



TENNESSEE

CO-OP PROGRAM 2025-2026

UPDATED JULY 2025

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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 2025-June 2026.

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 Statewide	Denver, CO	Little Rock, AR
Atlanta, GA	Detroit, MI	Minneapolis, MN
Austin, TX	Evansville, IN	Missouri Statewide
Baltimore, MD	Greenville, SC	New Orleans, LA
Boston, MA	Hartford, CT	Ohio Statewide
Charleston, SC	Indianapolis, IN	Orlando, FL,
Charlotte, NC	Illinois Statewide	Tampa, FL
Chicago, IL	Jackson, MS	Raleigh, NC
Cincinnati, OH	Jacksonville, FL	Washington, D.C.
Dallas, TX	Kentucky Statewide	

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

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
Blue Ridge Country	Cynthia Bruggeman, cbruggeman@leisuremedia360.com, 970.445.0599	Print, Digital	4 Months	\$9,990
Compass Media	Mark Warner, mwarner@compassmedia.com, 615.557.4385	Print, Digital	Fiscal Year	\$2,500
Expedia	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
Garden & Gun	Jana Robinson, jana@robinsonmedia.net	Print	June/July Issue	\$6,875
Happy Friday	Whitney Byerly, whitney@happyfriday.co	Influencer	Fiscal Year	\$10,000
Herrmann Global	Shelby Fitzgerald, shelby@herrmannglobal.com	Digital	Fiscal Year	\$1,100
The Local Palate	Amanda FitzGerald, amanda@thelocalpalate.com, 843.693.2750	Print, Digital	Fiscal Year	\$850
Matador Network	A.J. Kinney, aj.kinney@matadornetwork.com, 651.249.6341	Digital, Production	Fiscal Year	\$15,000
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
Outdoor Advertising Association of Tennessee	Holly Kirby, holly@jpkgr.com, 615.364.4662	Out-of-Home	Fiscal Year	\$5,000
Outside	Kristine Bihm, kbihm@samssouth.com, 917.748.1572	Print, Digital	Fiscal Year	\$10,000
RoadRUNNER Motorcycle Touring & Travel	Mark Thomas, mark@roadrunner.travel, 516.672.3209	Print, Digital, Production	Fiscal Year	\$1,000
Smithsonian	Jaime Duffy, duffyj2@si.edu	Print, Digital	Fiscal Year	\$3,500
Sojern	Todd Schechter, todd.schechter@sojern.com, 404.216.2103	Digital	Fiscal Year	\$5,000
Southern Living	Holly Belk, holly.belk@dotdashmdp.com, 404.259.7035	Print	April Issue	\$5,000
Strike Social	Cameron Wallin, cwallin@strikesocial.com, 317.752.8124	Digital	Fiscal Year	\$5,000
StyleBlueprint	Melissa Thompson, melissa@blueprint.inc., 615.300.7879	Digital Publication	Fiscal Year	\$3,999
Tennessee Association of Broadcasters	James Reed, james@tabtn.org	Commercial TV, Radio	Fiscal Year	\$36,000
Trailhead Media	Bobby Hart, bhart@trailheadmedia.com, 731.267.3121	Out-of-Home	Fiscal Year	\$406
Tripadvisor	Scott Caufield, scaufield@tripadvisor.com, 972.489.4543	Digital	Fiscal Year	\$2,500
Tripscout	Andy Acs, andy@tripscout.com, 410.978.2419	Digital	Fiscal Year	\$5,000
TURNER	Malcolm Griffiths, malcolm.griffiths@turnerpr.com, 212.960.3369	Public Relations	Fiscal Year	\$3,000

MARKETING CO-OP PROGRAM SUMMARY

Adara	Jason R. Manges, jason.manges@adara.com	Platform & Tool	Fiscal Year	\$1,000
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	Amy Yuan, amy.yuan@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, 615.741.9025 Amanda Murphy, amanda.murphy@tn.gov, 615.741.9010	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, jcrockett@al.com, 615.728.2263
Christy Betz, TMP, Account Executive, 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.).	<ul style="list-style-type: none"> • 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.	<ul style="list-style-type: none"> • 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.).	<ul style="list-style-type: none"> • 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.	<ul style="list-style-type: none"> • 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.	<ul style="list-style-type: none"> • 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.	<ul style="list-style-type: none"> • 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

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.	<ul style="list-style-type: none">• 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.	<ul style="list-style-type: none">• 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.	<ul style="list-style-type: none">• 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.	<ul style="list-style-type: none">• 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.

AMERICAN ROAD

PRINT & DIGITAL

For more than 20 years, 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. In 2024, American Road received 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:

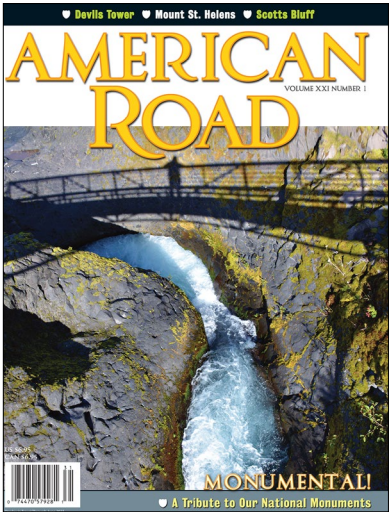
- Magazine Deadlines: February, May, August, and November.
- Digital Deadlines: Vary depending upon the activation date of the campaign.

TDTD Investment:

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

Partner Benefits:

- Exclusive discounted rates on all American Road opportunities.
- Road.Travel story itineraries are produced using content provided by the client following a standardized format, or (for \$1,950 per itinerary) created by Road.Travel with client consultation.
- Road.Travel will digitize, automate, and activate curated road trip content and deliver itinerary widgets and QR codes for clients to use on their assets. Story itineraries will be actively promoted by American Road and the Road.Travel platform for 12 months.



Tennessee Co-op Partner American Road Print Rates

Print pricing includes digital value-added benefits — Includes, social, opt-in leads, video and visitor guide presence on Americanroadmagazine.com worth \$3,000 per quarter. Additional TN partner discounts are offered for select digital, broadcast and email marketing opportunities.

Ad Size	Listed Rate	NET (1x)	NET (2x)	NET (3x)	NET (4x)
Full Page	\$5,350	\$3,477	\$3407 x 2	\$3303 x 3	\$3233 x 4
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

TN CO-OP PARTNER STORY ITINERARY (ROAD.TRAVEL) Rates Includes promotion for 12 months	PARTNER RATE (NET)	NON-PARTNER RATE (NET)	PARTNER DISCOUNT	PARTNER DISCOUNT with 4x Print American Road buy-in
1-5 Itineraries (price per itinerary)	\$5,850	\$7,800	25%	30%
6-20 Itineraries (price per itinerary)	\$4,875	\$6,500	25%	30%
20+ Itineraries (price per itinerary)	\$4,387	\$5,850	25%	30%

CONTACT

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

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 with a 30-second spot in one of two dedicated radio programs/podcasts airing during FY 2024-2025 on "American Road Trip Talk" — a weekly half-hour 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



30S SPOTS Live Read or Supplied	PARTNER RATE	LISTED RATE PER PARTNER
Opener/Closer	\$169	\$235
Middle (2 available)	\$128	\$180
Solo (4 spots in the same show)	\$422	\$572

CONTACT

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

PRINT, DIGITAL

BLUE RIDGE COUNTRY

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

Who can participate? DMOs, hotels and attractions

Timing: 4-month print and digital promotion; flexible start time

Partner Benefits:

- Below rate card pricing — saving 20%
- Multi-issue buy to drive frequency
- Custom content created by Blue Ridge Country to highlight your strengths
- AV display and newsletter placements to support online content
- Custom leads from reader service team
- Direct website link in digital edition



TRADITIONAL DISPLAY ADVERTISING COMBINED W/ SPONSORED CONTENT <i>Display ad in first issue followed by sponsored content in second issue. Can start anytime, but ads run sequentially.</i>	PRINT #1	+	PRINT #2	+	DIGITAL & SOCIAL
	Full Page Display Ad 7.25" x 9.5" OR 1/2 Horizontal 7.25" x 4.625"		Full Page Advertorial OR Engaging Sponsored Content		Online Sponsored Content blueridgecountry.com social & e-newsletter amplification

PARTNER INVESTMENT	PACKAGE OPTIONS
\$8,995 (20% discount)	1/2-page display + full-page advertorial + online sponsored content campaign
\$10,800 (20% discount)	full-page display + full-page advertorial + online sponsored content campaign

CONTACT
Cynthia Bruggeman, Associate Publisher,
cbruggeman@leisuremedia360.com, 970.445.0599

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 FY 2026

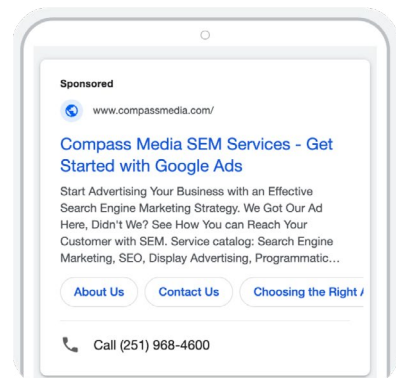
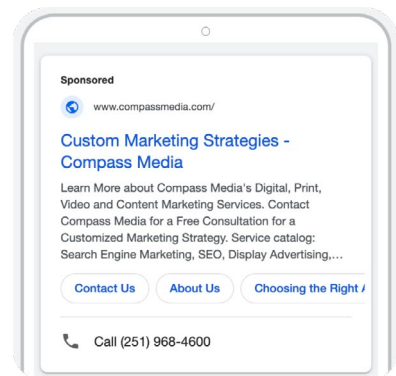
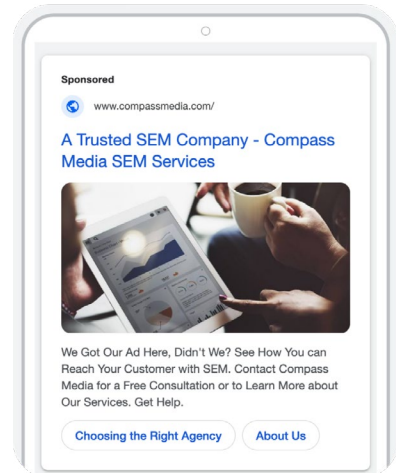
Partner Benefits:

- 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



PRINT, DIGITAL

COMPASS MEDIA

PRINT OFFERINGS

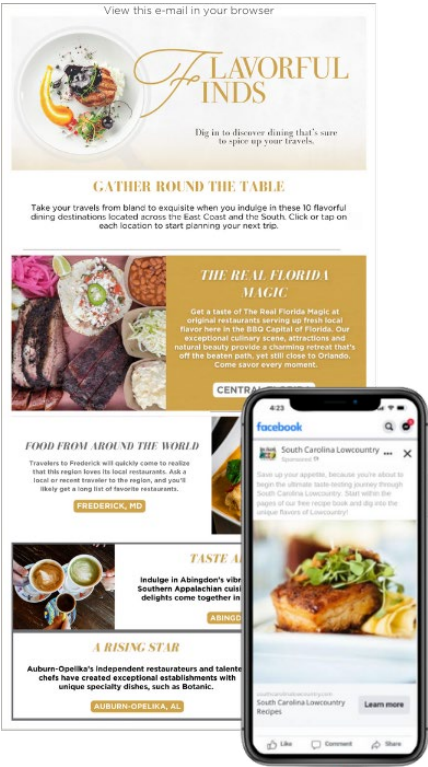
Who can participate? All partners

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

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*

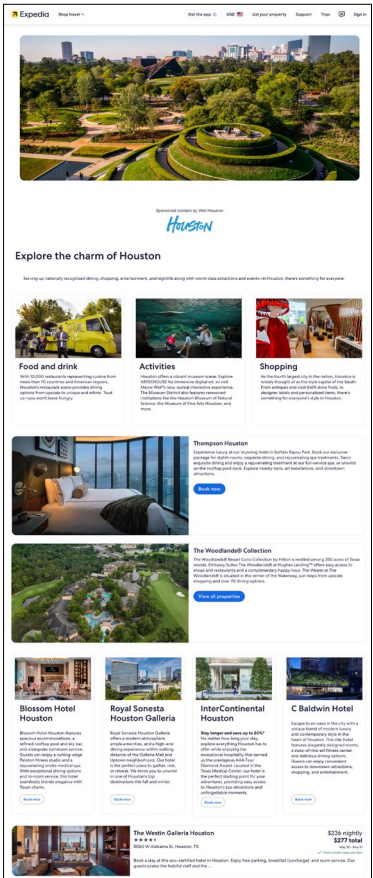
Timing: Winter Co-op: Jan. 1-Mar. 31, 2026 — Deadline: Nov. 25, 2026

TDTD Investment: \$50,000

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

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.



PRESENTING TIER	FEATURED TIER	STANDARD TIER
<ul style="list-style-type: none">• 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 3 spots available	<ul style="list-style-type: none">• Prominent placement just below presenting tier• Custom copy aimed at educating travelers about your destination/brand and unique selling points• Only 12 spots available	<ul style="list-style-type: none">• 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	\$5,000	\$3,500

CONTACT

Veronica Terrell, Media Solutions,
vterrell@expediagroup.com, 630.956.0067

**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: 592,248 mailed copies
- My Indiana Home: 248,131 mailed copies
- Mississippi Farm Country: 182,839 mailed copies
- Florida Farm & Family: 129,009 mailed copies

PUBLICATION	CIRCULATION	FULL-PAGE RATE*	HALF-PAGE RATE*
North Carolina Field & Family	592,000 households	\$6,900	\$4,140
Florida Farm & Family	129,000 households	\$3,100	\$1,860
Mississippi Farm Country	183,000 households	\$3,700	\$2,200
My Indiana Home	248,000 households	\$4,400	\$2,640
4-State Buy	1,152,000 households	\$16,290	\$10,099
Discount Off Individual State Rates	\$7,500	10%	7%

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

CONTACT

Bob Midles, Senior Integrated Media Manager,
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PRINT

GARDEN & GUN

A unique community of readers look to Garden & Gun to experience the magic of the South — whether their passion lies with the sporting culture, protecting the land, gardening, travel, the arts, or the food and drink realm. Readers hail from all 50 states and know that Garden & Gun is relevant no matter where they live.

Who can participate? DMOs, hotels and attractions

Timing: June/July travel issue

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

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

Partner Benefits:

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



PARTNER INVESTMENT	MINIMUM PARTICIPATION*	CIRCULATION	KEY DATES
\$6,875	4 partners	National, 1.6M Subscribers	Co-op space close is March 19, 2026 Co-op creative deadline is March 23, 2026

**Garden & Gun is extending its 1/4-page ad offer to an additional four partners.*

CONTACT

Jana Robinson,
jana@robinsonmedia.net

HAPPY FRIDAY

Happy Friday consists of entertainment marketing experts with a combined 20-plus years of experience working with Fortune 500 companies, award-winning ad agencies, startup consumer brands and everything in between.

Who can participate? One program

Timing: Within fiscal year

TDTD Investment: \$10,000 state investment to sponsor one program

Partner Benefits:

- State buy-in — \$10,000
- Partner buy-in — \$10,000
 - Influencer number depends on final influencer selection
 - Partner must select their influencer with state input
 - Example deliverables include (can be customized based on brand priorities):
 - 1x IG in-feed (with both state/region and partner tagged and @ mentioned in caption)
 - 3x IG stories with at least 3x frames each (9 total frames), 2x link stickers (to state/region and partner channels); saved to highlight for at least 30 days



**ENTERTAINMENT
MARKETING CONSULTING**



**INFLUENCER
MARKETING**



**CELEBRITY
PARTNERSHIP STRATEGY
& EXECUTION**

CONTACT

Whitney Byerly, Happy Friday,
whitney@happyfriday.co

DIGITAL

HERRMANN GLOBAL

Herrmann Global is an international tourism marketing agency that uses authentic storytelling to create cost-effective campaigns for global tourism destinations. Through our travel brand, Visit USA Parks, we use digital and social media tactics to connect destinations with their ideal visitor. Visit USA Parks raises awareness of towns and attractions near U.S. National Parks and public lands, aiming to provide travelers with authentic off-the-beaten-path experiences.

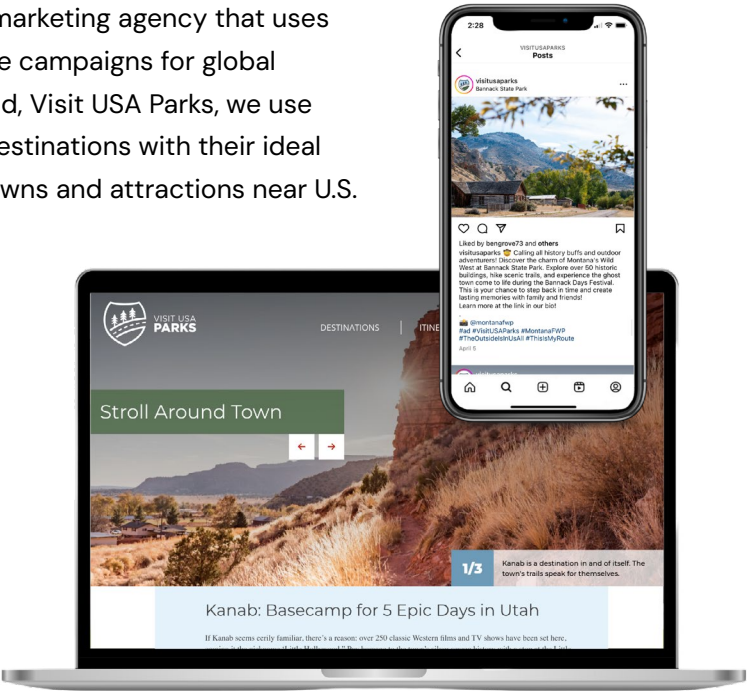
Who can participate? All DMOs and attractions

Timing: First come, first served through FYE

- Deadlines vary depending upon the activation date of the campaign

Partner Benefits:

- Includes one international language translation
- Target domestic and/or international markets



PACKAGE 1	PACKAGE 2	PACKAGE 3	PACKAGE 4
\$8,000	\$4,300	\$7,000	\$9,000
<ul style="list-style-type: none">• Two Custom Stories (750 words each)• Social Campaign With Meta Retargeting• Native Language Optimization• U.S. Market and One International Market	<ul style="list-style-type: none">• International SEM Campaign• Two International Markets	<ul style="list-style-type: none">• Translated Video Voice-Over or Closed Captions Editing Using Existing Bideo Content	<ul style="list-style-type: none">• 1- to 3-Minute Video Creation From Existing B-roll Footage, Plus ProgeSSIONal Voice Talent

À La Carte Offerings:

- YouTube Pre-roll Ad Campaign: \$4,000
- Additional Meta Retargeting: \$1,250
- Pinterest Promotion Campaign: \$4,000
- Custom Inspirational Story: \$1,100

CONTACT

Shelby Fitzgerald, Sales Operations Manager,
shelby@herrmannglobal.com

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 \$15,000, 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

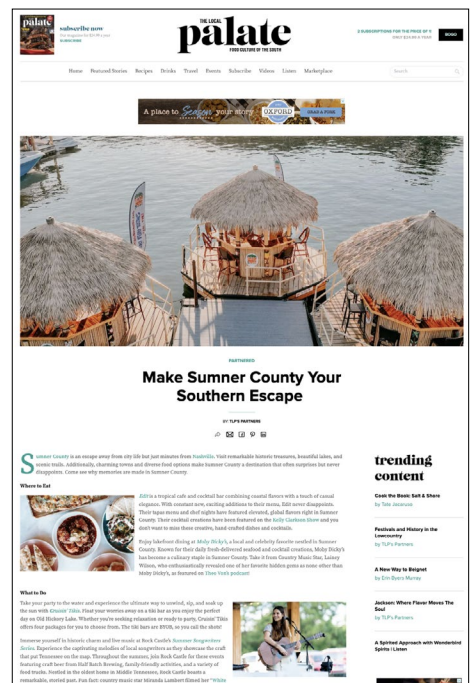
- For the co-op section, it is first come, first serve until we hit \$15,000 for the match-fund allocation from Tennessee Tourism.

Timing:

- Southern Dining Guide
 - Assets due February 13, 2026
- Road Trips
 - Assets due April 25, 2026

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

Amanda FitzGerald,
amanda@thelocalpalate.com, 843.693.2750

PRINT, DIGITAL

THE LOCAL PALATE

CULINARY TOWNS CO-OP	OPTION 1	OPTION 2	OPTION 3
Components	<ul style="list-style-type: none">• 2-page spread• Partnered section in newsletter• Partnered posts with Instagram & Facebook	<ul style="list-style-type: none">• Full-page• Partnered section in newsletter• Instagram & Facebook posts	<ul style="list-style-type: none">• 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 4 participation destinations: 1x dedicated newsletter
- With up to 8 participation destinations: 2x dedicated newsletters

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

Amanda FitzGerald,
amanda@thelocalpalate.com, 843.693.2750

DIGITAL, PRODUCTION

MATADOR NETWORK

Matador Network is the internet’s leading publisher for modern adventurers, redefining travel media through a dynamic blend of storytelling, cultural exploration, and cutting-edge content. As a lifestyle brand at the forefront of travel and adventure media.

- Ages 25–55 with \$130K+ average household income
 - 92% passport holders and 84% prioritize travel spending
 - Social-first and influence-driven, with 89% acting as the travel guru in their circle
- In short, Matador Network merges content excellence with media power and content creation delivering unmatched storytelling and engagement for brands looking to make a meaningful mark in the world of travel, culture, sustainability, and beyond.

Who can participate? Any DMO or attractions

Timing: Typically a 3-week timeline for content

TDTD Investment: \$60,000

Partner Benefits:

- Custom Content Production: Engaging articles, immersive guides, and interactive digital content tailored for brand storytelling — with guaranteed reach.

- Massive Distribution Power: 245M+ monthly video views and 16M+ social followers, with amplification across platforms like Roku, GSTV, and American Airlines in-flight.
- Travel AI Innovation: Through partnerships with OpenAI and Meta, Matador launched GuideGeek, an AI-powered travel assistant now being customized for destinations and brands.
- Strategic Brand Partnerships: Collaborative campaigns that unify major brands for larger, market-wide impact.

CONVERSATIONAL AI + DATA REPORTING	WRITTEN CONTENT + MEDIA CAMPAIGN	CUSTOM PROGRAMS
\$20,000 (annual subscription)	\$15,000 per campaign	Written Content & Media Campaign
Setup; Meta and web integration, reporting portal and live chat platform, custom training and personalization of the tool's "brand voice"; APIs for accommodations, flights, tours, and weather; 58+ languages natively	Custom written content published and promoted on Matador Network's site and social channels. Additional native social posts and newsletter inclusions.	Custom campaigns with Tennessee co-op funding from past years

CONTACT

A.J. Kinney, Partnerships Manager,
aj.kinney@matadornetwork.com, 651.249.6341

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

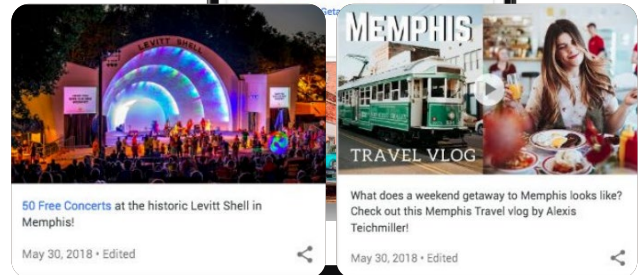
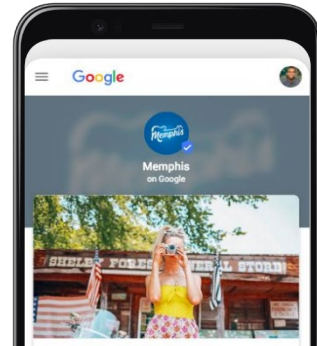
Comprehensive Destination Audit

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

Kim Palmer, Destination Optimization Program Director,
kim.palmer@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,
kim.palmer@milespartnership.com, Direct: 941.342.2312, Mobile: 941.224.6888

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
<ul style="list-style-type: none">• Brand video 1:30-2:00• (20) Short-form videos	<ul style="list-style-type: none">• (1) TV commercial :30• (1) Brand video 1:30-2:00• (4) Social videos/pre-roll ads	<ul style="list-style-type: none">• 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,
emily@orange142.com, 808.223.5840

OUTDOOR ADVERTISING ASSOCIATION OF TENNESSEE

Outdoor Advertising Association members will provide space at donated rates to qualifying entities through this program. This will allow for purchase of guaranteed one-week postings of billboards at deeply discounted rates. While the posting is only guaranteed for a seven-day posting, it is possible and quite likely that the billboard can be posted longer if the company has the space available and unsold. This allows a group who would be unable to afford billboard advertising an opportunity to use this medium for a fraction of the cost. While we cannot guarantee a specific billboard, we can seek out billboards to cover certain counties, cities or grand division of the state at the client's request.

Who can participate? Any entity participating in the co-op program not already purchasing billboard advertising may participate.

Timing: To begin a campaign and order materials, we will need at least 2-3 weeks of lead time with the creative design complete to purchase the printed materials and secure the billboard.



Partner Benefits:

- This program is only offered to organizations that wouldn't otherwise be able to purchase a billboard ad to make them more cost-efficient. It also provides the advertiser the ability to press the easy button when providing us with these pieces of information:
 1. budget
 2. creative
 3. general locations for the ads
- We take those pieces of information and do all the rest. We order materials, we contract with the billboard companies to post the ads and at the end of the campaign, we provide a report to the advertiser with the total number of impressions made during the campaign.

CONTACT

Holly Kirby, Executive Director Outdoor Advertising Association, of Tennessee, holly@tristarassociation.com, 615.364.4662

PRINT, DIGITAL

OUTSIDE

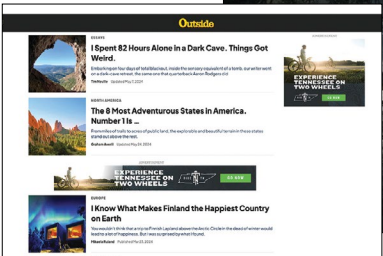
Outside magazine is the leader and the voice in the active lifestyle marketplace. Outside provides inspiration and motivation for people to experience the world outside through their coverage of sports, travel, adventure, gear, culture, food, and style. Reaching an affluent, active audience of over 250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

Who can participate? All partners

Timing: 7/1/25–6/30/26

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), 450K Circulation <i>see below for states</i>	Close Dates/Materials Due: Fall Issue — 7.04.25/7.16.25 (on sale 8/26/25) Winter Issue — 10.03.25/10.15.25 (on sale 11/25/25) Spring Issue (estimated) — 1.9.26/1.22.26 (on sale 3/10/26) Summer Issue (estimated) — 3.27.26/4.09.26 (on sale 8/26/25)	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, PRODUCTION

ROADRUNNER MOTORCYCLE TOURING & TRAVEL

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

Who can participate? All partners

TDTD Investment:

- RoadRUNNER has offered discounted rates for TN Tourism partners for print opportunities, custom content, digital newsletters, and video
- Base Rate: \$60,000 / Total Audience: 200,000



MAKING TN A NATIONAL DESTINATION	OPEN RATE	CO-OP PARTNER RATE
Spring Motorcycle Travel Destinations Issue	\$8,506	\$4,135
Fall Motorcycle Travel Destinations Issue	\$8,506	\$4,135
Fall Motorcycle Travel Destinations Issue <i>On newsstands in September for 1 year</i>	\$4,990	\$3,500
Roadrunner.travel website — Promoted Website Editorial <i>We will write a story with you which resides permanently on site</i>	\$4,500	\$3,500
Weekly Newsletter — 74,000 recipients <i>Weekly newsletter sold as a monthly package</i>	\$2,500 <i>4 Weekly Banners</i>	\$2,000 <i>\$500 Per Week</i>
Custom Newsletter — Dedicated Message	\$3,000	\$2,500
Bonus: Facebook and IG Posts	Added Value: Facebook and IG posts, \$650 per post	BONUS
Custom Touring Video Production	Full hospitality tourism video \$22,000	\$20,000*

*Actual video rate TBD

CONTACT

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

PRINT, DIGITAL

SMITHSONIAN

As America's storyteller, Smithsonian leads the conversation with cultural coverage in all forms through trusted, in-depth narrative, photography and firsthand reporting. We look at travel through a unique Smithsonian lens, educating our audience about the culture, traditions, history, wildlife, natural beauty and food that are distinct to each place we feature. We inspire exploration of popular spots, those off the beaten path and undiscovered destinations throughout the world.

Who can participate? All partners except those in the industries of alcohol, firearm, tobacco, cannabis, gambling, sex.

Timing:

- Smithsonian Magazine: April/May Travel issue with special America 250th anniversary editorial
- [Smithsonianmag.com](https://smithsonianmag.com): One month of your choosing
- Space close for Anniversary Issue is Jan. 9, 2026

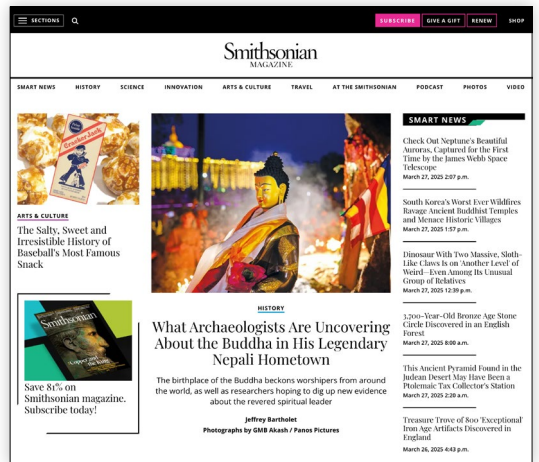
Partner Benefits:

- Discounted pricing for Tennessee Co-op Partners
- Individual and multiple partner programs
- Tiered pricing
- Print and digital opportunities
- Flexible timing on digital campaigns
- Post campaign digital performance reports
- 2026 special opportunity! 250 PLACES TO CELEBRATE AMERICA digital interactive map (contact Jaime Duffy for more information)
- Direct website link in digital edition
- TDTD Full-page print ad in Special-Edition Anniversary Issue with congruent Partner advertorial page (3 participating partners at \$8K each)

CONTACT

Jaime Duffy, duffy2@si.edu

Smithsonian
MEDIA



AD UNITS		# OF PARTNERS	REGIONAL CIRCULATION* / IMPRESSIONS	OPEN RATE	TN PARTNER NET RATE
PRINT	Full-Page Brand Ad	1	305,000	\$111,480	\$22,000
	Full-Page Advertorial 1/4-page custom content produced by Smithsonian 1/4-page ad must provide by Partners	3	305,000	\$33,444	\$8,000
DIGITAL	100% SOV History E-newsletter Takeover 600x155, 600x340, Custom Tile	1	Opt-In Subscribers 140,000	\$9,570	\$4,000
	100% SOV Travel & Culture E-newsletter Takeover 600x155, 600x340, Custom Tile	1	Opt-In Subscribers 110,000	\$7,520	\$3,500
	Banner/Video Campaign 300x250, 728x90, 160x600, 300x600, 320x50, 970x250, Full Screen Video Pushdown, In-Article Pre-roll	1	442,857**	\$19,071	\$8,000
	Custom Slideshow Billboard Custom 1515x250 Size Billboard	1	181,818**	\$14,545	\$10,000

CONTACT

Jaime Duffy, duffyj2@si.edu

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, 2026.
 - 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

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@dotdashmdp.com, 404.259.7035

STRIKE SOCIAL

Strike Social specializes in optimizing YouTube and paid social campaigns. We understand how important it is to generate tourism to your local communities. We will maximize your local funds to increase your reach and awareness among travelers on YouTube (including CTV), Meta, and other social platforms. We are a Meta Certified Partner and Google Premier Partner, recognized for being one of the top agency specialists.

Who can participate? All partners

Timing: Fiscal Year

TDTD Investment: \$150,000

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

Partner Benefits:

- We deliver custom proposals for each partner DMO, with guaranteed pricing, custom targeting, and overall strategies tailored to each DMO campaign and platform.
- We deliver monthly reporting (unless otherwise discussed) and a post-campaign wrap deck and report with insights, takeaways, and recommendations upon completion of campaign.
- We pride ourselves on quick campaign turnarounds (~7 days), easy onboarding, and dedicated support.

YouTube Ad Units:

- These are the most common buying models on YouTube
- :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

Meta Ad Objectives:

- These are the most common buying objectives on Meta
- Can run individual platform programs (IG vs. Facebook) or combined
- Custom targeting plan based on your demographic and audience



CONTACT

Cameron Wallin, VP Sales,
cwallin@strikesocial.com, 317.752.8124

DIGITAL

STRIKE SOCIAL

Youtube Ad Units:

- These are the most common buying models on YouTube
- :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

YOUTUBE OVERVIEW	TRUEVIEW IN-STREAM (CPV)	NON-SKIPPABLE IN-STREAM	VIDEO VIEWS (includes YT Shorts)	DEMAND GEN (TRAFFIC)
Bidding Model	CPV	CPM	CPV	CPC
Guaranteed Rate	\$0.03	\$15.00	\$0.03	\$0.50 - \$1.00
Description	Skippable, pay-per-view or -engagement video ad; designed to efficiently drive views and consideration	6-15 second, non-skippable, video ad; designed for cost-effective reach and awareness. Potential delivery on YouTube TV	YT's newest ad units runs across more parts of the YT supply	Skippable, pay-per-view or -engagement video ad; features CTA overlay and endscreen; designed to drive conversions
Minimum Monthly Budget	\$1,500 Client Investment (Qualifies for up to \$1,500 in TDTD Match Funds)			
Minimum Monthly Guaranteed Delivery	Total: 100,000 views Client: 50,000 Match 50,000	Total: 100,000 views Client: 50,000 Match 50,000	Total: 100,000 views Client: 50,000 Match 50,000	Total: 3-6k clicks Client: 1,500-3,000 Match: 1,500-3,000

Meta Ad Objectives:

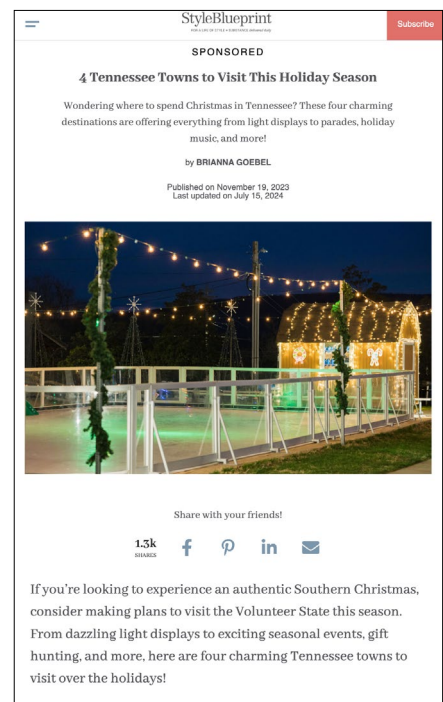
- These are the most common buying objectives on Meta
- Can run individual platform programs (IG vs Facebook) or combined
- Custom targeting plan based on your demographic and audience

META OVERVIEW	REACH/BRAND AWARENESS	ENGAGEMENT	VIDEO VIEWS	TRAFFIC
Bidding Model	CPM	CPM	CPV	CPC
Rate*	\$4.00	\$4.00	\$0.03	\$0.50 - \$1.00
Description	Optimizing to Total Unique Users	Optimizing to Post Engagement, Shares, Follows, Views, Comments	Video Views	Website Traffic
Minimum Monthly Budget	\$1,500 Client Investment (Qualifies for up to \$1,500 in TDTD Match Funds)			
Minimum Monthly Guaranteed Delivery	Total: 750,000 impressions Client: 375,000 Match: 375,000	Total: 750,000 impressions Client: 375,000 Match: 375,000	Total: 100,000 views Client: 50,000 Match 50,000	Total: 3-6k clicks Client: 1,500-3,000 Match: 1,500-3,000

CONTACT

Cameron Wallin, VP Sales,
cwallin@strikesocial.com, 317.752.8124

**Pricing based on Strike Social benchmarks. Pricing can vary based on partner's campaign parameters and benchmarks. Strike Social reserves the right to modify pricing depending on final campaign details with DMO Partner. If you'd like to discuss additional platforms, just let us know.*



Article Details:

Each article features up to six destinations in Tennessee, with 250 to 300 words and two photos per destination. Destinations can choose up to four co-op articles. Articles are then published on StyleBlueprint.com, featured in StyleBlueprint daily emails (210,000 subscribers/55% open rate as of April 2025), and shared to StyleBlueprint’s Facebook (60K followers) and Instagram stories (139K 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 2M impressions and 10K page views.

ARTICLE OPTIONS	FEATURES	TIMING	INVESTMENT PER PARTNER <i>Maximum 6 Partners</i>
Culinary Road Trip: 6 Tennessee Towns for Food Lovers Article Campaign	2M impressions/10K page views + co-op Instagram post	Deadline to Commit: July 2025 Publish Date: August 2025	\$3,999
Adventure Towns: 6 Tennessee Outdoor Escapes Article Campaign	2M impressions/10K page views + co-op Instagram post	Deadline to Commit: August 2025 Publish Date: Early September 2025	\$3,999
All-Ages Escapes: 6 Tennessee Towns for Family Fun Article Campaign	2M impressions/10K page views + co-op Instagram post	Deadline to Commit: Early February 2026 Publish Date: Late February 2026	\$3,999
Living History: 6 Tennessee Towns Where the Past Comes Alive	2M impressions/10K page views + co-op Instagram post	Deadline to Commit: Late February 2026 Publish Date: March 2026	\$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@blueprint.inc, 615.300.7879

TENNESSEE ASSOCIATION OF BROADCASTERS

Providing outreach via most radio and TV stations in Tennessee, the Public Education Program (PEP) features 30-second PSA-style commercials to nonprofit and government organizations in Tennessee. Border-to-border coverage is guaranteed, and messages can be regionalized into East, Middle and West Tennessee sections. It's an excellent way to spread your message to your region or the ENTIRE state. Tennessee Association of Broadcasters (TAB) handles all arrangements, including announcement scheduling with the stations, collection of performance reports, invoicing and other administrative assistance.

PEP is offered through TAB as a service of local broadcasters. Stations participate in PEP as a public service to their communities and TAB's PEP partners.

Who can participate? PEP is limited to government and nonprofit organizations. Existing PEP campaigns are not eligible for this plan, and partners must not have advertised with local television or radio stations in Tennessee within the past 12 months.

Timing: PEP campaigns air for a minimum of 3 months and can begin on the first day of any month with creative content provided one week prior to the start date.

Partner Benefits:

- The power of PEP broadcast outreach is offered to co-op partners at a substantially discounted rate. Minimum returns of 3-to-1 value-to-investment are guaranteed (although returns are generally much higher). PEP partners receive monthly reports indicating when and where the messages are aired, how often, and the total dollar value of the month's campaign. TAB can also provide production, digital media and other services.



DURATION	TV & RADIO	RADIO ONLY
3 Months	\$45,000	\$36,000
6 Months	\$85,000	\$68,000
1 Year	\$160,000	\$130,000

Additional rates are available for regional coverage.

CONTACT

James Reed, PEP Administrator,
james@tabtn.org

TRAILHEAD MEDIA

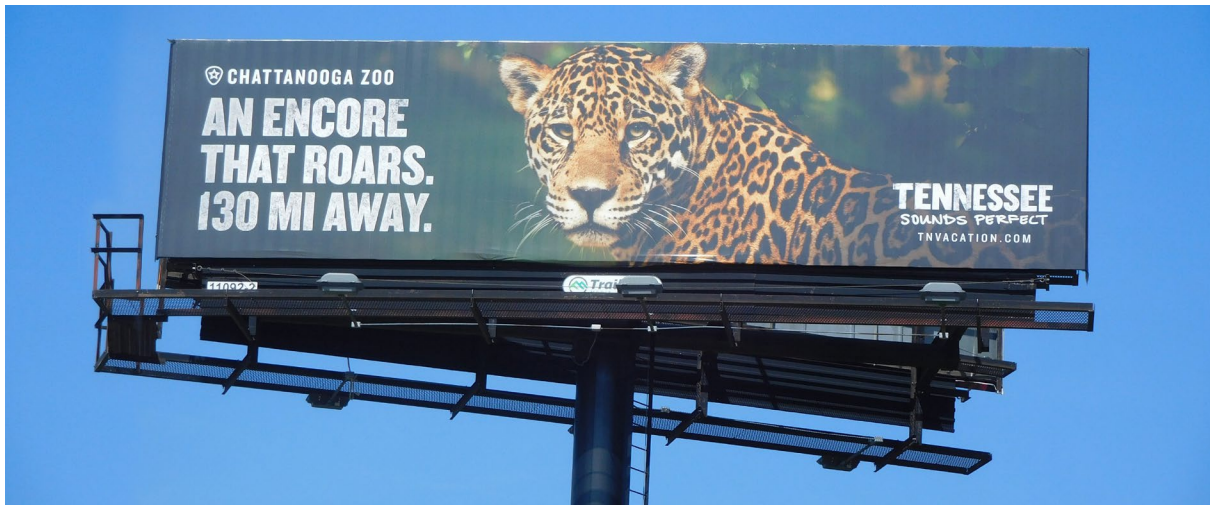
Trailhead Media specializes in outdoor advertising, offering high-visibility options like digital and printed billboards to meet diverse marketing needs. We leverage advanced technology to provide vibrant displays and customizable solutions tailored to specific geographic and demographic targets. Committed 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	\$1,200	\$840	\$960	\$1,080
	Chattanooga	Digital	\$1,500	\$1,050	\$1,200	\$1,350
	Jackson	Digital	\$1,500	\$910	\$1,040	\$1,170
	Shelbyville	Digital	\$845	\$592	\$676	\$761
	Pulaski	Digital	\$715	\$501	\$572	\$644
BORDER MARKETS	Paducah, KY	Static	\$650	\$455	\$520	\$585
	Elkton, KY	Static	\$570	\$399	\$456	\$513
	Oak Grove, KY	Static	\$650	\$455	\$520	\$585
	Mayfield, KY	Static	\$580	\$406	\$464	\$522
	Dalton, GA	Static	\$600	\$420	\$480	\$540
	Florence, AL	Digital	\$1,000	\$700	\$800	\$900
	Holly Springs, MS	Digital	\$1,000	\$700	\$800	\$900
	Batesville, MS	Digital	\$700	\$490	\$560	\$630
	Clarksdale, MS	Digital	\$700	\$490	\$560	\$630
DAY DRIVE MARKETS	Atlanta, GA	Digital	\$1,800	\$1,260	\$1,440	\$1,620
	Panama City, FL	Digital	\$1,200	\$840	\$960	\$1,080
	Birmingham, AL	Digital	\$1,800	\$1,260	\$1,440	\$1,620
	Hattiesburg, MS	Digital	\$1,100	\$770	\$880	\$990
	Montgomery, AL	Digital	\$950	\$665	\$760	\$855
	Tuscaloosa, AL	Digital	\$950	\$665	\$760	\$855
	Savannah, GA	Digital	\$1,000	\$700	\$800	\$900
	Jackson, MS	Digital	\$1,500	\$1,050	\$1,200	\$1,350

CONTACT

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

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.

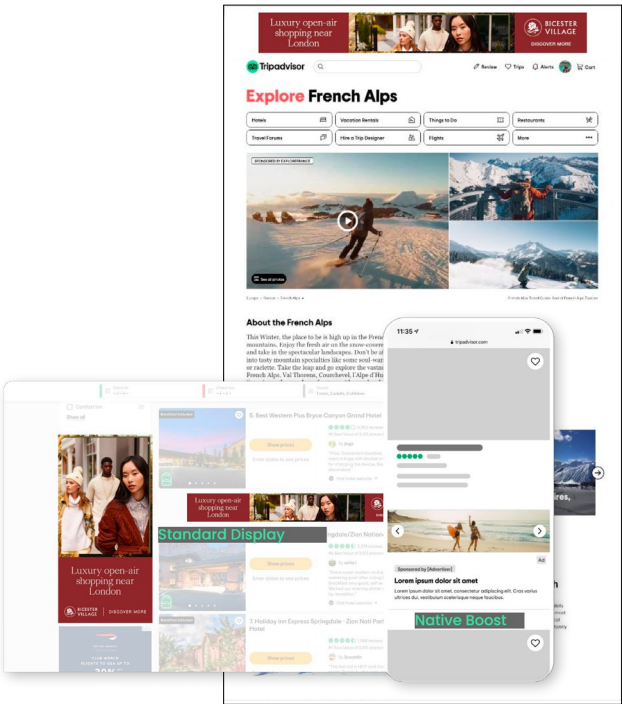
Who can participate?

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

TRIPSCOUT

Tripscout is the largest social audience for travel, with over 80 million 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.

Across our network, we've posted over 2 million times and collaborated with more than 70,000 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 that draw travelers and locals alike. 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. For partners that want to amplify their existing content, or work with us to license content from creators, campaigns can be live in as little as two weeks. For custom content creation, typically the process takes four to six weeks with Tripscout handling the heavy lifting.

CONTACT

Andy Acs, Co-Founder & President,
andy@tripscout.com, 410.978.2419



Once the campaign is launched, the partner sets the timeline. Whether you want an intense push or an always-on strategy, our efforts can be scaled up or down depending on your exact budgets and goals.

Partner Benefits:

Tripscout's pricing model is simple and transparent: partners pay for each post on our accounts and for targeted boosting. Content licensing and custom content creation has a fixed management fee.

For partners in the TDTD Co-op, for each dollar spent on boosting you earn credits towards posts on the Tripscout network. Posts on the accounts most relevant to partners range from \$750 to \$10,000 depending on the size of the account. We also offer volume discounts on boosting and on content management fees. A core Tripscout value is to overdeliver on our promised value and continue to find new ways to benefit our partners.

TARGETING SPEND	POST CREDITS	BOOSTING CPM	LICENSING/CREATOR FEE
\$5,000-\$10,000	10%	\$20	30% / 50%
\$10,001-\$25,000	15%	\$19	30% / 50%
\$25,001-\$50,000	25%	\$18	25% / 50%
\$50,001-\$100,000	35%	\$17	25% / 45%
\$100,001-\$250,000	45%	\$16	25% / 40%
\$250,000+	55%	\$15	25% / 35%

The most applicable accounts, audience sizes, and rates are below. Please note, 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:

ACCOUNT	FOLLOWERS	PRICE PER POST
@welivetoexplore	1,849,000	\$9,750
@hotel	1,569,600	\$8,250
@usa.explores	865,900	\$4,750
@nationalparksgram	732,400	\$4,250
@foodies.explores	680,700	\$3,750
@outdoor	665,000	\$3,500
@travel.for.sports	612,000	\$3,250
@dreaming_travel	597,300	\$3,250
@visit.the.south	430,600	\$2,750
@tripscout	400,700	\$2,250
@travelforevents	269,000	\$2,000
@nashville.explore	231,000	\$2,000
@letscampttogether	218,500	\$1,500
@cabinvision	187,000	\$1,250
@roadtripexplorer	96,300	\$750

Example: For a partner that commits to \$50,000 in boosting, they would earn \$17,500 (35%) in post credits and have 2.9M guaranteed targeted impressions. If the total expenses for creating custom content for this campaign was \$5,000, they would be billed \$7,250 (45% creator fee).

CONTACT
Andy Acs, Co-Founder & President,
andy@tripscout.com, 410.978.2419

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.

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

ADARA

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

Who can participate?

DMOs, hotels and attractions

TDTD Investment:

Existing Adara Contract — \$110,000

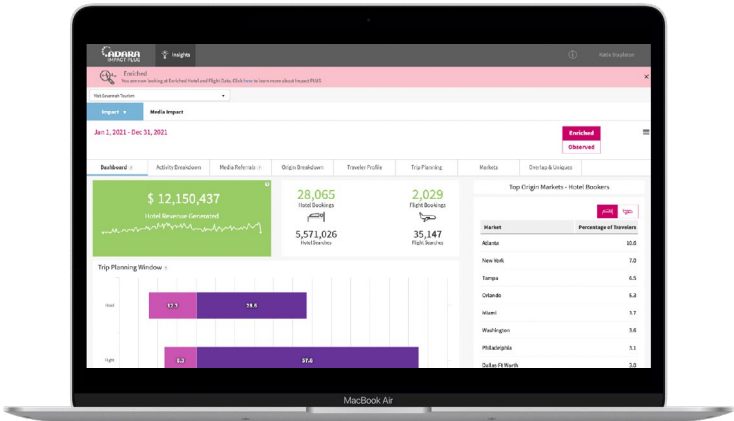
Destination Expenditure Report

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

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

All destination expenditure reports provide in-depth analysis for different segmented travelers across these metrics:

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



PROGRAMS	INCLUDES	STANDARD RATE
Destination Expenditure Report	Transaction spend across total destination	\$15,000
		\$20,000 biannual
CTV Measurement Report	Attribution on CTV campaign	\$15,000 EOC
		\$20,000 mid + EOC

CTV Measurement Report

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

CONTACT

Jason R. Manges, VP Sales,
jason.manges@adara.com

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:

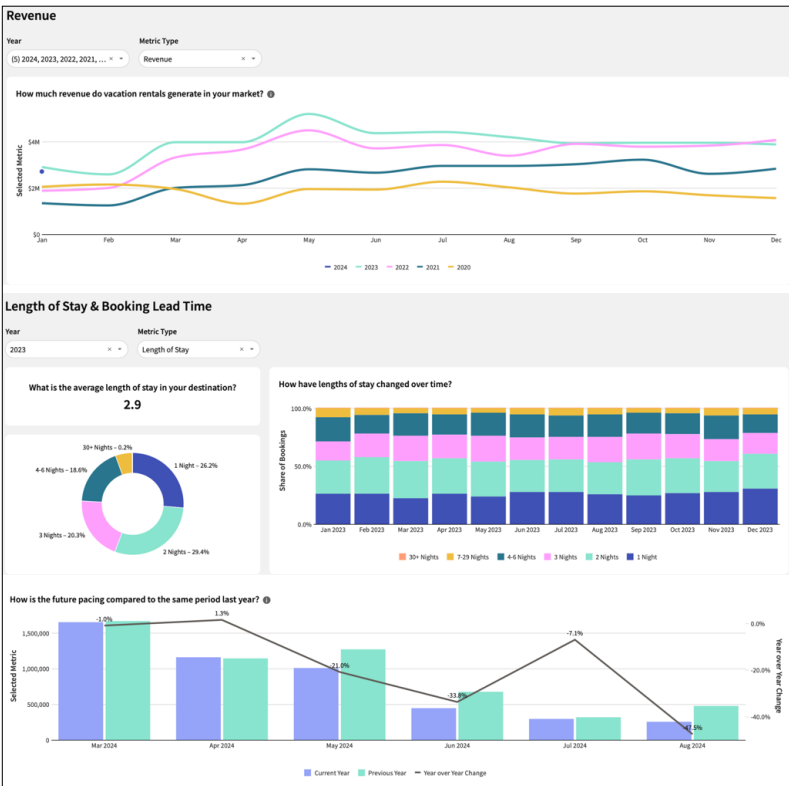
Access to main KPIs in your region such as revenue, average daily rate, RevPAR, available listings, booked listings and occupancy rate.

- 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

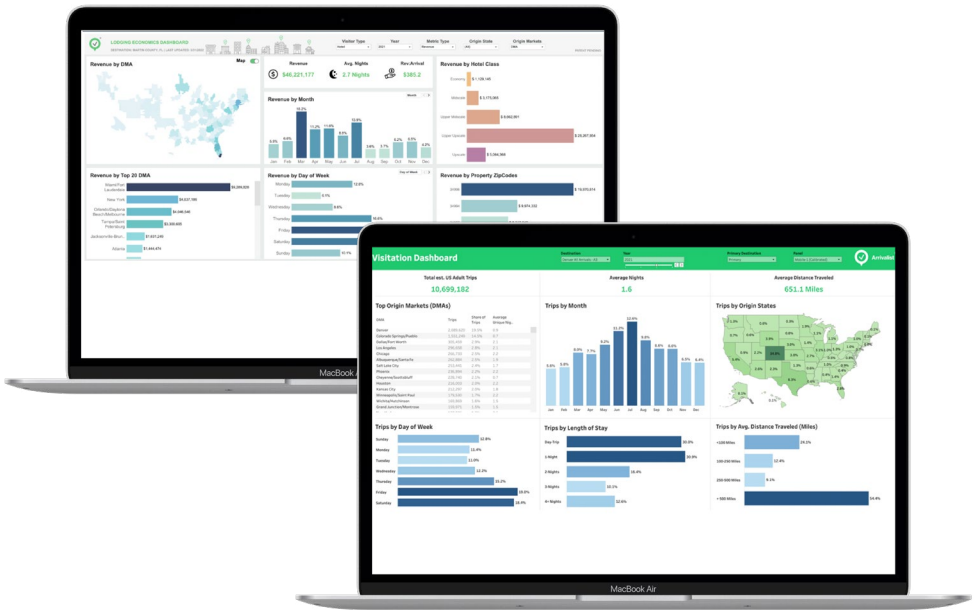
Arrivalist has the ability to measure visitation to key points of interest or comprehensive tracking provides media attribution insights.

Who can participate? DMOs and hotels

Timing: Through June 2026

TDTD Investment: Existing Arrivalist contract (\$70,000)

Packages available are on the following page.



CONTACT

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

PACKAGES	PARTNER INVESTMENTS	PARTNER DISCOUNT	DETAILS
ARRIVALIST LODGING™ (FEATURED OFFERING)	\$25,000/yr	28% Additional 10% discount per year on a 2-year agreement Additional 15% discount per year on a 3-year agreement	<p>Arrivalist Lodging™ is the industry's first total overnight demand market view. Integrating data from best-in-class hotel booking metrics and vacation rental metric providers, Arrivalist employs location data to understand where visitors spend the night and how that varies by hotel class, origin market, time of year, and more. LED users report back a spectrum of use cases from improved ZIP code targeting to increase ROI to optimized content marketing to heightened advocacy. Arrivalist Lodging is available on demand through a portal login, with calibrated data updated monthly. Segments destination overnight trips by lodging type (hotel, vacation rental, VFR), hotel class, origin market and more. Integrates best-in-class hotel and vacation rental metrics.</p> <p>Includes: Account Kickoff, Reveal and Quarterly Consultation</p>
ARRIVALIST TRIP™ DASHBOARDS	\$25,000/yr	28% Additional 10% discount per year on a 2-year agreement Additional 15% discount per year on a 3-year agreement	<p>Location data from smartphone panel reveals visitor origins, length of stay, seasonality, and in-market behavior through lens of proprietary "Trip Model." The visitation dashboard provides an overview of visitor estimates, seasonality, distance traveled and origin markets. Meanwhile, the Points of Interest Dashboard includes up to 50 POIs of your choosing, with visualizations and data that populate against the POI of your choosing, be it an airport, convention center, park or other key location. Arrivalist Trip is available on demand through a portal login, with calibrated data updated monthly.</p> <p>Includes: Account Kickoff, Reveal and Semiannual Consultation</p>
ARRIVALIST TRIP™ WITH ATTRIBUTION	Starting at \$70,000	22%	<p>Arrivalist's comprehensive offering combines the core visitation intelligence with media attribution. KPIs including Arrival Lift and Stay Lift show the true effect of digital media exposure on arrivals to Tennessee's local DMOs. A3 Full Comprehensive Platform is available on demand through a portal login and is updated with balanced data (visitation) and attribution data monthly. Clients will have access not only to interactive dashboards showing movement into and within the destination, but also specialized media measurement charts. All charts include advanced filtering and downloadable data. The A3 Full Comprehensive Platform requires a minimum 25 million measurable digital impressions as part of an Arrivalist-reviewed media plan. Arrivalist must approve media schedule of vendors and impressions prior to implementation.</p> <p>Includes: Account Kickoff, Reveal and Quarterly Consultation</p>

Co-op products update monthly. Arrivalist Lodging carries a value-added lookback to January 2023. Arrivalist Trip includes a value-added 24 month lookback.

For Arrivalist Lodging, Arrivalist Trip, and Arrivalist Trip with Attribution, two-year commitment will carry a 10% discount; over 3-year commitments carry a \$15% discount.

CROWDRIFF

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

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

Who can participate? DMOs, attractions and Tennessee tourism partners

Timing: Through November 2025

TDTD Investment: \$45,000/year

Packages available are on the following page.

New Partner Benefits:

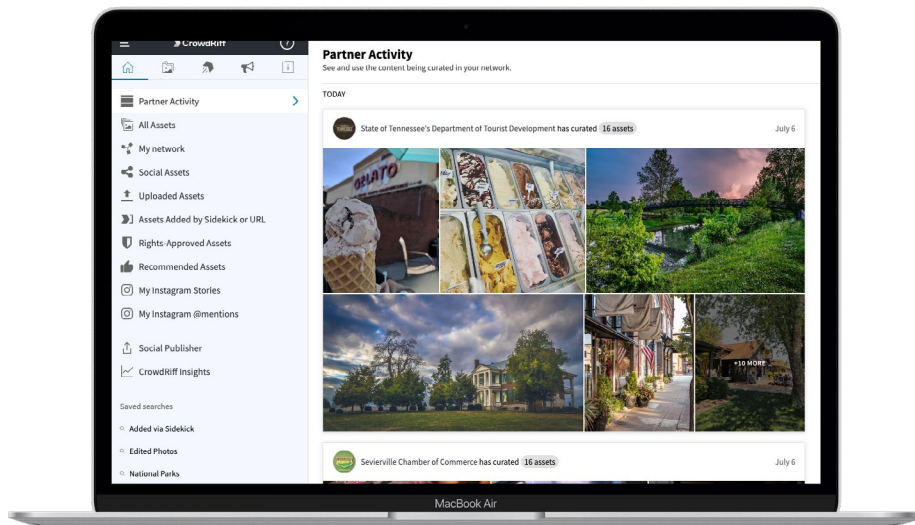
- 3-year ongoing access to program
- Access to platform at discounted rate (20% off list pricing)

Additional Discounts for Partners:

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

Existing Partner Benefits:

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



CONTACT

Amy Yuan, Customer Success Manager,
amy.yuan@crowdriff.com

PLATFORM & TOOLS

CROWDRIFF

	STARTER PLATFORM	ADVANCED PLATFORM EVERYTHING IN STARTER
SOURCING & DISCOVERY	Intelligent Social Content Social Photo Image Recognition Quality Filtering and Smart Curation Photo and Video Uploading 1GB Storage	Everything in Starter plus: 500 GB storage
DISTRIBUTE & MEASURE	Web Galleries Smart Galleries Google Locations Live Photo Wall Sidekick Gallery Insights Google Analytics CrowdRiff Insights Hashtag Rights Management	Everything in Starter plus: Collector Expiry and License Management Third-Party Share Portal CTAs
INCLUDED	Training & Onboarding Implementation Phone & Email Technical Support Dedicated Customer Success Manager	Training & Onboarding Implementation Phone & Email Technical Support Dedicated Customer Success Manager
PARTNER INVESTMENT	\$12,000/year (\$9,600 after discount)	\$19,000/year (\$15,200 after discount)
ADD-ON FUNCTIONALITY	Advanced Rights Management (\$3,200) API Access (\$3,200) Media Hub (\$2,400)	

CONTACT

Amy Yuan, Customer Success Manager,
amy.yuan@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

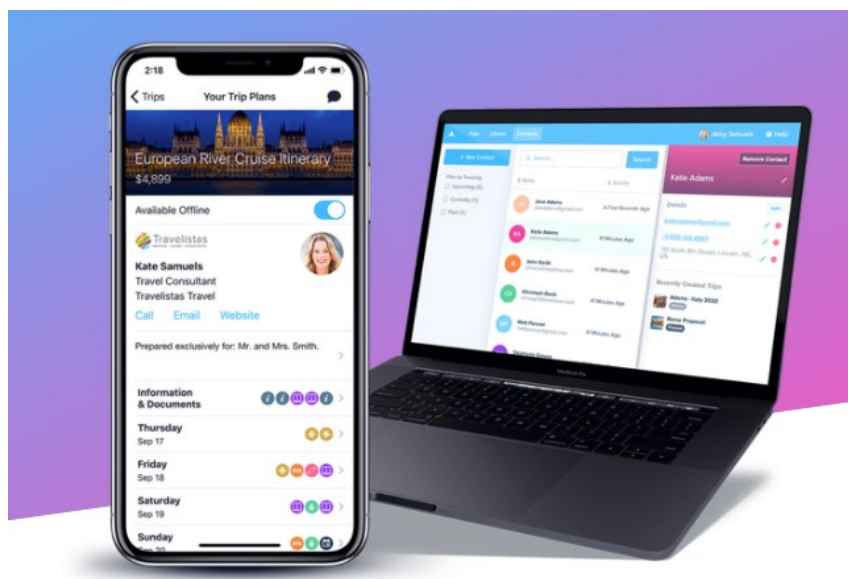
TRAVEFY

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, 615.741.9025

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

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.





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