.234.5732	Print	June/July Issue	\$6,875
Gray Destination Marketing	Jen Casey, jennifer.casey@graymedia.com, 312.909.0871	Digital	Fiscal Year	\$5,000
Herrmann Global	Andrea Kuskie, andrea@herrmannglobal.com, 303.915.2371	Digital	Sept 2026 – Apr 2027	\$6,000
Ink Global	Elias Manneh, elias.manneh@ink-global.com, 312.237.1580 Nathan Alexanian, nate.alexanian@ink-global.com, 760.623.5869	Digital	Fiscal Year	\$5,000
The Local Palate	Mimi Zug, mimi@thelocalpalate.com, 713.806.9295	Print, Digital	Fiscal Year	\$850
Lonely Planet	Jana Robinson, jana@robinsonmedia.net, 904.234.5732	Digital	Fiscal Year	\$5,000
Miles Partnership	Kim Palmer, kim.palmer@milespartnership.com, Direct: 941.342.2312, Mobile: 941.224.6888	Digital Audit & Activation	Fiscal Year	\$–
New South Creative	Brian Wagner, brian.wagner@newsouthcreative.com, 615.491.4694	Production	Fiscal Year	\$19,281
Orange 142	Emily Parli, emily@orange142.com, 808.223.5840	Digital, Audio	Fiscal Year	\$1,000
Outside	Kristine Bihm, kbihm@samssouth.com, 917.748.1572	Print, Digital	Fiscal Year	\$10,000
Paddling Magazine (Rapid Media)	Brenna Kelly, brenna.kelly@deltadigital.co, 236.837.8073	Print, Digital	Fiscal Year	\$2,500
RoadRUNNER Motorcycle Touring & Travel	Mark Thomas, mark@roadrunner.travel, 516.672.3209	Print, Digital, Production	Fiscal Year	\$1,000
ROVA Magazine	Madelyn Roberts, madelyn.roberts1@gmail.com, 516.662.9555	Print, Digital	Fiscal Year	\$1,860
Sojern	Todd Schechter, todd.schechter@sojern.com, 404.216.2103	Digital	Fiscal Year	\$5,000
Southbound Magazine	Jon Brasher, jbrasher@atlantamagazine.com, 770.712.7492	Print	Quarterly Issues Fiscal Year	\$1,717
Southern Living	Holly Belk, holly.belk@dotdashmdp.com, 404.259.7035	Print	April Issue	\$5,000
Strike Social	Larry Cohen, larrycohen@northeast-media.com Lee Baler, lbaler@strikesocial.com	Digital	Fiscal Year	\$5,000

MARKETING CO-OP PROGRAM SUMMARY

StyleBlueprint	Melissa Thompson, melissa@styleblueprint.com, 615.300.7879	Digital Publication	Fiscal Year	\$3,999
Trailhead Media	Bobby Hart, bhart@trailheadmedia.com, 731.267.3121	Out-of-Home	Fiscal Year	\$406
The Travel Guide Group	Madelyn Roberts, madelyn.roberts1@gmail.com, 516.662.9555	Digital	Fiscal Year	\$930
Tripadvisor	Scott Caufield, scaufield@tripadvisor.com, 972.489.4543	Digital	Fiscal Year	\$2,500
Tripscout	Mark Preston, mark@tripscout.com, 617.999.2037	Digital	Fiscal Year	\$5,000
TURNER	Malcolm Griffiths, malcolm.griffiths@turnerpr.com, 212.960.3369	Public Relations	Fiscal Year	\$3,000
Wildsam	Jana Robinson, jana@robinsonmedia.net, 904.234.5732	Print, Digital	Summer 2027 Issue	\$7,000
Wired2fish (Rapid Media)	Brenna Kelly, brenna.kelly@deltadigital.co, 236.837.8073	Digital	Fiscal Year	\$2,500
AirDNA	Amanda Norton, amanda.norton@airdna.co, 248.843.1399	Platform & Tool	Fiscal Year	\$5,400
Arrivalist	John Packer, john.packer@arrivalist.com, 513.828.3177	Platform & Tool	Fiscal Year	\$25,000
CrowdRiff	Katrina Keilhauer, katrina.keilhauer@crowdriff.com	Platform & Tool	Fiscal Year	\$12,000
Seeker Events Network	Jody Vandergriff, jody@seeker.io, 650.740.5300	Platform & Tool	Fiscal Year	\$500
Travefy	Rob Regg, rob.regg@tn.gov Amanda Murphy, amanda.murphy@tn.gov	Platform & Tool	Fiscal Year	\$-
Zartico	Josh Gibson, josh.gibson@tn.gov Adam Zappia, adam.zappia@zartico.com, 770.330.3455	Platform & Tool	Fiscal Year	\$13,500

ADVANCE TRAVEL & TOURISM

Advance Travel & Tourism specializes in reaching travelers across a variety of tactics. It has provided custom programs to help Tennessee partners activate across social, display, audio, video and CTV.

Who can participate? All partners

No Required TDTD Investment: Up to \$90,000 matching funds/year

- The matching increments will be awarded on a first-come, first-served 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 & Tourism.
- Vendor will provide full-service support from campaign activation to insights, reporting and billing.

Partner Benefits:

- One-to-one value match on plans during the program duration, matching funds are allocated on a first-come, first-served basis.
- Plans can be initiated at any time.
- Campaign management and support from Advance Travel & Tourism, including reporting and analytics (with necessarily pixel placement implemented at campaign launch).

See the packages available and their offerings on the following pages.



**DATA-DRIVEN
INSIGHTS**



**AUDIENCE
ENGAGEMENT
STRATEGY**



**EXCEPTIONAL
DELIVERY &
RESULTS**

CONTACT

Will Crockett, TMP, Regional Sales Manager, Christy Betz, TMP, Account Executive,
jcrockett@al.com, 615.728.2263 cbetz@al.com, 757.641.7009

ADVANCE TRAVEL & TOURISM

PACKAGE	DESCRIPTION	OFFERINGS
Latitude/ Longitude — Geofencing Digital Display	Target in-market and out-of-market locations (attractions, condo buildings, shopping malls, etc.).	150,000 impressions/month x 3 months: \$1,500/month 225,000 impressions/month x 3 months: \$2,250/month 300,000 impressions/month x 3 months: \$3,000/month
CPC/Autobid Digital Display	Target your ideal vacationers low in the purchasing funnel for travel to your destination and contextual targeting available, along with standard and responsive ads.	300,000 estimated impressions/month x 3 months: \$900/month 450,000 estimated impressions/month x 3 months: \$1,350/month 600,000 estimated impressions/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
CTV/OTT	Reach your ideal vacationers while they are streaming long-form video content. Can be interest targeted and geotargeted. 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 (limited to 3 partners per year, DMO and attractions only)	Partner with a social audience that has over 2 million followers and incredible engagement. Facebook.com/ItsASouthernThing. Lead generation campaign with content.	- Content/Quiz creation, cost and boost of contest/quiz, 1 sponsored article, 3 newsletter sponsorships, 1 Instagram share \$10,750 total (billed in a one-time installment) - 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

CONTACT

Will Crockett, TMP, Regional Sales Manager, jcrockett@al.com, 615.728.2263
Christy Betz, TMP, Account Executive, cbetz@al.com, 757.641.7009

ADVANCE TRAVEL & TOURISM

AUDIENCE-FOCUSED PACKAGES

Advance Travel & Tourism takes an audience-first approach when building out comprehensive and effective digital marketing campaigns. It knows that each partner has a different ideal audiences and budget sizes; for that reason, it has four pre-built and customizable campaigns to meet each partner's marketing goals. The package below offer a unique way to reach ideal travelers in the places that they spend the most time online. Free creative services are offered for display and social. Each audience below can be targeted in up to three different markets. These four audience groups align extremely well with Tennessee travelers. All packages below are billed evenly over three months.

PACKAGE	DESCRIPTION	INCLUDES
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 kids 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.	• 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 three grown kids and four grandkids who 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.	• 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 like locals. 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.	• Paid Social Focused on IG • YouTube Nonskippable 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, the 4th of July — you name it. With three kids between the ages of 10 and 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.	• Paid Social To Promote Events • YouTube Non-Skippable Video Distribution • Mobile App Display

CONTACT

Will Crockett TMP, Regional Sales Manager,
jcrockett@al.com, 615.728.2263

Christy Betz, TMP, Account Executive,
cbetz@al.com, 757.641.7009

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

PRINT, DIGITAL, AUDIO

AMERICAN ROAD

For nearly a quarter century, American Road magazine has delivered entertaining and in-depth stories about historic highways and the people and places that make them great. It offers print, digital, broadcast and email marketing. American Road continues to receive critical acclaim on multiple “best travel magazine” lists. Itineraries on americanroadmagazine.com remain popular with visitors to the website.

Who can participate? All partners

Timing:

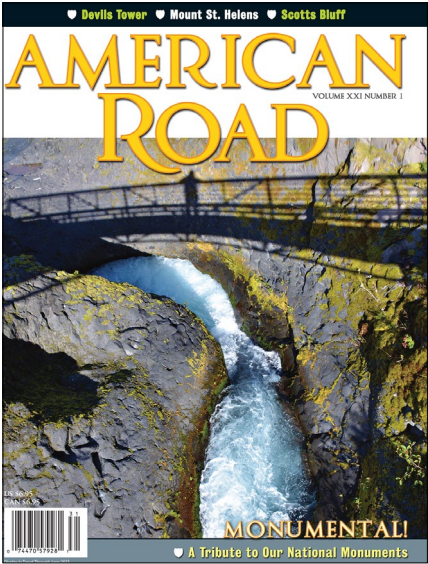
- Magazine Deadlines: February, May, August, and November.
- Digital Deadlines: Vary depending upon the activation date of the campaign.

TDTD Investment:

- When TN Vacation purchases a full-page ad, TN partners receive 40% off print/display ad rates and exclusive discounts on digital, broadcast, and email campaigns.

Partner Benefits:

- Print pricing includes digital value-added benefits: social, opt-in leads, video and visitor guide presence on americanroadmagazine.com worth \$3,000 per quarter. Full page advertisers also receive an itinerary placement—click activity tracked through BL.INK.com.
- Partners receive 25% off digital native advertising or PRINT partners receive 50% off select digital, broadcast and email marketing opportunities.



PRINT 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
1/2 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
1/4 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

CONTACT

Becky Repp, Sales Manager,
becky@americanroadmagazine.com, 206.369.5782

PRINT, DIGITAL, AUDIO

AMERICAN ROAD

DIGITAL NATIVE CONTENT	DESCRIPTION	PARTNER RATE
Itineraries or Getaways/Deals	Downloadable pdfs grouped by region to inspire longer stays and offers.	\$355 month
Featured Itineraries or Getaways/Deals	Billboard image and headline/copy atop section. (rotation of 5)	\$618 month
*Social Networking	Content sourced and written by AMERICAN ROAD staff and posted on AMERICAN ROAD social pages. One promoted post per week. 4/mo.)	\$1,130 month
Featured Contests	Your contest promoted on americanroadmagazine.com and on AMERICAN ROAD's social properties. Email, social posts, website presence.	\$1,130 month
*Visitor Guides	Promotion of destination visitor guides, videos, and 360 tours grouped by region, linking directly to view/request guide page.	\$355 month
*Event of the Month	Premier homepage slider image top 1/3 of site. featured in Email, full-banner on calendar page, radio spot for 1 month, Event of the Week.	\$2,575 month
*Photo/Event of the Week—Social	Premier homepage location and social promotion.	\$530 week
Video of the Week—Social	Premier homepage placement of video and social.	\$668 week
*Featured Event or Road News—Digital	Premier homepage location. Click to featured image, headline, content, links.	\$1,164 month
Who's Driving—Print/Social/Email	Premier print location. Sponsored prize, recognition on social and email.	\$1,545
*Photo of the Month—Social/Online/Email	Premier homepage location. Sponsored content, banner, itinerary, email.	\$5,150 month
Dedicated E-Blast	Direct message to opt-in subscribers.	\$880

TN CO-OP PARTNER ADVERTORIAL PACKAGES Americanroadmagazine.com has Pixel Tracking Capability	PARTNER RATE (NET)	NON-PARTNER RATE (NET)	PARTNER DISCOUNT	PARTNER DISCOUNT with 4x Print American Road buy-in
Essential Road Trip Bundle: Featured itinerary Listing (3 mo), 2x targeted Social post	\$2,185	\$2,914	25%	\$1,748 (40%)
Premier Event Bundle: Homepage placement, Leaderboard, 1x Social post, featured in event email, 1 month podcast :30 spot	\$2,300	\$3,220	25%	\$1,932 (40%)
Ultimate Heritage Traveler package: Virtual road trip, visitor guide promo, Getaway, itinerary	\$4,830	\$6,762	25%	\$4,057 (40%)

CONTACT

Becky Repp, Sales Manager,
 becky@americanroadmagazine.com, 206.369.5782

PRINT, DIGITAL, AUDIO

AMERICAN ROAD

AUDIO

Every year since 2021, Feedspot.com panelists have voted "American Road Trip Talk" in their Top 20 Road Trip Podcasts. "American Road Trip Talk" introduces listeners to the people behind the places featured in American Road magazine. Each week, Executive Editor Thomas Repp and host Gary Mantz drive you down the backroads that make this nation so unique. Listeners receive trip planning information needed to confidently explore the road less traveled.

Tennessee partners can highlight their destination on "American Road Trip Talk" — a weekly halfhour radio show aired on KKNW Seattle and syndicated on Spotify, iTunes, and a dozen other media outlets.

Who can participate? All partners

Broadcast:

- Airls every Friday from 1–1:30 p.m. PT on KKNW
- 50,000 weekly listeners

Podcast:

- 2,000+ additional monthly downloads via American Road website
- Syndicated on Megaphone/Spotify, iTunes and a dozen more podcast sites

Programs:

- There are four 30s sponsor spots available
 - Opener
 - Middle (2 spots)
 - Closer
- There is a 5-minute spotlight interview at the beginning of the show
- There is a dedicated show opportunity (30-minute show)



30S SPOTS Live Read or Supplied	PARTNER RATE	PRINT PARTNER RATE	LISTED RATE PER PARTNER
Opener/Closer/2 Middle	\$188	\$169	\$250
5-minute Spotlight	\$450	\$360	\$600
Dedicated Show	\$2,008	\$1,607	\$2,678

CONTACT

Becky Repp, Sales Manager,
becky@americanroadmagazine.com, 206.369.5782

PRINT

ATLANTA MAGAZINE

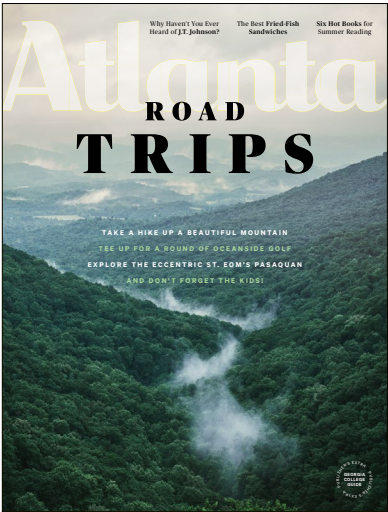
For over 65 years, Atlanta magazine has been the trusted voice of Atlanta. Our readers have the discretionary income to travel and over 74% of our readers regularly purchase products or services as a result of the ads they see in the magazine. Reach 280,000 of the most affluent Atlantans each month. With your display ad purchase. You will also receive bonus advertorial in our monthly travel section, Destinations. Destinations showcases the best of travel in the Southeast and beyond. From the top resorts, hotels, and inns, to the most acclaimed restaurants, best attractions, and favorite festivals—we visit them all.

Who can participate? All partners

Timing: 7/1/26 – 6/30/27

Partner Benefits:

- Print ads will run in monthly Destinations travel section and will include in addition to the ad advertorial and a photo provided by partner.
- No minimum



PRINT AD SIZE	1 MONTH	6 MONTHS	12 MONTHS
Full Page	\$6,500	\$5,900	\$5,200
Half Page Horizontal	\$3,995	\$3,595	\$3,395
Quarter Page	\$2,187	\$1,912	\$1,717

CONTACT

Jon Brasher, Associate Publisher,
jbrasher@atlantamagazine.com, 770.712.7492

AUSTIN & COLIN

Austin & Colin are an Emmy-winning musical duo and content creators who turn places into original “Welcome to” anthems people actually share, not skip. One destination, one 60-second song, one day of filming, built to go viral on TikTok, Instagram, Facebook, and YouTube.

Their anthems have crossed 100M+ views and 350K+ following. They are already putting Tennessee on the map, with Welcome to Lawrenceburg (2.2M+ views). Where a tourism commercial gets scrolled past, an anthem gets shared organically. For more info go to austinandcolin.com/songs-for-cities/.

Who can participate? All Partners

Timing: Available year-round. The process takes 4 to 6 weeks from agreement to publication. On-location anthems require one day of filming, while the Quick Cut is produced remotely. Slots are limited each month, so book ahead to tie your anthem to a specific season or event!

Partner Benefits:

- An original anthem your community shares, not a commercial they scroll past
- Organic reach that compounds, with no required ad spend
- Distribution to Austin & Colin’s 350K+ followers on top of your own channels
- Evergreen, fully licensed video asset for social, web, tradeshows, and campaigns
- Emmy-caliber production from a duo with 100M+ views across their portfolio



OFFERING	DESCRIPTION	VALUE	PARTNER RATE
Welcome to [City] Remote Quick Cut Anthem	60-sec original anthem produced remotely, created with your photos or existing b-roll, social-first + A&C distribution	\$15,000	\$12,500
MOST POPULAR: Welcome to [City] On Location Anthem	60-sec original anthem, full on-location shoot, full production + A&C distribution	\$30,000	\$27,500
Anthem Campaign	On Location + Horizontal cut perfect for website/conference placement + Behind the Scenes Mini documentary + A&C distribution	\$40,000+	\$37,500

CONTACT

Austin Bever, Co-Founder,
austin@austinandcolin.com, 513.833.4795

PRINT, DIGITAL

COMPASS MEDIA

Compass Media is a diverse marketing company offering innovative digital and print marketing services for the travel industry. Our geographical roots are on the beautiful Alabama Gulf Coast, but our partnerships have taken us from coast to coast, working closely with state tourism entities, DMO's, hotels/resorts, attractions and others.

During our 35-plus years in business, we've expanded our offerings to grow with the needs of our clients. Today, we develop highly effective digital strategies, campaign management, content production, social media management and more!

At each step, with each client and with each campaign, our focus is to provide a level of service that far exceeds expectations.

DIGITAL OFFERINGS

Who can participate? All partners

Timing: Three search engine marketing programs available through FY27

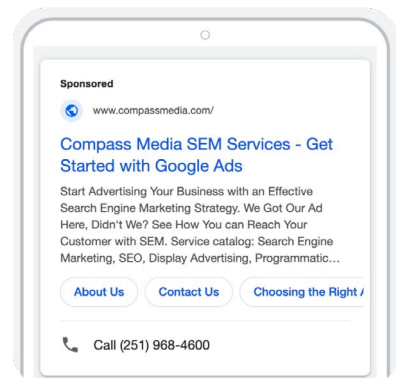
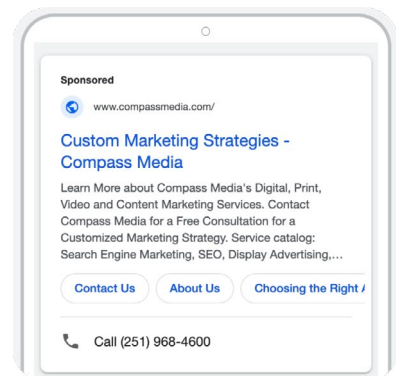
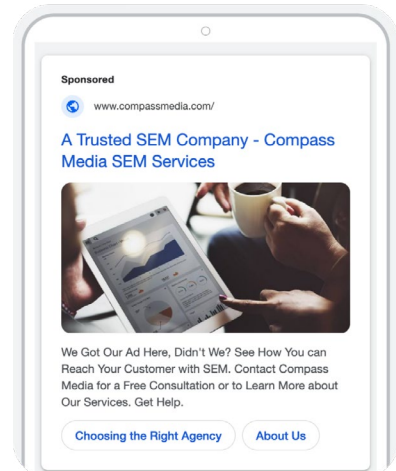
Partner Benefits:

- Search engine marketing campaigns that are key to driving visitation
- No required TDTD investment
- Exclusive discounted rates for TDTD Partners (6-month program)
- Discovery meeting to determine your destination's individual targets and goals
- Keyword and ad development
- Monthly report meetings for campaign performance evaluation

PROGRAM	INVESTMENT	DURATION	NOTES
SEM Program 1	\$2,500	1 month	
SEM Program 2	\$4,500	3 months	1500 per month
SEM Program 3	\$8,325	6 months	1500 per month (first 3 months) 1275 per month (second 3 months)

CONTACT

Mark Warner, Regional Advertising Manager,
mwarner@compassmedia.com, 615.557.4385



COMPASS MEDIA

PRINT OFFERINGS

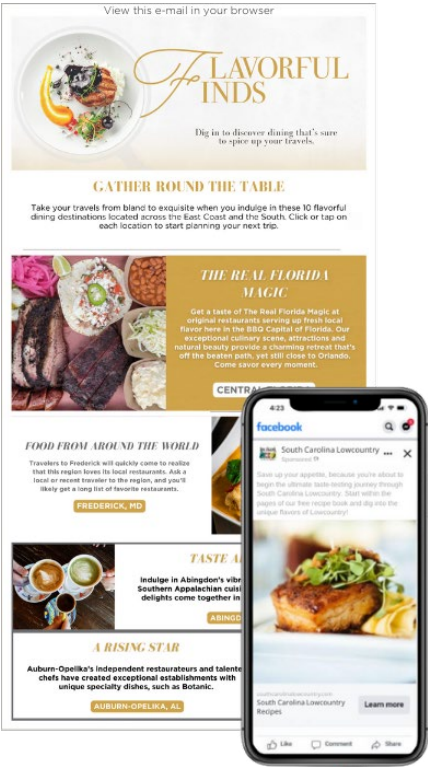
Who can participate? All partners

Timing:

- November 2025 (please note this program is available in October of each year)
- Deadline: July 23, 2025 (subsequent annual deadlines fall in mid-July of each year)

Partner Benefits:

- Your ad in a printed section appearing in both Food Network Magazine and The Pioneer Woman Magazine, reaching over 240,000 households in D.C., DE, FL, GA, KY, MD, NC, OH, PA, SC, TN, VA and WV
- Your custom advertorial in the above magazines to complement your print ad, offering the traveler additional information (size of advertorial is based on investment level)
- Your message in a targeted email campaign sent to 200,000 qualified consumers identified as affluent, food-interested travelers (size of your message is based on investment level)
- Guaranteed number of clicks for your ad in a targeted Facebook social media campaign (number of clicks guaranteed is based on investment level)
- Exclusive TDTD Partner benefit: As a participating TDTD partner, your destination is given twice the amount of guaranteed Facebook ad clicks as a non-TDTD Partner. An exceptional value!



PRINT AD SIZE	PRINT ADVERTORIAL SIZE	GUARANTEED FB AD CLICKS	EMAIL CAMPAIGN RECIPIENTS	NET INVESTMENT
2/3 page	1/3 page	10,000	200,000	\$21,675
1/2 page	1/3 page	7,000	200,000	\$16,150
1/3 page	1/6 page	4,200	200,000	\$10,850
1/6 page	not available at this level	2,800	not available at this level	\$6,375

CONTACT

Mark Warner, Regional Advertising Manager,
mwarner@compassmedia.com, 615.557.4385

DESIGN SENSORY

Exceptional destination marketing requires a "Content-First" philosophy. The Waypoint Content Capture program is engineered to equip your destination with a modern, world-class library of custom photography and video that captures the authentic spirit of your community. High-production-value visual assets are the non-negotiable foundation of any successful marketing toolkit. This comprehensive, structured program handles the heavy lifting across Pre-Production, on-location capture, and professional Post-Production editing. The result is a premium asset library engineered specifically to populate your website, fuel your paid media funnels, and dominate organic vertical video feeds.

Who can participate?

- Rural and emerging destinations in need of baseline storytelling.
- Regional hubs requiring multi-site coordination.
- Forward-thinking cities, regions, and brands looking to break the mold with highly conceptual campaigns.

Timing: Available year-round. The program is structured in three clear stages: Pre-Production, Production, and Post-Production. A standard cycle includes virtual discovery, a half-day technical scout, two full days of on-location capture, and post-production editing with a milestone-based revision process. Typically requires 4 months to execute all stages.

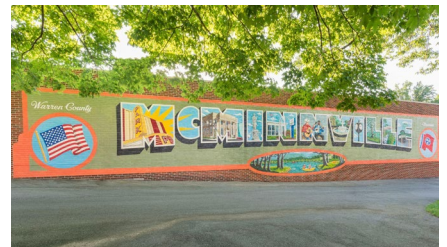
Minimum Investment: \$21,650

Partner Benefits:

- **An Authentic Visual Foundation:** Establish a premium baseline library of cinematic video and photography tailored precisely to your destination's storytelling goals.
- **Absolute Long-Term Asset Flexibility:** Gain ultimate marketing flexibility with access to your RAW footage and assets, allowing your team to endlessly repurpose content for future social campaigns and media requests.
- **Tailored Production Power:** Benefit from highly modular, scalable crew configurations designed to match the exact creative complexity your destination demands.
- **Cross-Channel Deployment:** Receive specific, optimization-ready deliverables natively formatted for paid digital funnels, broadcast media, and high-engagement vertical social channels like Reels, TikTok, and Shorts.

CONTACT

Mary Blair, Account Director,
mblair@designsensory.com



DIGITAL

DESIGN SENSORY

	PACKAGE	INCLUDES	RATE
PRE-PRODUCTION	Fixed Pre-Production Services	Virtual Discovery Sessions, a half-day Technical Scout, and custom Script Development (including one round of revisions)	\$10,850
PRODUCTION: SCALABLE DAY RATES	Standard Crew (3-Person)	Field Producer, Videographer, and Photographer. Ideal for efficient baseline capture	\$6,850
	Expanded Crew (4-5 Person)	Adds specialized lighting/rigging support and client monitors for complex coordination	\$8950
	Premium/Conceptual Crew	High-end specialized direction involving dedicated filmmakers, digital artists, and cinematic tools for broadcast-quality conceptual shoots	\$10,000+
POST-PRODUCTION	Package 1: The Foundation	1-2 minute scripted Anthem Video, 100+ Edited Still Photographs with metadata, and full RAW Footage Conversion	\$10,750
	Package 2: The Campaign	Designed for active advertising. Includes one :30s Commercial Cut and four :15s Promo Packs for high-frequency digital retargeting	\$7,500
	Package 3: The Toolkit	6-8 Organic Social Video Packs natively formatted (vertical) for immediate use on Reels, TikTok, and Shorts	\$3,950

Notes:

- Pricing may vary based on campaign complexity, geography, and duration.
- Travel, Talent Acquisition, Location Fees, and Props/ Production Design are billed dynamically as variable "At-cost" or "TBD" expenses.
- Custom scopes available.

- To meet the minimum spend, a partner must build a package that includes:
 1. The Fixed Pre-Production module (\$10,850).
 2. At least one (1) Production Day (starting at \$6,850).
 3. At least one (1) Post-Production Package (starting at \$3,950 for Package 3: The Toolkit).

Because capturing authentic destination content requires a complete workflow, partners cannot simply order post-production edits or a single shoot day in isolation. Beyond this baseline pipeline, partners have complete "a la carte" flexibility to add additional production days, upgrade their crew sizes, or select higher-tier post-production packages to suit their specific marketing needs and budgets.

CONTACT

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PRINT

ENCORE

Encore Magazine is the official performing arts program, the ‘playbill’ in theaters located in 15 key US markets, which include: Atlanta, Baltimore, Boston, Charleston, Charlotte, Cincinnati, Columbus, Ft Lauderdale, Houston, Indianapolis, Kansas City, Miami, Nashville, New Orleans, and San Antonio.

With one media buy, advertisers can reach an affluent, active, and culture-seeking audience who often travel for performance and leisure, making our program an ideal platform for destinations looking to reach a curious, experience-driven consumer.

Encore’s 15 Broadway Markets have a combined reach of over 3.5 million patrons. Audience members include wealthy retirees, sophisticated professionals, affluent families, tourists, and each location’s top community leaders.



Who can participate?

DMOs, hotels and attractions

Timing: June 2026–July 2027; As long as a Broadway show is available in any market.

Minimum Investment: \$5,000

Partner Benefits:

- In addition to each print buy, each partner will receive 1 post on our social media platform that links our affluent audience to your city website.
- 10+ Full Page insertion agreement, we will include your company on our website within the Encore Recommends section for 1 year.
- 15+ Half Page insertion agreement, we will include your company on our website within the Encore Recommends section for 1 year.

MARKET	CIRCULATION	FULL PAGE	1/2 PAGE
Atlanta	Avg 35,000 per show (10x Open Rate)	\$3,500 (\$5,000 Value)	\$1,750 (\$2,500 Value)
Baltimore, Boston, Charleston, Charlotte, Cincinnati, Columbus, Ft. Lauderdale, Houston, Indianapolis, Kansas City, Miami, Nashville, New Orleans, San Antonio	Avg 22,000 per show (10x Open Rate)	\$2,000 (\$2,600 Value)	\$1,250 (\$1,500 Value)

CONTACT

Kelli Dill, Senior Account Director,
kelli@encoremagazine.com, 615.739.0193

Through Tennessee Tourism's co-op sponsorship, DMOs, airports, attractions, hotels, and restaurants/restaurant groups in the state of Tennessee are able to leverage Expedia Group's first-party audience of travel intenders across its portfolio of brands (Expedia, Hotels.com, Vrbo and more) at a discounted cost and extended reach to help drive incremental visitation. Tennessee will sponsor a state landing page with featured placements available to up to 45 partners.

Who can participate? DMOs, airports, attractions, hotels, and restaurants/
restaurant groups*

Timing: January 1–March 31, 2027

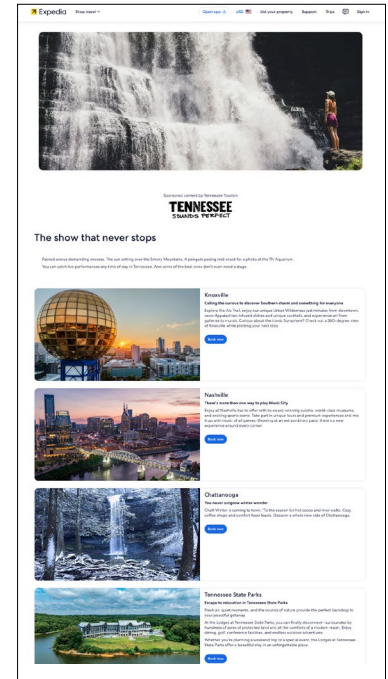
TDTD Investment: \$50,000

- Target TN Travel intenders and competitively conquest TN competitor destinations
- High-exposure display campaigns that will run across Expedia Group advertising
- Multiple investment levels
- Reporting provided at the composite campaign level

Details:

- 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 special circumstances, Expedia will evaluate on a case-by-case basis.
- Campaign management and support from Expedia — will include one report post-campaign.

expedia group
advertising



PRESENTING TIER	FEATURED TIER	STANDARD TIER
• Eye-catching placement at the top of the page below the main sponsor featuring your destination's logo • Custom copy aimed at educating travelers about your destination/brand and unique selling points • Only 4 spots available	• Prominent placement just below presenting tier • Custom copy aimed at educating travelers about your destination/brand and unique selling points • Only 12 spots available	• Copy generated from listing's description page. • Last on the page, following presenting and featured tier participants • 30 spots (only available for hotels and attractions)
\$10,000	\$6,000	\$3,500

CONTACT

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Veronica Terrell,
Expedia Group Advertising, Enterprise,
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**Restaurants/Restaurant groups will not have conversion reporting, since they are not bookable on our platform. This also applies to attractions not working directly with Expedia Group.*

PRINT

FARM FLAVOR MEDIA

Farm Flavor Media, a division of Journal Communications, is a full-service consumer lifestyle publishing company focused 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:

- \$5,000 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)



Distribution of Quarterly Lifestyle Magazines:

- North Carolina Field & Family: 608,377 mailed copies
- My Indiana Home: 249,791 mailed copies
- Mississippi Farm Country: 175,425 mailed copies
- Florida Farm & Family: 129,445 mailed copies

PUBLICATION	CIRCULATION	FULL-PAGE RATE* 10% Discount Off Individual State Rates	HALF-PAGE RATE* 7% Discount Off Individual State Rates
North Carolina Field & Family	608,000 households	\$6,900	\$4,140
My Indiana Home	250,000 households	\$4,400	\$2,640
Mississippi Farm Country	175,000 households	\$3,700	\$2,200
Florida Farm & Family	129,000 households	\$3,100	\$1,860
4-State Buy	1,162,000 households	\$16,290	\$10,099

*Chart reflects rates before the \$1,000 available matching spend is applied.

CONTACT

Bob Midles, Senior Integrated Media Manager,
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PRINT & DIGITAL

FOOD & TRAVEL MAGAZINE

Food & Travel Magazine is a nationally distributed luxury lifestyle publication focused on upscale travel, fine dining, and destination-driven storytelling. Through a combination of premium print editorial and targeted digital campaigns, the magazine connects destinations with an affluent audience actively seeking their next travel experience. Distributed through major national retail outlets including Barnes & Noble, and supported by a growing digital ecosystem, Food & Travel delivers immersive, high-quality content designed to inspire travel while providing measurable marketing value for tourism partners.



Who can participate? DMOs, CVBs, tourism boards, destinations, hotels, resorts, restaurants, & attractions

Minimum Investment: \$16,000

Timing: Quarterly: Spring, Summer, Special Edition, Fall, Holiday Edition, Winter *(All digital campaigns, including geo-targeted advertising, web features, and social amplification, are activated in alignment with each issue and run throughout the year.)*

Partner Benefits:

- National exposure to an affluent, travel-focused audience
- Premium editorial storytelling that highlights destinations authentically
- Integrated print + digital campaigns for extended reach
- 90-day geo-targeted digital advertising campaigns
- Website feature placement and audience engagement via Substack
- Social media amplification including short-form video content
- High-quality photography and professionally written editorial
- Multi-issue campaign opportunities for sustained visibility
- Custom programs and digital campaigns available upon request

PACKAGES	DESCRIPTION	PARTNER RATE
Single Issue Package	Full-Page Advertisement + Three-Page Editorial Feature + 90-Day Geo-Targeted Campaign + Website Feature + Substack Feature + Social Media Reel	\$12,500
Two-Issue Campaign	2 issues + all components above	\$23,000
Three-Issue Campaign	3 issues + all components above	\$40,000
Annual Campaign (4 Issues)	4 quartly issues + all components above	\$28,000
Print-Only Option	Single Issue Full-Page Advertisement	\$4,500
Annual Print Package (4 Issues)	4 issues	\$8,000

CONTACT

Tom Kane, Publisher,
tkane@foodandtravel.net, 323.219.0404

**Packages are structured to align with tourism co-op funding programs and are eligible for partner-managed campaign execution.*

DIGITAL

GARDEN & GUN

Garden & Gun is the only brand that moves from the sporting life to lush land and gardens, from architectural pursuits to adventurous travel, from food and drink to visual splendor. At its heart, G&G is about the richness of the South, and how a deep appreciation for its character can enhance life both within the region and beyond. Gardenandgun.com is a resourceful destination to reach those looking for the charm of the South. Whether visitors are searching for great travel destinations, events and more, Garden & Gun hosts it all.

Inspired by G&G's love for adventure, Due South is a weekly roundup of the best in Southern travel. With over 67,000 opt-in subscribers, 51% open rate and average 4.75% CTR you are reaching an engaged and affluent audience that is passionate about travel. Both enhanced and sponsored editions provide partners the opportunity to include branded content written by the G&G editors, image and URL providing them an authentic connection with the G&G readers.

Who can participate? All partners

Timing: July 2026–June 2027

- All partner levels require a 2–3 month time frame for completion depending on level

Partner Benefits:

- Partners receive priority with dates and special partner pricing. Partner display units will be served across the site.
- Targeting gardenandgun.com site visitors with 0.06% CTR
- Cross-channel: Food & Drink; Home & Garden; Arts & Culture; Travel, Music, Sporting
- Individualized reporting to be delivered at campaign end including impressions, clicks and CTR
- Partners can utilize 2 sets of display creative for a rotation
- G&G Newsletter: Due South is a weekly roundup of the best in Southern travel with 67,000 opt-in subscribers, 51% open rate and average 4.75% CTR.

CONTACT

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GARDEN&GUN

DUE SOUTH

TRAVEL AND ADVENTURE FOR THE SOUTHERN SOUL

SPONSORED EDITION

NOVEMBER 16, 2025



Santa Claus Is Coming to Freshfields Village on Kiawah Island

This holiday season, tickle your to-do list with one merry stop at Freshfields Village on Kiawah Island, South Carolina. The charming open-air shopping destination turns up the cheer starting with the Thanksgiving Farmers Market on November 24; gather all the goodies you need for Turkey Day, then bring the family back to Santa's Surf Shack from November 28–30 for live music and photos with the big guy. Missed meeting him in person? A Santa Mailbox is stationed in the Village all season long, ready to whisk letters straight to the North Pole—and yes, Santa writes back.

Round out the season with Movies on the Village Green, a beloved family tradition. Spread out your blanket and sip hot cocoa as holiday classics play under the stars—Dr. Seuss's *How the Grinch Stole Christmas* on December 6 and *A Christmas Story* on December 13. From shopping and snapshots to music and movie nights, Freshfields Village makes it easy to wrap all your holiday errands and traditions into one joyful outing.

EXPLORE HOLIDAY HAPPENINGS AT FRESHFIELDS VILLAGE

POPULAR ONLINE



Small Georgia Mountain Towns to Love



These Southern Restaurants Just Earned Michelin Stars



A Historic Virginia Inn Perfect for a Fall Getaway



Travel Destinations that Celebrate the Quiet Life

SUBSCRIBE TODAY AND SAVE!

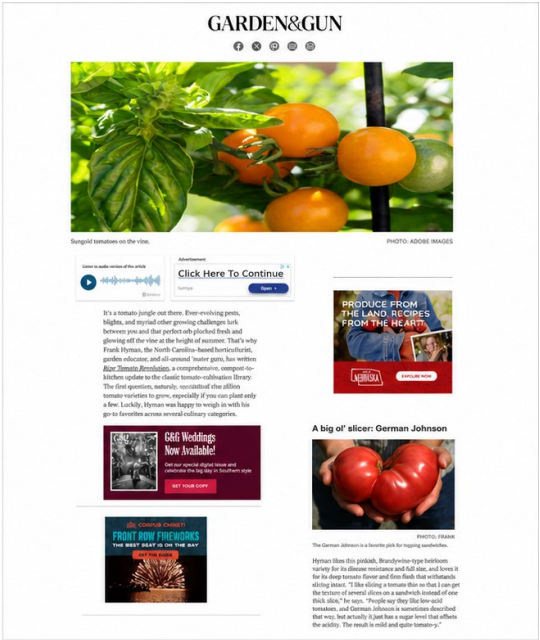
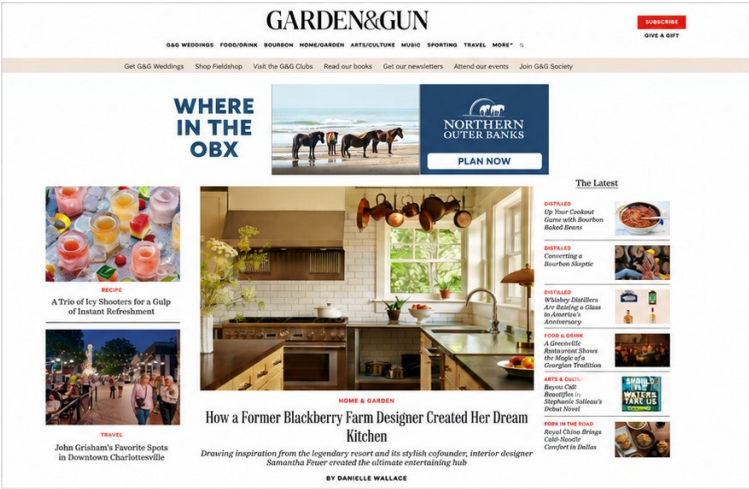
75% off Season

DIGITAL

GARDEN & GUN

ASSET	DISPLAY MEDIA RATES	SAVING RATE	PARTNER INVESTMENT
Display (300 x 250, 320 x 50, 728 x 90, 970 x 250, 300 x 600), Click-through URL	133,925 Guaranteed Impressions / \$11.20 CPM	20%	\$1,500
Display (300 x 250, 320 x 50, 728 x 90, 970 x 250, 300 x 600), Click-through URL	227,500 Guaranteed Impressions / \$10.99 CPM	22%	\$2,500
Display (300 x 250, 320 x 50, 728 x 90, 970 x 250, 300 x 600), Click-through URL	550,500 Guaranteed Impressions / \$9.00 CPM	35%	\$5,000

PACKAGE	NEWSLETTER DETAILS	ASSETS	PARTNER INVESTMENT
Enhanced Edition	- Available in all weekly newsletters (minus fully sponsored editions) - Mid-page inclusion 90–120 words of copy written by G&G to support your current campaign - One (1) clickable hi-res image	2–3 hi-res images (mix of horizontal and vertical) with brief captions + credits (if needed)* 2–3 talking points with a call-to-action and URL - Main point-of-contact for approvals - Emails to include with newsletter deployment	\$5,000
Sponsored Edition	- Two sponsored editions each month 180–200 words of copy written by G&G to support your current campaign - One (1) clickable hi-res image - Client's links and images included throughout narrative	4–6 hi-res images (mix of horizontal and vertical) with brief captions + credits (if needed)* 3–5 talking points with call-to-action and URL(s) - Main point-of-contact for approvals - Emails to include with newsletter deployment	\$8,000



CONTACT

Jana Robinson,
jana@robinsonmedia.net, 904.234.5732

GRAY DESTINATION MARKETING

Gray Destination Marketing connects destinations with travelers through high-impact, multi-platform storytelling that blends local lifestyle programming with trusted local television. By leveraging broadcast, streaming and digital video, we place your destination in premium content environments where travel decisions are made. Our approach combines immersive, story-driven segments with credible local coverage to inspire and build trust—showcasing your destination's unique experiences while positioning your brand as part of the journey, not an ad. Backed by strategic broadcast schedules and strong local station presence, we deliver scalable, multi-market campaigns that drive meaningful engagement and visitation.

Who can participate? All partners

Minimum Investment:

\$5,000 for a 4-week campaign

Timing: 4-week campaign window (enrollment open year-round). For production coordination, please give 4 weeks advance notice.

Partner Benefits:

- Lifestyle buy includes a 2–3-minute segment (live or virtual interview)
- Extended reach across TV, live streaming, and digital video—leveraging the power of trusted local news brands to increase frequency and impact
- Customizable market plans aligned to your feeder markets, target audience, and budget (large, medium, or small markets)
- End-to-end campaign management led by tourism experts, including feeder market and visitation research, performance reporting, and strategic guidance
- Spanish translation included, with optional production services available



MARKET OPTIONS	DESCRIPTION	PARTNER RATE
Large Markets: Atlanta GA, Tampa–St. Pete–Sarasota FL, Phoenix AZ, Cleveland OH, Cincinnati OH, Charlotte NC, Birmingham AL, New Orleans LA, Kansas City MO, Las Vegas NV	Lifestyle segment + :30 TV schedule Reporting includes ratings/impressions, reach, frequency, # of spots	\$15,000
Medium Markets: Lexington KY, Tucson AZ, Richmond VA, Roanoke VA, Springfield MO, Huntsville AL, Jackson MS, Mobile–Pensacola AL/FL, Montgomery AL, Charleston SC, Paducah KY, Myrtle Beach SC	Lifestyle segment + :30 TV schedule Reporting includes ratings/impressions, reach, frequency, # of spots	\$10,000
Small Markets: Greenville–New Bern SC, Biloxi–Gulfport MS, Meridian MS, Wilmington NC, Panama City FL, Clarksburg WV, Charlottesville VA	Lifestyle segment + :30 TV schedule Reporting includes ratings/impressions, reach, frequency, # of spots	\$5,000

CONTACT

Jen Casey, Director of Strategic Partnerships,
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GRAY DESTINATION MARKETING - GRAY TELEMUNDO

With Gray Telemundo, reach and influence Hispanic travelers in Tennessee's key feeder markets through a combination of Spanish-language local broadcast, live sports and digital media environments. This approach delivers culturally relevant messaging in high-impact moments that drive awareness and consideration.

Who can participate? All partners

Timing: 4-week flights, flexible start dates

Investment Levels:

- \$2,500
- \$5,000
- \$9,000

Partner Benefits:

- Translation and production services available based on overall investment.
- Complimentary production may be included at qualifying investment levels.

What's Included:

- :30 commercial spots across local broadcast, live sports and digital extensions
- Prime and high-impact programming environments
- Cross-platform exposure across linear and digital environments
- Flexible activation across key feeder market hubs
- Strong reach and frequency among Hispanic audiences

Markets:

- Mississippi Statewide
- Alabama Statewide
- North Carolina Statewide
- South Carolina Statewide
- Georgia Statewide

CONTACT

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HERRMANN GLOBAL

Herrmann Global is a tourism insights and content marketing partner that helps destinations connect with high-intent domestic and international travelers through research, storytelling, and targeted digital marketing.

Through our travel brand Untraveled.com, we connect destinations with travelers seeking authentic experiences, meaningful connections, and places beyond the ordinary. Our content highlights lesser-known communities, outdoor adventures, local culture, and responsible travel experiences that inspire visitation while supporting sustainable tourism growth.

By combining market intelligence, content creation, and digital distribution, we help destinations increase awareness, drive qualified website traffic, and reach travelers actively researching and planning their next trip.

Who can participate? All DMOs and attractions

Timing: September 2026 until April 2027

Minimum Investment: \$6,000

Partner Benefits:

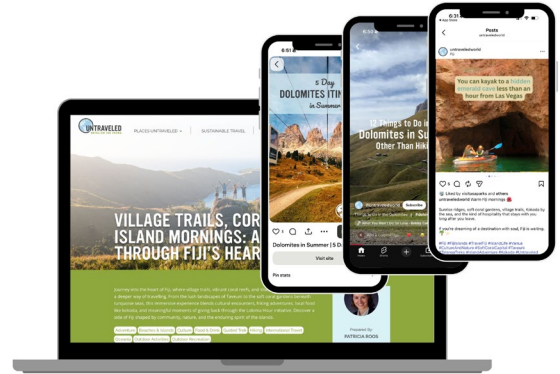
- Reach highly engaged domestic and international travelers
- Target specific domestic and/or international markets based on traveler demand
- Increase destination awareness and qualified website traffic
- Create long-term content assets that can be used across marketing channels
- Gain insights into traveler interests, seasonality, and market opportunities
- Access bilingual content and international market activation
- Featured placement in the Visit USA Parks and/or Untraveled newsletter
- Receive 2–3 bonus social media posts to extend campaign reach
- Receive campaign reporting, performance insights, and strategic recommendations

CONTACT

Andrea Kuskie, Director of Destination Strategy,
andrea@herrmannglobal.com, 303.915.2371



AUTHENTIC STORIES • MEANINGFUL CONNECTIONS • MEASURABLE RESULTS



PACKAGE	DESCRIPTION	INCLUDES	PARTNER INVESTMENT
Market Demand Audit	Identify where traveler demand exists and uncover opportunities to grow visitation through data-driven insights and market intelligence.	• Analysis of one domestic or international market • Year-over-year travel demand trends • Attractions and Activities ranking • Competitive benchmarking • Seasonal demand & Campaign Timing Recommendations • Market size analysis • SEO & GEO strategy and content suggestions • Strategic content and campaign recommendations Each Additional Market: \$1,150	\$6,000
Meta Campaign	Meta social campaign with look-alike audience targeting and retargeting	• Target USA + 2 international markets • 9 Meta social posts (3 per market) • 6 sets of paid ads (2 per market) • Meta social campaign management • Look-alike audience targeting and retargeting • Translation into 1 language • Campaign optimization and reporting KPIs: Impressions 150,000 / Link Clicks 3,400 Materials Required: 10-15 photos Each Additional Market: \$1,000	\$6,500
Destination Story	Professionally written story or itinerary, designed to inspire travelers and amplify reach through targeted social distribution.	• Target USA + 2 international markets • 1 destination story or itinerary published on Untraveled.com in English + 1 international language • 9 Meta social posts (3 per market) • 3 Pinterest Pins (1 per market) • 6 sets of paid ads (2 per market) • Meta social campaign management • Retargeting of engaged audience • Look-alike audience targeting and retargeting • Translation into 1 language • Campaign optimization and reporting KPIs: Impressions 210,000 / Link Clicks 5,600 Materials Required: 10-15 photos Each Additional Market: \$1,000	\$9,500
Amassador Visit	Hosted destination visit designed to capture authentic stories, photography, and video content that inspires domestic and international travel.	• Target USA + 2 international markets • 2-3-day hosted visit • 25-30 professional photos • 10-15 short-form video clips • Instagram story coverage • 1 destination story or itinerary published on Untraveled.com in English + 1 international language • 9 Meta social posts (3 per market) • 3 Pinterest Pins (1 per market) • 6 sets of paid ads (2 per market) • Meta social campaign management • Retargeting of engaged audience • Look-alike audience targeting and retargeting • Translation into 1 language • Campaign optimization and reporting • Release of all content & transfer of ownership in perpetuity Each additional market: \$1,150 USD.	\$15,000 <i>(+\$3,000 for travel costs)</i>

DIGITAL

INK GLOBAL

Ink Global is a premium travel media company reaching affluent, high-intent travelers across airport television, print, digital, and social platforms. Through The Traveller co-op program, Ink produces editorial-quality content on behalf of destinations and can distribute it simultaneously across an owned network of travel media channels, as well as the destinations own channels. Tennessee partners gain access to a combined audience of up to 54M+ travelers — reaching road warriors, bleisure seekers, and executive decision-makers at every stage of the travel journey. All campaigns include in-language creative translation and end-of-campaign wrap-up reporting.

Who can participate? All DMOs, hotels, and attractions

Timing: Fiscal Year; campaigns can be initiated at any time

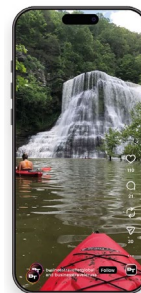
Partner Benefits:

- Multi-platform social distribution across IG, Facebook, TikTok, and YouTube with paid boosting
- Custom post production including static, carousel, Reel, and Story formats with swipe-up CTAs
- Caption copywriting and hashtag strategy included at all tiers
- Geo and interest-based market segment targeting with CTA routing to partner website or destination
- Access to owned TV Network coverage across airports, airlines, venues, hotels, and cruises at Tier 4 — reaching 50M+ monthly viewers across 90 airports, 950 venues, 500K+ hotel rooms, and 2,400 gates
- Mobile retargeting from TV Network coverage reaching 515M devices at Tier 4
- Multi-partner buy-in reaching \$100,000 threshold unlocks TV segments for each participating partner
- In-language creative translation included at all tiers
- End-of-campaign wrap-up report included at all tiers

CONTACT

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Nathan Alexanian, Campaign Manager,
nate.alexanian@ink-global.com, 760.623.5869



PACKAGE	DESCRIPTIONS	OFFERINGS
Tier 1	• Content & Posting: 12 posts (static, carousel, reel) + Caption copywriting and hashtag strategy included • Strategy & Reach: 1 platform (IG, Facebook, or TikTok) with boosting + 1 market segment (geo and interest targeting) + CTA routing to partner website or destination • Management & Reporting: In-language creative translation + End-of-campaign wrap-up report	Duration: 30 Days Impressions: ~250K \$5,000
Tier 2	• Content & Posting: 24 posts (static, carousel, reel) + Story posts with swipe-up CTAs + Caption copywriting and hashtag strategy included • Strategy & Reach: 2 platforms (IG, Facebook, or TikTok) with boosting + 2 market segments (geo and interest targeting) + CTA routing to partner website or destination • Management & Reporting: In-language creative translation + End-of-campaign wrap-up report	Duration: 60 Days Impressions: ~1M \$10,000
Tier 3	• Content & Posting: 36 posts (static, carousel, reel) + Story posts with swipe-up CTAs + Caption copywriting and hashtag strategy included • Strategy & Reach: 3 platforms (IG, Facebook, or TikTok) with boosting + 3 market segments (geo and interest targeting) + CTA routing to partner website or destination • Management & Reporting: In-language creative translation + End-of-campaign wrap-up report	Duration: 90 Days Impressions: ~3M \$15,000
Tier 4	• Content & Posting: 48 posts (static, carousel, reel) + Story posts with swipe-up CTAs + Caption copywriting and hashtag strategy included • Strategy & Reach: 4 platforms (IG, Facebook, or TikTok) with boosting + 4 market segments (geo and interest targeting) + CTA routing to partner website or destination + Owned TV Network coverage across airports, airlines, venues, hotels, and cruises + Mobile retargeting from TV Network coverage reaching 515M devices + Multi-partner buy-in reaching \$100,000 threshold unlocks TV segments for each participating partner • Management & Reporting: In-language creative translation + End-of-campaign wrap-up report	Duration: 120 Days Impressions: 54M (TV Networks + Social) \$25,000

CONTACT

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Nathan Alexanian, Campaign Manager,
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PRINT, DIGITAL

THE LOCAL PALATE

The Local Palate is a Southern food culture magazine that tells the stories behind the people, places, and foodways that make up this diverse and dynamic culinary region. Here, food and drink are more than sustenance — they're a way of life. We invite readers to join us and our team of experts as we explore Southern getaways, communities, traditions, artisanal products, makers, recipes, and chefs, and use food as a lens to better understand this rich, storied region.

To provide all Tennessee partners visibility during different times of the year, aligning with seasonal content and varied themes, we're offering a special section dedicated to participating partners in which Tennessee Tourism will split 50% of the total investment (total matching funds is \$25,000, so the section is first come, first serve until the match is met); plus an à la carte discounted options so partners can choose and create the perfect campaign to align with their own goals and objectives throughout the year.

Who can participate? All Tennessee partners

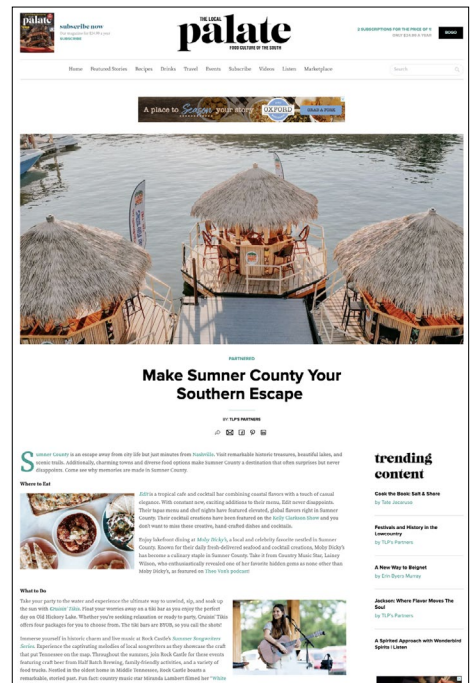
- For the co-op section, it is first come, first serve until we hit \$25,000 for the match-fund allocation from Tennessee Tourism.

Timing:

- Fall 2026
 - Assets due July 2, 2026
- Culinary Towns Special Issue
 - Assets due October 23, 2026
- Summer 2027
 - Assets due March 26, 2027

Partner Benefits:

- a TDTD full-page print ad + congruent Partner Page at discounted rates
- Exclusive discounted media rates
- Multiplatform packages
- Ability to create a unique, custom campaign between co-op and à la carte options
- Print Partner page inventory



CONTACT

Mimi Zug, Account Executive
mimi@thelocalpalate.com, 713.806.9295

PRINT, DIGITAL

THE LOCAL PALATE

CULINARY TOWNS CO-OP	OPTION 1	OPTION 2	OPTION 3
Components	• 2-page spread • Partnered section in newsletter • Partnered posts with Instagram & Facebook	• Full-page • Partnered section in newsletter • Instagram & Facebook posts	• Half-page • Newsletter banner
Total Net Investment (Co-op Rate*)	\$7,500	\$4,500	\$2,375

With each opportunity, there will be dedicated Savor the South newsletters with partnered content per co-op from the participating destinations, as follows (if more participation, we'll have more newsletters):

- With up to 3 participating destinations per 1x dedicated newsletter

À LA CARTE PRODUCT OPTIONS	RATE CARD	SPECIAL TN PARTNER RATE*
2-page spread	\$11,200	\$9,750
Full-page	\$7,000	\$5,250
Half-page	\$4,750	\$3,750
One month of run of site	\$1,850	\$1,250
Savor the South newsletter partnered section	\$2,750	\$2,000
Snapshot newsletter partnered section (Atlanta, Austin, Charleston, Charlotte or Nashville)	\$1,250	\$850
Partnered post	\$1,750	\$1,400
Instagram & Facebook posts	\$3,000	\$1,400
Events package (events page listing, Festival Focus newsletter section, Facebook post)	\$3,750	\$3,000

*TN Tourism is paying the same rate, as 50% split.

CONTACT

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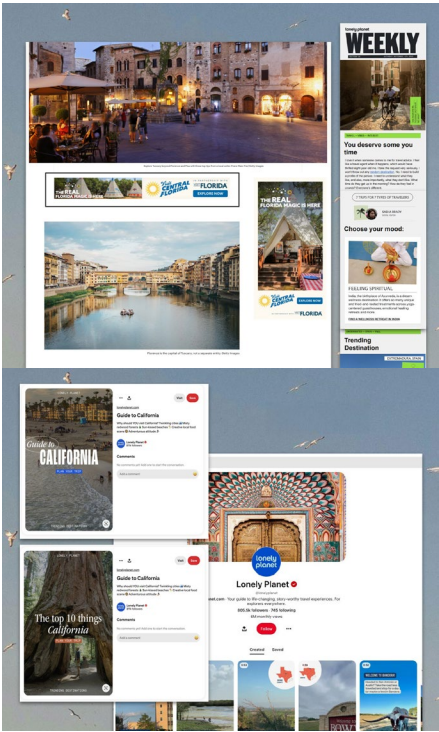
LONELY PLANET

Lonely Planet is the world's leading travel publisher and trusted travel authority, inspiring travelers for more than 50 years through award-winning guidebooks, digital content, social media, newsletters, and trip-planning tools. As the #1 travel publisher in the U.S., Lonely Planet specializes in destination storytelling, travel inspiration, custom content, digital advertising, social campaigns, and AI-powered travel discovery. Their highly engaged audience of active travelers relies on Lonely Planet throughout the travel journey—from dreaming and planning to booking and experiencing destinations through Lonely Planet Journeys booking platform.

Who can participate? All partners **Timing:** Fall 2026– Spring/Summer 2027

Partner Benefits:

- Discounted pricing and lower advertising minimums for display and Pinterest.



OPTIONS	PACKAGE	IMPRESSIONS	ASSETS	CPM
Option 1 Increase awareness of your destination or business targeting Lonely Planet’s domestic audience through standard display media (international targeting available upon request). Media assets will run in contextually relevant & highly visible placements across Lonely Planet’s site, optimizing for CTR throughout the flight.	\$5,000 ROS Package	286,000 Run of Site Display Guaranteed Impressions	ROS Display Ad Units: 300x250, 300x600, 728x90, 970x250	\$17. 50 CPM
	\$10,000 ROS Package	625,000 Run of Site Display Guaranteed Impressions	ROS Display Ad Units: 300x250, 300x600, 728x90, 970x250	\$16 CPM
Option 2 Lonely Planet’s Pinterest is a consistent source of travel inspiration, with over 800K followers and over 6M monthly views. Strategic partners will have the opportunity to become a part of a dedicated Pinterest campaign, through a Pin Sponsorship that includes one Pin for each sponsored partner. Each pin will receive a social promotion package and link-out to the destination / business’ O&O channel. \$5K and \$10K buy-in per partner (\$50K min for dedicated board – total across all TN partners): – 1x Sponsored Pin with CTL to Partner’s O&O – Partner to provide Image and CTL	\$5,000 Pinterest Pin Sponsorship	256,000 Guaranteed Impressions	Partner to provide image and CTL for Sponsored Pin	\$19.50 CPM
	\$10,000 Pinterest Pin Sponsorship	555,000 Guaranteed Impressions	Partner to provide image and CTL for Sponsored Pin	\$18 CPM

CONTACT

Jana Robinson, Southeast Sales Director,
jana@robinsonmedia.net, 904.234.5732

MILES PARTNERSHIP

Miles Partnership offers the Destination Optimization Program. Destination Optimization is a foundational initiative for DMOs aimed at improving the completeness, quality, and accuracy of their market's organic representation on Google and Tripadvisor. It helps support local businesses on how to use their Google and Tripadvisor business profiles to help them maximize their visibility and conversion.

Who can participate? All partner DMOs

No Required TDTD Investment

- Target travelers planning online or actively in the market to travel
- Flexible investment levels
- Reporting

Partner Benefits:

- Discounted programs available for metro, county and regional, and single-market 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.

PROGRAM SUMMARY

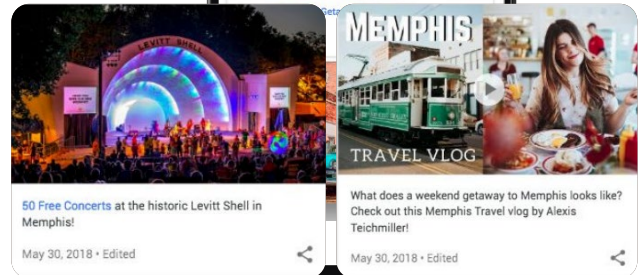
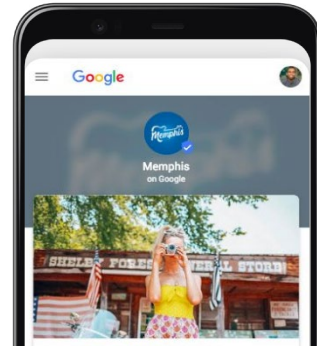
Comprehensive Destination Audit

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

- Google Travel
 - Top Things To Do (up to 100 listings audited for listing completeness, whether claimed and photo quality)
 - Recent photos

CONTACT

Rebecca Adelman, Destination Optimization Program Director,
rebecca.adelman@milespartnership.com, Direct: 941.342.2312, Mobile: 941.224.6888



- Business Listings on Google or Tripadvisor
 - Present/missing/closed/temporarily closed
 - Completeness of contact information, website and hours
 - Whether claimed by the owner (Google only)
 - Number of photos
 - Current rating and review count

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 by suggesting edits (all Google listings, limited to free listings on Tripadvisor)
- Add missing businesses, points of interest and facilities
- Identify and address critical missing images
 - Create branded, trackable distribution of high-quality photos on Google
 - Add images to Tripadvisor
- Train DMO team on Destination Optimization tools and best practices
- Provide a loan program for a Google Pixel phone and options for 360-degree camera loan and training
- Deliver results reporting

Tripadvisor training follows a similar outline:

- Integrating transactions
- Monitoring performance
- One-on-One Business Support – Office hours for businesses to meet directly with Miles Partnership 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

- Decrease the number of missing or incorrect business listings on Google or Tripadvisor
- Increase number of high-quality images attached to business listings on Google or Tripadvisor
- Address pain points across Google or Tripadvisor to help better inform consumers' critical purchase decisions
- 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 and Tripadvisor

Kim Palmer, Destination Optimization Program Director,
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PRODUCTION

NEW SOUTH CREATIVE



New South Creative is a Nashville-based content and marketing studio trusted by brands like the Grand Ole Opry, CMA Fest, Memphis Tourism, Jackson CVB, and Tennessee Whiskey Trail. Through this exclusive co-op with the Tennessee Department of Tourist Development, DMOs and attractions can access professional video and content packages at half the cost — thanks to a 100% match from TDTD.

Who can participate? All DMOs and attractions. 5 total available through FYE 2025 — first-come, first-served

Timing: Turnaround time is 4-6 weeks after sign-up and creative approval

TDTD Investment: \$19,881 per partner / \$99,405 total available

Partner Benefits:

- Packages include a combination of a :30 commercial, 1:30-2:00 video and social videos.
- Popular packages are listed below. More information is at newsouthcreative.com/ttdcoop.



VOLUME	MEDIA MATCHUP	FEATURES
• Brand video 1:30-2:00 • (20) Short-form videos	• (1) TV commercial :30 • (1) Brand video 1:30-2:00 • (4) Social videos/pre-roll ads	• 1-day shoot with 4 actors or 2 influencers • 4K cameras • Drone footage • High-quality audio • Professional hair and makeup



TURN VIEWS INTO ACTION — Make Every Video Click.

Clicktivated transforms passive viewing into real engagement. Clicktivated’s patented tech lets viewers click directly on what interests them, turning curiosity into action, instantly. No extra searching. Just seamless, measurable results your stakeholders will love.

Destinations like [Memphis](#), [Pigeon Forge](#), [Palm Springs](#) and [Visit Tampa Bay](#) are already seeing an average 10x increase in CTRs and overall engagement.

- Boost ROI
- Deliver real-time metrics
- Enhance the visitor journey

Tennessee partners receive discounted pricing.

See it in action: newsouthcreative.com/interactive-video

CONTACT

Brian Wagner, Co-Founder,
brian.wagner@newsouthcreative.com, 615.491.4694

DIGITAL

ORANGE 142

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

Campaign Details:

- Digital ad units include native and display
- Ads to run 100% on travel site placements (example site placement includes TravelZoo, Yahoo! Travel, National Geographic, Priceline.com, etc.)
- Audience Targeting: Include travelers with travel intent to Tennessee, the Southeast or your competitors’ markets!
- 5,000 guaranteed clicks to destination website

Who can participate? All partners

TDTD Investment: \$5,000 Partner Investment + \$5,000 TDTD Match = \$10,000 Package Value Total

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

PLACEMENT	RATE	AUDIENCE REACH
Native & Display Travel Intent Ads	Cost per Click	10,000 Guaranteed Clicks to Destination Website
Media Dashboard Reporting Interface	Value Add	Value Add

CONTACT

Emily Parli, Senior Digital Sales Manager,
lindsey@orange142.com, 808.223.5840

PRINT, DIGITAL

OUTSIDE

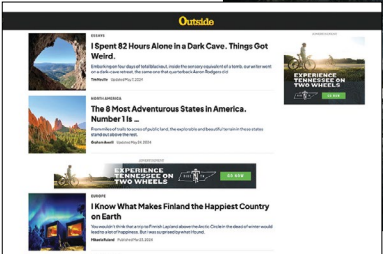
Outside magazine is the leader and the voice in the active lifestyle marketplace. Outside provides inspiration and motivation for people to experience the world outside through their coverage of sports, travel, adventure, gear, culture, food, and style. Reaching an affluent, active audience of over 250 million each year with less than 10% duplication with competitive travel sites and publications.

Who can participate? All partners

Timing: 07/01/26–06/30/27

Partner Benefits: Full details of the packages included [HERE](#).

- Contains multiple pricing tiers and product availability — display, video, print
- Campaign management and support from Outside
- Flexible timing on campaigns
- Partner to receive reporting post-campaign — display, video
- Avoid \$20,000 campaign minimums



OPTIONS	FEATURES	TIMING	NET/IMPRESSIONS
Outsideonline.com ROS Display	Geotargeted (above) Sizes: 970x250, 728x90, 300x600, 300x250, 320x50, 300x50, 300x50	2-month minimum flight, estimated 434,000+ impressions	\$10,000 net 434K+ total impressions
Outside TV In-Stream Video	Geotargeted (above) :30 AND :15 brand video	2-month minimum flight, 125K impressions (:30) + 100K impressions (:15) = 225K total impressions	\$10,000 net (both :15 and :30 brand video) 225K total impressions
Outsideonline.com ROS Display + Outside TV In-Stream Video	Geotargeted (above) Display (sizes above) + :30 brand video + :15 brand video	2-month minimum flight Display (217K Imp) + :30 video (125K Imp) + :15 video (100K Imp) = 442K+ total impressions	\$15,000 net (both display and video) 442K+ total impressions
Outside Magazine (print)	Full-page 4CB, One Issue, Regional Edition (East + Central), 2.8MM Audience <i>see below for states</i>	Close Dates/Materials Due: Fall Issue: 07/09–10 (on sale 8/25/26) Winter Issue: 09/29–10/02 (on sale 11/17/26) Spring Issue (estimated): 01/7–19 (on sale 3/9/27) Summer Issue (estimated): 04/01–07 (on sale 05/18/27)	15,000 net Audience: 2.4M Per MRI, Winter 2024

CONTACT

Kristine Bihm, Sales Director,
kbihm@samssouth.com, 917.748.1572

Digital/Video Geotargets: Atlanta; Chicago; Cincinnati; Dallas; Detroit; Indianapolis; Minneapolis; Orlando; Tampa; Washington, D.C.; Charlotte; Charleston, SC; Evansville; Greenville, SC; Jackson; Jacksonville; Little Rock; New Orleans; Raleigh–Durham; Austin; Baltimore; Boston; Denver; New Haven, CT; South Bend, IN; All of Alabama; Illinois; Kentucky; Missouri; Ohio

Print Regions, Central: AL, MS, TN, KY, MN, MO, LA, IA, AR, ND, SD, KS, NE, IN, MI, TX, OH, WI, OK, IL; Eastern: NJ, NY, PA, CT, MA, ME, NH, RI, VT, DE, DC, MD, NC, SC, FL, GA, VA, WV, East Canada

PRINT & DIGITAL

PADDLING MAGAZINE

Paddling Magazine inspires watersports enthusiasts with soul-stirring adventures that expand their horizons. We are the trusted voices in the paddling community who inform and inspire their next adventure. Paddling Magazine is the most prominent voice dedicated to informing, advocating, and influencing new paddlesports participation to make paddling something they can do for life.

Who can participate? All partners

Timing: 7/1/25–6/30/26, flexible launch timing

- Spring '27 Issue – Close date: Late February '27, In-market: Early April '27
- Summer '27 Issue – Close date: Mid-May '27, In-market: Mid-June '27

Minimum Investment: \$2,500

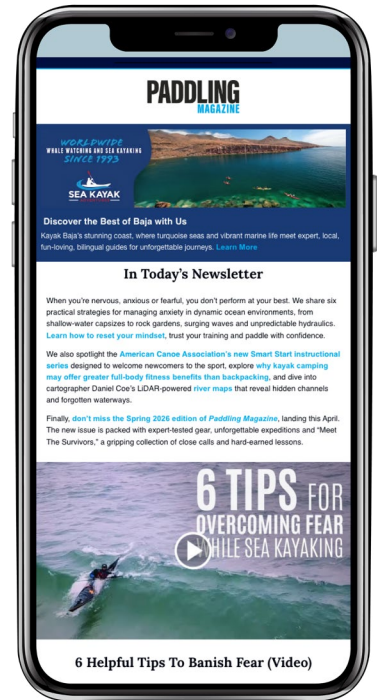
Audience

We connect with an audience of engaged watersports enthusiasts who are eager to discover their next paddling experience (*Source: Delta Digital Proprietary Data & Insights, Annual Readers*).

- 326K Combined Average Monthly Pageviews
- 217K Average Monthly Unique Visitors
- 205K Total Social Followers
- 190K Total Print Audiences

Partner Benefits:

- Cross-platform campaign elements (print, digital, email)
- Customizable packages based on your unique objectives
- Flexible campaign timing with launch opportunities all year
- Campaign management support from Delta Digital
- Post-campaign reporting available



CONTACT

Brenna Kelly, Partnerships Manager,
brenna.kelly@deltadigital.co, 236.837.8073

PADDLING MAGAZINE

PLACEMENT	ASSETS	DATES	REACH	PARTNER RATE
Print Advertising in Paddling Magazine	½ Page Full Page Spread Inside/Back of Cover (Detailed specs here)	Spring '27 Issue Close date: Late February '27 In-market: Early April '27 Summer '27 Issue Close date: Mid-May '27 In-market: Mid-June '27	98,000 Paddling Magazine Reach* <i>*Reach is estimated, subject to change pending issue readership larger impression packages available</i>	½ Page: \$2,500 Full Page: \$4,000 Spread: \$8,000 Inside Front Cover: \$5,500 Inside Back Cover: \$5,500 Back Cover: \$6,300
Super Billboard	Demo Link Here	Launch timing is ongoing	147,059 Total Impressions* <i>*Based on minimum investment, larger impression packages available</i>	\$34 CPM \$5,000 Minimum Investment 3x Month Minimum Flight
Run of Site Display Ads	A Variety of Header, Sidebar, Content, Footer Ads (Detailed specs here)	Launch timing is ongoing	178,572+ Total Impressions* <i>*Based on minimum investment, larger impression packages available</i>	\$14 CPM \$2,500 Minimum Investment
Video Pre-Roll	30-60s video assets (Detailed specs here)	Launch timing is ongoing	89,286+ Total Impressions* <i>*Based on minimum investment, larger impression packages available</i>	\$28 CPM \$2,500 Minimum Investment
Dedicated Email	Client-provided imagery, copy, talking points, links, CTAs	Launch timing is ongoing but dates must be booked in advance, subject to availability	62,000 opt-in subscribers	\$5,000 per Email
Email Banner	Client-provided 728x90px asset	Launch timing is ongoing but dates must be booked in advance, subject to availability	62,000 opt-in subscribers	\$2,400 per Email

CONTACT

Brenna Kelly, Partnerships Manager,
brenna.kelly@deltadigital.co, 236.837.8073

PRINT, DIGITAL, PRODUCTION

ROADRUNNER MOTORCYCLE TOURING & TRAVEL

RoadRUNNER Motorcycle Touring & Travel is America's only print magazine dedicated to motorcycle travel. Published bi-monthly, readers actively use the magazine to plan real multi-day trips, seeking open roads, small-town charm, and authentic travel experiences.

Who can participate? All partners

TDTD Investment:

- RoadRUNNER has offered discounted rates for TN Tourism partners for print opportunities, custom content, digital newsletters, and video
- Base Rate: \$57,000 / Total Audience: 200,000
- RoadRUNNER is bimonthly (6x's a year) plus Motorcycle Touring Edition



MAKING TN A NATIONAL DESTINATION	OPEN RATE	PARTNER RATE
Spring Motorcycle Travel Destinations Issue (Mar/Apr) <i>Primary Travel Planning Issues (Highest Engagement)</i>	\$9,378	\$4,530
All Other Issues (Jan/Feb, May/Jun, Jul/Aug, Nov/Dec)	\$9,378	\$4,530
Fall Motorcycle Motorcycle Touring Edition Issue <i>On newsstands in September for 1 year</i>	\$5,240	\$3,500
Roadrunner.travel website — Promoted Website Editorial <i>We will write a story with you which resides permanently on site</i>	\$4,900	\$4,000
Weekly Newsletter — 75,000 recipients <i>Weekly newsletter sold as a monthly package</i>	\$3,500 <i>4 Weekly Banners</i>	\$2,750 <i>\$500 Per Week</i>
Social — Facebook and Instagram Posts	\$700 per post	FB: Added Value
Custom Travel Maps	\$40,000	TBD
Custom Touring Video Production	TBD	TBD

CONTACT

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

PRINT & DIGITAL

ROVA MAGAZINE

The Magazine For Epic Road Trips is the travel lifestyle magazine focused on road trips, outdoor adventure, heritage tourism and camping. ROVA is about traveling the roads of America— real stories with authentic images of people, places and curiosities; ROVA is the trusted voice for an audience of 100,000 seeking immersive travel through outdoor recreation, attractions and activities, festivals, parks, heritage tourism, culinary and cultural experiences. This travel has reached record heights, and the industry is booming with Millennials and Gen Xers. With outdoor travel ranked the #1 trend in tourism and a \$1.0 billion* in economic impact for Tennessee alone, ROVA offers a strategic media opportunity to reach The New Travel Leaders!



Who can participate? All partners

Minimum Investment: \$1,860

Timing: 5 issues offered for TDTD participants (dates listed below) and eNewsletter is available twice every month

- ROVA Select eNewsletter Deadlines: emailed 2x per month. Closing date is two weeks prior to 1st of month selected.

ISSUE	SPACE CLOSE	MATERIAL CLOSE	ON SALE
August/September	6/12/26	6/19/26	8/4/26
October/November	8/14/26	8/21/26	10/6/26
December/January	10/9/26	10/16/26	12/1/26
April/May	02/11/27	02/18/27	04/07/27
June/July	4/09/27	4/16/27	6/2/27

Partner Benefits:

- Ads can be placed within the TDTD Co-Op High Impact section or purchased as independent units
- Co-Op partners receive special TDTD discounted rates
- TDTD Partners receive national exposure in ROVA but pay regional rates
- TDTD target markets are included in the ROVA national buy
- Multimedia Added Value is included for each advertising placement
- Multi issue buy is available to drive frequency
- Each issue has special content sections relevant to TDTD.

For example: August/September – Annual Brewery, Cidery and Distillery Round-up

CONTACT

Madelyn Roberts, Consultant,
madelyn.roberts1@gmail.com, 516.662.9555

*RVIA Economic Impact Study 2026

PRINT & DIGITAL

ROVA MAGAZINE

PACKAGE	ISSUE SPECIAL CONTENT	TN PARTNER RATE	ADDED VALUE
1/4 Page	• August/September: Annual Brewery, Cidery and Distillery Round Up + Fishing • October/November: Holiday Road Trips + Mountain Biking • December/January: Annual State Parks Picks • April/May: Birding, Family Road Trips • June/July: Epic Summer Road Trips	\$2,400	8-week Banner Ad on rovmag.com with link to your website
1/2 Page	• August/September: Annual Brewery, Cidery and Distillery Round Up + Fishing • October/November: Holiday Road Trips + Mountain Biking • December/January: Annual State Parks Picks • April/May: Birding, Family Road Trips • June/July: Epic Summer Road Trips	\$3,250	8-week Banner Ad + Blog on rovmag.com with link to your website
Page 4 Color	• August/September: Annual Brewery, Cidery and Distillery Round Up + Fishing • October/November: Holiday Road Trips + Mountain Biking • December/January: Annual State Parks Picks • April/May: Birding, Family Road Trips • June/July: Epic Summer Road Trips	\$4,250	8-week Banner Ad on rovmag.com with link to your website + Custom ROVA eBlast
ROVA 100% SOV SELECTS E-Newsletter Banner	• Content meshes with the issue theme • Two E-Newsletters available per month on a first come basis	\$1,860	

CONTACT

Madelyn Roberts, Consultant,
madelyn.roberts1@gmail.com, 516.662.9555

DIGITAL

SOJERN

Sojern is an award-winning digital marketing platform that specializes in travel by leveraging travel intent data to reach the right travelers at the right point in their travel-booking journey.

Sojern’s digital co-op program provides three times the value on your investment with a match from TDTD and a match in media value from Sojern. Campaigns are customized based on participant business needs and goals for each individual participant.

Matching funds available from \$5,000 to \$30,000 per partner; after the cap is reached, partners can still utilize discounted rates through Sojern.

Who can participate? DMOs, hotels, attractions, and restaurants/restaurant groups.

Timing: Campaigns require a 3-month flight minimum

TDTD Investment: Up to \$230,000 matching funds/year

- The matching increments will be awarded on a first-come, first-served basis, and a partner can select from investment tiers starting at \$5,000 up to \$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. Display ad creative builds provided by Sojern also available at no additional cost, if needed.

Partner Benefits:

- Ongoing access to program.
- 3X value on investments through the match program. Discounted co-op pricing available after all match cap funds have been awarded.
- Customized campaigns built to your business needs. Multichannel options available at Tier 3 and above investment levels.
- Channel options include display, native, video and CTV. Impressions based on channel and opt-in investment. CTV available at Tier 3 and above investment levels. Display ad creative builds provided by Sojern also available at no additional cost, if needed.
- Campaigns can launch at any time and must be completed by June 30, 2027.
- Campaign management, support and reporting from Sojern, as well as additional insights with necessary pixel placement implemented at campaign launch.

PACKAGE LEVEL	PARTNER INVESTMENT	TDTD MATCH	SOJERN MATCH	TOTAL PARTNER MEDIA VALUE
Tier 1	\$5,000	\$5,000	\$5,000	\$15,000
Tier 2	\$10,000	\$10,000	\$10,000	\$30,000
Tier 3	\$15,000	\$15,000	\$15,000	\$45,000
Tier 4	\$20,000	\$20,000	\$20,000	\$60,000
Tier 5	\$30,000	\$30,000	\$30,000	\$90,000

CONTACT
Todd Schechter, Senior Sales Director, Southeast,
todd.schechter@sojern.com, 404.216.2103

PRINT

SOUTHBOUND MAGAZINE

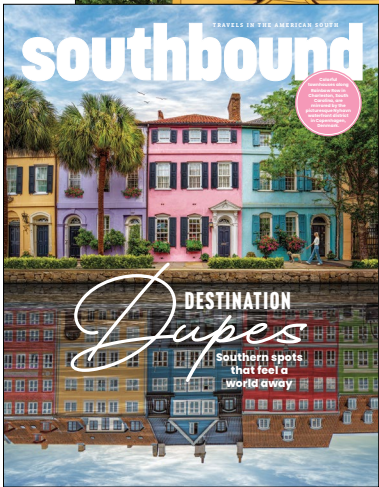
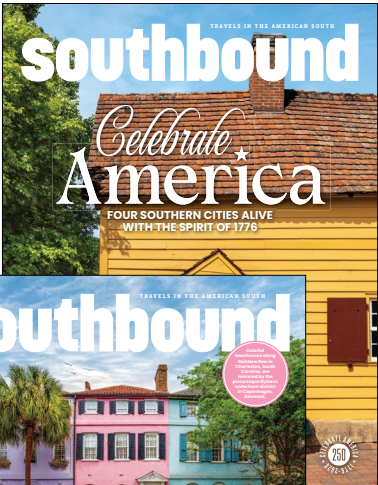
Southbound is our quarterly southeastern travel magazine. We cover Louisiana in some form in every issue. Southbound has garnered several Lowell Thomas awards, considered the most prestigious in travel journalism! Whether we're showcasing must-visit hotels, spotlighting favorite restaurant dishes, or speaking with fellow Southerners, from innkeepers and chefs to docents and tour operators, we're committed to sharing the best experiences in Southern travel. We continue to welcome new voices and perspectives, and reimagine ways to use photography and illustration to tell our stories in bold and innovative ways. Southbound's coverage area includes 12 states: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, and West Virginia.

Who can participate? All partners

Timing: 7/1/26 – 6/30/27

Partner Benefits:

- Any print ad buy will include at no charge a listing and photo in our bi-monthly Southbound Travel Newsletter, a \$750 value.
- No minimum



PRINT AD SIZE	1 QUARTER	2 QUARTERS	4 QUARTERS
Full Page	\$5,000	\$4,500	\$4,200
Half Page Horizontal	\$3,500	\$3,100	\$2,895
Quarter Page	\$2,187	\$1,912	\$1,717

CONTACT

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PRINT

SOUTHERN LIVING

Southern Living celebrates the essence of life in the South, covering the best in Southern food, home, travel and style. Southern Living is the seventh largest paid monthly title in the country and reaches nearly 3 out of 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 in-book impact
- Added value offerings

Partner Benefits:

- Added-value offerings included as part of larger program:
 - Reader Service listing + leads for all participating partners (national circulation)
 - 1/6 listing on "Southern Affairs" promo page (1/2 page + investment partners) (national circulation)
 - 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 (7.75 x 4.25 in)	\$15,000	30%	2 partners	Alabama, Georgia, Midwest, North Carolina, South Carolina, Tennessee (1.2M)	Materials deadline: 1/23/2026
1/3 Page (4.625 x 4.25 in)	\$10,000	25%	3 partners		
1/6 Page (2.375 x 4.25 in)	\$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

CONTACT

Holly Belk, Southeast Account Director,
holly.belk@people.inc , 404.259.7035

STRIKE SOCIAL

Strike Social & Northeast Media specialize in optimizing YouTube and Paid Social campaigns for tourism and destination partners. We maximize local funds across YouTube (including CTV), Meta, and LinkedIn. As a Meta Certified Partner and Google Premier Partner, we are recognized as one of the industry's leading agency specialists. We have standardized costs and deliverables across programs to simplify participation for Co- Op partners. For the 2026–2027 program year, we are introducing a new LinkedIn B2B offering designed specifically for destinations focused on MICE (Meetings, Incentives, Conferences, and Exhibitions) tourism.



Who can participate? All partners

Timing: Fiscal Year

TDTD Investment: \$138,000

- Discounted digital media with one-to-one match, max \$20,000 per partner

Partner Benefits:

- Custom audience targeting and campaign strategies tailored to each destination, platform, and tourism objective
- No limit on creative assets to test
- Monthly reporting and post-campaign wrap reporting with insights, performance analysis, and strategic recommendations
- Dedicated campaign service members, not an AI chatbot, and dedicated support throughout the campaign lifecycle

LinkedIn Ad Objectives:

Focuses on Reach and Traffic objectives, making it well suited for B2B brand awareness and driving qualified professional audiences to a website or landing page.

YouTube Ad Units:

- Skippable placements can be longer videos (:15 – 1:00 is recommended)
- 06–:15 Non-Skippable (CPM) are typically used more for clients looking for reach or as a TV extension
- Demand gen for clients that want to drive more actionable traffic to website
- Custom targeting plan based on your demographic and audience
- Demand Gen for traffic campaigns run across placements including Shorts

Meta Ad Objectives:

Strike offers objectives across the full funnel, including Reach/Brand Awareness, Engagement, Video Views, and Traffic, allowing campaigns to align with specific marketing goals.

See detailed offerings on next page.

CONTACT

Larry Cohen, President of Northeast Media, larrycohen@northeast-media.com Lee Baler, VP Strategy Strike Social, lbaler@strikesocial.com

DIGITAL

STRIKE SOCIAL

YOUTUBE	INSTREAM SKIPPABLE (can include Shorts)	NON-SKIPPABLE	DEMAND GEN (CLICKS)
Main Buying Objective	Qualified Views	Reach/ Awareness	Site Traffic / Leads
Guaranteed Rate & Bidding Model	\$0.03 CPV	\$15.00 CPM	\$1.00 CPC
Tier 1: \$1,500	50,000 views Match 50,000 views	100,000 impressions Match 100,000 imps	1,500 clicks Match 1,500 clicks
Tier 2: \$3,500	116,667 views Match 116,667 views	233,333 impressions Match 100,000 imps	3,000 clicks Match 3,000 clicks
Tier 3: \$5,500	183,333 views Match 183,333 views	366,667 impressions Match 366,667 impressions	5,500 clicks Match 5,500 clicks

META	REACH/BRAND AWARENESS	ENGAGEMENT	VIDEO VIEWS	TRAFFIC
Guaranteed Rate & Bidding Model	\$4.00 CPM	\$4.00 CPM	\$0.03 CPV	\$1.00
Tier 1: \$1,500	375,000 impressions Match 375K imps	375,000 impression Match 375K imps	50,000 views Match 50K views	1,500 link clicks Match 1,500 link clicks
Tier 2: \$3,500	875,000 impressions Match 875K imps	875,000 impressions Match 875K imps	116,667 views Match 116K+ views	3,500 clicks Match 3,500 clicks
Tier 3: \$5,500+	1,375,000 impressions Match 1.375M imps	1,375,000 impressions Match 1.375M imps	183,333 views Match 183K views	5,500 clicks Match 5,500 clicks

LINKEDIN	REACH	TRAFFIC
Guaranteed Rate & Bidding Model	\$35.00 CPM	CPC No guarantee for LinkedIn (priced upon request)
Tier: \$5,000+	142,857 impressions Match 142,857 impressions	Priced upon request
Targeting Options Available	Company Info (Ex. Company Name, Company Size) Job Experience: Job Titles, Job Function, Seniority Interests: Member Group, Member Interests	
Duration	:10--:60s is recommended for videos. Statics are often leveraged.	

CONTACT

Larry Cohen, President of Northeast Media,

larrycohen@northeast-media.com

Lee Baler, VP Strategy Strike Social,

lbaler@strikesocial.com

STYLEBLUEPRINT

For over 16 years, StyleBlueprint.com has been a gateway to reach affluent readers who travel regularly. Sixty-nine percent of our readers travel four or more times per year. StyleBlueprint's original, quality content enriches readers' lives, allowing destinations to enhance their brand appeal in a trusted environment through expert storytelling. Articles are further boosted for full digital omnichannel marketing to achieve a minimum of 1.5 million promotional impressions and 10,000 page views.

Who can participate? All DMOs and attractions in Tennessee

Timing:

- Timeless Tennessee: 6 Small Towns You'll Adore — Deadline: September 2026
- 6 Tennessee Towns for a Relaxing Refresh — Deadline: February 2027
- 6 Tennessee Towns Perfect for a Family Adventure — Deadline: March 2027

Partner Benefits:

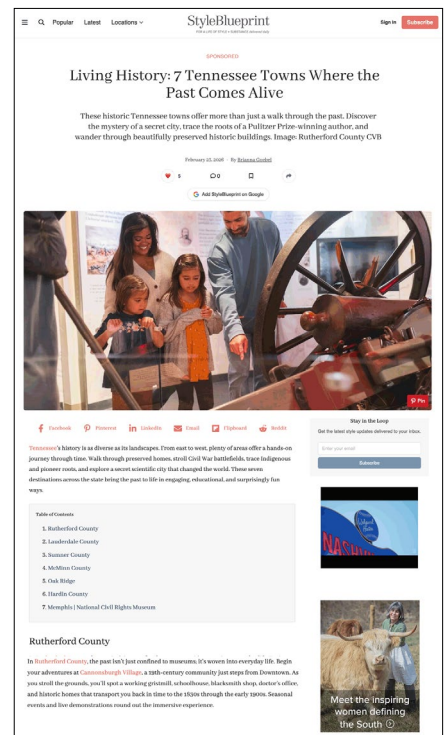
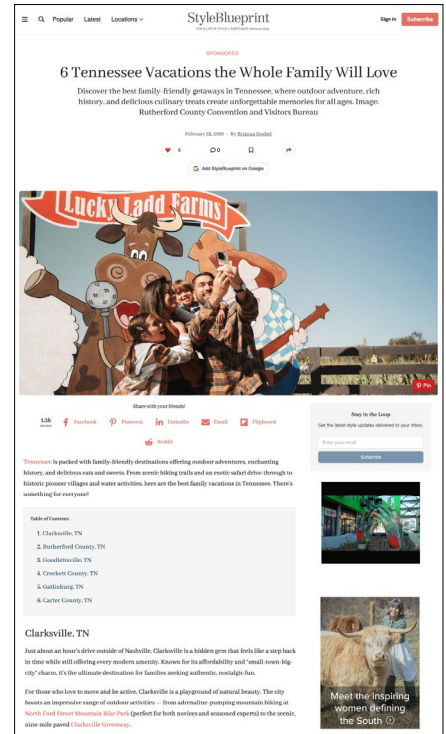
- 32% reduced rate for state co-op pricing
- Co-op article with guaranteed 1.5 million promotional impressions and 10,000 page views
- Co-op Instagram carousel post that will be boosted

Quick Facts:

- **Affluent Audience:** 70% are female decision-makers; 5 times more likely to have a household income of \$400,000+
- **Ideal Travelers:** 33% of readers are Millennials and 33% are Gen X; 70% female, 30% male
- **Ideal Geography for Tennessee DMOs:** The highest concentration of StyleBlueprint readers are in Tennessee, Georgia, Alabama, Kentucky, Texas, Illinois, Virginia, North Carolina, Florida and California
- **Expansive Reach:** 7 million avg. monthly audience reached across All StyleBlueprint Channels, 6.1 million page views yearly, 301,000 social followers, and 205,000 email subscribers
- **Authenticity First:** StyleBlueprint readers value authenticity and everything related to it, from urban travel to small towns, state parks, food destinations, and unique events and attractions

CONTACT

Melissa Thompson, Senior Account Manager,
melissa@styleblueprint.com, 615.300.7879



Article Details:

Each article features up to six destinations in Tennessee, with 200 words and two photos per destination. Destinations can choose up to three co-op articles. Articles are then published on StyleBlueprint.com, featured in StyleBlueprint daily emails (205,000 subscribers/55% open rate as of April 2026), and shared to StyleBlueprint’s Facebook (66K followers) and Instagram stories (144K followers); all photos are shared on StyleBlueprint’s Pinterest (3M+ views monthly). Articles are further boosted for full omnichannel marketing to achieve a minimum of 1.5M promotional impressions and 10K page views.

ARTICLE OPTIONS	FEATURES	TIMING	INVESTMENT PER PARTNER <i>Maximum 6 Partners</i>
Timeless Tennessee: 6 Small Towns You’ll Adore Article Campaign	1.5M impressions/10K page views + co-op Instagram post	Deadline to Commit: Sept. 2026 Publish Date: Oct. 2026	\$3,999
6 Tennessee Towns for a Relaxing Refresh Article Campaign	1.5M impressions/10K page views + co-op Instagram post	Deadline to Commit: Feb. 2027 Publish Date: Mar. 2027	\$3,999
6 Tennessee Towns Perfect for a Family Adventure Article Campaign	1.5M impressions/10K page views + co-op Instagram post	Deadline to Commit: Mar. 2027 Publish Date: Early Apr. 2027	\$3,999
Optional add-ons to support an individual DMO	6 weeks of run-of-site ads on Styleblueprint.com, 150K impressions, for an additional \$1,750. - Instagram Paid Partner Post: \$3,500 (30% DISCOUNT) — includes up to 5 photos in a carousel Instagram post + boosted campaign.		

CONTACT

Melissa Thompson, Senior Account Manager,
melissa@styleblueprint.com, 615.300.7879

TRAILHEAD MEDIA

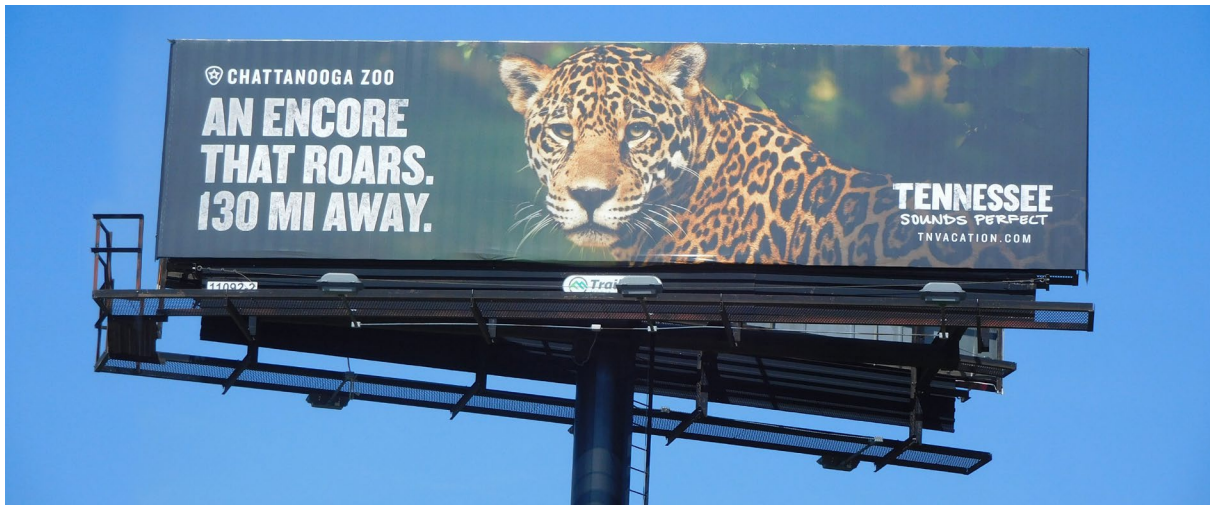
Trailhead Media specializes in outdoor advertising, offering high-visibility options like digital and printed billboards to meet diverse marketing needs. We leverage advanced technology to provide vibrant displays and customizable solutions tailored to specific geographic and demographic targets. Committed to customer success, we focus on building long-term partnerships and delivering exceptional products in the out-of-home advertising industry.

Who can participate? All partners without existing Trailhead Media campaigns.

Timing: To ensure the success of your campaign, we recommend allocating a minimum of 2–3 weeks of lead time for the development of impactful and visually compelling creative assets. This timeline allows for thoughtful design, thorough review, and seamless integration of your messaging into our platforms.

Partner Benefits:

- Trailhead Media delivers impactful outdoor advertising campaigns that reach broad audiences, offer creative freedom, and provide measurable success.
- **High Visibility:** Our displays are strategically positioned on high-traffic expressways and major roadways for maximum exposure.
- **Flexibility with Digital Billboards:** Allows rapid updates within 24 hours and enables time-sensitive promotions.
- **Cost Efficiency:** There are no production costs for digital billboards.
- **Engagement:** Rotating messages on digital billboards effectively engage audiences.
- **Advanced Analytics:** Analytics help optimize ad effectiveness and maximize ROI. Geopath ratings for reliable audience metrics for precise planning. Advertisers can target specific demographics and areas for tailored campaigns.
- **Creative Support:** We provide design resources to ensure visually impactful campaigns.



CONTACT

Bobby Hart, Senior Account Executive,
bhart@trailheadmedia.com, 731.267.3121

OUT-OF-HOME

TRAILHEAD MEDIA

	MARKET	PRODUCT	RATE CARD	13 PERIOD NEGOTIATED (30% Discount)	7 PERIOD NEGOTIATED (20% Discount)	3 PERIOD NEGOTIATED (10% Discount)
TENNESSEE MARKETS	Nashville	Digital	\$1,500	\$1,350	\$1,200	\$1,050
	Chattanooga	Digital	\$1,600	\$1,440	\$1,280	\$1,120
	Jackson	Digital	\$1,500	\$1,350	\$1,200	\$1,050
	Shelbyville	Digital	\$900	\$810	\$720	\$630
	Pulaski	Digital	\$800	\$720	\$640	\$560
BORDER MARKETS	Paducah, KY	Static	\$750	\$675	\$600	\$525
	Elkton, KY	Static	\$600	\$540	\$480	\$420
	Oak Grove, KY	Static	\$700	\$630	\$560	\$490
	Mayfield, KY	Static	\$600	\$540	\$480	\$420
	Dalton, GA	Static	\$700	\$630	\$560	\$490
	Florence, AL	Digital	\$1,200	\$1,080	\$960	\$840
	Holly Springs, MS	Digital	\$1,100	\$990	\$880	\$770
	Batesville, MS	Digital	\$800	\$720	\$640	\$560
	Clarksdale, MS	Digital	\$800	\$720	\$640	\$560
DAY DRIVE MARKETS	Atlanta, GA	Digital	\$2,000	\$1,800	\$1,600	\$1,400
	Panama City, FL	Digital	\$1,500	\$1,350	\$1,200	\$1,050
	Birmingham, AL	Digital	\$2,000	\$1,800	\$1,600	\$1,400
	Hattiesburg, MS	Digital	\$1,200	\$1,080	\$960	\$840
	Montgomery, AL	Digital	\$1,000	\$900	\$800	\$700
	Tuscaloosa, AL	Digital	\$1,100	\$990	\$880	\$770
	Savannah, GA	Digital	\$1,200	\$1,080	\$960	\$840
	Jackson, MS	Digital	\$1,600	\$1,440	\$1,280	\$1,120

CONTACT

Bobby Hart, Senior Account Executive,
bhart@trailheadmedia.com, 731.267.3121

THE TRAVEL GUIDE GROUP

The Travel Guide Group (TTGG) is the leading, performance-based marketing partner for tourism boards, CVBs, DMOs, and attractions to deliver lead generation and economic development. Since 2006, TTGG websites such as TravelGuidesFree.com have delivered more than 10 million qualified leads and guide requests through digital and print distribution of Travel Guides. The Travel Guide Group sends a weekly lead report with complete and verified lead data generated for your destination. With 71% of travelers visiting or planning to visit a destination within 90 days of requesting a guide, TTGG offers a powerful lead generation program for Tennessee destinations. Come join the 'Tennessee Virtual Travel Show' on TravelGuidesFree.com.

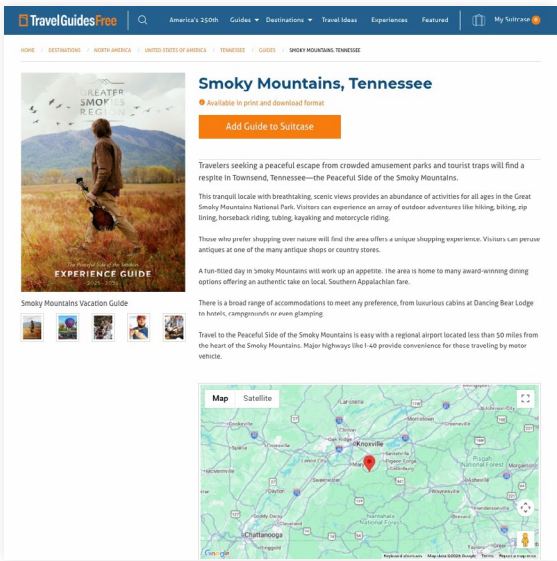
Who can participate? All partners **Minimum Investment:** \$930

Timing: Program can launch any month and is available in 3, 6 or 12 month packages. The 12-month program must start by July 31, 2026. Programs must be completed by June 30, 2027.

- July, August, September
- January, February, March
- October, November December
- April, May, June

Partner Benefits:

- Participating Travel Guides are featured on the Tennessee Virtual Consumer Travel Show page on TravelGuidesFree.com
- Each destination also receives a Dedicated Travel Guide Page, including:
 - Travel Guide cover image
 - 240 words of copy
 - Up to 4 gallery photos
 - Destination map
- Receive weekly lead reports with verified contact info and opt-in permissions
- Added Value: Receive Destination Microsite with click out button linking to your website and inclusion in eNewsletter for programs 6 month or longer. (Destination provides content – detailed below)
- Receive special TDTD Parter Rates/Cost Per Lead



LEADS	DURATION	COST PER LEAD	PARTNER RATE	ADDED VALUE (NO CHARGE)
600	3 months	\$1.55	\$930	1 Featured Guide E-Newsletter placement (110,000 travelers)
1,200	6 months	\$1.55	\$1,860	Destination Microsite page, click-out button for 6 months + 1 Featured Guide E-Newsletter placement (110,000 travelers)
2,400	12 months	\$1.55	\$3,720	Destination Microsite, click-out button for 12 months + 2 Featured Guide E-Newsletter placements (110,000 travelers)

CONTACT
Madelyn Roberts, Consultant,
madelyn.roberts1@gmail.com, 516.662.9555

Optional Add-On: Add additional special activity Travel Guides for \$180/month each for unlimited leads

Tripadvisor, the world’s largest travel site, aims to be the most trusted source for travel and experiences. The site connects their global audience of hundreds of millions of travelers who visit Tripadvisor each month with partners through targeted media, thoughtful content and travel guidance.

This offering will allow partners to target travel intenders identified through behavioral signals on Tripadvisor and those in key markets relevant to their location.

Tier 5 allows up to five Tennessee destination partners to own the content on their destination’s main Tripadvisor page through June 2026.

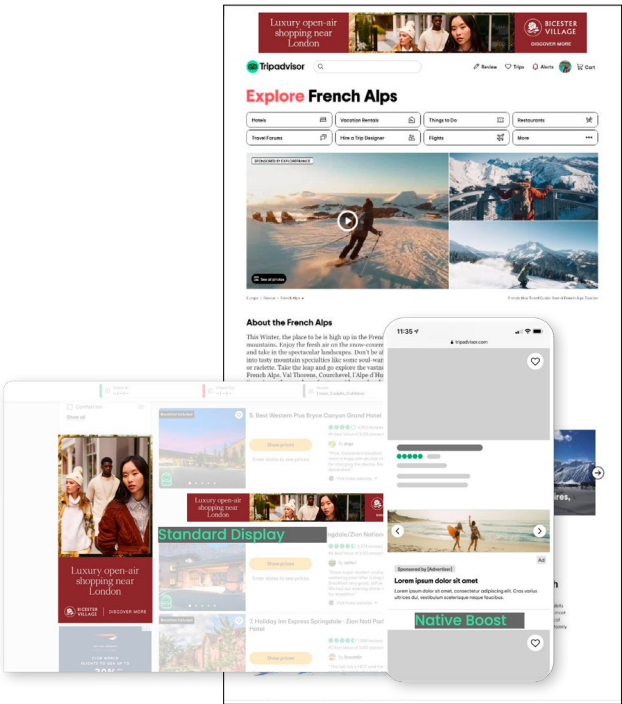
Who can participate?

All partners, except Tier 5 is for DMO/CVBs

Timing: Anytime

Partner Benefits:

- Discounted native and display media campaigns on Tripadvisor
- Opportunity to own your destination’s page on Tripadvisor throughout fiscal 2026 (limited to 5 DMO/CVB partners)
- Multiple budget-friendly tiers
- Reporting provided at the composite campaign level



	TIER 1 Targeted Display & Native Media	TIER 2 Targeted Display & Native Media	TIER 3 Targeted Display & Native Media	TIER 4 Targeted Display & Native Media	TIER 5 Sponsorship of your Destination's Page + Targeted Media — DMO/CVB ONLY
Partner Investment	\$2,500 \$5,000 Value	\$5,000 \$10,000 Value	\$10,000 \$20,000 Value	\$25,000 \$50,000 Value	\$10,000 \$20,000 Value
Targeted Media Impressions	250,000	500,000	1 million	2.63 million	1 million 500K will drive traffic to the destination page
Managed Through	Tripadvisor Ad Express	Tripadvisor Ad Express	Tripadvisor Ad Express	Directly through Tripadvisor	Directly through Tripadvisor

CONTACT

Scott Caufield, Senior Principal Client Partner,
scaufield@tripadvisor.com, 972.489.4543

DIGITAL

TRIPSCOUT

Tripscout is the largest social audience for travel, with over 90M followers across 150 accounts. We are trusted by our followers for providing carefully curated recommendations for the best destinations, accommodations, and experiences that make travel fantasy turn into reality.

We've posted over 2M times and collaborated with more than 70K creators. We generate over 4 billion monthly organic impressions and are experts in ensuring that your message reaches and engages with high-intent, valuable travelers. Most importantly, we've made it easy to execute and have a track record of overdelivering for partners.

Whether you are targeting international travelers for luxury stays or families on a road trip, social media is the absolute best place to influence where people will go next. The Tripscout network ensures you reach that audience with the right message, at the right time, with scale that drives real results.

Who can participate? Tripscout serves destinations of all sizes, from small communities to countries, as well as luxury/boutique accommodations, and experiences. Our partners range from having no social content to having scaled influencer programs; the Tripscout model is highly flexible and can accommodate various budgets, objectives, and constraints.

Timing: The Instagram algorithm moves fast – and so do we. Amplify existing content or license content from creators, campaigns can be live in as little as two weeks. Once the campaign is launched, the partner sets the timeline. Whether an intense push or an always-on strategy, efforts can be scaled up or down based on the partner's goal.

TARGETING SPEND	BOOSTING CPM
\$5,000-\$25,000	\$14
\$25,001-\$50,000	\$13
\$50,001+	\$11.50

CONTACT

Mark Preston, Senior Director, Destination Partnerships
mark@tripscout.com, 617.999.2037

Unmatched Amplification & Reach

We deliver impressions at scale to our 80M followers and beyond

PROVEN SOCIAL CONTENT

ENDORSED BY TRUSTED, RELEVANT ACCOUNTS FOLLOWED BY MILLIONS

TARGETED TO YOUR IDEAL TRAVELER

8

@hotel

OUTDOOR

WE LIVE

USA

FOODIES

CAMP

VISIT THE

DREAMING

CABIN

ROAD

NATIONAL

TRAVEL

VISION

TRIP

PARKS

TOGETHER

THE SOUTH

Dedicated posts on our account serve as direct endorsements of your destination to our loyal and engaged followers

Amplify your reach further by targeting specific demographics through paid boosting

Drive website clicks + strategic campaign traffic

tripscout

Partner Benefits: Tripscout's pricing model is simple and transparent: you simply pay to boost your content to your target audience. We include your organic post as well as all organic impressions and engagement as additional value in all packages. For partners in the TDTD Tourism Co-op, discounts are offered off of our standard CPM.

TDTD Partner Accounts: The most applicable accounts, audience sizes, and rates are below. The accounts below were selected for their relevance to TDTD partners. Tripscout will recommend other accounts if they are relevant to individual partners and provide pricing for these in proposals:

- @welivetoexplore 1.82M

@hotel 1.56M

@usa.explores 937K

@nationalparksgram 727K

@foodies.explores 693K

@outdoor 676K

@dreaming_travel 606K

@travel.for.sports 583K
- @tripscout 426K

@visit.the.south 419K

@travelforevents 266K

@nashville.explore 230K

@letscampttogether 211K

@cabinvision 192K

@roadtripexplorer 107K

TURNER

TRADITIONAL MEDIA FAMS

There's no substitute for having editorial decision-makers and seasoned freelancers experience Tennessee firsthand to craft compelling earned media coverage. DMOs can work with TURNER to coordinate assisted individual media visits, allowing for an enhanced media relations effort paired with increased visibility for more destinations across the state.

Who can participate? Up to three DMOs can collaborate to buy into one co-op.

Timing: Quarterly throughout 2026

- Q1 Deadline: Oct. 31, 2025
- Q2 Deadline: Jan. 7, 2026
- Q3 Deadline: Mar. 6, 2026
- Q4 Deadline: Jun. 5, 2026

Cost: \$3,000 per visit plus all on-the-ground costs for secured editorial contacts.

Partner Benefits:

- Leverage TDTD's relationship with its U.S. public relations agency of record, TURNER, to secure strategic, qualified editorial decision-makers and/or qualified freelance writers to visit your destination and generate reach and earned media coverage.
- Secure travel assistance from TDTD to bring in qualified editorial decision-makers and/or freelancers on assignment, stretching your public relations budget.

DMO(s) will:

- Provide an individual press trip theme with supporting information and anticipated itinerary experiences for TURNER to craft a FAM invite to pitch.
- Lead on all itinerary development, with final approval from TDTD, booking all ground elements of the visit, including, but not limited to, lodging, meals, experiences, media gifts and transportation (including car rental) if the assisted contact is flying to the destination.
- Develop the final itinerary document shared with the visiting media. The partner must host the journalist for a minimum of two full days/three nights.
- Host participant when on the ground in the destination as well as be the lead on the visit once the final itinerary is shared.

CONTACT

Malcolm Griffiths, Senior Vice President,
malcolm.griffiths@turnerpr.com, 212.960.3369



Amethyst Ganaway | Culinary Hot Spots and Hidden Gems Jun 6, 2025 - Jun 9, 2025

Take the tour of Hatch Show Print and learn all about the history of this iconic letterpress poster shop. Listen to the presses run. See the century-and-a-half's worth of brilliantly colored posters printed for your favorite entertainers. Smell the ink. Handle the tools of the trade to print your own keepsake poster in our print shop-within-a-print shop Universal Music Group Space for Design.

★ Ryman Auditorium

Address: 116 Rep. John Lewis Way North, Nashville, TN 37219

Use Star Card for entry (advance reservations recommended for tours).

Open 9 a.m. - 4 p.m.

A world-renowned concert hall, Rock & Roll landmark, famous former home of the Grand Ole Opry and music's most iconic stage, *Ryman Auditorium* is the "Mother Church" bringing artists and fans together for unforgettable music moments. This beloved Nashville landmark isn't just another nightly music venue or daytime tourist stop. This is hallowed ground.

★ National Museum of African American Music

Address: 510 Broadway, Nashville TN 37203

Use Star Card for entry. Hours vary. Check [website](#) for details.

Welcome to the National Museum of African American Music (NMAAM), the only museum of its kind dedicated to preserving and celebrating the history of Black music in America. The museum's expertly-curated collections share the story of the American soundtrack by integrating history and interactive technology to bring the musical heroes of the past into the present.



12:30 PM - Central Daylight Time

Lunch at SS Gai at The Wash

<https://www.ssgainash.com/>



SS Gai

1101 McKenzie Avenue, Nashville, TN, US, 37206

DEPARTURE 4:30 PM - Central Daylight Time

Depart for Sewanee

6:30 PM - Central Daylight Time

Dine at Judith Tavern

Judith is a new American tavern pairing warm hospitality and the cooking of James Beard Nominated Chef Julia Sullivan (Henrietta Red in Nashville) located in the quiet wooded area of Sewanee, Tennessee near the University of the South. The name is an homage to Judith Ward Lineback, the first woman to matriculate at the University in 1969.

TURNER will:

- Develop the press trip invite.
- Develop a target pitch list that will be approved by the participating DMO(s).
- Pitch the list of strategic editorial decision-makers and qualified freelance writers to secure one (1) assisted visit.
- Secure airfare or reimburse mileage for the confirmed participant.
- Transition visit to DMO partner(s) once final itinerary shared with the traveling journalist.
- Follow up with the journalist upon return and monitor for coverage.

PUBLIC RELATIONS TURNER

DIGITAL CONTENT CREATOR PARTNERSHIPS

Want to cultivate relationships with in-demand content creators to highlight your destination? Find creators with an engaged, strategic audience who will capture authentic content to share on their social channels, deliver assets for your owned channels and increase awareness for your destination.

Who can participate?

Up to three DMOs can collaborate to buy into one co-op.

Timing:

- Quarterly in 2026,
One visit per quarter.
- Q1 Deadline: Oct. 31, 2025
 - Q2 Deadline: Jan. 7, 2026
 - Q3 Deadline: Mar. 6, 2026
 - Q4 Deadline: June 5, 2026

Partner Benefits:

- Secure strategic, qualified editorial decision-makers and/or qualified freelancer writers to visit your destination and generate reach and earned media coverage.
- Secure travel assistance, stretching your public relations budget.

Cost: Costs vary per opportunity depending on each creator's fees and deliverables, ranging between \$5,000 and \$10,000 for TURNER's time, in addition to the content creator's partnership fee (at the cost of the participating DMOs).

TIER 1	TIER 2	TIER 3
Mega/Celebrity 500K+ followers	Macro 100K-500K followers	Micro 10K-100K followers
\$10,000	\$7,500	\$5,000

CONTACT

Malcolm Griffiths, Senior Vice President,
malcolm.griffiths@turnerpr.com, 212.960.3369



DMO(s) will:

- Provide a brief on a target digital content creator to aid TURNER in selecting a short list of strategic content creators to shortlist for consideration. This will include budget parameters for a content partnership, content style and any brand alignment traits.
- Liaise with TURNER on final contract negotiation and content deliverables.
- Develop content brief for secured digital content creator to follow, delivered one week prior to travel.
- Lead on the itinerary development, with final approval from TDTD, booking all elements of the visit, including, but not limited to, lodging, meals, experiences, media gifts and on-the-ground transportation if the assisted contact is flying to the destination.
- Develop the final itinerary document shared with the visiting content creator. The partner must host the content creator for a minimum of two full days/three nights.
- Host participant when on the ground in the destination as well as be the lead on the visit once the final itinerary is shared.

TURNER will:

- Based on target brief provided, develop a list of five to 10 content creators for by co-op partner(s) approval.
- Share invite to approved list, with goal to secure a visit.
- Pitch list of strategic editorial decision-makers and qualified freelance writers to secure one assisted visit.
- Secure airfare or reimburse mileage for the confirmed participant.
- Transition visit to DMO partner(s) once final itinerary shared.
- Campaign monitoring.
- Engagement post visit to ensure partnership deliverables are met.

DESKSIDE EDITORIAL APPOINTMENT MISSION

Meeting with editorial decision-makers and qualified travel and lifestyle freelancers provides a vital opportunity to build relationships, pitch timely story ideas and uncover new media leads; with the end goal to seed future editorial coverage. Through this partnership, DMOs can tap TURNER's expertise and editorial contact network to meet face-to-face with influential editorial decision-makers and qualified freelancers in strategic DMAs to reach regional and national audiences.

Who can participate? The opportunity is open to one DMO per opportunity below:

- One per in-person mission
- One per quarter in a market approved by TDTD

All participants are subject to TDTD's approval.

Partners must apply by providing an overview of news and highlights they plan to share with media and will be notified if selected at least two months before implementation.

Timing:

- New York City: Q2 or Q4
- Atlanta: Q1; Q2
- Austin & Dallas or Houston: Q4
- Virtual Missions: One (1) quarterly throughout 2026

Partner Benefits:

- Secure strategic, qualified editorial decision-makers and/or qualified freelancer writers to visit your destination to generate reach earned media coverage.
- Engage with new editorial decision-makers and qualified content creators to develop new and/or grow new relationships with key media contacts to seed rich earned media coverage.

DMO(s) will:

- Schedule a one-hour virtual immersion with at least two members of the TURNER team to provide an overview of your destination, unique selling points and key story angles. This will ensure the TURNER team will have an understanding of the destination prior to pitching media.
- Provide key story angle pitch points TURNER will incorporate into the meeting request.
- Cover all costs associated with the media mission, including cost of media gifts, travel, meeting expenses (i.e., food and drink, etc.) and any other on-the-ground expenses.
- Travel cost for one TURNER representative is built into the cost.
- Lead on all requested follow-up information for each appointment outlined in the provided summary report.

TURNER will:

- Develop target pitch list of editorial decision-makers and qualified freelance writers
- Meeting request/pitch based on story angle pitch points provided
- Develop briefing book outlining appointments
- Escort each appointment (in person or virtual)
- Develop summary report for each appointment

CONTACT

Malcolm Griffiths, Senior Vice President,
malcolm.griffiths@turnerpr.com, 212.960.3369

DESTINATION	TARGET	COST
Greater New York City, NY: desksides & one small media dinner	6-8 editor or qualified freelancer engagements	\$10,000
Atlanta, GA	4-6 editor or qualified freelancer engagements	\$7,500
Austin & Dallas or Houston, TX	4-6 editor or qualified freelancer engagements	\$8,500
Virtual deskside appointments in market pre-approved by TDTD	6-8 editor or qualified freelancer engagements	\$3,000

PRINT & DIGITAL

WILDSAM

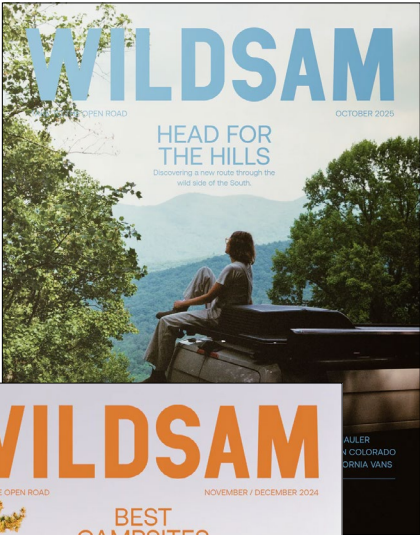
Wildsam inspires millions of Americans to travel curiously and take the road less traveled. Since 2012, Wildsam Field Guides have inspired trips and sparked countless discoveries. In over 65+ guides, millions of readers gain world-class local insight to cities, towns, national parks, lesser-known routes and iconic destinations. Today, Wildsam publishes a digital platform, national magazine and content channels to more than 5 million adventurers passionate about the open road, US travel and the outdoors. With a significantly expanded audience, bold new formats and major trips to unexplored destinations, Wildsam is charting a course to make 2026 an unforgettable year of American travel and discovery.

Who can participate? All partners

Timing: Summer 2027 Issue

Partner Benefits:

- Discounted print rates
- Reach of 460,000 avid road trippers!



PACKAGE	ISSUE / CIRCULATION	DATES	RATE
Full Page	Summer 2027 Issue, 460,000 Circulation	On-Sale: 7/1/27 Materials Due: 5/8/27	\$12,000 Net
¼ Page	Summer 2027 Issue, 460,000 Circulation	On-Sale: 7/1/27 Materials Due: 5/8/27	\$3,000 Net
½ Page	Summer 2027 Issue, 460,000 Circulation	On-Sale: 7/1/27 Materials Due: 5/8/27	\$6,000 Net

CONTACT

Jana Robinson, Southeast Sales Director,
jana@robinsonmedia.net, 904.234.5732

WIRED2FISH

Wired2fish is where anglers come together at scale to teach, learn, and share what they know. The largest and most authoritative voice on all-things fishing, we connect the most dedicated anglers with industry experts to provide them with education and insights on the latest gear, trending destinations, and breaking news that powers their passion for the outdoors. With nearly 20 years of experience connecting and building relationships with anglers, Wired2fish is the authoritative source on up-to-date travel inspiration from industry experts.

Who can participate? All partners

Minimum Investment: \$2,500

Timing: 7/1/25–6/30/26,
flexible launch timing

Audience

We connect with an audience of engaged anglers who are eager to discover their next fishing experience (*Source: Delta Digital Proprietary Data & Insights, Annual Readers*).

- 864K Average Monthly Pageviews
- 1.4M Average Monthly Unique Visitors
- 2M Total Social Followers

Partner Benefits:

- Cross-platform campaign elements (digital, email)
- Customizable packages based on your unique objectives
- Flexible campaign timing with launch opportunities all year
- Campaign management support from Delta Digital
- Post-campaign reporting available



PLACEMENT	ASSETS	DATES	REACH	PARTNER RATE
Run of Site Display Ads	A Variety of Header, Sidebar, Content, Footer Ads (Detailed specs here)	Launch timing is ongoing	178,572+ Total Impressions* *Based on minimum investment, larger impression packages available	\$14 CPM \$2,500 Minimum Investment
Video Pre-Roll	30–60s video assets (Detailed specs here)	Launch timing is ongoing	89,286+ Total Impressions* *Based on minimum investment, larger impression packages available	\$28 CPM \$2,500 Minimum Investment
Dedicated Email	Client-provided imagery, copy, talking points, links, CTAs	Launch timing is ongoing but dates must be booked in advance, subject to availability	62,000 opt-in subscribers	\$5,000 per Email
Email Banner	Client-provided 728x90px asset	Launch timing is ongoing but dates must be booked in advance, subject to availability	62,000 opt-in subscribers	\$2,400 per Email

CONTACT

Brenna Kelly, Partnerships Manager,
brenna.kelly@deltadigital.co, 236.837.8073

AIRDNA

AirDNA stands as the market leader in vacation rental data, primarily sourcing from Airbnb and Vrbo. Our proprietary algorithm excels in deciphering intricate booking patterns, distinguishing between when properties are available, booked or blocked. This advanced system ensures high accuracy, aligning closely with Airbnb and Vrbo's own data.

By offering deep insights into the dynamic and fluctuating nature of the shared accommodations economy, we empower DMOs with critical information to strategize effectively, adapt to market changes, and optimize their impact in promoting tourism and supporting local economies. This partnership is pivotal in navigating the complex landscape of modern tourism, providing a reliable foundation for data-driven decision-making.

Who can participate?

DMOs within the state of Tennessee

Timing: Within the fiscal year

TDTD Investment: \$17,000/year

DMO Referral Discount: Pricing is calculated based on active listing counts in your market. A 25% discount will be applied to your annual investment.

DMO Tourism Insights Dashboard:

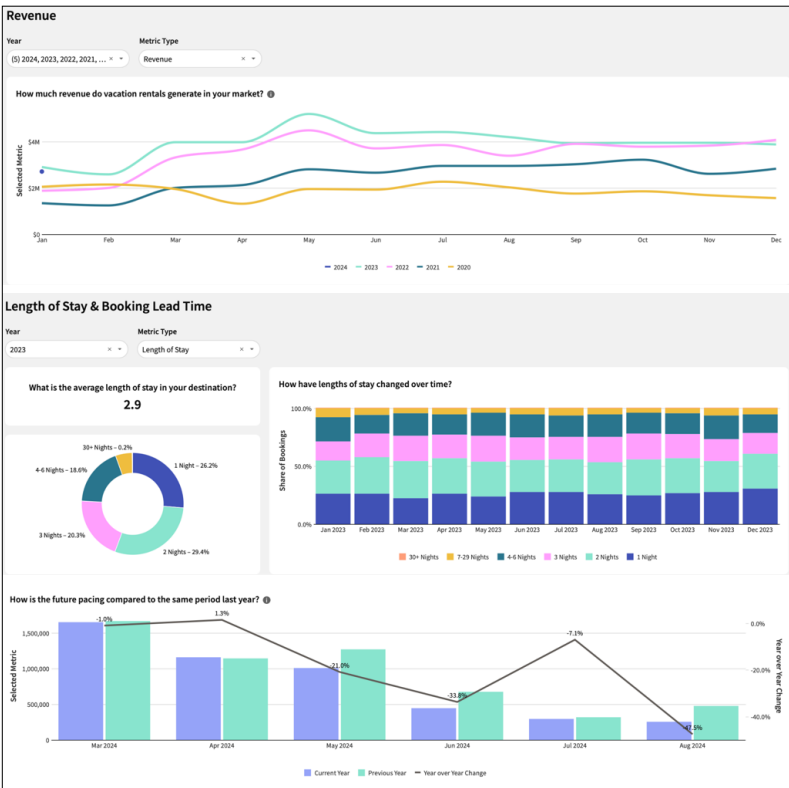
Access to main KPIs in your region such as revenue, average daily rate, RevPAR, available listings, booked listings and occupancy rate.

- Data Customization
- Easily Shareable
- Map Views
- Historical Data
- Daily Data & Event Analysis

CONTACT

Amanda Norton,
amanda.norton@airdna.co, 248.843.1399

TOURISM INSIGHTS DASHBOARD	ORIGINAL COST	WITH DISCOUNT	CITY/COUNTY DMO
Tier 1	\$18,000 annually	13,500 annually 6,750 biannually	5,000+ listings
Tier 2	\$10,800 annually	8,100 annually 4,050 biannually	2,000–5,000 listings
Tier 3	\$7,200 annually	5,400 annually 2,700 biannually	Under 1,000 listings

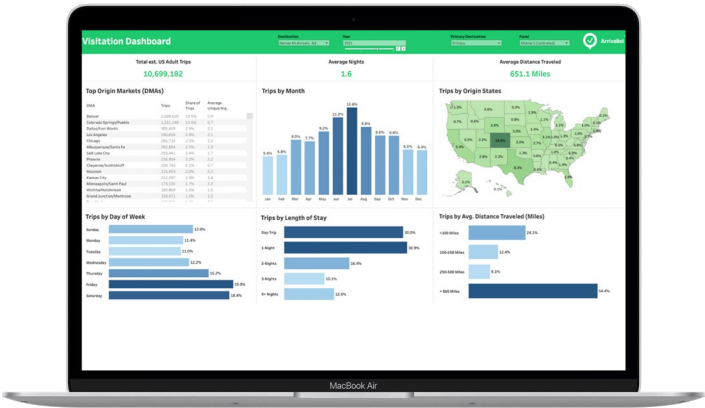
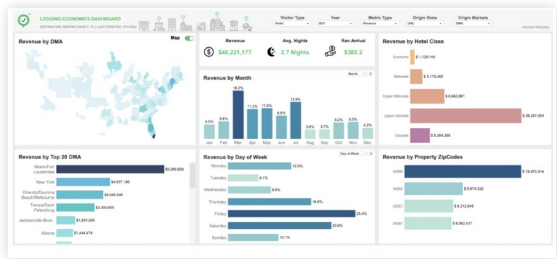


PLATFORM & TOOLS

ARRIVALIST

Arrivalist is the original, destination-first travel intelligence company, trusted by more than 250 destinations, agencies, and brands. Founded in 2011, Arrivalist pioneered the definition of a visitor as a measurement in the tourism industry and has spent fifteen years building products purpose-built for destination marketers, not adapted from a generic analytics platform.

Arrivalist's platform, Horizon, brings together visitation intelligence, spend intelligence, lodging performance, and media attribution in a single dashboard. Every metric is built to withstand stakeholder scrutiny, and every product is designed to answer the specific business questions destination marketers ask.



This year's co-op program is built around Arrivalist's two credit card-based intelligence products: TripInsights and SpendInsights. Together, these tools give participating DMOs a complete picture of visitor behavior, from who is arriving and where they come from, to what they are spending and in which categories. Because both products draw from the same underlying credit card dataset, origin market data is consistent and directly comparable across both products.

Who can participate? DMOs, attractions, and hotels

Timing: FY26-27

TDTD Investment: With the TDTD being an existing Arrivalist client, Arrivalist is offering Tennessee DMOs, attractions, and hotels, the program above starting at \$9,500. No minimum number of participants is required to activate the program.

CONTACT

John Packer, Account Director,
john.packer@arrivalist.com, 513.828.3177

Why Arrivalist Data is Different:

- Approximately 60 million US credit and debit cardholders in panel (Visa, Mastercard, and Discover)
- Real brick-and-mortar transactions, no modeling, no device pings, no inferred behavior
- Weekly updates with daily transaction detail available
- Origin markets available down to the zip code level for both visitation and spend
- Data available from January 1, 2024 forward
- Destination ready within one business day of program kickoff

PLATFORM & TOOLS

CROWDRIFF

CrowdRiff is a visual content and digital asset management platform built specifically for destinations. Collect, organize, manage, and share visual content through AI-powered search, UGC sourcing, web galleries, interactive maps, and advanced DAM functionality. The Partner Network was created to help tourism partners streamline their storytelling and content distribution.

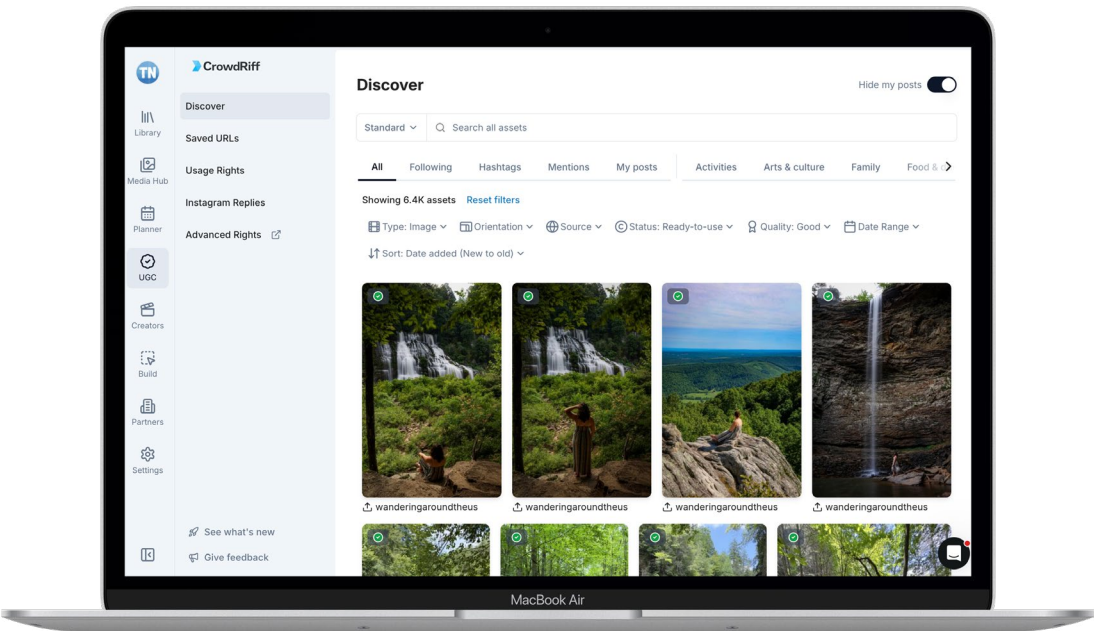
Who can participate? DMOs, attractions and Tennessee tourism partners

Timing: Through End of 2026

TDTD Investment: \$45,000/year

Partner Benefits:

- Included in all plans: Onboarding and data migration support, ongoing technical support, professional services, and access to our dedicated Destination Partner for Tennessee



CONTACT

Katrina Keilhauer, Senior Destination Partner,
katrina.keilhauer@crowdriff.com

PLATFORM & TOOLS

CROWDRIFF

	STARTER	ENGAGEMENT	ENGAGEMENT PRO
DESCRIPTION	Built for smaller partners seeking to collect, organize, and repurpose visual content. It combines CrowdRiff's signature UGC sourcing and rights management tools with web galleries and core DAM functionality, providing a streamlined solution for visual content management.	Built for destinations seeking a more comprehensive visual content management solution. In addition to all Starter features, it includes unlimited DAM storage and advanced collaboration tools like Collector and Media Hub, helping teams efficiently manage large content libraries and streamline partner collaboration.	Includes everything in Engagement plus Maps, Advanced Rights Management, and API access. This package empowers organizations to manage expansive content libraries, create interactive map-based experiences, and drive deeper engagement across digital channels.
DAM	• Unlimited user seats • Unlimited DAM Storage • AI keywords & metadata • Access & sharing permissions • Multi-resolution downloads	• Unlimited user seats • Unlimited DAM Storage • AI keywords & metadata • Access & sharing permissions • Multi-resolution downloads • Collector & contests • Media Hub	• Unlimited user seats • Unlimited DAM Storage • AI keywords & metadata • Access & sharing permissions • Multi-resolution downloads • Collector & contests • Media Hub
UGC MANAGEMENT	• AI search and discovery • AI Rights Requests • Google Chrome extension	• AI search and discovery • AI Rights Requests • Google Chrome extension	• AI search and discovery • AI Rights Requests • Google Chrome extension • Advanced Rights Requests
WEB	• Web Galleries • CTAs	• Web Galleries • CTAs	• Web Galleries • CTAs • API access • Interactive Maps
PARTNER RATE	\$4,800/year 20% discount from \$6,000	\$8,000/year 20% discount from \$10,000	\$12,800/year 20% discount from \$16,000

CONTACT

Katrina Keilhauer, Senior Destination Partner,
katrina.keilhauer@crowdriff.com

SEEKER EVENTS NETWORK

Seeker Events Network is the world’s smartest community events calendar. Powered by proprietary AI, our platform automatically discovers, curates, and organizes hyperlocal events from across the web — saving time while turning your website into a true hub for local happenings. From city festivals to neighborhood farmers markets, Seeker brings visibility to the events that drive tourism, foot traffic, and community engagement. Our embeddable calendar tools and AI-powered workflows make event publishing effortless for destinations of all sizes. Seeker Events Network integrates seamlessly with any CMS via our turnkey widget or API. Pre-built connectors are available for popular platforms like Simpleview.

Who can participate? This opportunity is available to all Tennessee cities, towns, counties, DMOs, chambers, and tourism-focused organizations interested in enhancing their digital presence and promoting local events.

Timing: Program availability is tied to the active contract between Seeker and Tennessee Tourism.

Partner Benefits: Partners will receive 15% off the annual subscription and up to 50% off the implementation fee (depending on coverage area).

STARTER	ESSENTIALS	PRO	IMPLEMENTATION
Up to 250 active events	Up to 1,000 active events	Up to 5,000 active events	Account set-up, connect custom event sources, branding, integration
\$500/month	\$1,000/month	\$2,500/month	Starting at \$3,600 (one-time)

CONTACT

Jody Vandergriff, Founder,
jody@seeker.io, 650.740.5300

PLATFORM & TOOLS

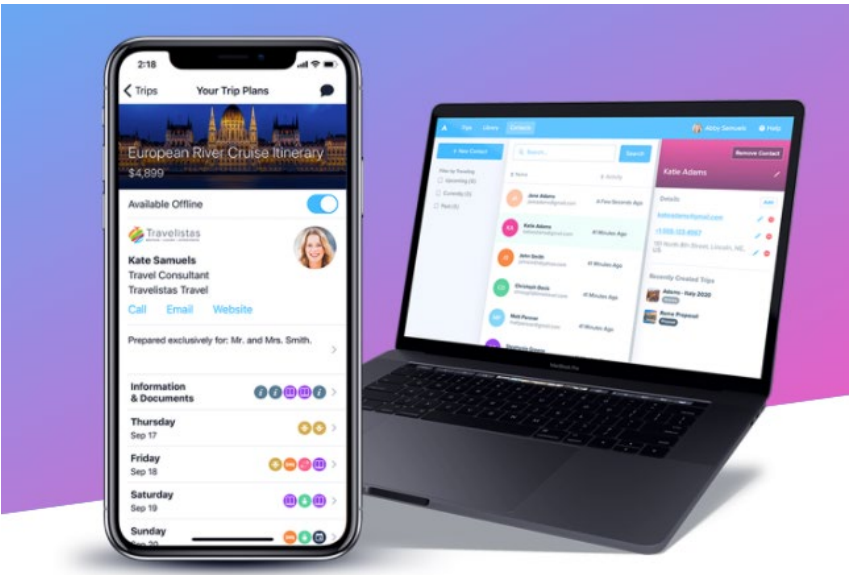
TRAVEFY

Travefy is an itinerary management and communication software for travel professionals, including travel agents, tour operators, and DMOs. Create custom travel itineraries for media, influencers and guests.

Pricing: Free as a TN partner

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)



CONTACT

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

Amanda Murphy, Director of Communications,
amanda.murphy@tn.gov

ZARTICO

Zartico's marketing performance solutions offer a true understanding of place. By illuminating the hidden patterns of people and places, our products unlock new solutions for prediction, planning, optimization, and reporting. Our company was born in the tourism industry and, as our technology continues to grow, expands beyond destination-specific applications to encompass the best of place-based data intelligence across the travel and entertainment industries.

Who can participate? DMOs

Timing: Within Fiscal Year

TDTD Investment: Existing Zartico Contract \$150,000

Partner Discount: 10% off Current Rates

FREE ZARTICO LITE

All DMO partners can register for a free Zartico Lite account on industry.tnvacation.com/industry/research/zartico-dashboard

The Lite Dashboard includes:

- Date range and county filtering
- Top origin markets based on cellphone devices
- Top origin markets based on spending
- The category of business where visitors are spending money
- An estimated resident vs. visitor spending breakdown by category
- Age and income of visitor spending in your county

CONTACT

Josh Gibson, Research Director,
josh.gibson@tn.gov

Adam Zappia, Zartico Sales Manager,
adam.zappia@zartico.com, 770.330.3455

PAID ZARTICO ACCOUNT

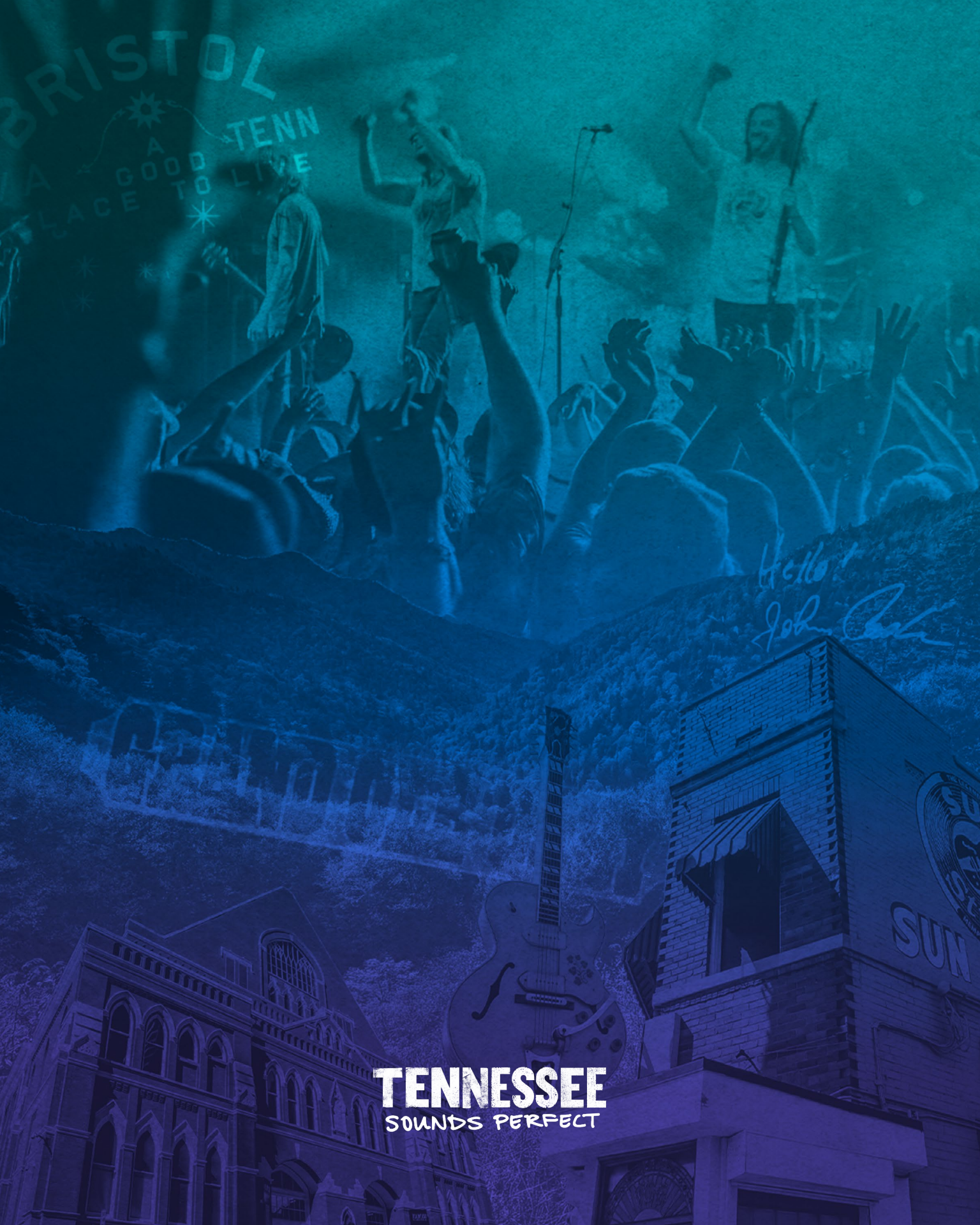
The Paid Dashboard includes:

- Custom-built ZDOS™ for your destination
- A proprietary Integrated Data Model that includes geolocation, spending, and event data along with STR, Google Analytics, Facebook, and Google Search
- Zartico's expert Place-Based Strategy, mapping primary and contextual points of interest in your destination
- Custom-defined regions for macro and micro reporting
- Sharable reports that are automatically distributed to your stakeholders
- One strategic analysis of your destination, including dynamic visualizations
- Zartico Academy self-paced courses (coming soon) and ZDOS™ Certification Tracks
- Live Zarticoach training sessions
- Historical look at data from January 2021 to present day

Actionable Data Insights that Answer:

- Where are visitors to your destination traveling from?
- What is the visitor impact on your destination's economy?
- Are your paid media campaigns delivering as planned?
- Which markets are generating the greatest economic impact?
- What is your visitor-to-resident ratio today?
- How is your visitation distributed by region?
- Identify quality visitors — visitors that come to your destination and leave dollars behind.





BRISTOL

A GOOD PLACE TO LIVE

Hello!
John

BRISTOL



TENNESSEE
SOUNDS PERFECT