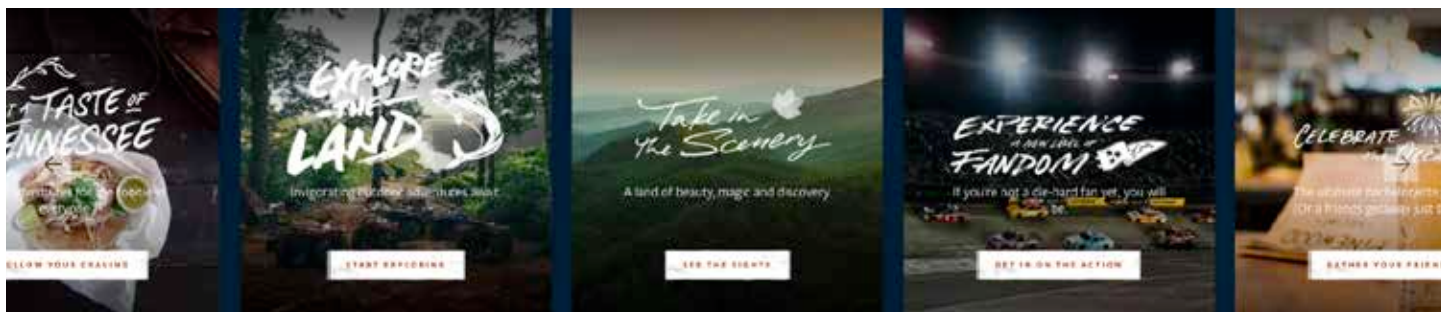
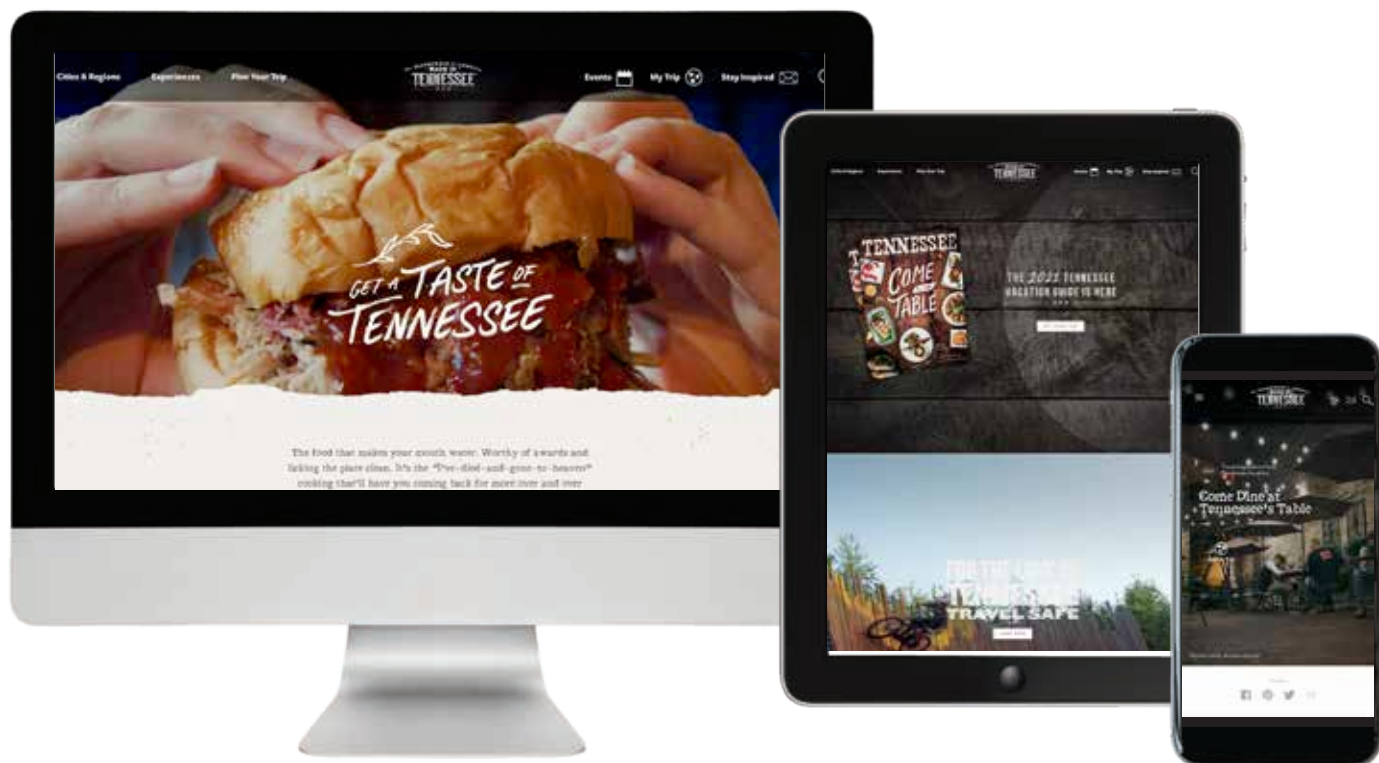


2022 TNVACATION.COM MEDIA KIT



THE SOUNDTRACK OF AMERICA
MADE IN
TENNESSEE

TNVACATION.COM

Website Sales Managed By:

 **JOURNAL
COMMUNICATIONS**
TRAVEL PUBLISHING

PREMIUM DIGITAL EXPOSURE ON TNVACATION.COM

Advertising opportunities on tnvacation.com offer **high-impact visibility** for your City page and Partner page. Reserve your exposure today on the state's official tourism site! **Inventory is limited.**

TRAFFIC TO TNVACATION.COM

3.4 M

Sessions

74%

Access the site on mobile

6.4 M

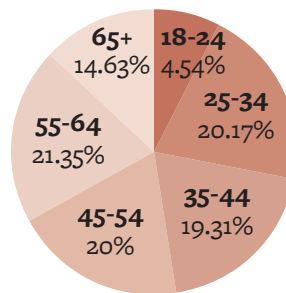
Pageviews

50.4%

Visits via organic search

VISITOR DEMOGRAPHICS

AGE BREAKDOWN



87%

NEW USERS

63.5% FEMALE

36.5% MALE

A SNAPSHOT OF TNVACATION.COM



A PERSONALIZED EXPERIENCE



tnvacation.com is equipped with special technology to provide a personalized digital experience for each site visitor, based on your unique characteristics and interests.

HANDY EXTRAS

- Direct link to the Event Calendar
- Request for a printed Vacation Guide
- Newsletter sign-up
- Global site search for a specific Partner

HOMEPAGE SPONSORED LINK

Promote your tourism attraction or location on the tnvacation.com homepage. With a full-width photo and a custom call-out, the Homepage Sponsored Link provides a signature link to your City or Partner page.

This opportunity is available in only one position on a monthly basis, so reserve early.

- Placement: Fourth block down on homepage
- Advertiser Cap: Three months campaign per calendar year (does not have to be sequential)
- Materials: A large high-quality image and descriptive text



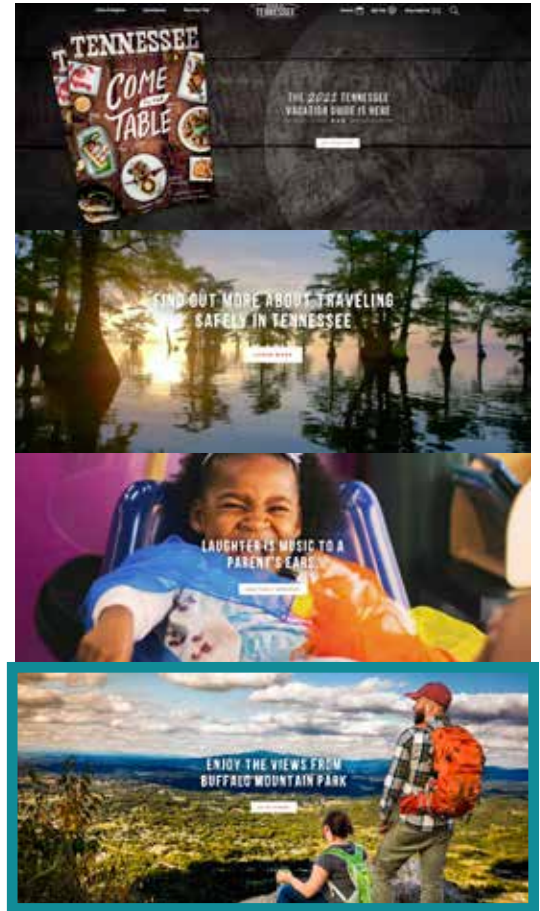
SIZE

1440px x 818px

This size is for desktop and will scale for tablet and mobile.

PRICE

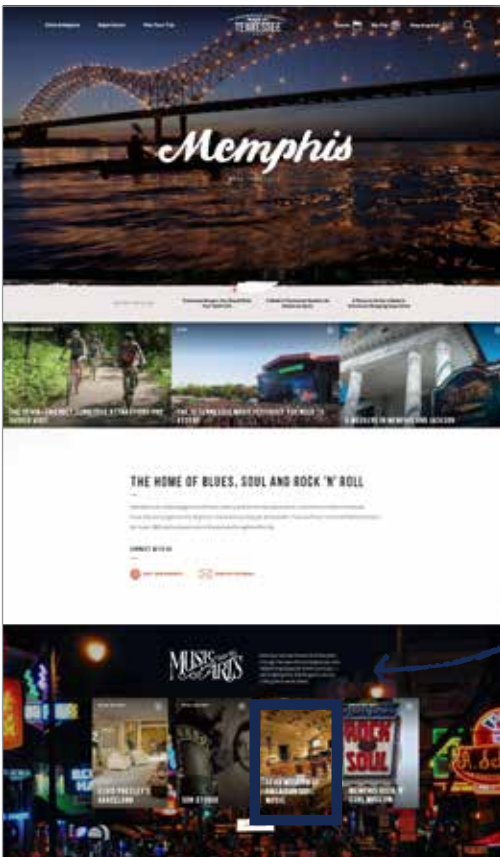
\$1,750/MONTHLY



REGION/CITY SPONSORED LINK

Integrate a link to your City page, Partner page or external site from tnvacation.com's high-traffic Region and City pages.

- Placement: Third partner within a content band on a Region or City landing page
- Materials: A high-quality image and descriptive text



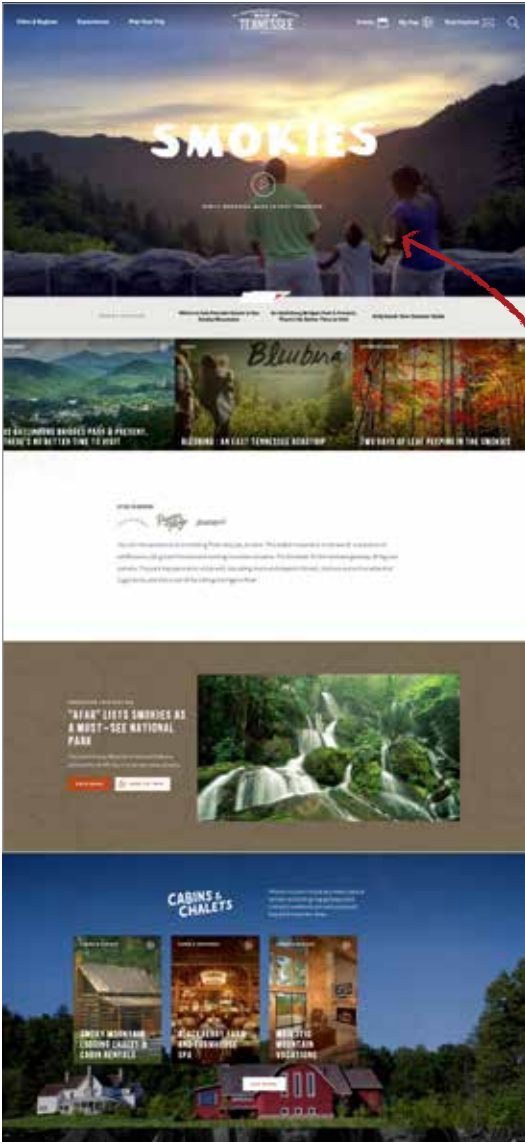
SIZE

480px x 480px

PRICE

\$500/MONTHLY

SPONSORED CONTENT



Leverage the engaged audience on tnvacation.com to tell the story of your destination or attraction. It's about capturing the moments, the memories, the people, the places and things that are uniquely and authentically Tennessee.

Your article on tnvacation.com will inspire people to travel to Tennessee and guide them to your Partner or City page where they can dive in to get specific details they'll need when trip planning.

THE PROGRAM INCLUDES:

- Inclusion in a custom 600-1,000 word article, written by an experienced digital writer
- Content aligned with tnvacation.com voice and optimized for search and usability
- Optimizing photos for responsiveness, search and social sharing
- Links to Partner/City pages and/or external website and social pages
- Exposure on tnvacation.com for one year from live date
- Periodic site promotion on tnvacation.com's relevant Region or City page

LINKS
DIRECTLY TO
YOUR SITE

YOU PROVIDE:

- High-quality, horizontal photo(s) with minimum size of 960px x 490px at 72 dpi resolution (Number of images dependent on article format)
- Content direction for the article

**Photos and content direction are subject to TDTD approval before posting on the site.*

WHAT MAKES A GREAT PHOTO FOR TNVACATION.COM?

- Show people enjoying beautiful places in Tennessee
- Highlight what is unique to your destination
- Consider diversity and inclusion
- Maintain high technical quality



DESTINATION SPOTLIGHT

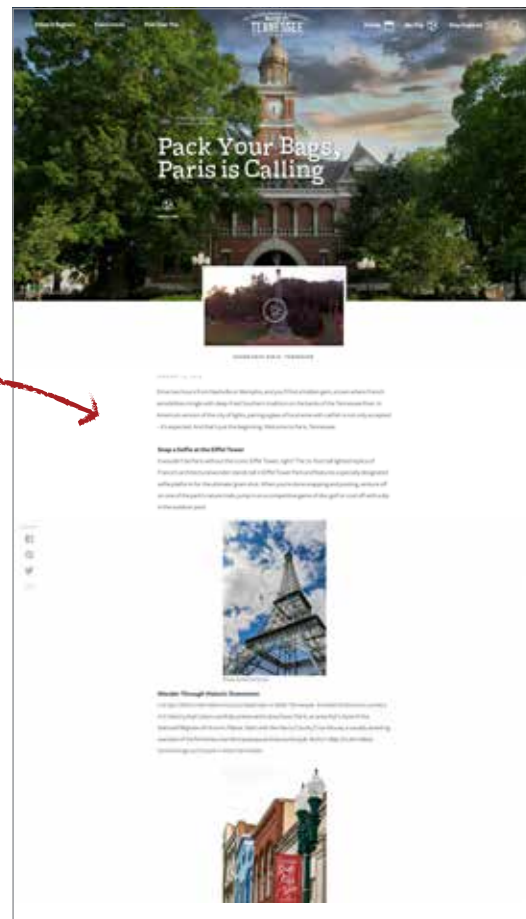
Designed for DMOs, the Destination Spotlight offers a great way to promote multiple attractions and points of interest in your locale.

We'll work with you to identify the topic and available imagery (up to 6 submitted photos), and our writer will craft the article. You will be able to review the story for accuracy and presentation before it's live.

NEW ARTICLE: \$5,000/ANNUALLY
RENEW 2021 ARTICLE: \$2,500/ANNUALLY

Includes minor changes to copy and photography.

AVAILABLE ADD-ON: **CUSTOM PHOTOGRAPHY SHOOT**



ATTRACTION SPOTLIGHT

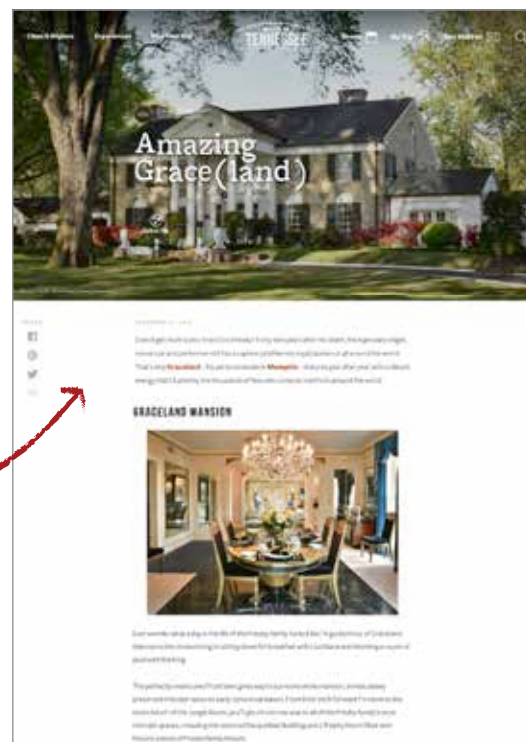
Highlight your attraction in an exclusive-to-you article. A story solely about your destination on the search-optimized tnvacation.com site will drive quality backlinks and traffic to your own website.

Choose the angle and provide up to 6 photos, and our writer will handle the rest. You will be able to review the story for accuracy and presentation before it's live on tnvacation.com.

NEW ARTICLE: \$3,000/ANNUALLY
RENEW 2021 ARTICLE: \$1,500/ANNUALLY

Includes minor changes to copy and photography.

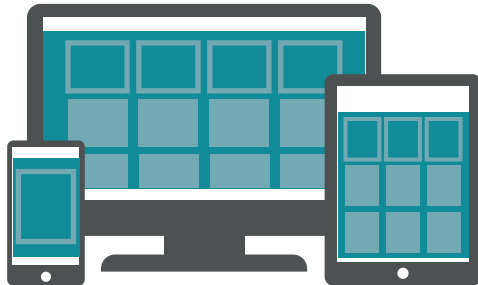
AVAILABLE ADD-ON: **CUSTOM PHOTOGRAPHY SHOOT**



PARTNER PAGE BOOST

Ensure your Partner page is promoted on the top row of filtered results within Trip Planner or on Region or City pages.

SIZE



BOOST SIZES VARY

** Ask us to craft your custom exposure in this section of the site!*

REGION/CITY PAGE

CHOOSE YOUR REGION OR CITY PAGE.

AND CHOOSE A TOURISM CATEGORY:

- Eat & Drink
- Places to Stay
- Things to Do

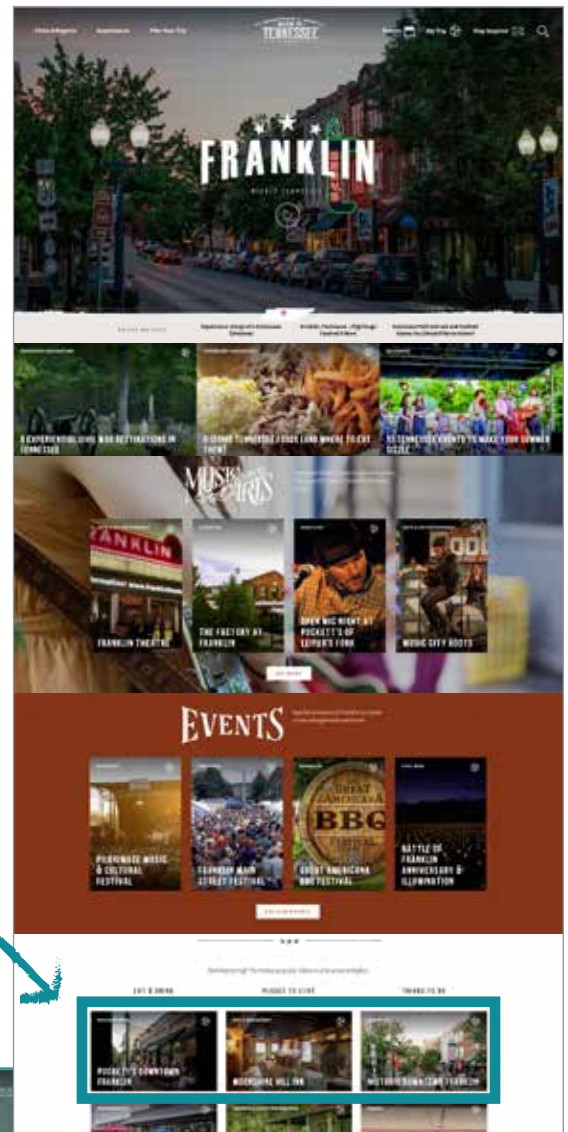
TRIP PLANNER PAGE

CHOOSE A TOURISM CATEGORY:

- Events
- Things to Do
- Eat & Drink
- Places to Stay

AND CHOOSE A REGION OR CITY:

- West Tennessee
- Middle Tennessee
- East Tennessee
- The Smokies
- Bristol
- Chattanooga
- Franklin
- Gatlinburg
- Jackson
- Knoxville
- Memphis
- Murfreesboro
- Nashville
- Pigeon Forge
- Sevierville
- Shiloh
- Many more cities available via the search field!



PRICE

TRIP PLANNER: \$250/MONTHLY
CITY/REGION: \$100/MONTHLY

SITEWIDE PRE-FOOTER

The pre-footer position offers full-page-width exposure integrated into page content for a more native experience. Promote your City page, Partner page or external link on almost every page in general rotation with other Partners. Homepage excluded. Available for up to five Partners per month.

- Placement: Above the blue guide request band and black footer
- Advertiser Cap: Three months per calendar year (does not have to be sequential)
- Materials: High-quality 1440 px x 290 px photo; Descriptive text or a logo (not both)



SIZE
1440px x 290px

This size is for desktop and will scale for tablet and mobile.



PRICE
\$1,000/MONTHLY

DIGITAL SUBMISSION GUIDELINES

MATERIALS DEADLINE

All materials must be submitted to us a minimum of two weeks prior to your campaign start date to ensure on-time delivery and full run-time.

Digital ads are sold primarily on an exclusive basis. To ensure our clients receive the full value of their campaign, we cannot run make-goods due to late materials. The price of the campaign will not be prorated for late materials.

SUPPLIED FILES POLICY

If files deviate from the size or specifications on the submission guidelines form, the files must be resubmitted. Please proof your files carefully before submission.

All ad components are subject to approval to align with TDTD's creative guidelines and branding. Any significant changes required to comply with this policy will be sent to the client for resubmission.

SENDING YOUR FILES

Email files to ads@jnlcom.com and include your business name, the project name (TVG), and your purchased ad position in the email message.

WEST/MIDDLE/SOUTHEAST TENNESSEE

Maryann Stafford
(615) 218-8271
mstafford@jnlcom.com

EAST TENNESSEE

Will Zanetis
(615) 668-1207
wzanetis@jnlcom.com

TNVACATION.COM'S FREE PARTNER PAGE

This complimentary webpage is the building block of your exposure on tnvacation.com.

Every tourism partner in the state is eligible for one or more FREE Partner pages on **tnvacation.com**. Partners include restaurants, adventure outfitters, nature centers, festivals, historic landmarks, music venues, unique shops and almost any other tourist attraction.

If you have multiple tourism businesses such as a restaurant, winery and bed-and-breakfast, you're encouraged to have a Partner page for each. These can be linked together by using the Related Partners field. There is no limit on the number of Partner pages.

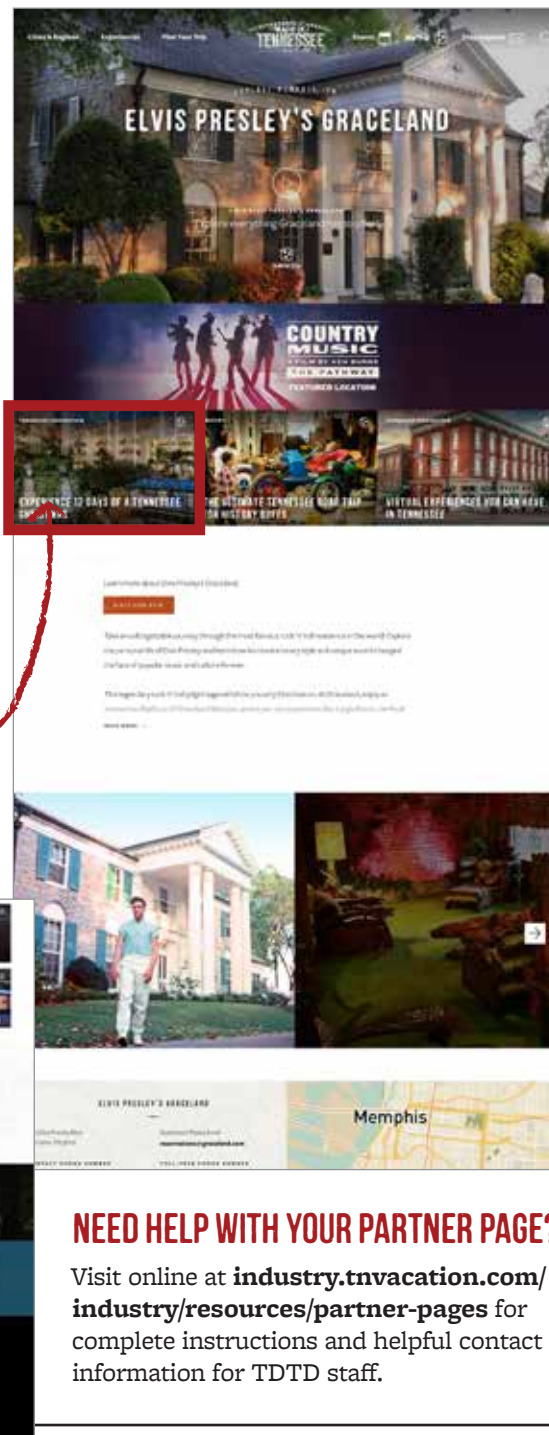
The Partner page provides a fill-in-the-blank design for your own materials and information:

- Header photo
- Video
- Links to your external website pages
- Text description
- Photo slide show
- Days and hours of operation and other business information
- Payment and discount information
- Social media icon links
- TripAdvisor rating
- Interactive map of your location with driving directions

If your attraction is mentioned in a content article on tnvacation.com, a preview of that article will appear on your Partner page.
Up to three tagged articles.

The category grid spotlights related and neighboring attractions to entice visitors to spend the day (or days!) in your part of the state.

If your attraction is included on an official "Discover Tennessee Trails & Byways" route, that trail is highlighted on your Partner page.



WHERE DOES YOUR PARTNER PAGE APPEAR?

Everywhere! Each Partner page is linked to the landing pages for its region, subregion and city. It's linked in relevant Experience pages, tourism category and sub-category(-ies) – however they may be filtered – throughout the site.

Partner pages are the targets of all promotion efforts on tnvacation.com. From seasonal website promotions to free and sponsored content articles, purchased ad positions and the Plan Your Trip drill-down tool, your Partner page is essential to exposure on Tennessee's official vacation website.