2020 has been a challenging year for all of us in the tourism industry. A quarantine, mandatory stay-at-home orders, and social distancing guidelines aren’t exactly conducive to travel experiences. However, Georgia is fortunate to have diverse tourism product that travelers are now seeking out. With thousands of acres of state and national parks, charming small towns, historical and cultural sites, and 100 miles of coast, we offer visitors – from both within the state and throughout the world – an extraordinary variety of safe traveling experiences.

The Explore Georgia team focuses on inspiration and connection: inspiring travelers to choose Georgia as a destination and connecting them to your destinations and experiences.

While much remains uncertain, Explore Georgia will continue to support you through our owned platforms. Within this document, we have summarized the opportunities within our owned channels that can help you amplify your investment and marketing programs. We know budgets are limited this year, and we want to ensure offerings across a spectrum of investment levels. We’ll also share additional opportunities if/when they arise throughout the year.

Explore Georgia is grateful for our industry partners across the state. We appreciate your partnership and know that working together will keep Georgia on visitors’ minds.
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SALES CONTACTS

Atlanta Magazine Custom Media serves as the publishing and digital sales partner for the Explore Georgia owned media properties presented here. Please contact AMCM with questions on any of these opportunities or to reserve your space.

JON BRASHER
Associate Publisher
404.527.5517 | 770.712.7492 (cell)
jbrasher@atlantamagazine.com

JILL TETER
Travel Sales Director
912.577.0062 (cell)
jteter@atlantamagazine.com
GEORGIA TOURISM BY THE NUMBERS: 2019

Tourism has long been a vital industry for the state of Georgia. The following data reflects the most comprehensive, updated available.

### Tourism Has Long Been a Vital Industry for the State of Georgia

The following data reflects the most comprehensive, updated available.

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
<th>Change YoY</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Domestic Visitors</strong></td>
<td>150.9 million</td>
<td>+3.2%</td>
<td>Source: 2019 Travel USA Visitor Profile Report, Longwoods International</td>
</tr>
<tr>
<td><strong>International Visitors</strong></td>
<td>1.4 million</td>
<td>+3.4%</td>
<td>Source: International State Travel Database Tourism Economics</td>
</tr>
<tr>
<td><strong>Total Jobs Supported</strong></td>
<td>484,056</td>
<td>+1.6%</td>
<td>Source: 2019 Tourism Satellite Account, Tourism Economics</td>
</tr>
<tr>
<td><strong>Visitor Spending</strong></td>
<td>$39.14 billion</td>
<td>+5.3%</td>
<td>Source: 2019 Tourism Satellite Account, Tourism Economics &amp; U.S. Travel Association</td>
</tr>
<tr>
<td><strong>Domestic Visitors Spending</strong></td>
<td>$68.82 billion</td>
<td>+4.9%</td>
<td>Source: 2019 Tourism Satellite Account, Tourism Economics &amp; U.S. Travel Association</td>
</tr>
<tr>
<td><strong>Total Tourism Economic Impact</strong></td>
<td>$3.45 billion</td>
<td>+3.5%</td>
<td>Source: 2019 Tourism Satellite Account, Tourism Economics &amp; U.S. Travel Association</td>
</tr>
</tbody>
</table>

**Total State & Local Tax Revenues Generated**

<table>
<thead>
<tr>
<th>Amount</th>
<th>Change YoY</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>$39.14 billion</td>
<td>+5.3%</td>
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</tr>
</tbody>
</table>

Source: 2019 Tourism Satellite Account, Tourism Economics & U.S. Travel Association
2021 EXPLORE GEORGIA TRAVEL GUIDE

The state’s official Travel Guide serves an inspirational role for travelers and a resource for Explore Georgia’s tourism partners.

NEW FOR 2021

• Revised publish date of April 2021
• Reduced circulation of 500,000
• Redesigned look & feel showcasing Explore Georgia branding
• Incorporate Culinary Guide & Roam/Group Travel editorial content
• Additional connectivity between the Guide and ExploreGeorgia.org
• Updated lead generator: Advertiser Index + dedicated URL for collateral requests and links to advertisers’ websites

DISTRIBUTION

The Guide will continue to be primarily distributed through:

• Explore Georgia Visitor Information Centers (VICs):
  nine locations throughout the state that assist 13 million visitors, annually
• Direct requests on ExploreGeorgia.org: more than 48,500 ordered in FY20 + nearly 29,000 online views of the digital version
• Direct requests through 1-800-VISITGA: Nearly 8,500 ordered in FY20
• Regional Visitor Information Centers: 60 locations throughout Georgia operated by local CVBs and Chambers of Commerce
• Georgia State Parks and Lodges

Additional Distribution:

• Newsstands throughout Georgia and the Southeast
• Statewide events and festivals
• Consumer and industry trade shows
• Hotels, resorts, private home rentals, and bed & breakfasts
• Georgia State Capitol
• Atlanta Magazine events
2021 ADVERTISING RATES*

FRONT OF BOOK / PREMIUM

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-Page Spread: Display or Advertorial</td>
<td>$25,950</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$22,950</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$20,950</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$19,950</td>
</tr>
<tr>
<td>Page One</td>
<td>$17,950</td>
</tr>
<tr>
<td>Table of Contents</td>
<td>$16,950</td>
</tr>
<tr>
<td>Masthead</td>
<td>$16,950</td>
</tr>
<tr>
<td>Full Page</td>
<td>$14,950</td>
</tr>
<tr>
<td>Half Page</td>
<td>$8,750</td>
</tr>
</tbody>
</table>

RUN OF BOOK DISPLAY ADS

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page, Bleed</td>
<td>$14,950</td>
</tr>
<tr>
<td>2/3 Page (vertical)</td>
<td>$12,500</td>
</tr>
<tr>
<td>1/2 Page (island or horizontal)</td>
<td>$8,750</td>
</tr>
<tr>
<td>1/3 Page (vertical or square)</td>
<td>$6,295</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$5,450</td>
</tr>
<tr>
<td>1/6 Page (vertical or horizontal)</td>
<td>$3,150</td>
</tr>
</tbody>
</table>

*All rates are net and include 4-color.

ADVERTISING SPECIFICATIONS

- Spread (with bleed): 16.25” x 10.75” (keep text .375” from trim edges)
- Full Page (with bleed): 8.25” x 10.75” (keep text .375” from trim edges)
- 2/3 Page Vertical: 4.625” x 9.5”
- 1/2 Page Island: 4.625” x 7.1125”
- 1/2 Page Horizontal: 7” x 4.625”
- 1/3 Page Vertical: 2.25” x 9.5”
- 1/3 Page Square: 4.625” x 4.625”
- 1/4 Page: 3.375” x 4.625” (quarter pages are formatted ads on same page)
- 1/6 Page Vertical: 2.25” x 4.625”
- 1/6 Page Horizontal: 4.625” x 2.125”

AD REQUIREMENTS

- Printing Process: Web offset
- Binding Method: Perfect bound
- Line Screen: 150 line
- Ink: CMYK, convert all spot colors to CMYK
- Ink Density: 280 percent

Acceptable File Format:
PDF X1A - high resolution (300 dpi). All fonts and images must be embedded within the PDF. Images should be 300 dpi before embedding.

Color Proofs:
A 100% sized, color-accurate proof, with crop marks is preferred to accompany your ad.

Production Contact:
Whitney Tomasino, Production Director,
wtomasino@atlantamagazine.com,
404-527-5526

File Submission:
Ads can be emailed directly to
wtomasino@atlantamagazine.com
if less than 6MB. If larger than 6MB, please email Whitney for an upload link.
EXPLORE GEORGIA WEBSITE

ExploreGeorgia.org is the state’s official tourism destination website. The site supports travel ideas and inspiration to 5 million users and has provided 1.5 million referrals for partners in FY19. ExploreGeorgia.org holds a Page 1 position in Google for more than 11,000 keywords, making it the sixth best performing State DMO site nationwide.

Visitor Overview:
- 5 Million Annual Visitors
- Nearly 12 million sessions
- 1,180,207 Partner Referrals

Demographic Profile:
- Sex:
  - 61% Female
  - 39% Male
- Age:
  - 18-24: 6%
  - 25-34: 13%
  - 35-44: 18%
  - 45-54: 23%
  - 55-64: 20%
  - 65+: 20%
- Location:
  - In State: 54%
  - Out-Of-State: 56%

Top Markets:
- Georgia
- Florida
- Alabama
- North Carolina
- Tennessee
- New York
- South Carolina
- Texas
- California
- Illinois

Source: Google Analytics
EXPLOREGEORGIA.ORG WEBSITE OFFERINGS

Featured listings
Featured Listings offer a top-tier sort of all listings, highlighting four partner listings per category. This opportunity offers partners a cost-effective, annual presence on ExploreGeorgia.org and helps drive qualified traffic to your site through your partner profile.

Available Categories:
Categories should be directly associated with your listing and will assign a location for the featured listing on the site. Each category has a designated URL on the site and your listing will show up on that page and its sub-pages as they apply.
For CVB/DMO listings, please select a specific category or purchase multiple categories.
- Places to Stay - [https://www.exploregeorgia.org/places-to-stay](https://www.exploregeorgia.org/places-to-stay)
- Attractions & Entertainment - [https://www.exploregeorgia.org/attractions-entertainment](https://www.exploregeorgia.org/attractions-entertainment)
- Outdoors & Adventure - [https://www.exploregeorgia.org/outdoors-adventure](https://www.exploregeorgia.org/outdoors-adventure)
- Food & Drink - [https://www.exploregeorgia.org/food-drink](https://www.exploregeorgia.org/food-drink)
- Events & Festivals - [https://www.exploregeorgia.org/events-festivals](https://www.exploregeorgia.org/events-festivals)
- Transportation - [https://www.exploregeorgia.org/transportation](https://www.exploregeorgia.org/transportation)

Frequency:
Featured Listings are live for 12 consecutive months.

Pricing: $1,200
Reflects an annual commitment.

Specs:
Featured Listings are populated through Explore Georgia’s Extranet. If you do not currently have a listing or if you have any questions on your listing’s content prior to transitioning to a Featured Listing, please contact Lori Hennesy at lhennesy@georgia.org.
EXPLOREGEORGIA.ORG WEBSITE OFFERINGS

Display Banner Program
Five million users visit ExploreGeorgia.org each year to find travel inspiration to all of the state's diverse offerings. Increase your brand's exposure on our highly visited site through a targeted display banner package. Using a tiered approach of guaranteed impressions delivery, partners can select the package best suited to meet your business and budget goals. Impressions will be served run-of-site – rotating with two unit sizes – and be optimized across the site throughout your campaign's flight. Campaigns are priced on a CPM model, with discounts triggering at defined impression levels.

TOTAL IMPRESSIONS | RATE | CPM
---|---|---
50,000+ | $900 | $18
100,000+ | $1,600 | $16
200,000+ | $2,800 | $14

Minimum buy-in: 50,000 impressions

Specs:
- Ad sizes: 300 x 250 & 300 x 100
- File format: JPG or PNG
- RGB
- Include URL for click-through landing page
- Send all materials to Jon Brasher jbrasher@atlantamagazine.com AND Jill Teter jteter@atlantamagazine.com one week prior to confirmed launch date

![300x250 sample](Image)

![300x100 sample](Image)

9 GREAT SPOTS TO CAMP IN GEORGIA

Explore Georgia Website
EXPLOREGEORGIA.ORG WEBSITE OFFERINGS

Sponsored Content

Elevate your brand’s presence on ExploreGeorgia.org with this professionally-written content opportunity. Your brand’s content – developed in conjunction with you, Explore Georgia, and Miles Partnership – will live on ExploreGeorgia.org, gaining the audience of our widely-visited site. Your article will have 100% share-of-voice, all ad units on this page, and priority sorting in related content throughout the site.

Additionally, your sponsored content may be promoted when space is available in banner ad inventory on ExploreGeorgia.org, Explore Georgia social posts, and/or within Explore Georgia e-newsletter ad positions. If any of these spaces are available, you will be contacted with the materials needed to enact this offering.

This opportunity is limited to 10 total partners per 12-month window.

7 REASONS WHY ALPHARETTA’S MUSIC SCENE CAN’T BE BEAT

From world-class music festivals to famous venues, it’s no mystery why this Atlanta suburb is known for its vibrant music culture.

Music is in Georgia’s DNA, but Alpharetta has staked a claim as one of the most dynamic music destinations in Georgia. Located about 20 miles north of Atlanta, Alpharetta has everything from the Wire & Wood Music festival to the iconic Velvet Note jazz club, plus a huge amount of concerts throughout the year – many of them free and family-friendly. Whether you’re into pop, country, rock, or just appreciate great lyrics and a catchy tune, here's your guide to the best of Alpharetta Music City.
**EXPLOREGEORGIA.ORG WEBSITE OFFERINGS**

**Sponsored Content, continued**

**Frequency:**
Sponsored Content is live for 12 consecutive months.

**Pricing: $5,000**
Cost reflects all development and production of sponsored content.

**Specs:**
Sponsored content is written by Miles Partnership to live within the brand voice of ExploreGeorgia.org using a list of partner-provided content, a collaborative outline process, and final approval by partner and Explore Georgia.

- **Content Request:** Partner's desired topical focus for the article, including any mandatory requests. Please keep in mind the final article will be between 600-800 words, so please limit content focus accordingly.
- **Miles Partnership** will create a content outline for review with each partner. Upon approval, Miles will write the article for partner and Explore Georgia approval, prior to publishing.
- **Content development is limited to three rounds of proofing**
- **Images:** Up to 10 photos to accompany the article
  - High resolution, horizontal-oriented images
  - Partners can resource images from PictureGeorgia if needed
- **URLs:** Please include a click-through URL related to the article’s main theme
  - Additional URLs can be submitted to be included as content hyperlinks, as applicable
- **Promotional Assets:** To be provided upon request by Miles as space becomes available within Explore Georgia properties.
  - **File formats:** JPG or PNG
  - **Display Banner:** 300 x 250 & 300 x 100
  - **Email Image:** 225x160
- **Send all content requests and materials to Taylor Litzen at taylor.litzen@milespartnership.com four weeks prior to confirmed publish date**
EXPLORE GEORGIA SOCIAL MEDIA

Explore Georgia has one of the strongest social media followings. On Instagram, @ExploreGeorgia is the seventh most followed state DMO account in the U.S. Each quarter, social metrics continue to exceed growth and engagement industry benchmarks. Activity across @ExploreGeorgia platforms also drives website sessions and conversions, supporting ExploreGeorgia.org. Reach our engaged audience of inspired travelers with your content, drive traffic to your site, and navigate visitors to your location, attraction, or event.

Followers as of August 2020

463k   235k

Sources: Explore Georgia & Sprout Social

Sponsored Social Media Posts

Take advantage of the reach on Explore Georgia’s social media channels. Showcase your destination and increase awareness through partner social posts, either as a Facebook + Instagram combo post or a Facebook-only post.

Participation is limited to one time per quarter, and excludes consecutive-month purchases.

Frequency:
Two (2X) sponsored social media posts available per month.

Pricing:
All costs include the development and production of partner social content.
- Facebook + Instagram: $1,000 per post
- Facebook only: $650 per post

Specs:
Content is written by Miles Partnership using partner-provided content to align with the Explore Georgia brand. Content provided by the partner should NOT be overly promotional, use stock photography, or include a logo.
- Photography
  - Maximum file size: 4MB
  - Instagram: 1080x1350; 1080x1080, if square
  - Facebook: 1200x630
- Click-thru URL/landing page link
- Send all materials to Taylor Litzen at taylor.litzen@milespartnership.com four weeks prior to confirmed publish date
- Content development is limited to three rounds of proofing

Explore Georgia reserves the right to cancel any scheduled social post for a full refund to partner should circumstances warrant going dark or limiting messaging on social, e.g., travel restrictions during pandemic or due to natural disaster.
EXPLORE GEORGIA EMAIL

Explore Georgia newsletters hold a large, and engaged database of Georgia travelers, and will help drive traffic to your site.

<table>
<thead>
<tr>
<th>SUBSCRIBER COUNT</th>
<th>197K+</th>
</tr>
</thead>
<tbody>
<tr>
<td>AVERAGE OPEN RATE</td>
<td>12.0%</td>
</tr>
<tr>
<td>AVERAGE CLICK-TO-OPEN RATE</td>
<td>16.5%</td>
</tr>
</tbody>
</table>

Source: MailChimp, as of July 2020

Monthly Newsletters
Each month, Explore Georgia sends travel ideas and inspiration to its robust database. Include your message in one of two exclusive ad units in one of our monthly e-newsletters. Choose from the Featured Partner content or the Leaderboard Display Banner included in the footer of the email.

Participation is limited to one time per quarter and excludes consecutive-month purchases.

Frequency:
Monthly, deploys the first Thursday of each month; partner gets one email ad placement per purchase.

Pricing:
- A - Featured Partner: $1,500/email
- B - Footer Display Banner Ad: $1,000/email

Specs:
- Featured Partner
  - Image: 225x160 | JPG or PNG | RGB
  - Copy: All copy specs include spaces
  - Headline: 25 characters
  - Body Copy: 100 characters
  - URL: Click-through landing page
- Footer Leaderboard Display Banner
  - Image: 634x74 | JPG or PNG | RGB
  - URL: Click-through landing page
- Send all materials to Jon Brasher jbrasher@atlantamagazine.com AND Jill Teter jteter@atlantamagazine.com three weeks prior to confirmed email deployment date

Explore Georgia reserves the right to cancel any scheduled email for a full refund to partner should circumstances warrant going dark or limiting messaging on social, e.g., travel restrictions during pandemic or due to natural disaster.
EXPLORE GEORGIA EMAIL

Quarterly Georgia Events
Once a quarter, Explore Georgia spotlights the state’s best and most interesting events. Detailed by month, this quarterly summary includes a Featured Event (partner ad unit) plus three Explore Georgia-selected events for that month. The footer of the email also includes a Leaderboard Display Banner.

Participation is limited to one time per quarter and excludes consecutive-month purchases. Events must be relevant to the subscriber and cannot be added to the email if they have happened prior to the deployment date.

Frequency:
Quarterly, deploys the second Tuesday of the month
- Spring: Deploys in February, including events taking place in February, March, and April
- Summer: Deploys in May, including events taking place in May, June, and July
- Fall: Deploys in August, including events taking place in August, September, and October
- Winter/Holidays: Deploys in October, including events taking place in November, December, and January

Pricing:
- A - Featured Event: $1,500/email
- B - Footer Display Banner Ad: $1,000/email

Specs:
- Featured Event
  - Image: 200x200 | JPG or PNG | RGB
  - Copy: All copy specs include spaces
  - Headline: 30 characters
  - Body Copy: 145 characters
  - URL: Click-through landing page
- Footer Display Banner
  - Image: 634x74 | JPG or PNG | RGB
  - URL: Click-through landing page
- Send all materials to Jon Brasher jbrasher@atlantamagazine.com AND Jill Teter jteter@atlantamagazine.com

Explore Georgia reserves the right to cancel any scheduled email for a full refund to partner should circumstances warrant going dark or limiting messaging on social, e.g., travel restrictions during pandemic or due to natural disaster.
EXPLORE GEORGIA EMAIL

Dedicated Partner Emails
Promote your tourism product with this 100% SOV email offering. Your brand’s content – developed in conjunction with you, Explore Georgia, and Miles Partnership – will be sent to Explore Georgia’s database.

Participation limited to one time per quarter and excludes consecutive-month purchases.

Frequency:
Monthly, deploys on the third Thursday of each month.

Pricing: $5,000
Cost reflects all development and production of email.

Specs:
- Images
  - High resolution, horizontal-oriented photos | GIF or JPG, at least 72 dpi | RGB
  - Hero photo: 650x400 | Secondary photo: 565x297
  - Please provide a minimum of three images for each photo type to allow for flexibility
  - Partners can resource images in PictureGeorgia if additional images are needed
  - Logo: 140x140
- Copy
  - Headline: 35 characters, including spaces
  - Body copy: 200 words
  - URL: Click-through landing page
- Send all materials to Taylor Litzen at taylor.litzen@milespartnership.com four weeks prior to confirmed email deployment date

Explore Georgia reserves the right to cancel any scheduled email for a full refund to partner should circumstances warrant going dark or limiting messaging on social, e.g., travel restrictions during pandemic or due to natural disaster.